

PREPARING FOR THE NEXT GENERATION

MARCH 9-11, 2023 **ORLANDO**
ORANGE COUNTY CONVENTION CENTER



Mini What's New Sessions Request for Proposals PROPOSALS DUE: FRIDAY, OCTOBER 14, 2022

Mini What's New Sessions

Proposals Due: Friday, October 14, 2022

Please submit proposals to Ellen Ariston:
eariston@soy.org

Save the form as a Word document (not PDF)

For questions about Commodity Classic education sessions, please contact:

Ellen Ariston, Convention Coordinator
American Soybean Association
O: 314.754.1283
eariston@soy.org

For information about other Commodity Classic sponsorship opportunities, please contact:

Abby Podkul
Director, ASA Meetings & Conventions
and Education Lead, Commodity Classic
American Soybean Association
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apodkul@soy.org

Mini What's New Sessions are a unique opportunity for exhibiting companies to highlight their newest, most innovative product or service to Commodity Classic attendees. A series of back-to-back, 5-minute presentations in a fast-paced 90-minute window scheduled at an ideal time: **on Thursday, the opening day of the Trade Show, on the Main Stage.** An opportunity for you to give a brief introduction to your key innovations and invite attendees to visit your exhibit on the Trade Show floor.

Who: Open to 2023 Commodity Classic exhibitors with a new product or service to introduce.

Format: Five-minute presentations – in a fast-paced 90-minute window involving multiple back-to-back presenters – give the audience a brief introduction to companies' key developments and innovations. It's Commodity Classic's version of speed-dating!

The order of presentations in Mini What's New sessions is determined by Commodity Classic.

When: **Scheduled once** on the first show day, Thursday, March 9, 2023, on the Trade Show Main Stage during Trade Show hours. *Note: Time is subject to change.*

Fee: \$2,000

Guidelines: Product or service to be presented at a 2023 Mini What's New Session may not have been placed on the market earlier than the previous Commodity Classic (March 12, 2022). You may submit individual proposals for as many products or services that qualify.

Please forward product/service information even if regulatory approval is pending. In terms of crop protection products, a totally new compound of new and pre-existing chemistry is acceptable.

Once a product/service is presented as a Mini What's New or What's New Session, it will no longer be eligible for presentation in these sessions in future years.

Commodity Classic will provide a PowerPoint template in January to be used for your presentation (maximum of 6 slides).

Selection: The Commodity Classic Affiliates Council will make the final selection of sessions. Selection will be based upon:

- Is it new since the last Commodity Classic?
- Uniqueness of product/service
- Value of product/service to agriculture
- Appeal of product/service to Commodity Classic audience
- Introduction date

How to Apply:

- Submit your proposal(s) using the Mini What's New proposal form. The Proposal Form is a Word document available via a link on this web page: <https://commodityclassic.com/sponsorship/sponsor-education>

- **Save the form as a Word document (not PDF)**

An invoice will be sent upon notification of selection.

Mini What's New Timelines & Deadlines

October 14, 2022 Proposals due

December 2, 2022 Notifications to all companies submitting proposals

December 16, 2022 Deadline for the following materials:

- Presentation title
 - Sponsoring company's name
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February 15, 2023 PowerPoint Presentation Due

- Up to 6 slides using Commodity Classic PowerPoint template

Please submit Mini What's New proposals to Ellen Ariston: eariston@soy.org

Please remember to submit proposal and any supporting materials as a Word document. Billing information must be filled out on the proposal form and payment for your approved session(s) must be received by mid February, 2023.

