

PREPARING FOR THE NEXT GENERATION

MARCH 9-11, 2023 **ORLANDO**



**A GREAT WAY TO SHOWCASE
YOUR COMPANY'S COMMERCIAL,
PROMOTE TRAFFIC TO YOUR
BOOTH, AND BOOST YOUR
BRAND AMONG THOUSANDS
OF FARMERS!**

DETAILS

On-air time is assigned in 30-second units, which are combined to accommodate the length of your video. Example: A 90-second video uses 3 units each time it is played. We recommend videos of no more than 2 minutes in length.

SIGN-UP DEADLINE:

JANUARY 20, 2023

MATERIALS DEADLINE:

JANUARY 31, 2023

SPONSORSHIP DETAILS:

Abby Podkul
office: 314.754.1345
cell: 314.517.5971
apodkul@soy.org

Reach Top Producers on the Video Wall



- Large, attention-getting video screen located in the Convention Center lobby near trade show entrance, education rooms, and other activities.
- Second, smaller screen located in the Convention Center lobby will also feature your content.
- Video wall is "on the air" for more than 28 hours during the show. Your video will appear multiple times throughout this time frame, using a combination of Prime Time and Tier 2 time.
- The top two packages include time on the Trade Show Main Stage screens between sessions. Time on the Trade Show Main Stage, presented by Commodity Classic and Successful Farming, is in addition to the on-screen time noted below.
- Don't have your own video? We can produce one for you with the **Classic Close-Up** package. Ask for details.

Video Wall Sponsor Packages

	\$6,500 :90 Classic Close-Up	\$5K Package	\$10K Package	\$15K Package (includes Main Stage)	\$20K Package (includes Main Stage)
When will my video run?	THURS-SAT	THURS-SAT	THURS-SAT	THURS-SAT	THURS-SAT
Total On-Air Time	45 min	1 hr 20 min	2 hr 48 min	3 hr 49 min	5 hr 30 min
Total 30-Sec Units	90 units	160 units	336 units	458 units	660 units

NOTE: Please supply video content in increments of 30 seconds.