



NEW FRONTIERS IN AGRICULTURE

FEBRUARY 28-MARCH 2
HOUSTON  **2024**

**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 increments, which are combined to accommodate the length of your video. We recommend videos of no more than 2 minutes in length.

SIGN-UP DEADLINE:

JANUARY 19, 2024

MATERIALS DEADLINE:

JANUARY 31, 2024

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 1st floor lobby near trade show entrance.
- Second screen located on Convention Center 3rd floor near the trade show and the education rooms.
- Your content will be played on BOTH locations at no additional cost.
- Video wall is “on the air” for more than 28 hours during the show. Your video will appear multiple times throughout this time frame.
- The top two packages include airtime on the screens at the Trade Show 1st Floor Stage between sessions. The Trade Show 1st Floor stage is presented by Commodity Classic and Successful Farming.
- Don't have your own video? We can produce one for you with the **Classic Close-Up** package. Ask for details.

NOTE: Please supply video content in exact increments of 30 seconds. For example: videos may be supplied as 30 seconds, 60 seconds, 90 seconds, etc.

Any video that is NOT supplied in 30-second increments will require additional editing time.

Video Wall Sponsor Packages	\$7,000 :90 Classic Close-Up	\$5K Package	\$10K Package	\$15K Package <small>(includes Trade Show Floor Stage)</small>	\$20K Package <small>(includes Trade Show Floor Stage)</small>
When will my video run?	WED-FRI	WED-FRI	WED-FRI	WED-FRI	WED-FRI
Total On-Air Time	45 min	1 hr 20 min	2 hr 48 min	3 hr 49 min	5 hr 30 min