



WHAT ONE GENERATION LEARNS, **THE** **NEXT GROWS.**

2026 SPONSORSHIP OPPORTUNITIES

February 25-27, 2026

Henry B. González
Convention Center

San Antonio, TX

All opportunities current as of 12/11/2025





30 YEARS OF COMMODITY CLASSIC

February 25-27, 2026 | San Antonio, TX

30

Expand your presence beyond your exhibit booth footprint! Sponsorship increases visibility and value for your company among thousands of America's best farmers!

All 2026 exhibitors are invited to become Commodity Classic sponsors by selecting from the menu of sponsorship opportunities detailed in this book.

A couple of important notes:

- Your sponsorship level (Bronze, Silver, Gold, Platinum) is based on the sum of the fees paid for your selected sponsorship opportunities. Sponsorship fees are listed for each item.
- Booth fees are not included in the calculation of your sponsorship level.
- Some sponsorships require printing and installation which is indicated in the description of the item. These costs are paid directly to the printer and are not included in the calculation of sponsorship level.
- 2025 sponsors have first right of refusal for some items.
- To commit to a sponsorship, please reach out to Commodity Classic staff (sponsorship contacts are listed below). Please note that selection of a sponsorship is not final until confirmed in writing by Commodity Classic.

We are excited to have you join us for the 30th anniversary of Commodity Classic and are eager to help you maximize your experience!

Contacts

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SIGNAGE & BRANDING OPPORTUNITIES

Convention Center Branding Opportunities 30

- #1: Outside Space of Main Lobby Entrance *Display Area*
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- #5: Level 1 Main Lobby *Floor Cling*
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- #7: Level 1 Main Lobby by Hall 3 Entrance *Lounge*
- #8: Level 1 Main Lobby *Railings Up Above*
- #9: Level 1 Main Lobby Restrooms near Hall 3 Entrance *Mirror Clings*
- #10: Level 1 Connecting Walkway near Hall 3 Entrance *Column*
- #11: Level 1 Connecting Walkway Built-In Lounge Area Between Main Lobby & West Lobby *Floor & Wall*
- #12: Level 1 Connecting Walkway Built-In Lounge Area Between Main Lobby & West Lobby *Floor & Wall*
- #13: Level 1 Lobby Restrooms between Main Lobby & West Lobby *Mirror Clings*
- #14: Level 1 Connecting Walkway between Main Lobby & West Lobby *Floor Cling*
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- #17: Level 1 Intersection of West Lobby & Connecting Walkway *Floor Cling*
- #18: Level 1 El Puente Café *Lounge*
- #19: Level 1 West Lobby Escalator up to Level 2 Hall of Statues *Escalator*
- #20: Level 1 Lila Cockrell Theatre Convention Center Entrance *Windows*
- #21: Outside Lila Cockrell Theatre Convention Center Entrance & Grand Hyatt *Display Area*
- #22: Level 2 Above Main Lobby & Hall 1 *Escalator & Stairs Between Levels 2 & 3*
- #23: Level 2 Above Main Lobby & Hall 3 *Escalator Between Levels 2 & 3*
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- #25: Level 2 Hall of Statues above Bridge Hall *Floor Cling*
- #26: Level 2 Room 208 Hallway *Banner*
- #27: Level 2 Room 212 Hallway *Banner*
- #28: Level 2 Park View Lobby *Windows*
- #29: Level 2 Tower View Lobby *Windows*
- #30: Level 2 Park View/Tower View Lobby *Escalator up to Level 3 Hemisfair Ballroom*
- #31: Level 2 Park View/Tower View Lobby *Column near Room 216*
- #32: Level 1 Trade Show Hall 4 *Escalator*



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- #33: Level 1 Trade Show Hall 3 *Escalator*
- #34: Level 1 Trade Show Hall 2 *Escalator*
- #35: Level 2 Escalator near Room 218 up to Level 3 *Escalator*
- #36: Level 3 Trade Show Hemisfair Ballroom Foyer *Lounge*
- #37: Level 3 Trade Show Hemisfair Ballroom Foyer *Banner*
- #38: Level 3 Hallway from Hemisfair Ballroom to 300 Rooms and Stars at Night Ballroom *Floor or Wall*
- #39: Level 3 Wall near Room 301 *Banner*
- #40: Level 3 Wall near Room 302 *Banner*
- #41: Level 3 Wall near Room 303 *Banner*
- #42: Level 3 Rooms 301 & 302 Foyer *Lounge*
- #43: Level 3 Rooms 303, 304, & 305 Foyer *Lounge*
- #44: Level 3 Stars at Night Ballroom Foyer *Windows*

SIGNAGE & BRANDING OPPORTUNITIES

Grand Hyatt San Antonio
 Branding Opportunities 74

Hyatt Regency San Antonio
 Branding Opportunities 75



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Ag Tours *NEW FOR 2026!* **call for pricing**

Does your company have an operation, production plant, headquarters, or corporate presence in the San Antonio area? Would you like to showcase it to the Commodity Classic audience? If you've got a venue or experience that would make an interesting, unique, behind-the-scenes, or exclusive off-site tour for attendees, let us know. If your tour idea is selected, your company will be recognized as the sponsor of it in event materials. You are welcome to have company representatives ride along on the bus to address attendees during the travel time.

COMMITMENT DEADLINE: DECEMBER 19, 2025

Beverage Greetings **\$12,000**

Offered exclusively to one sponsor. Greet Commodity Classic attendees with a delicious cup of orange juice or coffee as they enter the convention center to start their day on Thursday, February 26. Brighten their morning and put a smile on their faces! Choose one beverage to offer.

Sponsorship fee includes your selected beverage, catering staff to serve it, promotion of the event in show materials, recognition of your company as the sponsor, and signage provided by Commodity Classic at the distribution point.

Beverage will be distributed on Thursday morning for up to 1.5 hours to attendees at a prominent entry point to the convention center. Sponsor is invited to greet attendees in person, provide company-branded cups and/or napkins, and is welcome to provide company-branded attire for the catering staff to wear.

COMMITMENT DEADLINE: DECEMBER 19, 2025

Branded Email Marketing **SOLD**

Offered exclusively to one sponsor. Feature your banner advertising on two Commodity Classic eblasts to be sent in January and February 2026, just ahead of the show. These eblasts serve to communicate show management messages such as details about the schedule of events and sharing useful 'know before you go' tips. The eblasts will be sent to over 28,000 Commodity Classic contacts including current registrants and those who have opted in to Commodity Classic's general information email list. Banner ad size is 1200 x 300 pixels and will be located below Commodity Classic show messaging. Your company's banner ad will be the only sponsor ad included on each eblast, and your ad may link to whatever URL you wish. Sponsorship fee includes inclusion in two eblasts sent in January and February 2026.

COMMITMENT DEADLINE: DECEMBER 12, 2025

ARTWORK DEADLINE: DECEMBER 19, 2025



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Chair Massages \$12,500

Offered exclusively to one sponsor. Be a hero to attendees while they enjoy complimentary seated shoulder and back massages sponsored by your company. Associate your brand with rejuvenation and relaxation. The Massage Area will be set up in the convention center lobby. Certified massage therapists will provide 10-minute upper body massages in specially designed chairs during designated hours on Wednesday, Thursday, and Friday. Last year in Denver this service was used continuously for all hours offered.



Sponsorship fee includes certified massage therapists and all equipment. Sponsor may provide a pull-up banner with company messaging to be seen by guests utilizing this service or attendees walking by. Your company will be recognized in event materials and onsite signage as the sponsor of this complimentary service.

COMMITMENT DEADLINE: DECEMBER 19, 2025

Closing Reception \$67,000

Taking place on Friday, February 27 from 3:00–4:30 p.m., immediately following the close of the exhibit floor, this lively and memorable event offers attendees a fun conclusion to their Commodity Classic experience — and presents a unique opportunity for one company to shine as the exclusive event sponsor.

Weather permitting, the reception will be held outdoors on the beautiful grotto of the convention center, overlooking the iconic San Antonio River Walk. This scenic setting provides a relaxed and vibrant atmosphere, perfect for casual conversation, light bites, and refreshing beverages.

Adding to the celebration, guests will be led parade-style from the trade show floor to the grotto by a spirited New Orleans second line band — building excitement and giving a festive nod to New Orleans, the host city of Commodity Classic 2027.

As the exclusive sponsor, your logo will be prominently featured at the event. Commodity Classic will provide food and beverages, and recognize your company as sponsor of this event across event signage, materials, and digital platforms.

To further enhance the experience, you may incorporate branded activations, entertainment, or interactive elements to reflect your brand and help create a lasting impression as the 2026 Commodity Classic draws to a close.

COMMITMENT DEADLINE: DECEMBER 19, 2025



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Convention Badge Lanyards* **SOLD**

Lanyards for the convention badges will be imprinted with your company name or logo and will be distributed onsite to all registrants. This is a great way to promote your company name to Commodity Classic attendees throughout the show.

COMMITMENT DEADLINE: SEPTEMBER 30, 2025

Convention Center Signage & Branding **pricing varies**

Signage and branding opportunities at the convention center include window clings, column wraps, escalator clings, floor clings, and more! See the back half of this book for pricing and details about each signage opportunity.

COMMITMENT DEADLINE: JANUARY 9, 2026

ARTWORK DEADLINE: JANUARY 27, 2026

Education: Commodity Classic Main Stage presented by Successful Farming **\$15,000**

Commodity Classic has partnered with Successful Farming to offer educational, timely, and entertaining content on the Main Stage, located adjacent to the Trade Show (Street Level). A variety of topics are available for sponsorship; pick your topic from Successful Farming’s list and they will do all the work! Sponsorship includes recognition in Commodity Classic show materials, in a Successful Farming magazine ad promoting the Main Stage, display banners on Agriculture.com, 5 minutes of speaking time for your company representative on stage prior to the session, and airtime on the stage screen between sessions.

COMMITMENT DEADLINES: OCTOBER 15, 2025 (TO BE RECOGNIZED IN PRINT AD IN SUCCESSFUL FARMING MAGAZINE AND COMMODITY CLASSIC ONSITE MATERIALS) OR JANUARY 9, 2026 (TO BE RECOGNIZED IN COMMODITY CLASSIC ONSITE MATERIALS)

Education: Learning Centers and Early Riser Sessions **SOLD**

Learning Centers and Early Riser Sessions are neutral, content-rich educational sessions that address a wide range of current industry issues, provide unique perspectives, offer creative solutions and strategies, or challenge attendees to think differently about their businesses. These sessions are not meant to be product-specific or for the sponsoring company to sell or promote their products or services. Sessions should not be perceived by the attendees as a sales pitch or commercial. Learning Centers and Early Riser Sessions are held in meeting rooms at the convention center. See 2026 Sponsorship/Sponsor Education tab on our website for a full list of inclusions and benefits of this sponsorship and instructions on how to submit a proposal.

PROPOSALS DUE JULY 2, 2025



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Education: Mini What's New Sessions \$2,400

Mini What's New Sessions are a unique opportunity to showcase your company's newest, most innovative product or service to the nation's top producers. Sponsors deliver a 5-minute summary during fast-paced back-to-back presentations with other Mini What's New presenters. Scheduled for Thursday, February 26 on one of the stages adjacent to the trade show, the Mini What's New presentations are a great opportunity to give a brief introduction to your innovation and invite attendees to visit your exhibit booth to learn more.

The products or services featured in the Mini What's New Sessions must have come to market after the last Commodity Classic or are scheduled to be released in the upcoming months. See 2026 Sponsor Education tab on our website for a full list of inclusions and benefits of this sponsorship and instructions on how to submit a proposal.

PROPOSALS DUE OCTOBER 15, 2025

Education: What's New Sessions \$10,000

What's New Sessions are an opportunity for exhibitors to showcase their newest products, services, or innovations that have come to market since the last Commodity Classic or are scheduled to be released in the upcoming months.

What's New Sessions are 30 minutes in length. Your session may feature speakers of your choice: company representatives, experts, farmers, customers, etc. The format allows you to go into detail about the item that you are promoting and engage in conversations with farmer-attendees.

What's New sessions are held in classrooms and are scheduled concurrently with other What's New sessions. They are held on Wednesday, February 25 before the Trade Show opens, giving attendees an opportunity to attend your session, learn about your new item, and then visit your booth for more information.

See 2026 Sponsor Education tab on our website for a full list of inclusions and benefits of this sponsorship and instructions on how to submit a proposal.

PROPOSALS DUE OCTOBER 15, 2025



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First-Time Attendee Reception \$12,500

Offered exclusively to one sponsor. Welcome first-time attendees during a reception with complimentary beverages on Wednesday, February 25 from 5:30-6:00 p.m. Held prior to start of the larger all-attendee Welcome Reception, this casual and more intimate event offers first-time attendees an opportunity to mingle with other newcomers and Commodity Classic leadership. Attendees will be welcomed by your company representative and our farmer-leaders.

The sponsoring company will be recognized in an invitation to this event to be emailed to all first-time registrants who are farmers. Sponsor may supply a pop-up banner sign and provide giveaways at the event. This is an excellent opportunity to get your company name in front of a special group of farmer-attendees on the opening day of the convention.

PROPOSALS DUE JULY 2, 2025

General Session* SOLD

Offered exclusively to one sponsor. The General Session is consistently one of our highest attended events during Commodity Classic! This marquee event will feature a moderated conversation among the presidents/chairmen of ASA, NCGA, NAWG, NSP, and AEM about opportunities and challenges facing the agriculture industry. A high-level government official will be invited to share additional perspective and insight on the state of our industry.

Sponsorship of the General Session includes a 3- to 5-minute speaking opportunity for your company representative to address the audience. You may also provide branded promotional items. Commodity Classic will recognize your company as the sponsor of this event across event signage, materials, and digital platforms.

The General Session is scheduled for Friday, February 27, from 8:30 to 9:30 a.m.

COMMITMENT DEADLINE: DECEMBER 19, 2025

General Support \$5,000

Help us put on an outstanding event with general support sponsorship and gain recognition by being included in the list of sponsors recognized in show materials. Or propose your own unique sponsorship opportunity!

COMMITMENT DEADLINE: JANUARY 9, 2026

Hotel Branding & Signage pricing varies

Branding & signage opportunities are available in several Commodity Classic hotels. See section at the back of this booklet for hotel branding opportunities and pricing.



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Hotel Room Key Cards pricing varies per hotel

Make an impression by placing your logo or message on the hotel room keys distributed to attendees upon check-in. Customize the key card with your artwork to promote your brand and booth events. You may even include a QR code in your artwork for attendees to link to your web page. Sponsorship fee includes the printing of your double-sided art, production of the keys, shipping, and distribution of the key cards to Commodity Classic guests staying at the hotel.

Grand Hyatt San Antonio*	SOLD
Hilton San Antonio Palacio Del Rio	\$7,000
Hyatt Regency San Antonio Riverwalk*	SOLD
Intercontinental San Antonio Riverwalk	\$7,000
Marriott Rivercenter San Antonio*	SOLD
Marriott Riverwalk San Antonio*	SOLD
Westin San Antonio Riverwalk*	SOLD

COMMITMENT DEADLINE: JANUARY 5, 2026

ARTWORK DEADLINE: JANUARY 9, 2026

Hotel Shuttles \$37,500

Be the exclusive sponsor of the complimentary Commodity Classic shuttles that will transport attendees from their hotels to the convention center. Your company name will be recognized as the shuttle sponsor on signage and show materials that list the shuttle schedule. This sponsorship also includes the opportunity to install your company messaging on the motor coaches (printing & installation fees apply).

COMMITMENT DEADLINE: DECEMBER 19, 2025

ARTWORK DEADLINE (IF YOU CHOOSE TO INSTALL BRANDING ON THE MOTORCOACHES): LATE JANUARY



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Lounges price varies per location

Branded lounges include two coffee tables with power outlets for guests to charge their devices and soft seating. Sponsorship includes printing and installation of your graphics onto all four sides and the top of the coffee tables. You may provide company collateral and a pop-up banner in your seating area. Each location sold separately.

Location #7

Street Level Main Lobby near Video Monitor and entrance to Hall 3 **SOLD**

Discounted airtime on the Video Wall monitors is available for this lounge sponsor!

Location #18

Street Level El Puente Café Lobby near Video Monitor \$7,500

Discounted airtime on the Video Wall monitors is available for this lounge sponsor!

Location #36

Third Floor near entrance to Hemisfair Ballroom Trade Show exhibits \$5,000

Location #42

Third Floor foyer for education rooms 301 & 302 \$4,000

Location #43

Third Floor foyer for education rooms 303 & 304 \$4,000

Commodity Classic will list your company name in show materials as the exclusive sponsor of your chosen lounge location.

See Convention Center Opportunities #7, #18, #36, #42, and #43 in this booklet for location details.

COMMITMENT DEADLINE: DECEMBER 19, 2025

ARTWORK DEADLINE: JANUARY 27, 2026

Luggage & Coat Check with Luggage Tags \$9,000

Be the exclusive sponsor of the Commodity Classic Luggage & Coat Check in the convention center. This service will be provided complimentary to Commodity Classic attendees and exhibitors on all show days. The sponsor will have the opportunity to brand the area and be listed in show materials where we mention Luggage & Coat Check. In addition, luggage tags co-branded with the sponsor's logo and "Commodity Classic Save the Date 2027" will be attached to items that are checked, and offered to attendees when they come to registration.

COMMITMENT DEADLINE: NOVEMBER 14, 2025



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Media Room & Media Reception* **SOLD**

More than 100 of the nation's top agriculture broadcast, online, and print reporters cover Commodity Classic. Get your name in front of this very influential group! This sponsorship includes branding opportunities in the Media Room and at the Media Reception. You may place your logo and signage in the Media Room and provide goodie bags or branded items to the media. At the Media Reception, your company representative will have the opportunity to address reception attendees, and you may provide goodie bags or branded items to attendees of this reception. Onsite signage provided by Commodity Classic at the Media Room and Media Reception will recognize your company as the sponsor of both areas.

COMMITMENT DEADLINE: DECEMBER 19, 2025

Mobile App* **SOLD**

The Commodity Classic mobile app features the most up-to-date show information such as the latest exhibitor listing, trade show floor plan, the show schedule, a listing of all sessions, speaker bios, venue maps, and more.

2025's mobile app had 4,111 unique downloads, 118,333 impressions of the sponsor's full-page ad on the app's splash screen, and 66,600 impressions of the app's menu page with the sponsor's banner ad. Be the exclusive sponsor of the Commodity Classic mobile app and receive the following:

- Your company's name and message on the splash screen. This is the screen that appears as the app is loading and usually lasts between 1-3 seconds.
- One banner ad with linked URL at the bottom of the navigation menu. Users will see your sponsor banner every time they tap the menu icon to explore content in the app.
- "One-tap" listing on the navigation menu that links to a dedicated page about the mobile app sponsor.

COMMITMENT DEADLINE: DECEMBER 19, 2025

ARTWORK DEADLINE: JANUARY 5, 2026

Program Booklet - Back Cover Ad **SOLD**

Offered exclusively to one sponsor. Place your full-color, full-page ad on the entire back cover of the Program Booklet. The printed Program Booklet is distributed onsite to attendees and is an invaluable resource for details about Commodity Classic. Securing the back cover ad location is an ideal opportunity to communicate your message at-a-glance to the Commodity Classic audience, including farmers, agribusiness professionals, and media.

COMMITMENT DEADLINE: DECEMBER 19, 2025

ARTWORK DEADLINE: JANUARY 5, 2026



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Program Booklet - Interior Ad SOLD

Offered exclusively to one sponsor. Sponsorship includes one full-color, full-page interior ad. Yours will be the only sponsor ad inside the Program Booklet. The printed Program Booklet is distributed onsite to attendees and is an invaluable resource for details about Commodity Classic. This is a great opportunity to communicate your company message to the Commodity Classic audience, including farmers, agribusiness professionals, and media.

COMMITMENT DEADLINE: DECEMBER 19, 2025

ARTWORK DEADLINE: JANUARY 5, 2026

Registration Brochure* SOLD

This is your opportunity to reach nearly 60,000 farmers with your company name and message in a full-color ad in the registration brochure. Your third-page, full-color ad is the only exhibitor ad included in the brochure. The registration brochure is mailed in the Fall to all members of ASA, NCGA, NAWG, and NSP, as well as registrants from the past three Commodity Classics. The Registration Brochure sponsor will be recognized in an eblast in November 2025 sent to past registrants and those on Commodity Classic's electronic mailing list to announce registration opening soon.

COMMITMENT DEADLINE: SEPTEMBER 15, 2025

ARTWORK DEADLINE: SEPTEMBER 26, 2025

Registration Tote Bags* SOLD

Your company's logo or name will be prominently displayed on tote bags distributed at registration to Commodity Classic attendees. Attendees will see your company brand while using these tote bags during Commodity Classic, and many continue using their tote bags once back at home, extending the visibility of your brand.

COMMITMENT DEADLINE: AUGUST 29, 2025

Reusable Water Bottles \$30,000

Reusable water bottles with your company logo or name printed on them will be offered to all Commodity Classic attendees at the registration desk.

COMMITMENT DEADLINE: NOVEMBER 7, 2025



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Spin It to Win It \$5,000

This sponsorship is the chance to have Spin It to Win It, a mobile gameshow, hosted in your booth. At the published time, the prize wheel will arrive in your booth with a host and sound system. As participants gather, they get a raffle ticket making them eligible to win a chance to spin the wheel. Three tickets are drawn, and each winner gets the opportunity to spin the wheel for a cash prize ranging from \$100 to \$2,500. The game lasts approximately 15-20 minutes. Before winners are drawn, you will have the opportunity to distribute samples and get on the mic to share your company's message with the crowd gathered for the game. Your sponsorship includes the game show in your booth, the cash prizes, and recognition of Spin It to Win It sponsorship on the Commodity Classic website and app and onsite materials. Twelve sponsorships available.

COMMITMENT DEADLINE: DECEMBER 19, 2025

Trade Show Courtesy Rides* \$12,500

Provide complimentary golf cart rides to attendees along the main cross aisle of the Trade Show (Street Level). In addition to your brand exposure to those who choose to catch a ride, an added benefit is that attendees walking along the main aisle of the Trade Show (Street Level) will see your company's name and message as the carts roll past them.

Included with this sponsorship are 2 six-passenger golf carts, drivers for the golf carts, one roof sign (2'x 6') and one hood sign (18"x 18") on both golf carts with your company's graphics. Drivers may wear company-branded attire and hand out company items to riders. Your company representatives may drive the golf carts if you prefer. Two "shuttle pick-up" signs with your company's name or logo will be placed at each end of the cart path aisle in the Trade Show (Street Level). Plus! If your company's booth is located along the cart path aisle, we'll add a shuttle pick-up sign in front of your booth. Your company will be recognized in event materials promoting this complimentary service.

Offered exclusively to one sponsor.

COMMITMENT DEADLINE: DECEMBER 19, 2025

ARTWORK DEADLINE: JANUARY 27, 2026



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Trade Show Grand Opening & Daily Sponsor (Day 1: Wednesday)* **SOLD**

Your company will be highlighted as the exclusive sponsor of the Trade Show Grand Opening & Day 1 (Wednesday). This sponsorship includes:

Speaking Time

Up to 3 minutes to address the crowd gathered in the lobby for the Grand Opening Ribbon Cutting at 2:15 p.m., just prior to the show opening at 2:30 p.m.

Refreshments

Complimentary beverages (coffee or soft drinks) served outside the Trade Show Grand Opening entrance from 2:00-3:00 p.m. on Wednesday, February 25. Sponsorship includes the beverages and the catering staff to distribute. You may provide branded cups and napkins featuring your logo and booth number.

Entertainment

Sponsor may provide lobby entertainment or activations to build excitement among the attendees gathered in the lobby prior to the Grand Opening Ribbon Cutting.

Onsite Engagement

Sponsor representatives are invited to greet attendees where the beverages are served, at the Grand Opening entrance, or any of the Trade Show entrances.

Premium Signage Placement

Company logo on signage provided by Commodity Classic will be prominently displayed at trade show entrances on Wednesday, February 25.

Booth drawing

(if company chooses to have one) is mentioned in the onsite Program Booklet (deadlines apply).

Recognition in show materials

Including Commodity Classic website, mobile app, and onsite program booklet, identifying your company as the Trade Show Grand Opening exclusive sponsor (deadlines apply).

Company may provide a brief company blurb

(approx. 40-50 words) for inclusion in the Trade Show details section on the website (deadlines apply).

COMMITMENT DEADLINE: DECEMBER 19, 2025



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Trade Show & Lunch Daily Sponsor (Day 2: Thursday)* **SOLD**

Position your company at the forefront of Commodity Classic as the highly visible, exclusive sponsor of Trade Show & Lunch Day 2 (Thursday). Sponsorship includes:

Main Stage Presentation

Up to 45 minutes of dedicated time on the Commodity Classic Main Stage to present a session of your choosing (subject to approval).

Onsite Engagement

Company representatives may greet attendees at the entrances to both the trade show and lunch venue, offering a prime opportunity for personal interaction.

Branded Lunch Experience

Opportunities to enhance lunch service with sponsor-provided branded materials, such as product messaging placed at food service stations, custom table centerpieces using product packaging or company messaging, and branded cups and napkins featuring your logo and booth number.

Premium Signage Placement

Company logo on signage provided by Commodity Classic will be prominently displayed at key locations including trade show entrances, at Main Stage, and within the lunch service area on Thursday, February 26.

Booth drawing

(if company chooses to have one) is mentioned in the onsite Program Booklet (deadlines apply).

Recognition in show materials

including Commodity Classic website, mobile app, and onsite program booklet, identifying your company as the Trade Show & Lunch Day 2 exclusive sponsor (deadlines apply).

Company may provide a brief company blurb

(approx. 40-50 words) for inclusion in the Trade Show details section on the website (deadlines apply).

COMMITMENT DEADLINE: DECEMBER 19, 2025



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Trade Show & Lunch Daily Sponsor (Day 3: Friday)* \$55,000

Position your company at the forefront of Commodity Classic as the highly visible, exclusive sponsor of Trade Show & Lunch Day 3 (Friday). Sponsorship includes:

Main Stage Presentation

Up to 45 minutes of dedicated time on the Commodity Classic Main Stage to present a session of your choosing (subject to approval).

Onsite Engagement

Company representatives may greet attendees at the entrances to both the trade show and lunch venue, offering a prime opportunity for personal interaction.

Branded Lunch Experience

Opportunities to enhance lunch service with sponsor-provided branded materials, such as product messaging placed at food service stations, custom table centerpieces using product packaging or company messaging, and branded cups and napkins featuring your logo and booth number.

Premium Signage Placement

Company logo on signage provided by Commodity Classic will be prominently displayed at key locations including trade show entrances, at Main Stage, and within the lunch service area on Friday, February 27.

Booth drawing

(if company chooses to have one) is mentioned in the onsite Program Booklet (deadlines apply).

Recognition in show materials

including Commodity Classic website, mobile app, and onsite program booklet, identifying your company as the Trade Show & Lunch Day 3 exclusive sponsor (deadlines apply).

Company may provide a brief company blurb

(approx. 40-50 words) for inclusion in the Trade Show details section on the website (deadlines apply).

COMMITMENT DEADLINE: DECEMBER 19, 2025



30 YEARS OF COMMODITY CLASSIC

February 25-27, 2026 | San Antonio, TX



Video Monitors Advertising \$3,000-\$15,000

Commodity Classic Video Monitors are a dynamic digital opportunity to run your company's commercial or video with sound on large LED monitors installed in high traffic locations in the convention center lobbies. Your content will be played across all locations. Each location includes seating and a power source to encourage attendees to sit for a bit and charge their devices while watching the screen.

How it works

Think of it as buying airtime for your company's video commercial or message. Package prices are based on how much airtime you would like.

Supply a pre-recorded video that is 30- to 120-seconds in length. On-air time is scheduled 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.

Your video will be played on all video monitor locations for all show days. Your video will be interspersed with official show messages and sponsored content. Video monitors are "on the air" more than 30 hours during the show. Packages range from \$3,000 to \$15,000.

Video Monitor Sponsor Packages	\$3K Package	\$5K Package	\$10K Package	\$15K Package (This package includes airtime on the Trade Show Main Stage between sessions)
Total On-Air Time	45 minutes	1 hour 20 minutes (80 minutes)	2 hour 50 minutes (170 minutes)	4 hours 20 minutes (260 minutes)
When will my video run?	Tues-Fri	Tues-Fri	Tues-Fri	Tues-Fri (Main Stage Thurs & Fri)
What else do I need to know?	Please supply video content in exact increments of 30 seconds. For example: Videos may be supplied as 30 seconds, 60 seconds, 90 seconds, or 120 seconds. Any video that is not supplied in 30-second increments will require additional editing time.			

COMMITMENT DEADLINE: JANUARY 9, 2026

MATERIALS DUE: JANUARY 23, 2026



30 YEARS OF COMMODITY CLASSIC

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Welcome Lounge *NEW FOR 2026!* \$55,000

Make a memorable first impression as the exclusive sponsor of the Welcome Lounge—a high-visibility space located in the main lobby near registration, an area every attendee will pass through. Open during registration hours on Tuesday and Wednesday, prior to the official trade show opening, this lounge offers a welcoming space for attendees to relax, recharge, and connect.

The Welcome Lounge space will feature:

- Comfortable seating
- Snacks and beverages
- Device charging power supply
- Opportunities to network and engage with attendees
- Space to share product details and company information

As the exclusive Welcome Lounge sponsor, your brand will be front and center on prominent signage, branded materials, and recognition in pre-event promotion. It's a prime opportunity to align your brand with comfort, visibility, and meaningful attendee interaction in one of the most highly trafficked areas of Commodity Classic.

COMMITMENT DEADLINE: OCTOBER 15, 2025

Welcome Reception* SOLD

Kick off the week with a fun social opportunity for Commodity Classic attendees! The Welcome Reception will be held on Wednesday, February 25, from 6:00-7:30 p.m. in the Convention Center Stars at Night Ballroom.

As the exclusive sponsor, you are invited to set the theme and augment the event with branded activations, décor, entertainment, or other elements to promote your company and create an inviting gathering experience. Sponsor representatives are welcome to greet attendees at the event. Commodity Classic will provide light food and beverages, and recognize your company across event signage, materials, and digital platforms.

This strategic partnership will strengthen your brand's reputation among attendees and provide them with a much-requested networking opportunity to gather with old and new connections. Position your company as a trusted and valued partner of Commodity Classic. Don't miss this chance to be a part of a fun event that will leave a lasting impression.

COMMITMENT DEADLINE: OCTOBER 15, 2025



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WiFi* **SOLD**

Sponsor the WiFi in the convention center meeting space, trade show, and lobbies. You may incorporate your company name creatively into the Commodity Classic WiFi network name and password. You may feature your company logo or message on the WiFi splash page. Your company name will be included in show materials, including the onsite program booklet and signage, where the WiFi information is communicated.

COMMITMENT DEADLINE: DECEMBER 19, 2025

Worship Service **\$2,500**

Commodity Classic holds a non-denominational worship service open to all participants. Support the Commodity Classic audience with your investment in this valued event. The sponsor may provide company collateral or pull-up signs in the room and will be acknowledged during the service. In addition, the sponsor will be recognized in show materials as the sponsor of the Worship Service.

The Worship Service is scheduled for the morning of Wednesday, February 25. Wednesday is the first day of Commodity Classic events, which includes educational sessions, the opening of the trade show, and the Welcome Reception.

COMMITMENT DEADLINE: JANUARY 9, 2026



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ASSOCIATION-SPECIFIC EVENTS AVAILABLE FOR SPONSORSHIP

ASA Awards Celebration* contact association representative for pricing

Sponsor this pinnacle event for American Soybean Association and have a valuable presence among hundreds of key soybean customers. The celebratory nature of this annual event lends itself well to the presentation of national awards honoring soybean growers from across the country.

Contact Michelle Hummel at (314) 479-7496 or email mhummel@soy.org for details on how to become a sponsor. Sponsorship investment in this association event is counted towards a company's overall Commodity Classic sponsorship level.

SIGNAGE & BRANDING OPPORTUNITIES AT CONVENTION CENTER & HOTELS ASSOCIATION-SPECIFIC EVENTS

Refer to the following sections for signage and branding opportunities at the Convention Center and hotels.

Coordinate with Commodity Classic (Abby Podkul, apodkul@soy.org, 314-517-5971) to select your branding opportunity and pay the sponsorship location fee. You will then be connected to the exclusive provider (usually Paramount Convention Services) to handle printing and installation, which you'll pay for directly.

CONVENTION CENTER SIGNAGE & BRANDING OPPORTUNITIES



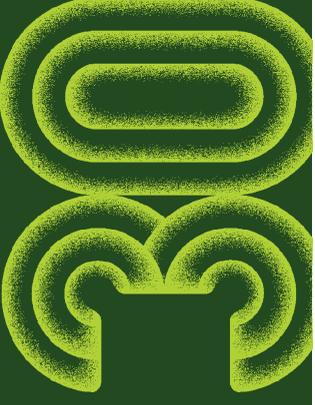
February 25-27, 2026

Henry B. González
Convention Center

San Antonio, TX



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 February 25-27, 2026 | San Antonio, TX



2026 Commodity Classic Sponsorship Branding Opportunities

SAN ANTONIO CONVENTION CENTER LEVEL 1 / STREET LEVEL





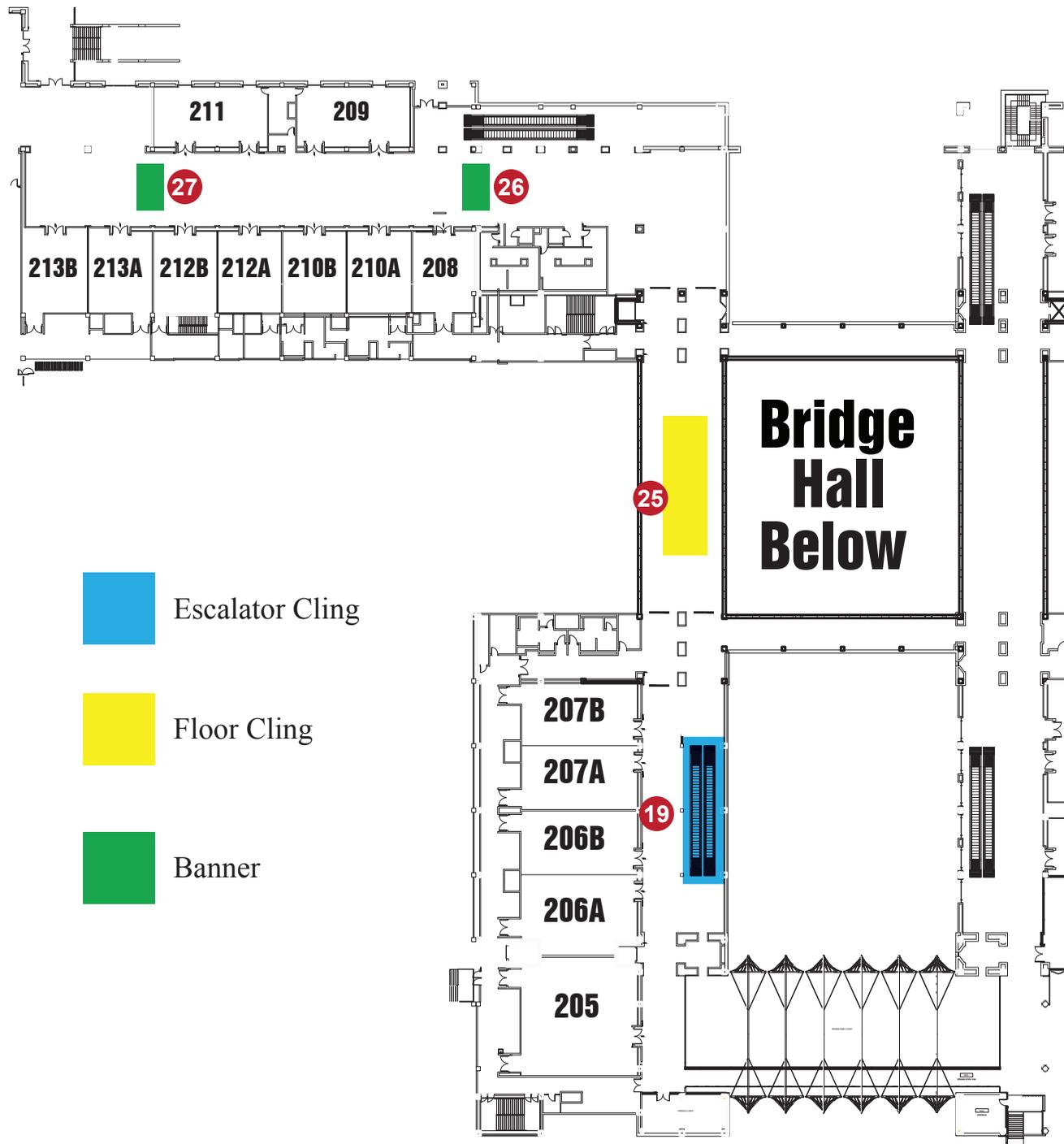
30 YEARS OF COMMODITY CLASSIC

February 25-27, 2026 | San Antonio, TX

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2026 Commodity Classic Sponsorship Branding Opportunities

SAN ANTONIO CONVENTION CENTER LEVEL 2/MEETING LEVEL - ABOVE BRIDGE HALL



-  Escalator Cling
-  Floor Cling
-  Banner



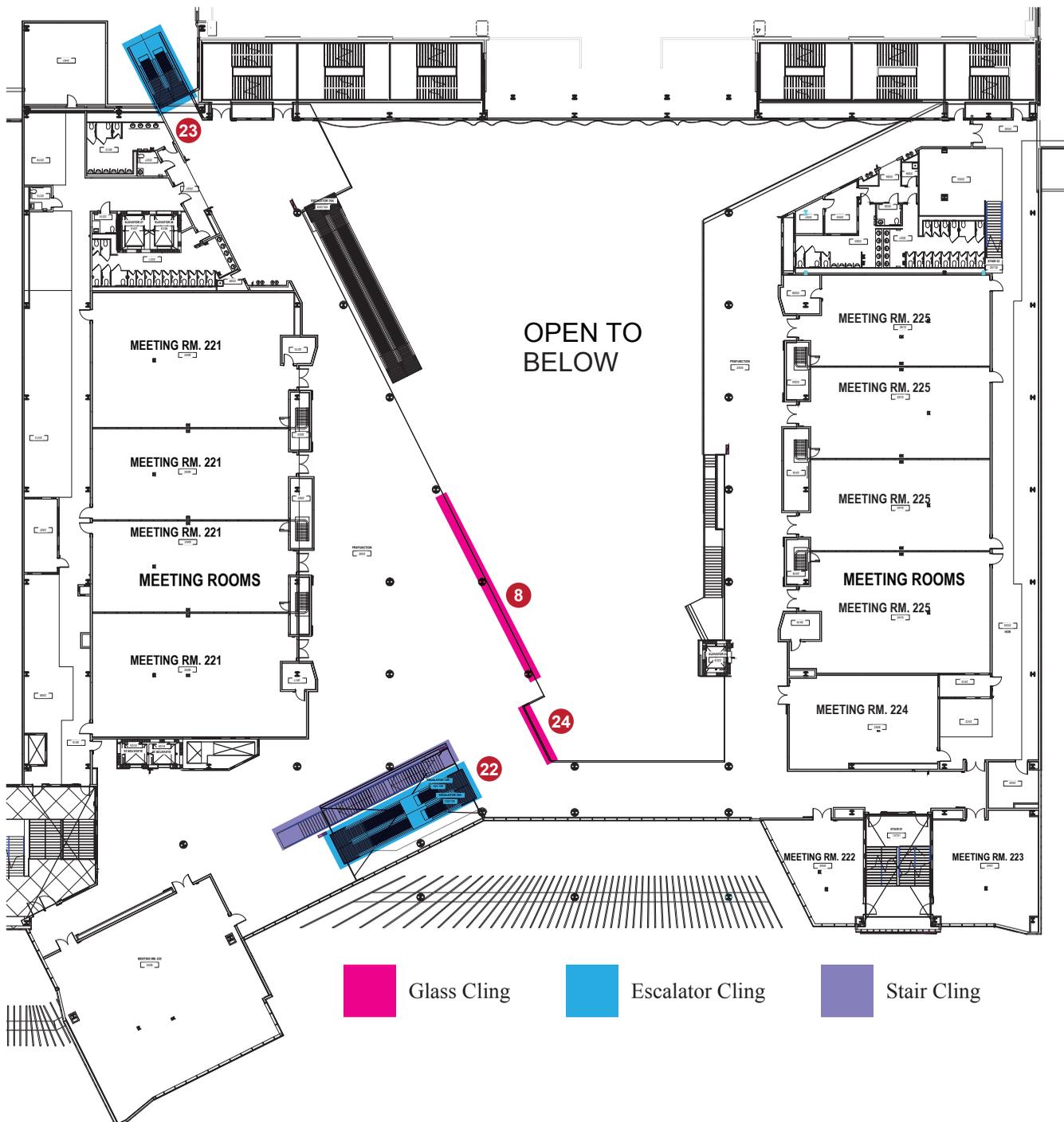
30 YEARS OF COMMODITY CLASSIC

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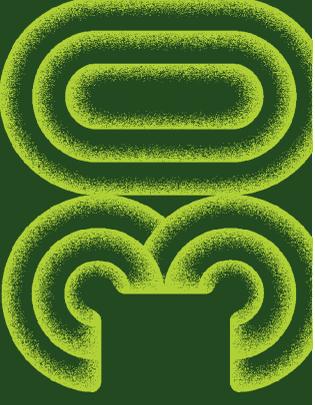
2026 Commodity Classic Sponsorship Branding Opportunities

SAN ANTONIO CONVENTION CENTER LEVEL 2/MEETING LEVEL - ABOVE MAIN LOBBY



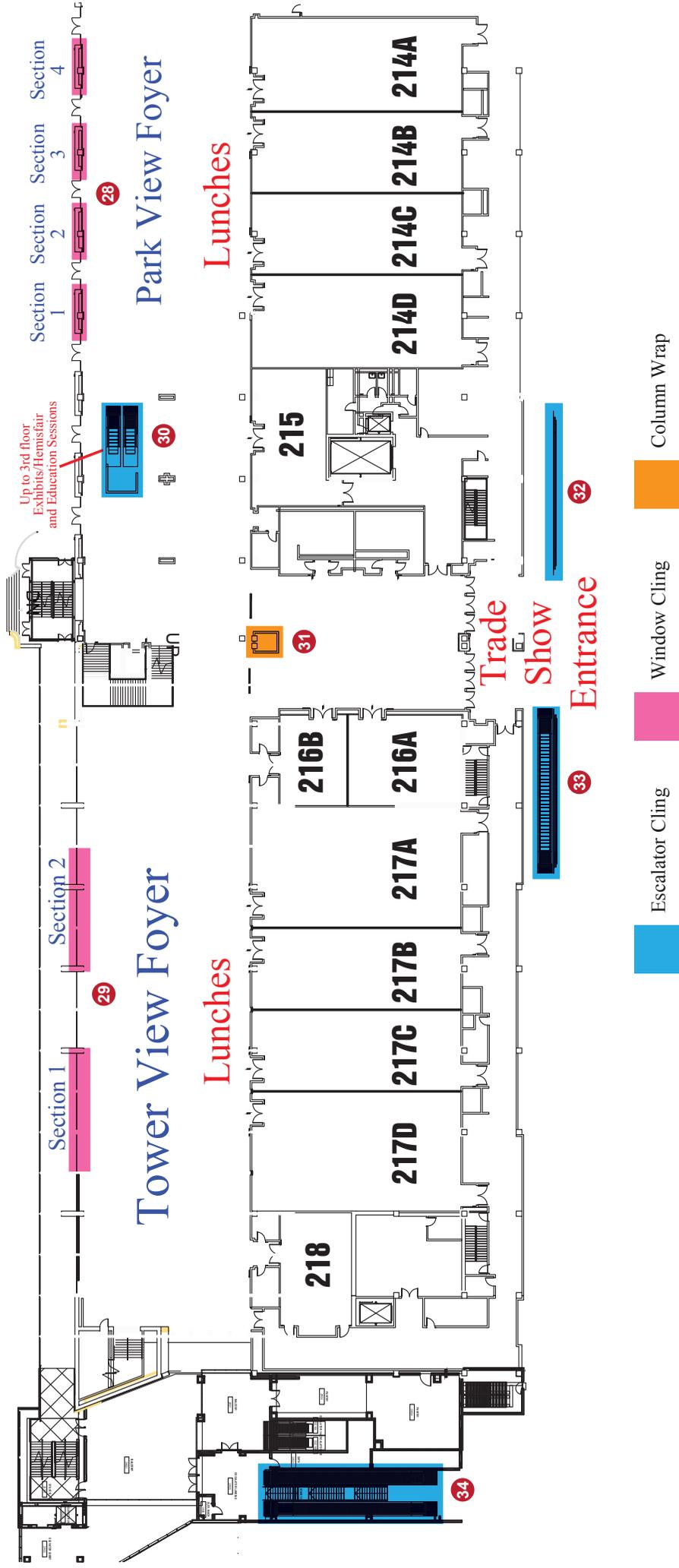


**30 YEARS OF
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2026 Commodity Classic Sponsorship Branding Opportunities

SAN ANTONIO CONVENTION CENTER LEVEL 2 / MEETING LEVEL - TOWER VIEW & PARK VIEW SECTION





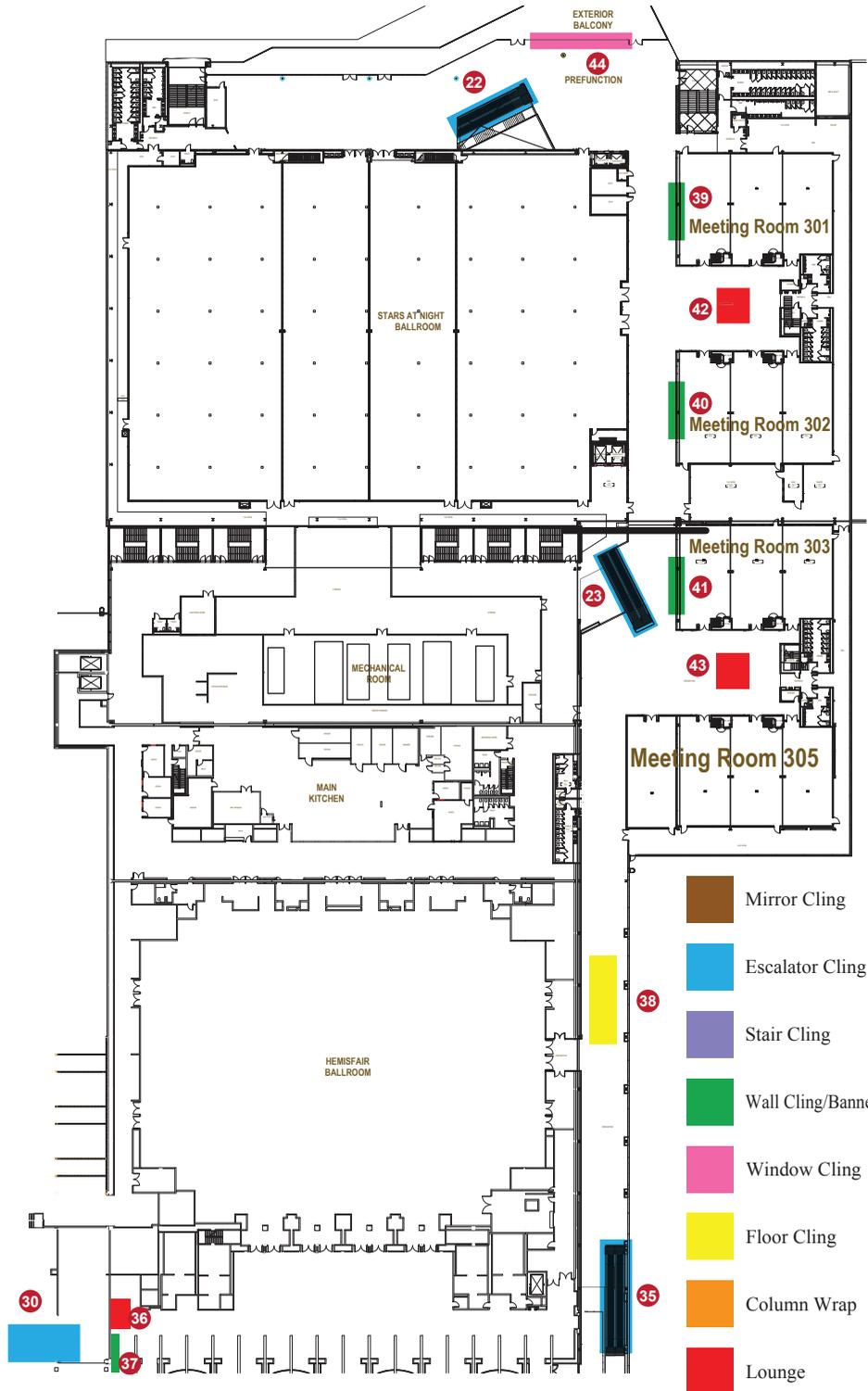
30 YEARS OF COMMODITY CLASSIC

February 25-27, 2026 | San Antonio, TX



2026 Commodity Classic Sponsorship Branding Opportunities

SAN ANTONIO CONVENTION CENTER LEVEL 3 / BALLROOM LEVEL





ARTWORK DEADLINES & GUIDELINES

The information on this sheet is for the Convention Center. Paramount Convention Services will provide the printing & installation of your Convention Center branding.

The printing & installation of your graphics for branding opportunities at hotels will be handled by the hotel's in-house provider. Please contact Abby Podkul with Commodity Classic for deadlines and guidelines for hotel branding opportunities.

Artwork Deadline: COB Tuesday, January 27th

3% surcharge per day after January 27th

Sending Files

- Please send all graphics as print ready PDF(200dpi+) with NO BLEEDS.
- Make sure all fonts are outlined and all images are linked/embedded.
- If you send a file at something other than 100% please make a note of this when sending your files.
- You will be provided login and password information when you are ready to upload.

SPECIAL NOTES

Window Clings have such a variance in size and very large quantities for some of the window banks. We are requesting that you send a mock-up along with the print ready artwork. This will ensure that your graphics are laid out correctly on site.

Column Wraps are built using Paramount's metal system. All panels will tuck into the metal structure .25" on all edges. If you have graphics that span the vertical or horizontal metal bars, please compensate for the gap of the bar (2").

If you have any other questions or concerns regarding graphics, contact Craig Kleine at Paramount Convention Services.

314.680.2084 or craig@paramountcs.com



30 YEARS OF COMMODITY CLASSIC

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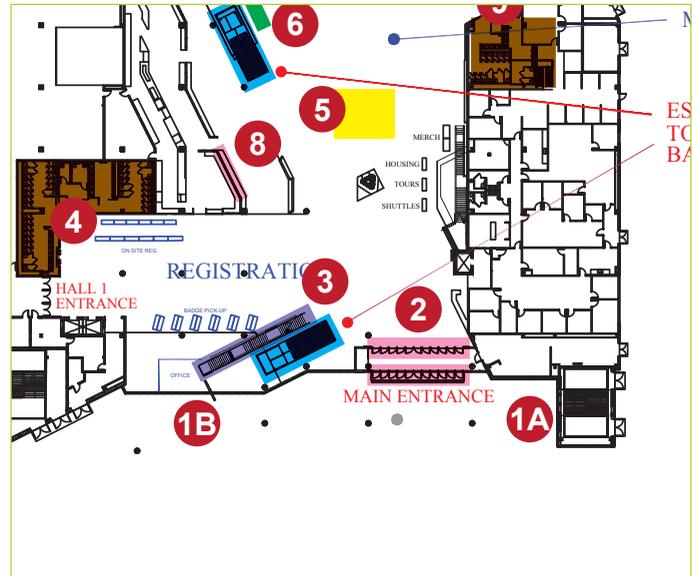
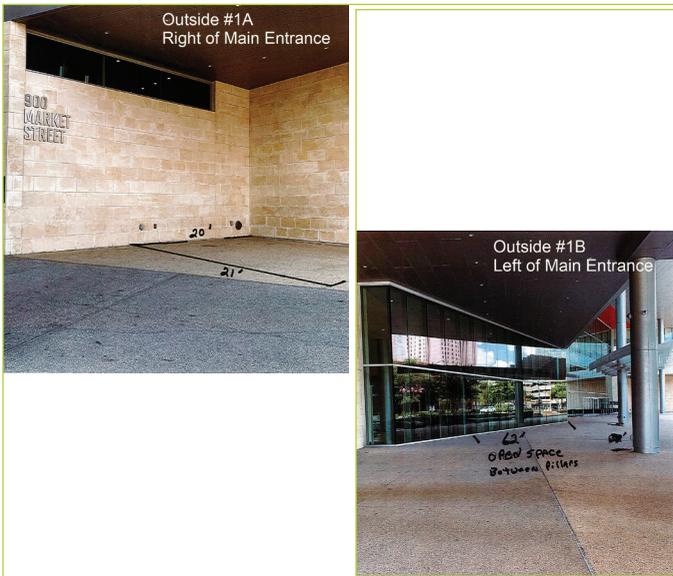
CONVENTION CENTER

OUTSIDE SPACE OF MAIN LOBBY ENTRANCE

OPPORTUNITY

#1

Display Area



SPONSORSHIP LOCATION FEE

\$20,000 SIDE A

\$20,000 SIDE B

SPOTTING FEE

\$500 ROUNDTrip

DISPLAY AREA

A: To Right of Main Lobby Entrance

B: To Left of Main Lobby Entrance

ADDITIONAL INFO

Display your company item in this corner to the right (1A) or in the space to the left (1B) of the Lobby Entrance. Weight limit may apply. Graphics must adhere to the Convention Center's 80/20 branding rule.



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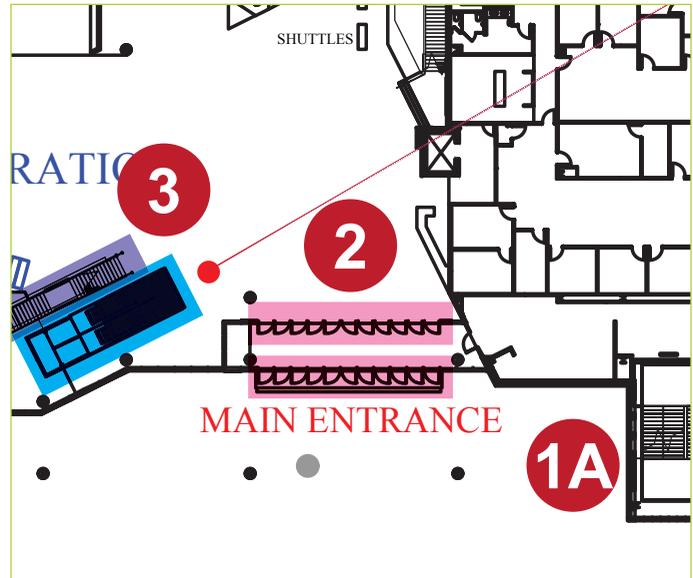
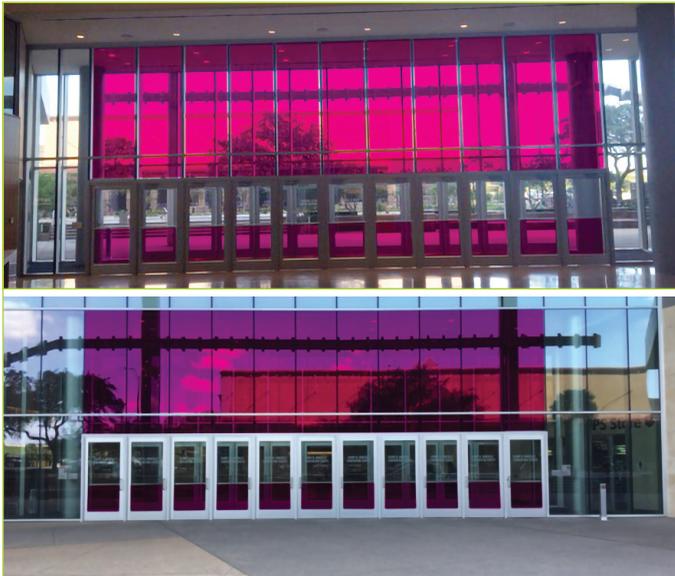
CONVENTION CENTER

LEVEL 1 MAIN LOBBY ENTRANCE DOORS & WINDOWS

OPPORTUNITY

#2

Door Clings & Window Clings



SPONSORSHIP LOCATION FEE

\$25,000

PRINTING & INSTALLATION FEE

\$21,118

CLINGS

(66) total Door/Window Clings.
(33) facing the street & (33) facing the Main Lobby

Specs facing outside –

- A Window 47”w x 120”t (11 total)
- B Window 45”w x 22.6”t (11 total)
- C Door 35.25”w x 31”t (11 total)

Specs facing inside –

- A Window 47”w x 114”t (11 total)
- B Window 45”w x 22.6”t (11 total)
- C Door 35.25”w x 35”t (11 total)

ADDITIONAL INFO

Welcome attendees as they enter, spend time in, and depart the impressive Main Lobby of the Convention Center. Hotel shuttles drop off outside of this entrance. Location includes 11 interior doors, 11 exterior doors, and the windows above. Translating to approximately 44’ wide times two!

Exterior door & window graphics face outward toward the street. Interior door & window graphics face inward toward the lobby. Exterior graphics must adhere to the Convention Center’s 80/20 branding rule. All graphics are single sided.

A ₁	A ₂	A ₃	A ₄	A ₅	A ₆	A ₇	A ₈	A ₉	A ₁₀	A ₁₁
B ₁	B ₂	B ₃	B ₄	B ₅	B ₆	B ₇	B ₈	B ₉	B ₁₀	B ₁₁
C ₁	C ₂	C ₃	C ₄	C ₅	C ₆	C ₇	C ₈	C ₉	C ₁₀	C ₁₁



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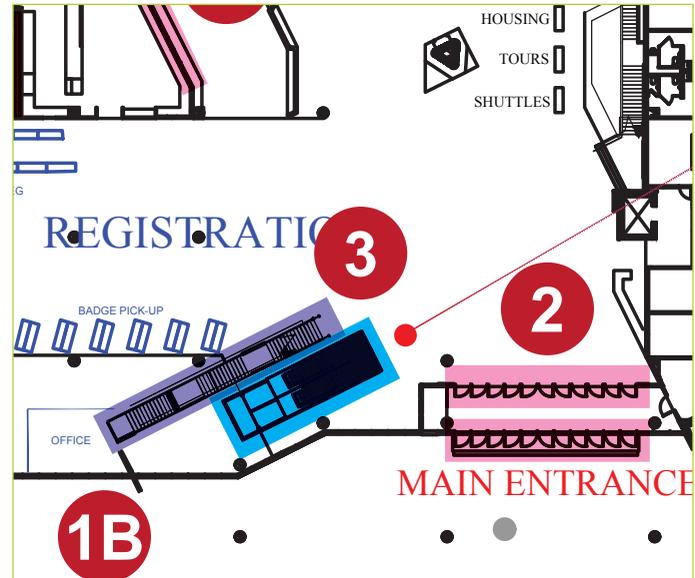
CONVENTION CENTER

LEVEL 1 MAIN LOBBY BY REGISTRATION & HALL 1 ENTRANCE

OPPORTUNITY

#3

Escalator Clings & Stair Clings



SPONSORSHIP LOCATION FEE

\$25,000

PRINTING & INSTALLATION FEE

\$9,602 ESCALATOR

\$3,405 STAIRS

ESCALATOR

- (4) Inside Glass 26" x 528"
- (1) Outside Glass 26" x 528"
- (1) Flat Metal Divider 12" x 681"

STAIRS

- Front Facing Steps 60.5" x 6.75"
- 2 Landings 60.5" x 80" each
- 15 Steps Group 1
- 1 Landing
- 14 Steps Group 2
- 1 Landing
- 14 Steps Group 3

ADDITIONAL INFO

Your brand message will be displayed on the escalator railings and the stair risers - including two stair landings! Located just inside the Convention Center Main Lobby entrance, these escalators and stairs connect level 1 and level 2. Visitors will see your branding on their way up to educational sessions, welcome reception, and association events.

In addition, attendees will see your branding even before setting foot on the escalator or stairs while in the Main Lobby. Registration and two Trade Show entrances are in the Main Lobby.



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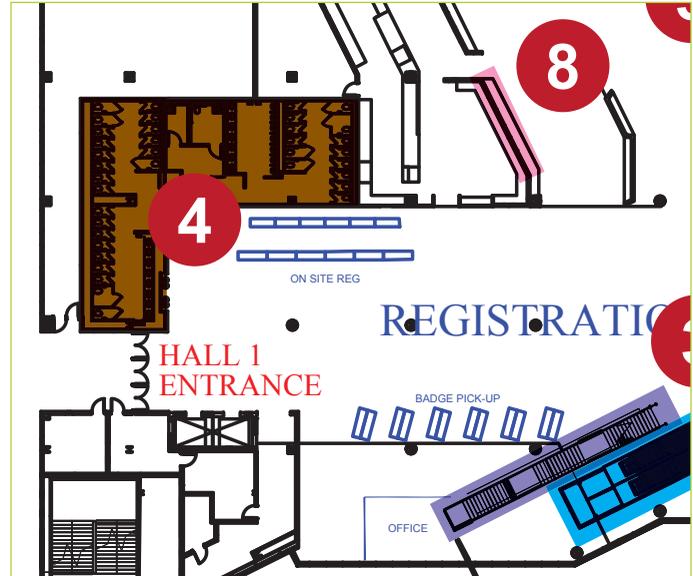


CONVENTION CENTER LEVEL 1 MAIN LOBBY RESTROOMS BY REGISTRATION & HALL 1 ENTRANCE

OPPORTUNITY

#4

Restroom Mirror Clings



SPONSORSHIP LOCATION FEE

\$2,500

PRINTING & INSTALLATION FEE

\$213

CLINGS

10" x 10"

Cling sizes can be larger if preferred.

Printing fee will adjust accordingly.

ADDITIONAL INFO

Includes the Men's and Women's restroom in the Main Lobby near Hall 1 entrance and Registration.

Men's Restroom: 7 mirrors & 1 full-length mirror

Women's Restroom: 8 mirrors & 1 full-length mirror



30 YEARS OF COMMODITY CLASSIC

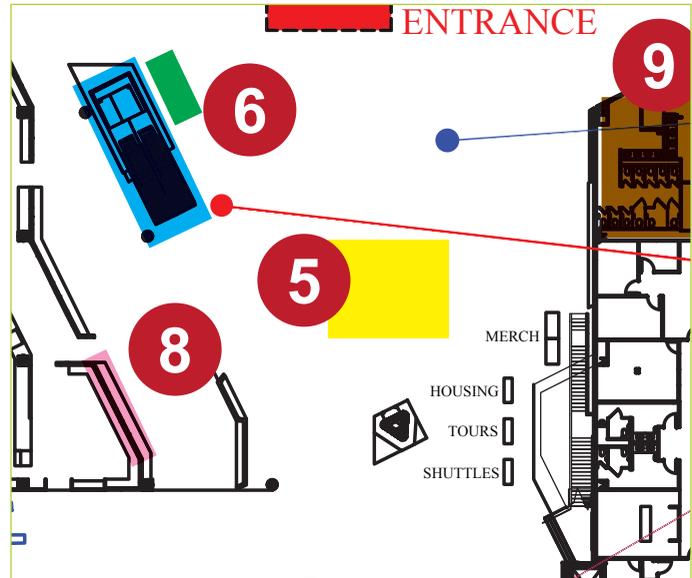
February 25-27, 2026 | San Antonio, TX

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CONVENTION CENTER LEVEL 1 MAIN LOBBY

Floor Cling

OPPORTUNITY #5



SPONSORSHIP LOCATION FEE

\$7,500

CLING

20' x 20'

PRINTING & INSTALLATION FEE

\$7,200

ADDITIONAL INFO

Your brand message will be displayed in the middle of the Main Lobby floor in a heavily trafficked area. Attendees will walk through the Main Lobby when they arrive by shuttle bus, enter the building, visit Registration, access Trade Show Halls 1 & 3 entrances, travel to or from the Trade Show Bridge Hall entrance and General Session, and when they approach the escalators heading up to events on the upper levels.



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February 25-27, 2026 | San Antonio, TX

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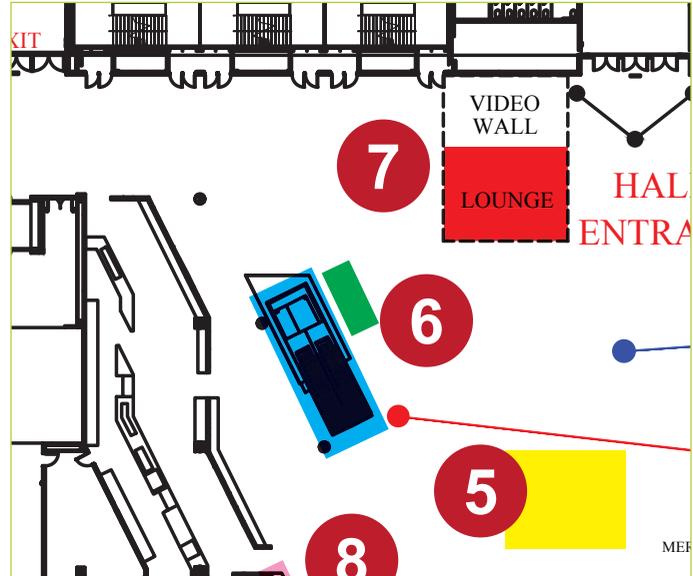
CONVENTION CENTER

LEVEL 1 MAIN LOBBY BY HALL 3 ENTRANCE

Escalator Clings & Wall Cling

OPPORTUNITY

#6



SPONSORSHIP LOCATION FEE

\$15,000

WALL CLING

52" x 36'8"

ESCALATOR CLING

- (4) Inside Glass 26" x 44'
- (1) Outside Glass 26" x 44'
- (1) Flat Metal Divider 12" x 56'9"

PRINTING & INSTALLATION FEE

\$12,462

ADDITIONAL INFO

This unique combination of escalator graphics and a wall cling gives your brand a commanding presence near Hall 3 as attendees travel through the Main Lobby. This escalator connects level 1 and level 2, providing access up to the educational sessions, welcome reception, the third floor trade show space, and association events.

Main Lobby activities in this area include the trade show grand opening, the video monitors, and other lobby activities.



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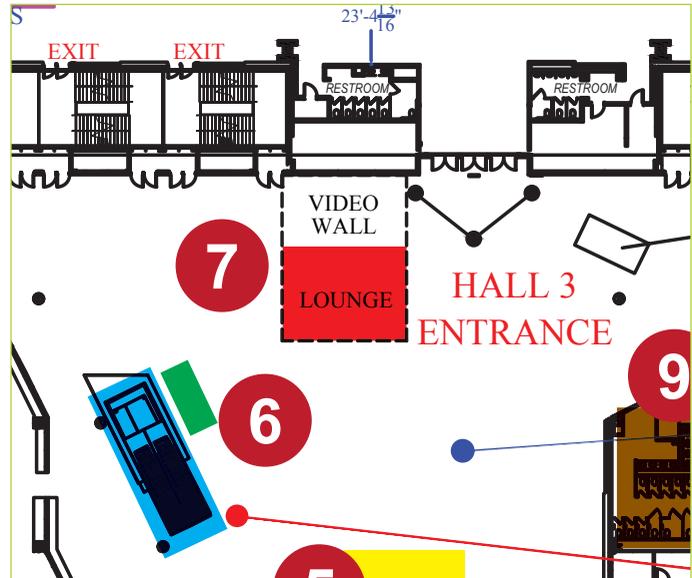
CONVENTION CENTER

LEVEL 1 MAIN LOBBY BY HALL 3 ENTRANCE - LOUNGE

OPPORTUNITY

#7

Lounge near Video Monitor & Hall 3



SPONSORSHIP LOCATION FEE

\$7,500

CHARGING CUBE (X2)

Top 48" x 48"

Sides (x4) 48" W x 17" H



PRINTING & INSTALLATION FEE

INCLUDED WITH SPONSORSHIP FEE

GRAPHICS FOR 2 COFFEE TABLE CUBES

ADDITIONAL INFO

Located near Hall 3 entrance, this seating area includes soft seating and two branded coffee tables with power outlets for guests to charge their devices. This seating area is one of the locations with the Commodity Classic Video Monitors.

Sponsorship includes printing and installation of your graphics onto all four sides and the top of the coffee tables. You may provide company collateral and a pop-up banner in your seating area.

Bonus! Discounted airtime on the Video Monitors is included with this sponsorship.



30 YEARS OF COMMODITY CLASSIC

February 25-27, 2026 | San Antonio, TX

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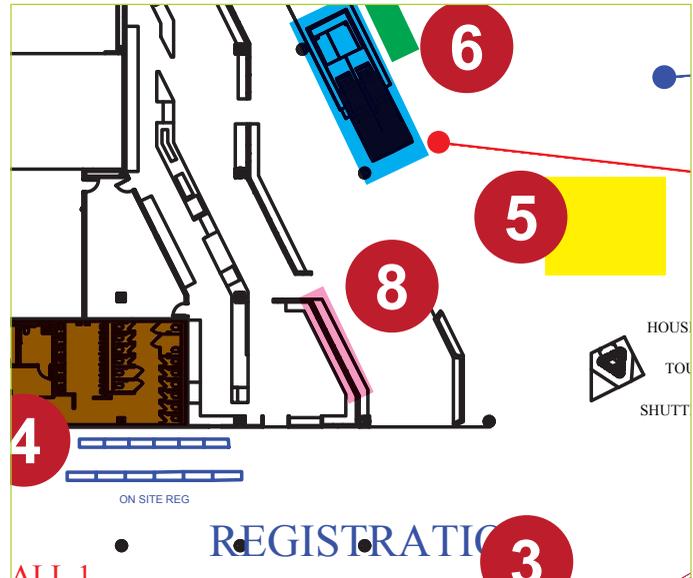
CONVENTION CENTER

LEVEL 1 MAIN LOBBY RAILINGS UP ABOVE

Glass Railing Clings

OPPORTUNITY

#8



SPONSORSHIP LOCATION FEE

\$8,500

CLING

Glass facing out.
100' x 38.5"

PRINTING & INSTALLATION FEE

\$5,775

ADDITIONAL INFO

Your brand message will be visible from the Main Lobby as attendees look up and around. This graphic is installed on the 2nd floor railing to be seen from the Main Lobby below. Make a powerful impact in one of the most high-traffic locations.



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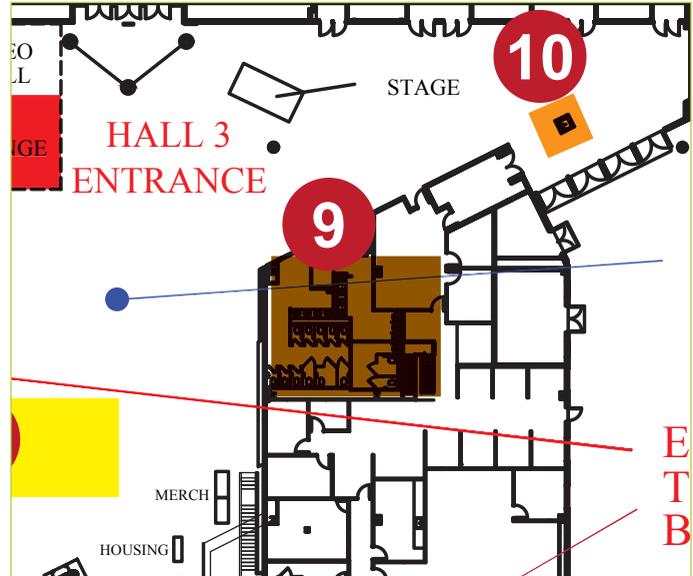
CONVENTION CENTER

LEVEL 1 MAIN LOBBY RESTROOMS NEAR HALL 3 ENTRANCE

OPPORTUNITY

#9

Restroom Mirror Clings



SPONSORSHIP LOCATION FEE

\$2,500

PRINTING & INSTALLATION FEE

\$125

CLINGS

10" x 10"

Cling sizes can be larger if preferred.

Printing fee will adjust accordingly.

ADDITIONAL INFO

Includes the Men's and Women's restroom in the Main Lobby near Hall 3 entrance.

Men's Restroom: 4 mirrors & 1 full-length mirror

Women's Restroom: 4 mirrors & 1 full-length mirror



30 YEARS OF COMMODITY CLASSIC

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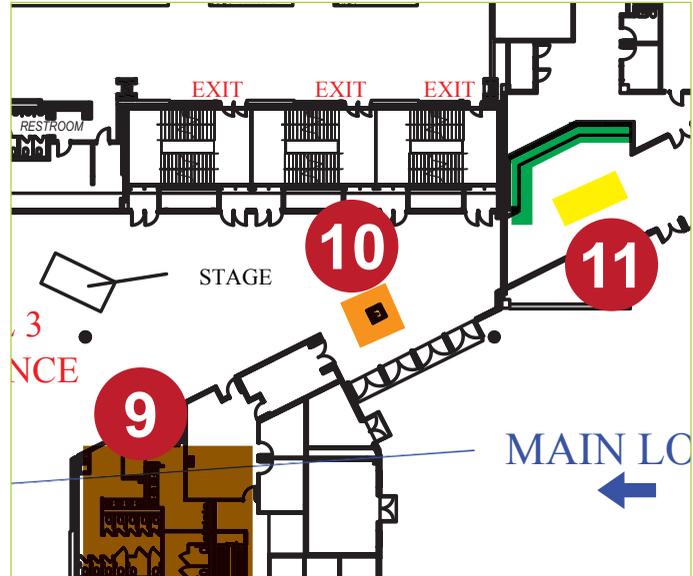
CONVENTION CENTER

LEVEL 1 CONNECTING WALKWAY NEAR HALL 3 ENTRANCE

OPPORTUNITY

#10

Three Sided Column Wrap



SPONSORSHIP LOCATION FEE

\$3,000

PRINTING & INSTALLATION FEE

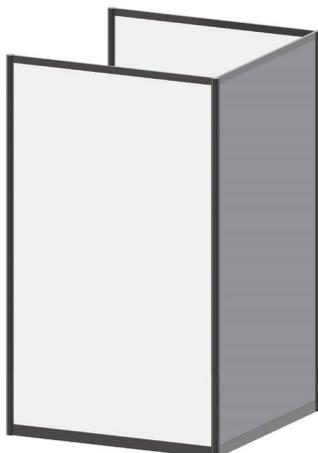
\$2,187

COLUMN WRAP

Graphics on 3 sides
54"W x 108"T

ADDITIONAL INFO

This column is located near Hall 3 entrance at the start of the walkway that connects to the West Lobby, Trade Show Bridge Hall entrance, and the Lila Cockrell Theater.





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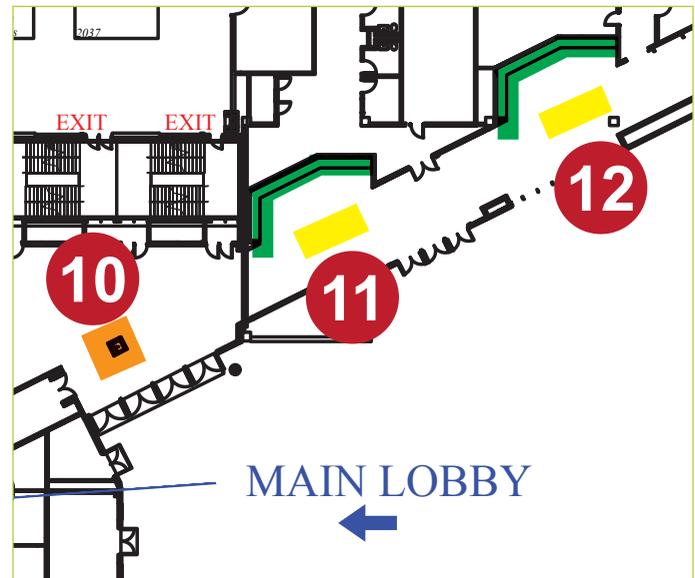
CONVENTION CENTER

LEVEL 1 CONNECTING WALKWAY BUILT-IN LOUNGE AREA BETWEEN MAIN LOBBY & WEST LOBBY

OPPORTUNITY

Floor Cling & Wall Cling

#11



SPONSORSHIP LOCATION FEE

\$6,000

FLOOR CLING

10' wide x 15' long

WALL CLINGS

Wall Dimensions

A. 32" x 132"

B. 32" x 209"

C. 32" x 153"

PRINTING & INSTALLATION FEE

\$4,672

ADDITIONAL INFO

The walkway between the Main Lobby and the West Lobby will see plenty of traffic as attendees move from one end of the building to the other. This lounge is in this walkway.

NOTE: The ottomans in this space can also be wrapped a cloth material featuring your message. Additional printing fee applies. Consider pairing #11 and #12 for an increased impact in this hallway.



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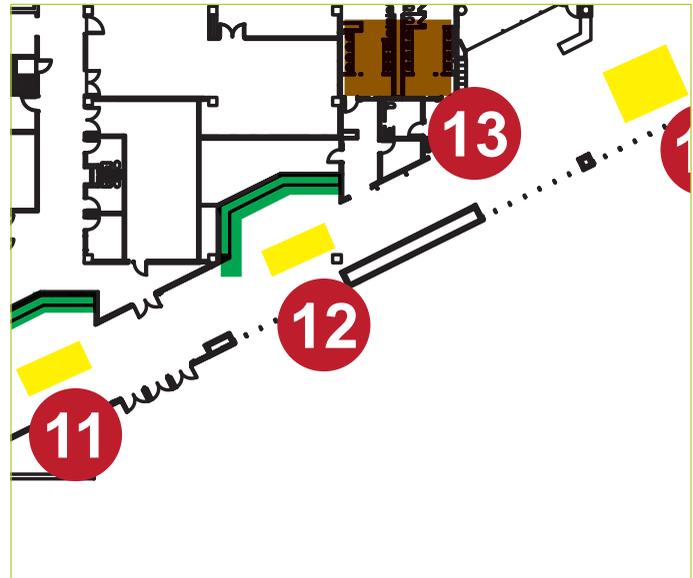
CONVENTION CENTER

LEVEL 1 CONNECTING WALKWAY BUILT-IN LOUNGE AREA BETWEEN MAIN LOBBY & WEST LOBBY

OPPORTUNITY

#12

Floor Cling & Wall Cling



SPONSORSHIP LOCATION FEE

\$6,000

PRINTING & INSTALLATION FEE

\$4,672

FLOOR CLING

10' wide x 15' long

WALL CLINGS

Wall Dimensions

A. 32" x 132"

B. 32" x 209"

C. 32" x 153"

ADDITIONAL INFO

The walkway between the Main Lobby and the West Lobby will see plenty of traffic as attendees move from one end of the building to the other. This lounge is in this walkway.

NOTE: The ottomans in this space can also be wrapped a cloth material featuring your message. Additional printing fee applies. Consider pairing #11 and #12 for an increased impact in this hallway.



30 YEARS OF COMMODITY CLASSIC

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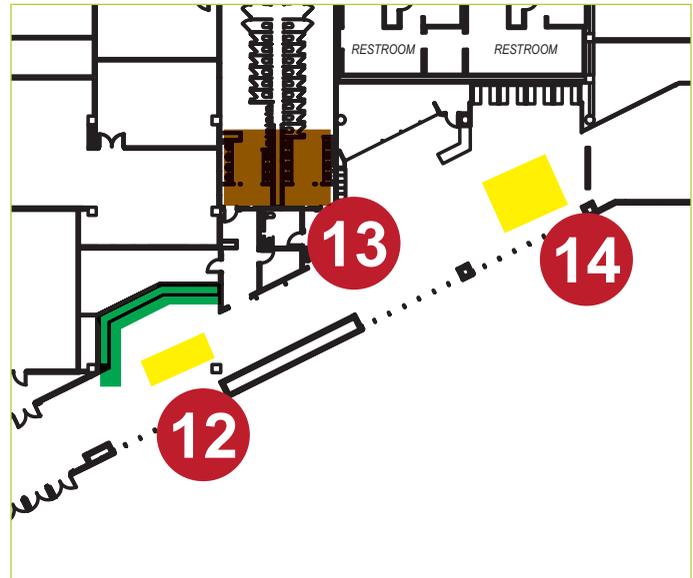
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CONVENTION CENTER LEVEL 1 LOBBY RESTROOMS BETWEEN MAIN LOBBY & WEST LOBBY

OPPORTUNITY

#13

Restroom Mirror Clings



SPONSORSHIP LOCATION FEE

\$2,500

PRINTING & INSTALLATION FEE

\$213

CLINGS

10" x 10"

Cling sizes can be larger if preferred.

Printing fee will adjust accordingly.

ADDITIONAL INFO

Includes the Men's and Women's restroom in the Connecting Walkway between Main & West Lobbies.

Men's Restroom: 7 mirrors & 1 full-length mirror

Women's Restroom: 8 mirrors & 1 full-length mirror



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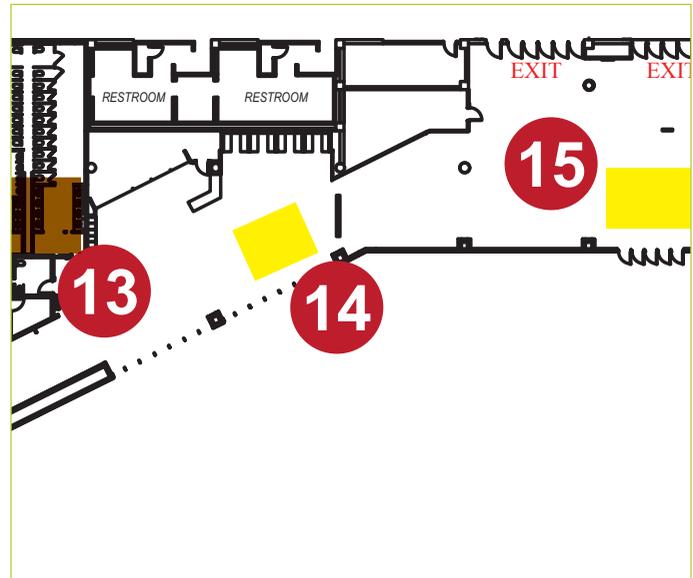
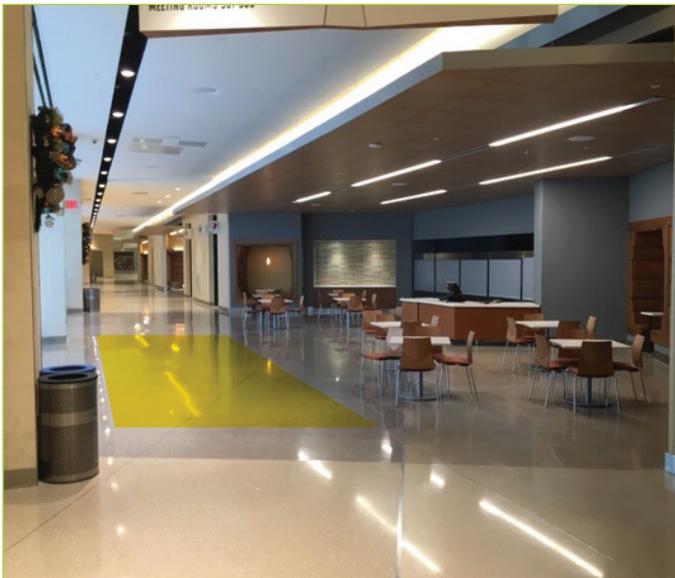
CONVENTION CENTER

LEVEL 1 CONNECTING WALKWAY BETWEEN MAIN LOBBY & WEST LOBBY

OPPORTUNITY

#14

Floor Cling



SPONSORSHIP LOCATION FEE

\$5,000

PRINTING & INSTALLATION FEE

\$5,400

CLING

10' wide x 30' long

ADDITIONAL INFO

A can't miss presence for your brand in the high traffic route between the Main Lobby and the West Lobby. Both lobbies will see plenty of foot traffic as attendees experience all that Commodity Classic has to offer.



30 YEARS OF COMMODITY CLASSIC

February 25-27, 2026 | San Antonio, TX

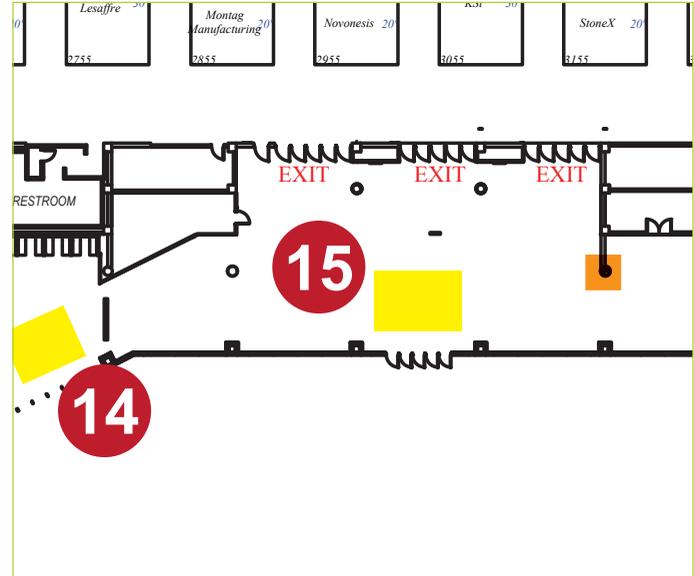
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CONVENTION CENTER

LEVEL 1 CONNECTING WALKWAY BETWEEN MAIN LOBBY & WEST LOBBY OPPORTUNITY

#15

Floor Cling



SPONSORSHIP LOCATION FEE

\$4,000

CLING

10' wide x 15' long

PRINTING & INSTALLATION FEE

\$2,700

ADDITIONAL INFO

A can't miss presence for your brand in the high traffic route between the Main Lobby and the West Lobby. Both lobbies will see plenty of foot traffic as attendees experience all that Commodity Classic has to offer.



30 YEARS OF COMMODITY CLASSIC

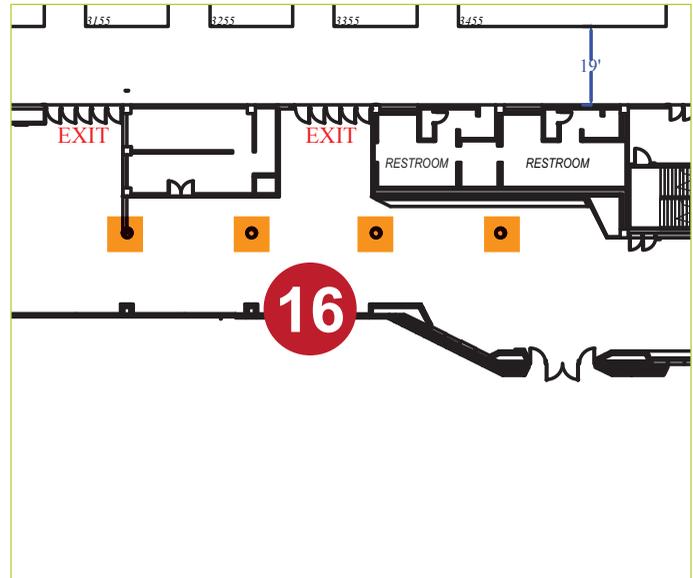
February 25-27, 2026 | San Antonio, TX



CONVENTION CENTER LEVEL 1 CONNECTING WALKWAY BETWEEN MAIN LOBBY & WEST LOBBY

OPPORTUNITY
#16

Column Wraps



SPONSORSHIP LOCATION FEE

\$12,000 (FOR 4 COLUMNS)

PRINTING & INSTALLATION FEE

\$5,482

COLUMN WRAPS

(x4) 8' column wraps

Each column is 4 panels
29.75" x 92.125" each



ADDITIONAL INFO

A series of four columns along the main thoroughfare between the Main & West Lobbies. Attendees will be passing through this area as they travel between Commodity Classic events and features in each side of the building. Offered exclusively for one sponsor.

NOTE: Consider combining these column wraps with floor clings (Opportunity #14 and #15) or one of the built-in lounge areas in the hallway (Opportunity #11 and #12) for a commanding brand presence.



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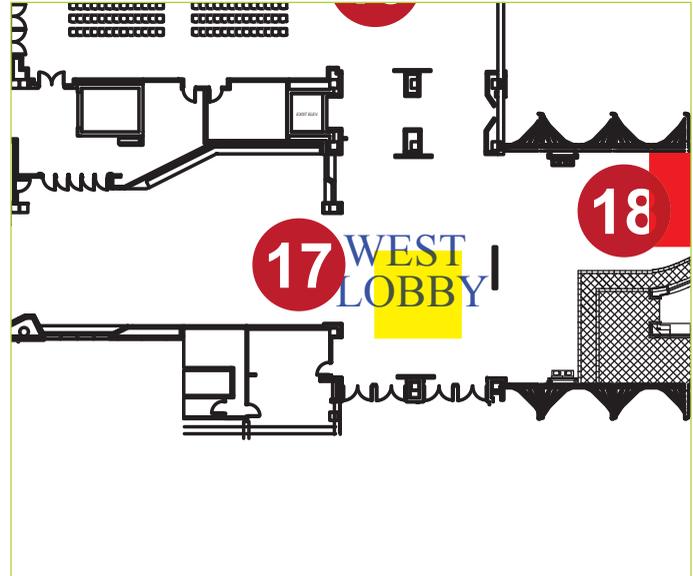
CONVENTION CENTER

LEVEL 1 INTERSECTION OF WEST LOBBY & CONNECTING WALKWAY

OPPORTUNITY

#17

Floor Cling



SPONSORSHIP LOCATION FEE

\$6,000

PRINTING & INSTALLATION FEE

\$4,050

CLING

15' x 15'

ADDITIONAL INFO

As attendees enter the Convention Center's West Lobby, they can't help but see your brand message prominently displayed via this huge floor cling. Located at the intersection of the West Lobby and the Walkway that connects to the Main Lobby. This area will see plenty of traffic as attendees enter the Convention Center from nearby hotels, access the trade show, attend the General Session in the Lila Cockrell Theater, and visit the Trade Show Main Stage.



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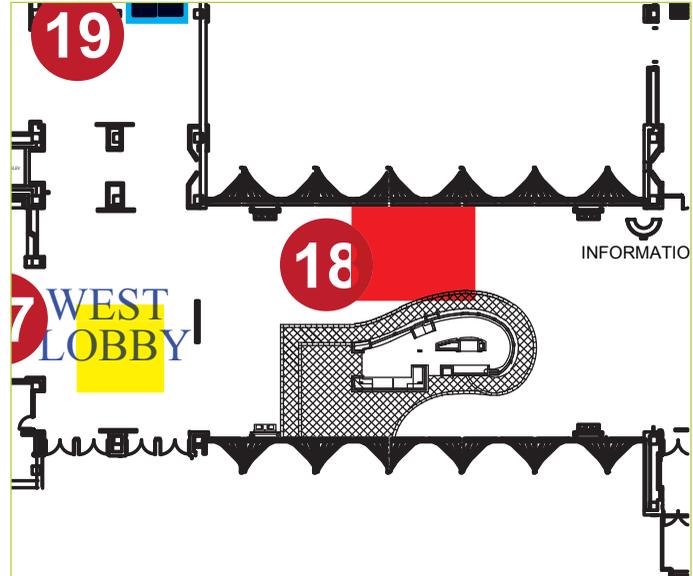
CONVENTION CENTER

LEVEL 1 EL PUENTE CAFÉ

Lounge near Video Monitor in El Puente Café Seating Area

OPPORTUNITY

#18



SPONSORSHIP LOCATION FEE

\$7,500

CHARGING CUBE (X2)

Top 48" x 48"

Sides (x4) 48" W x 17" H



PRINTING & INSTALLATION FEE

INCLUDED WITH SPONSORSHIP FEE

GRAPHICS FOR 2 COFFEE TABLE CUBES

ADDITIONAL INFO

Located in El Puente Cafe seating area near the intersection of the West Lobby and the Walkway that connects to the Main Lobby, this seating area includes soft seating and two branded coffee tables with power outlets for guests to charge their devices. This seating area is one of the locations with the Commodity Classic Video Monitors.

Sponsorship includes printing and installation of your graphics onto all four sides and the top of the coffee tables. You may provide company collateral and a pop-up banner in your seating area.

Bonus! Discounted airtime on the Video Monitors is included with this sponsorship.



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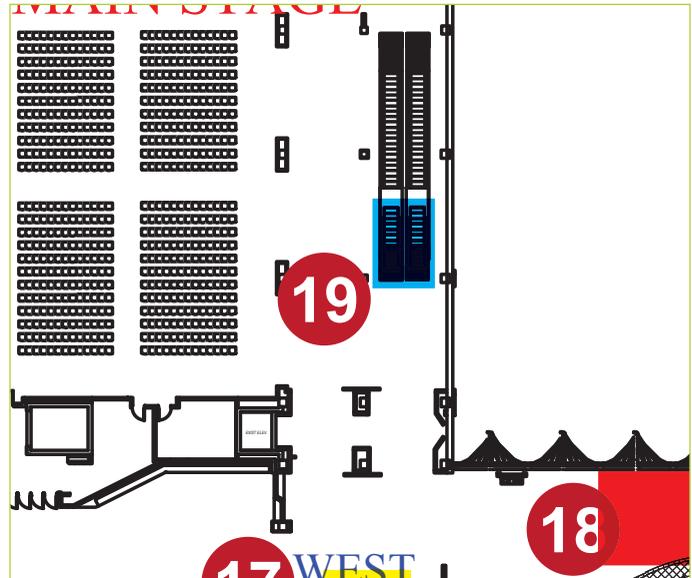
CONVENTION CENTER

LEVEL 1 WEST LOBBY ESCALATOR UP TO LEVEL 2 HALL OF STATUES

OPPORTUNITY

#19

Escalator Cling



SPONSORSHIP LOCATION FEE

\$8,500

CLING

- (4) Inside Metal 24" x 552"
- Metal Divider (broken up into sections)
- Bottom Section 16" x 95"
- Middle Sections (8) 16" x 65"
- Top Section 16" x 101"

PRINTING & INSTALLATION FEE

\$8,056

ADDITIONAL INFO

Located outside of the Trade Show Bridge Hall entrance. This escalator connects level 1 and level 2, providing access up to the lunch area and the third floor trade show space. You may brand the metal sides and the flat metal divider.



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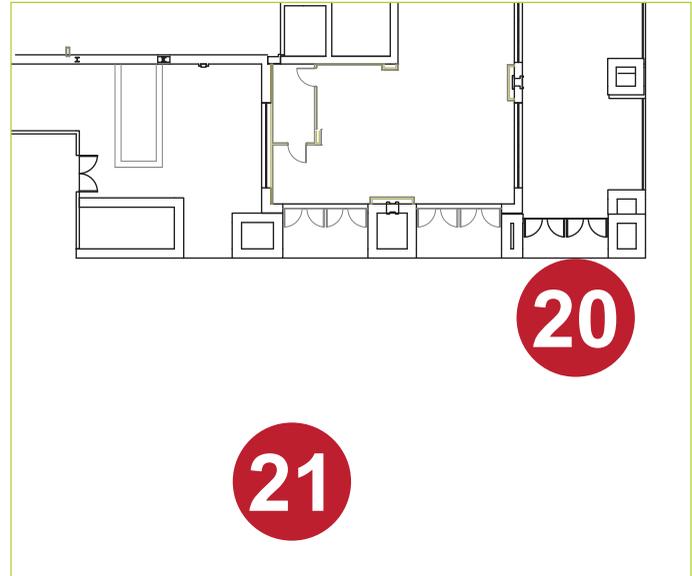
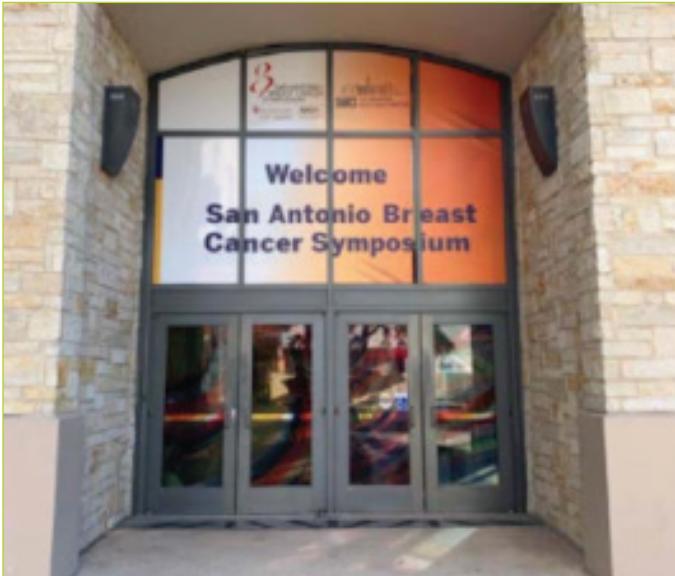
CONVENTION CENTER

LEVEL 1 LILA COCKRELL THEATRE CONVENTION CENTER ENTRANCE

OPPORTUNITY

#20

Window Clings



SPONSORSHIP LOCATION FEE

\$7,500

PRINTING & INSTALLATION FEE

\$1,988

CLINGS

Upper Windows

37.5"W x 24.5"T (2 outside)

37.5"W x 39.5"T (2 middle)

Lower Windows

37.5"W x 68.5"T

ADDITIONAL INFO

This entrance will be used by attendees coming from nearby hotels. The Lila Cockrell Theater (location of General Session) and Trade Show Bridge Hall Entrance are located inside this entrance. Window graphics are visible from the exterior of the building and are single-sided. Sponsor's branding must adhere to the Convention Center's 80/20 rule.

Interior clings available for an additional fee.



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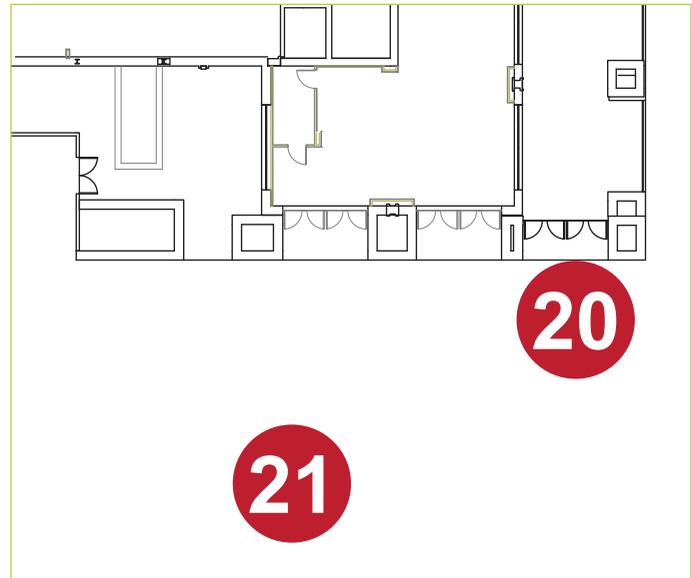
CONVENTION CENTER

OUTSIDE LILA COCKRELL THEATRE CONVENTION CENTER ENTRANCE & GRAND HYATT

OPPORTUNITY

Display Area

#21



SPONSORSHIP LOCATION FEE

\$20,000

SPOTTING FEE

\$500 ROUNDTRIP

ADDITIONAL INFO

Display your company item in front of the Convention Center West Lobby entrance and next to the Grand Hyatt. Weight limit may apply. Graphics must adhere to the Convention Center's 80/20 branding rule.



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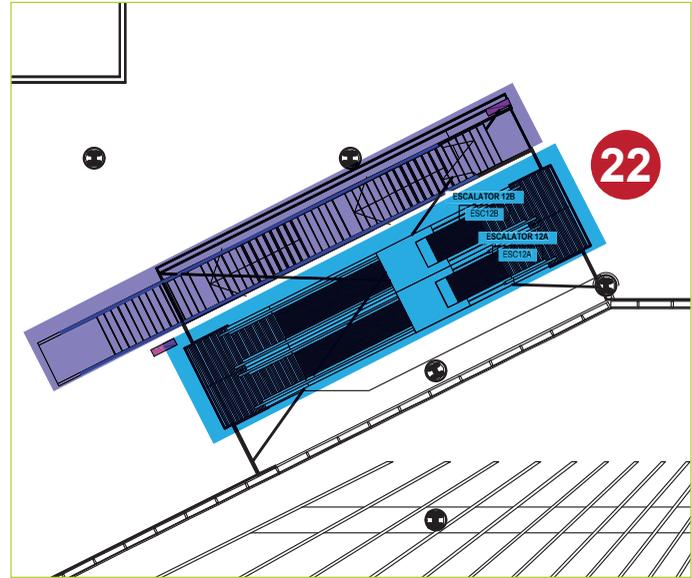
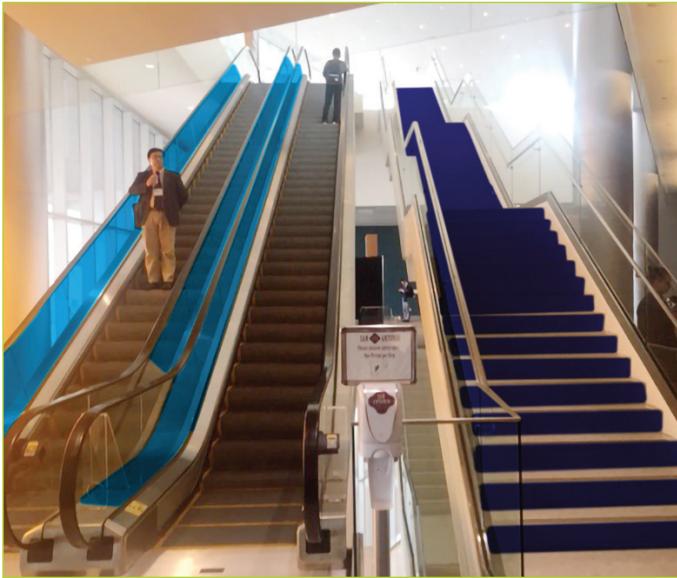
CONVENTION CENTER

LEVEL 2 ABOVE MAIN LOBBY & HALL 1- ESCALATOR & STAIRS BETWEEN LEVELS 2 & 3

OPPORTUNITY

Escalator Clings & Stair Clings

#22



SPONSORSHIP LOCATION FEE

\$15,000

PRINTING & INSTALLATION FEE

\$9,602 ESCALATOR

\$3,405 STAIRS

ESCALATOR CLINGS

- (4) Inside Glass 26" x 528"
- (1) Outside Glass 26" x 528"
- (1) Flat Metal Divider 12" x 681"

STAIR CLINGS

- Front Facing Steps 60.5" x 6.75"
- 2 Landings 60.5" x 80" each
- 15 Steps Group 1
- 1 Landing
- 14 Steps Group 2
- 1 Landing
- 14 Steps Group 3

ADDITIONAL INFO

This escalator and staircase serves as key access up to the third level for educational sessions, welcome reception, association events, and access to the third floor trade show. Attendees will see your brand message as they move between level 2 and level 3.



30 YEARS OF COMMODITY CLASSIC

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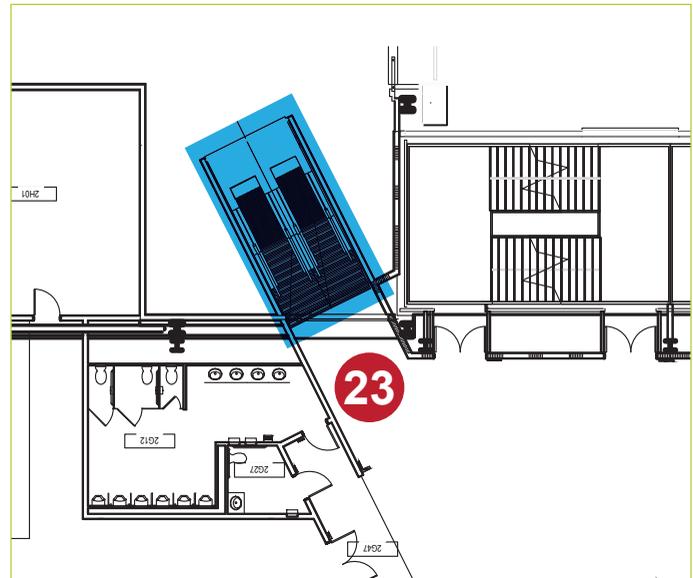
CONVENTION CENTER

LEVEL 2 ABOVE MAIN LOBBY & HALL 3 - ESCALATOR BETWEEN LEVELS 2 & 3

OPPORTUNITY

#23

Escalator Cling



SPONSORSHIP LOCATION FEE

\$7,500

ESCALATOR CLINGS

- (4) Inside Glass Sides 44' x 26"
- (1) Flat Metal Divider 50' x 12"

PRINTING & INSTALLATION FEE

\$7,764

ADDITIONAL INFO

This escalator connects between level 2 and level 3. It leads to educational sessions, welcome reception, association events, and access to the third floor trade show.



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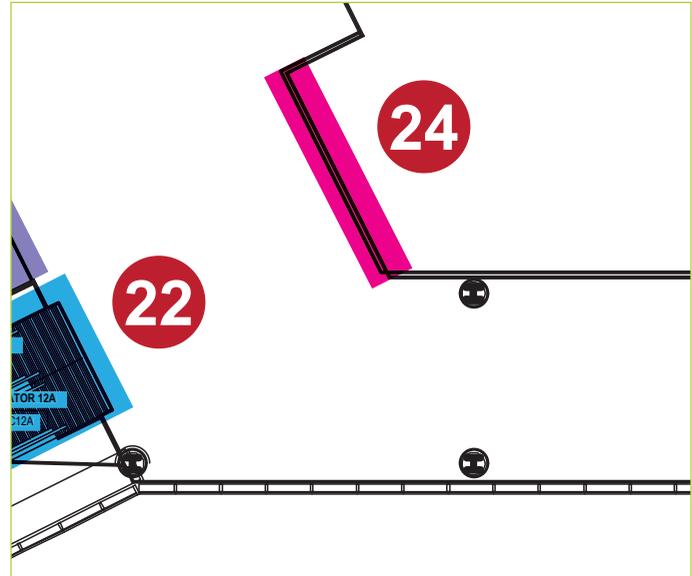
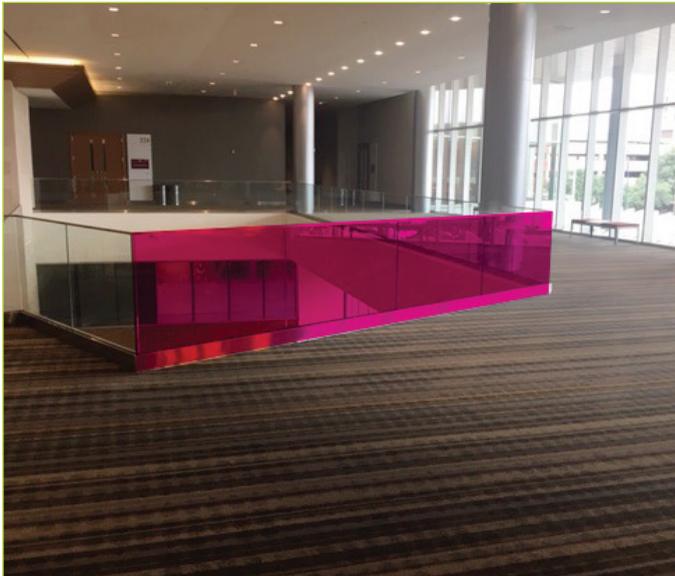
CONVENTION CENTER

LEVEL 2 ESCALATOR LANDING ABOVE MAIN LOBBY

OPPORTUNITY

#24

Glass Railing Clings



SPONSORSHIP LOCATION FEE

\$4,000

PRINTING & INSTALLATION FEE

\$1,622

CLINGS

Glass facing in
54.5" x 19'10"

ADDITIONAL INFO

This railing is highly visible on level 2, especially when descending the escalator or stairs coming from level 3. Location is facing 2nd level. Ideal to combine with Opportunity #22 (Escalator & Stairs between levels 2 & 3). Clings are single-sided.



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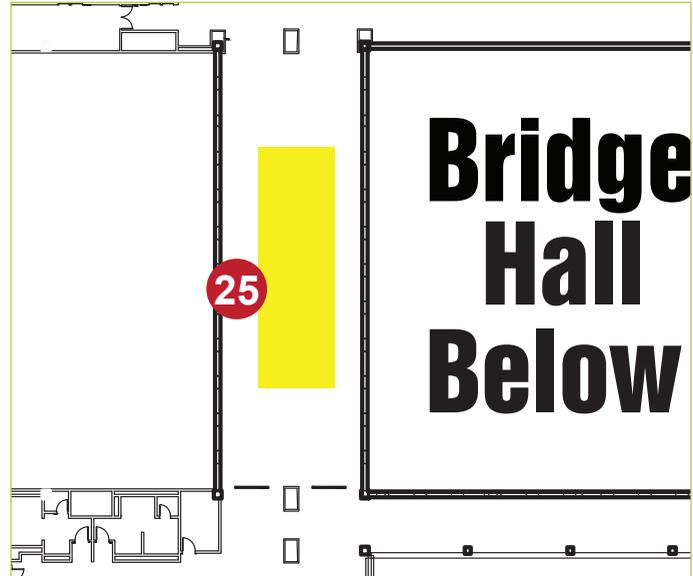
CONVENTION CENTER

LEVEL 2 HALL OF STATUES ABOVE BRIDGE HALL

OPPORTUNITY

#25

Floor Cling



SPONSORSHIP LOCATION FEE

\$5,000

PRINTING & INSTALLATION FEE

\$22,500

CLING

25' x 25' (x2)

ADDITIONAL INFO

Your graphics installed as floor clings within two 25'x25' footprints located along the Hall of Statues, on each side of the center statue. This walkway is on level 2. Connects between the escalator outside of the first floor trade show Bridge Hall entrance and the lunch area on level 2 and access to the third floor trade show.



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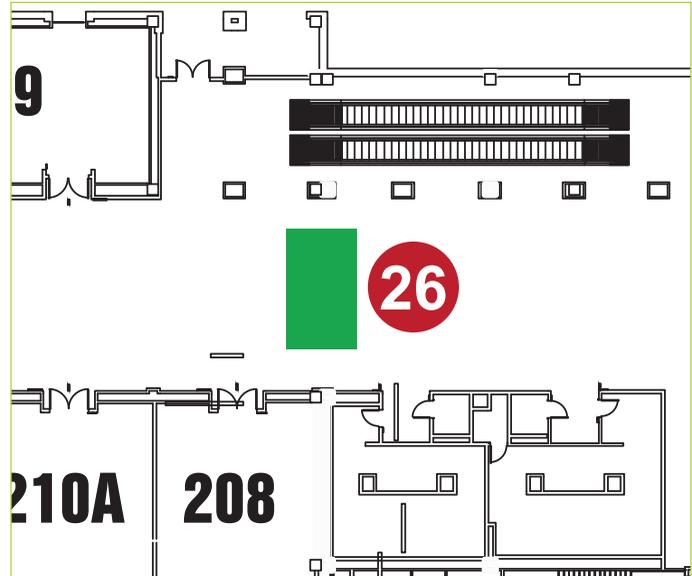
CONVENTION CENTER

LEVEL 2 ROOM 208 HALLWAY BANNER

OPPORTUNITY

#26

Banner



SPONSORSHIP LOCATION FEE

\$5,000

PRINTING & INSTALLATION FEE

\$2,093

BANNER

Double sided
33.5' x 3'

ADDITIONAL INFO

Double-sided banner installed in the hallway near Room 208. This hallway is on level 2. It is the pathway that connects between the escalator outside of the first floor trade show Bridge Hall entrance and the lunch area on level 2 and access to the third floor trade show.



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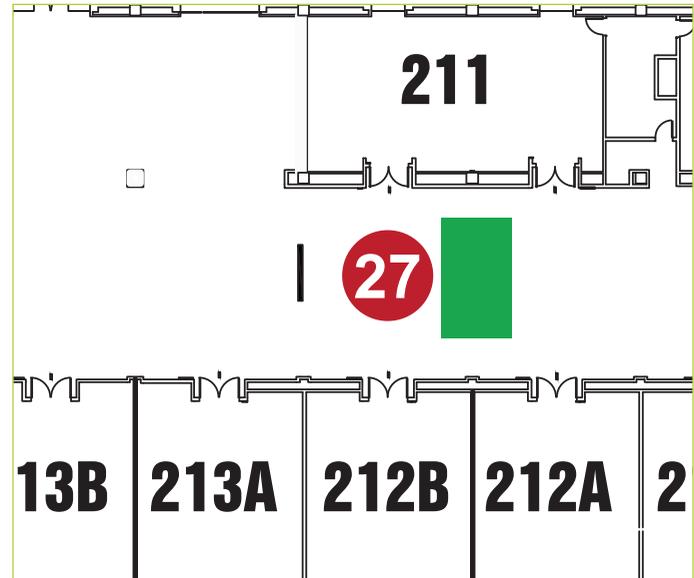
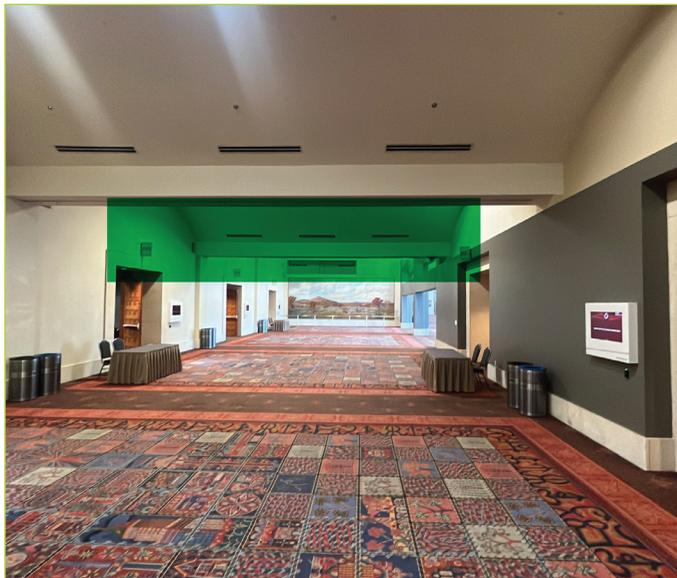
CONVENTION CENTER

LEVEL 2 ROOM 212 HALLWAY BANNER

OPPORTUNITY

#27

Banner



SPONSORSHIP LOCATION FEE

\$5,000

PRINTING & INSTALLATION FEE

\$2,093

BANNER

Double sided
33.5' x 3'

ADDITIONAL INFO

Double-sided banner installed in the hallway near Room 212. This hallway is on level 2. It is the pathway that connects between the escalator outside of the first floor trade show Bridge Hall entrance and the lunch area on level 2 and access to the third floor trade show.



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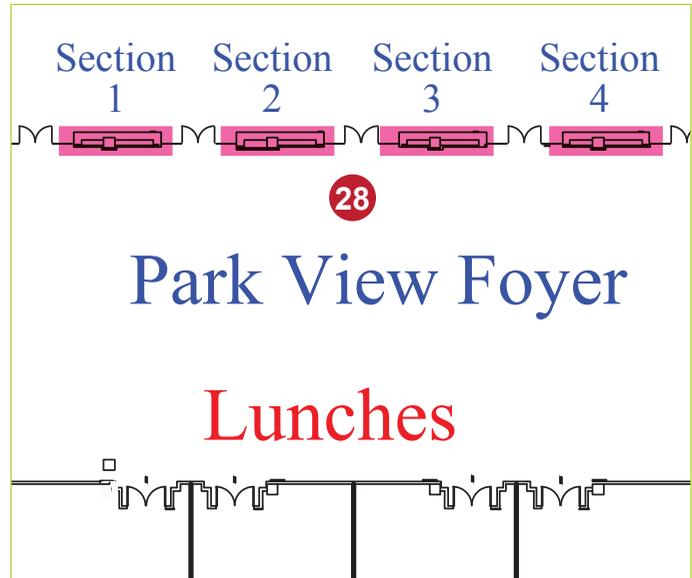
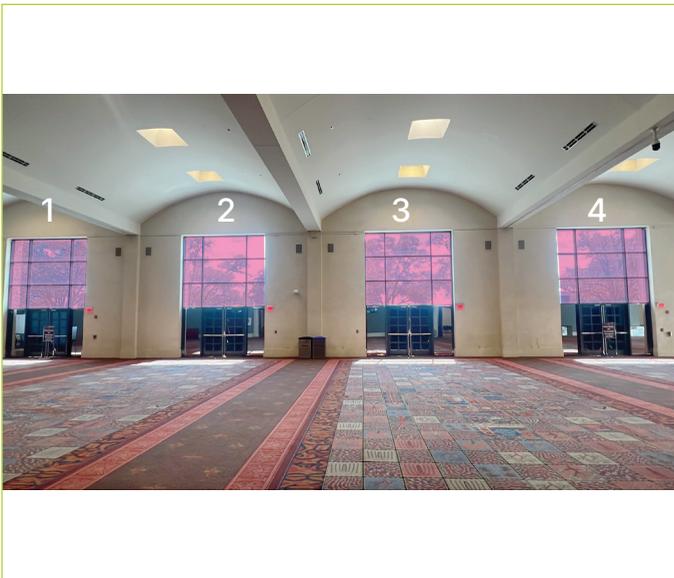
CONVENTION CENTER

LEVEL 2 PARK VIEW LOBBY WINDOWS

OPPORTUNITY

#28

Window Clings



SPONSORSHIP LOCATION FEE

\$5,000 PER SECTION
4 SECTIONS (1,2,3,4) AVAILABLE

PRINTING & INSTALLATION FEE

\$2,685 EACH

CLINGS

- Window A 36.25"W x 44.5"T (2)
- Window B 86"W x 44.5"T (1)
- Window C 36.25"W x 45.5"T (4)
- Window D 86"W x 45.5"T (2)

ADDITIONAL INFO

Window clings are available on the Park View Lobby windows. This foyer space is where lunch will be served. It is also a key thoroughfare up to level 3 for the third floor trade show and down to level 1 for the first floor trade show.

Available for up to 4 sponsors.

A	B	A
C	D	C
C	D	C



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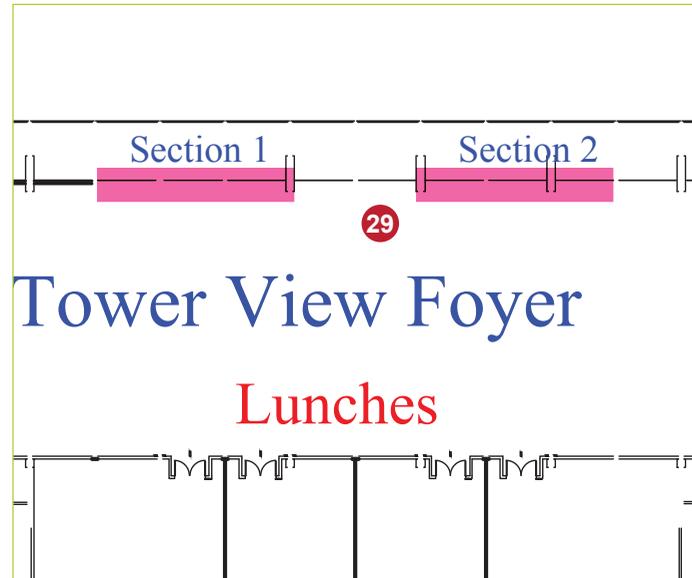
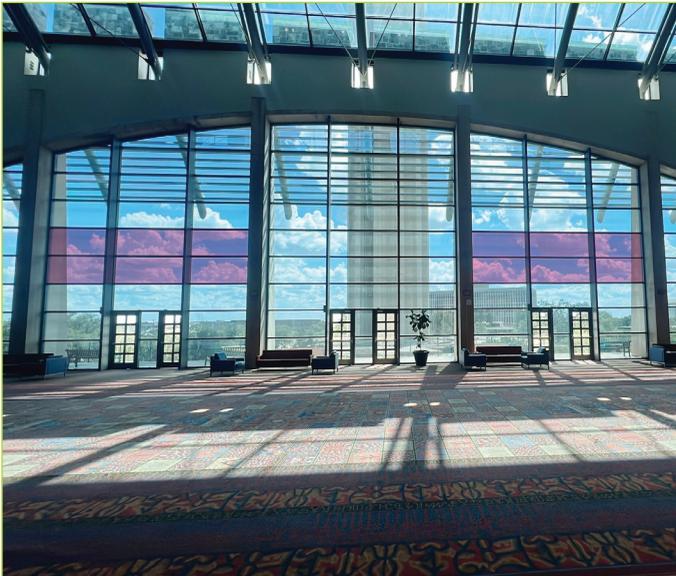
CONVENTION CENTER

LEVEL 2 TOWER VIEW LOBBY WINDOWS

OPPORTUNITY

#29

Window Clings



SPONSORSHIP LOCATION FEE

\$5,000 EACH

PRINTING & INSTALLATION FEE

\$3,752 EACH

CLINGS

SECTION 1

Window A 102.5"W x 46"T

Window B 121"W x 46"T

SECTION 2

Window C 120.75"W x 46"T

Window D 121"W x 46"T

ADDITIONAL INFO

Window clings are available on the Tower View Foyer windows. This foyer space is where lunch will be served. It is also a key thoroughfare up to level 3 for the third floor trade show and down to level 1 for the first floor trade show.

Available for up to two sponsors.

Section 1

A	B	A
A	B	A

Section 2

C	D	C
C	D	C



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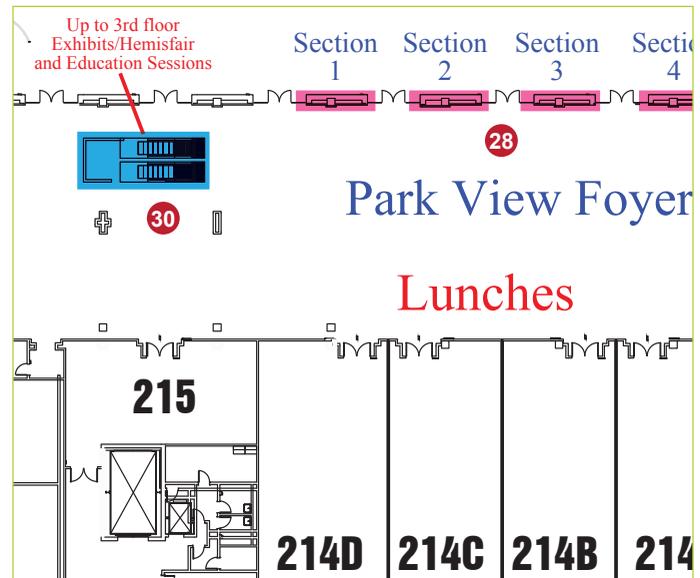
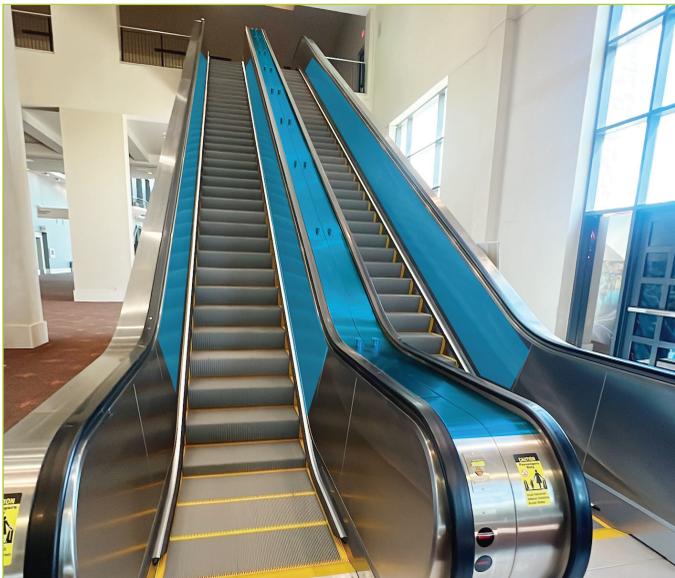
CONVENTION CENTER

LEVEL 2 PARK VIEW/TOWER VIEW LOBBY - ESCALATOR UP TO LEVEL 3 HEMISFAIR BALLROOM

OPPORTUNITY

Escalator Cling

#30



SPONSORSHIP LOCATION FEE

\$10,000

PRINTING & INSTALLATION FEE

\$8,693

CLING

- (4) Inside Metal 26" x 557"
- Flat Metal Divider Broken into Sections
- Bottom Section 16" x 62"
- Middle Sections (8) 16" x 73"
- Top Section 16" x 80"

ADDITIONAL INFO

Lunch is served in the Park View Lobby near this highly visible escalator. This escalator connects the Park View and Tower View lobbies on Level 2 with the Trade Show on Level 3. It will serve as a primary path for attendees between the third floor trade show and the first floor trade show.



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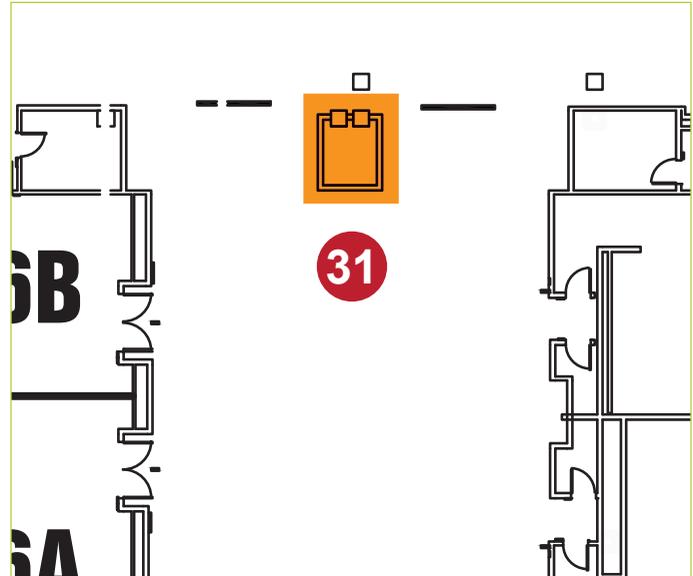
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CONVENTION CENTER LEVEL 2 PARK VIEW/TOWER VIEW LOBBY - COLUMN NEAR ROOM 216

OPPORTUNITY

#31

Three Sided Column Wrap



SPONSORSHIP LOCATION FEE

\$15,000

PRINTING & INSTALLATION FEE

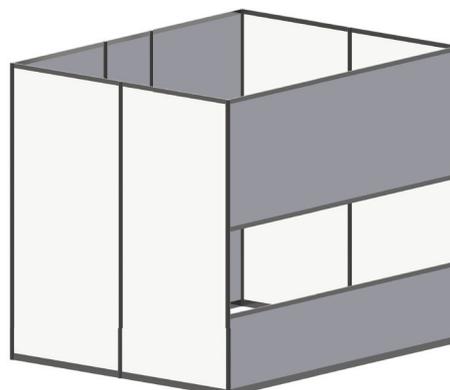
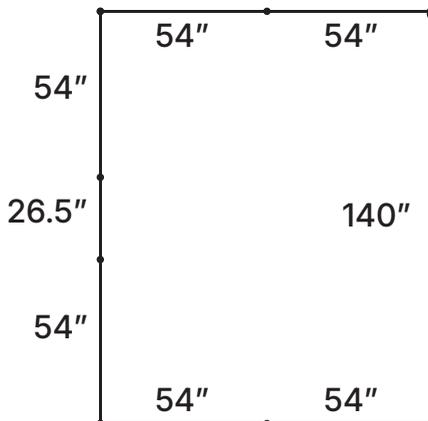
\$7,674

COLUMN WRAP

- (6) 54"W x 120"T
- (1) 26.5"W x 120"T
- (1) 140"W x 28"T
- (1) 140"W x 50"T

ADDITIONAL INFO

Attendees will walk past this column as they travel between the first floor trade show, lunch on level 2, and the third floor trade show. Lunch is served in the Park View and Tower View lobbies near this highly visible column.



Middle of this side wall must be left open to access fire extinguisher.



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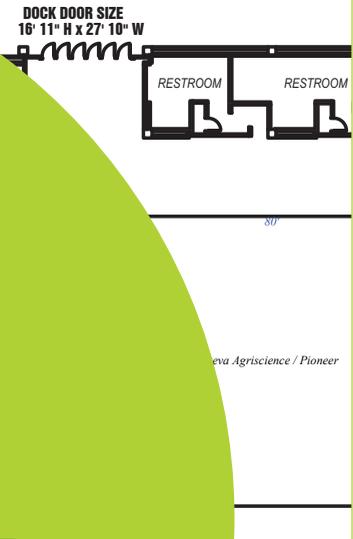
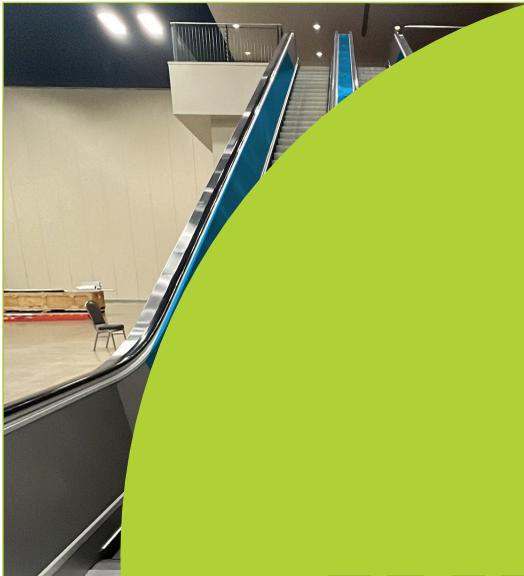
CONVENTION CENTER

LEVEL 1 TRADE SHOW HALL 4 - ESCALATOR UP TO LEVEL 2

OPPORTUNITY

#32

Escalator Cling



NOT AVAILABLE

SPONS

\$8,500

CLINGS

(4) Inside Metal ... all 4 in the first floor ...
 Flat Metal Divider B ... which is served. This ...
 Bottom Section 11" x 72" ... to the third floor trade ...
 Middle Sections (8) 11" x 64" ... be installed on the inside of ...
 Top Section 11" x 72"



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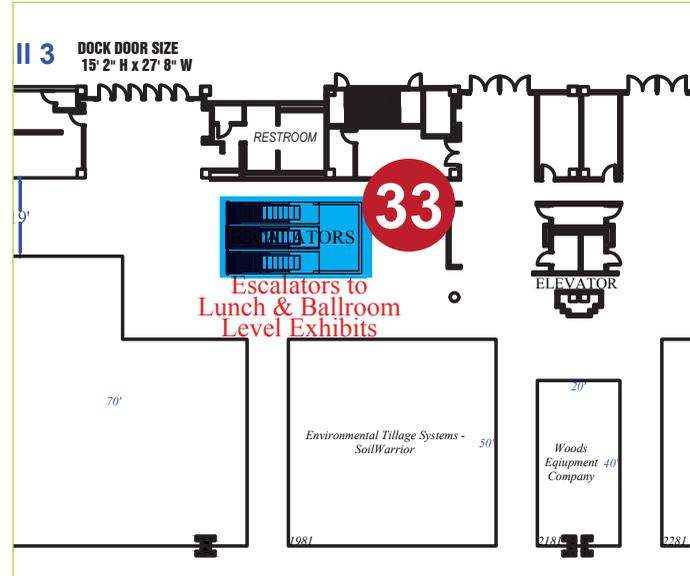
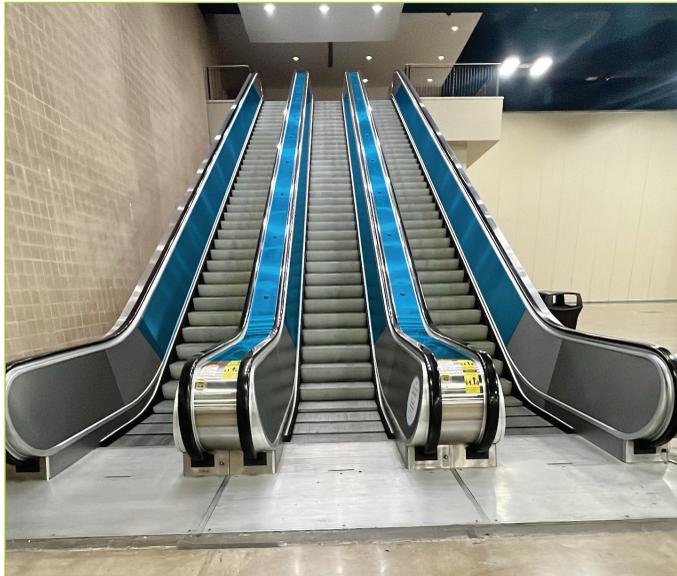
CONVENTION CENTER

LEVEL 1 TRADE SHOW HALL 3 - ESCALATOR UP TO LEVEL 2

OPPORTUNITY

#33

Escalator Cling



SPONSORSHIP LOCATION FEE

\$8,500

PRINTING & INSTALLATION FEE

\$11,986

CLINGS

- (6) Inside Metal 26" x 552"
- Flat Metal Divider Broken into Sections
- Bottom Section 11.5" x 95"
- Middle Sections (8) 11.5" x 64"
- Top Section 11.5" x 106"

ADDITIONAL INFO

This set of escalators leads from Hall 3 in the first floor trade show up to level 2 where lunch is served. This is also a primary pathway up to the third floor trade show. Your graphics will be installed on the inside of the escalator railings.



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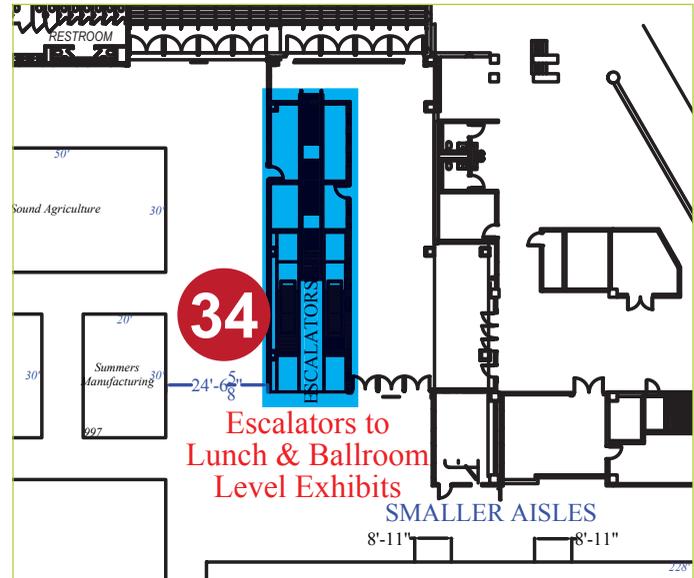
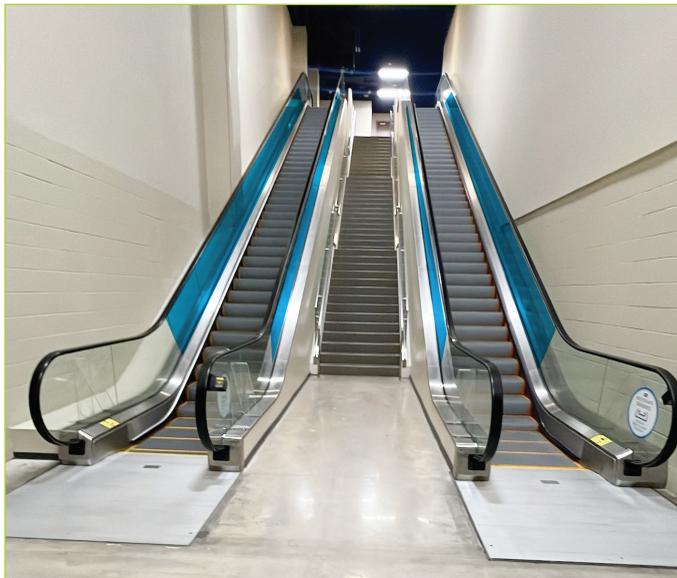
CONVENTION CENTER

LEVEL 1 TRADE SHOW HALL 2 - ESCALATOR UP TO LEVEL 2

OPPORTUNITY

#34

Escalator Cling



SPONSORSHIP LOCATION FEE

\$5,000

PRINTING & INSTALLATION FEE

\$6,864

CLINGS

(4) Inside Glass 26" x 528"

ADDITIONAL INFO

This set of escalators leads from Hall 2 in the first floor trade show up to level 2 where lunch is served. This is also a primary pathway up to the third floor trade show. Your graphics will be installed on the inside of the escalator railings.



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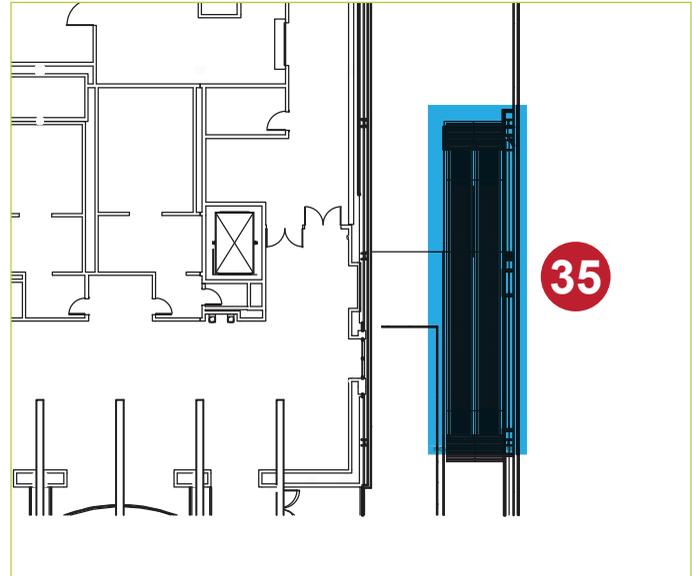
CONVENTION CENTER

LEVEL 2 ESCALATOR NEAR ROOM 218 UP TO LEVEL 3

OPPORTUNITY

#35

Escalator Cling



SPONSORSHIP LOCATION FEE

\$5,000

CLINGS

(4) Inside Glass 26" x 528"
Flat Metal 12" x 681"

PRINTING & INSTALLATION FEE

\$7,886

ADDITIONAL INFO

This set of escalators is the continuation of escalators opportunity #34. It starts from Level 2 near Room 218 and lunch service and goes up to level 3 for the third floor trade show and educational sessions.



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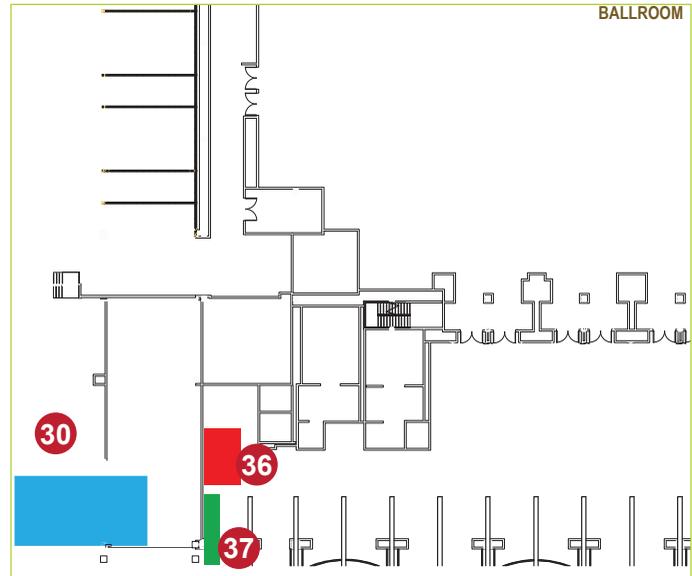
CONVENTION CENTER

LEVEL 3 TRADE SHOW HEMISFAIR BALLROOM FOYER

OPPORTUNITY

#36

Lounge



SPONSORSHIP LOCATION FEE

\$5,000

CHARGING CUBE (X2)

Top 48" x 48"

Sides (x4) 48" W x 17" H



PRINTING & INSTALLATION FEE

INCLUDED WITH SPONSORSHIP FEE

GRAPHICS FOR 2 COFFEE TABLE CUBES

ADDITIONAL INFO

Branded lounge in the Hemisfair Ballroom Foyer includes two branded coffee tables with power outlets for guests to charge their devices and soft seating. Sponsorship includes printing and installation of your graphics onto all four sides and the top of the coffee tables. You may provide company collateral and a pop-up banner in this seating area.

The Hemisfair Ballroom is the location of the third floor trade show. There will be a Commodity Classic video monitor here.



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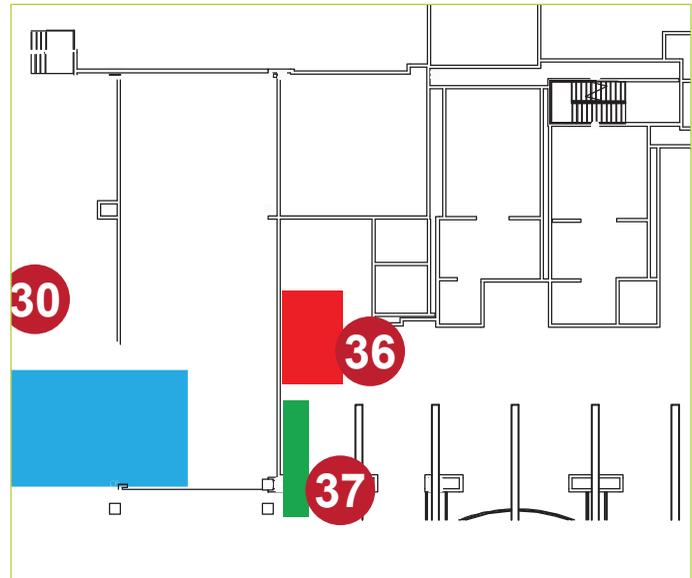
CONVENTION CENTER

LEVEL 3 TRADE SHOW HEMISFAIR BALLROOM FOYER

OPPORTUNITY

#37

Banner



SPONSORSHIP LOCATION FEE

\$5,000

PRINTING & INSTALLATION FEE

\$1,152

BANNER

12'W x 6'T

ADDITIONAL INFO

Single sided banner with your brand message will be installed against the wall in the Hemisfair Ballroom Foyer. The Hemisfair Ballroom is the location of the third floor trade show.



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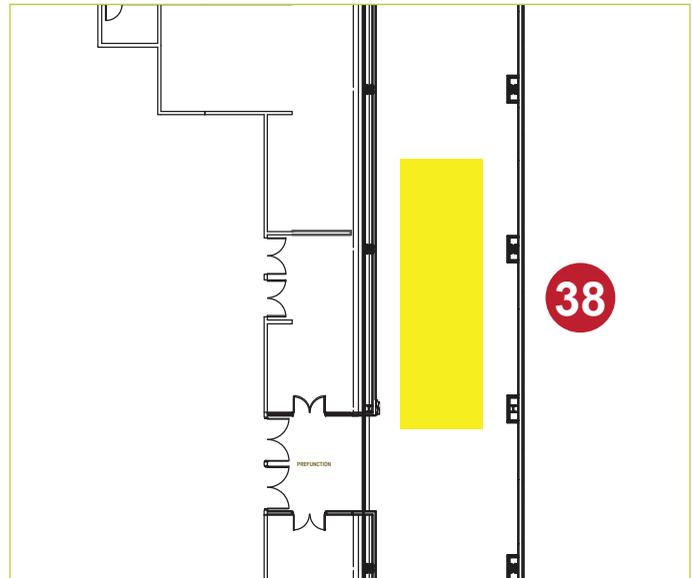
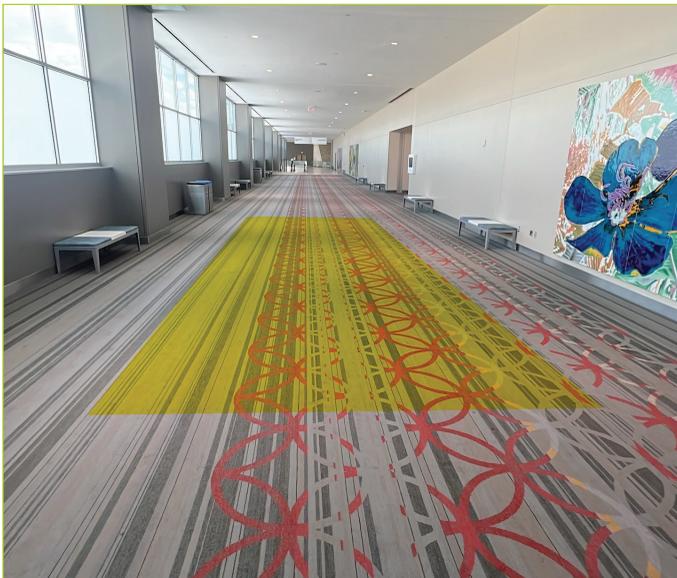


CONVENTION CENTER LEVEL 3 HALLWAY FROM HEMISFAIR BALLROOM TO 300 ROOMS AND STARS AT NIGHT BALLROOM

OPPORTUNITY

#38

Floor or Wall Clings



SPONSORSHIP LOCATION FEE

\$4,000

PRINTING & INSTALLATION FEE

\$3,380

 FOR (10) 52" X 52" FLOOR CLINGS

CLING

(10) 52" x 52" clings placed in a 16' x 100' area.

ADDITIONAL INFO

This corridor connects the Hemisfair Ballroom (location of the third floor trade show exhibits) to the 300 Rooms (location for educational sessions) and Stars at Night Ballroom (welcome reception and association events). You may choose floor clings, wall clings, or we are open to something else with your company branding and message placed along this corridor.



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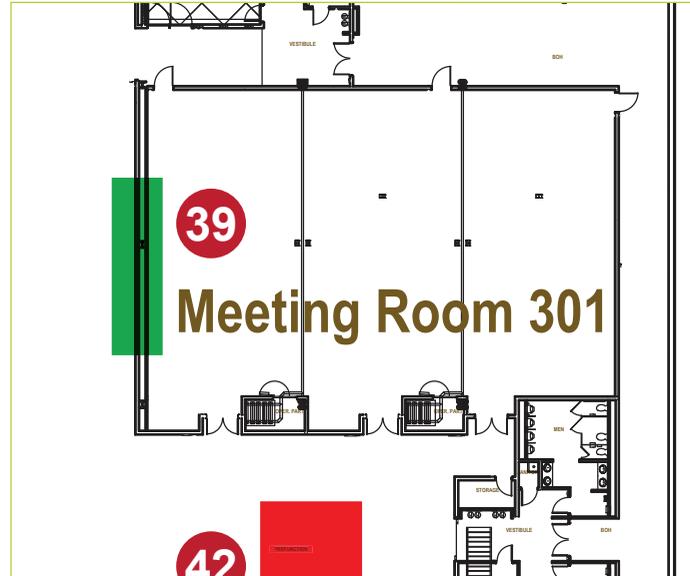
CONVENTION CENTER

LEVEL 3 WALL NEAR ROOM 301

Banner

OPPORTUNITY

#39



SPONSORSHIP LOCATION FEE

\$4,000

BANNER

20' W x 11' H

Single-sided, ground-supported banner.

PRINTING & INSTALLATION FEE

\$3,300

ADDITIONAL INFO

This part of level 3 is where many of the educational sessions are held, including the What's News and the Learning Centers. The welcome reception and ASA association events are in Stars at Night Ballroom, located in this area.

NOTE: Consider claiming all three banners in this hallway (see Opportunities #39, 40, 41).



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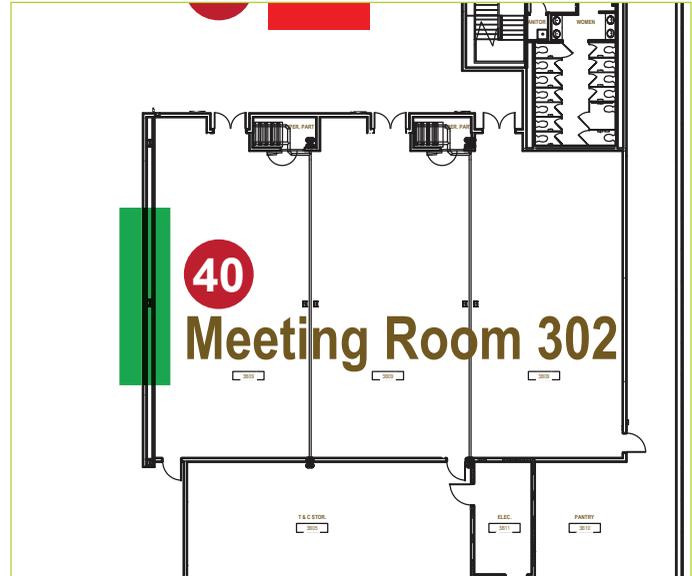
CONVENTION CENTER

LEVEL 3 WALL NEAR ROOM 302

Banner

OPPORTUNITY

#40



SPONSORSHIP LOCATION FEE

\$4,000

PRINTING & INSTALLATION FEE

\$3,300

BANNER

20' W x 11' H

Single-sided, ground-supported banner.

ADDITIONAL INFO

This part of level 3 is where many of the educational sessions are held, including the What's News and the Learning Centers. The welcome reception and ASA association events are in Stars at Night Ballroom, located in this area.

NOTE: Consider claiming all three banners in this hallway (see Opportunities #39, 40, 41).



30 YEARS OF COMMODITY CLASSIC

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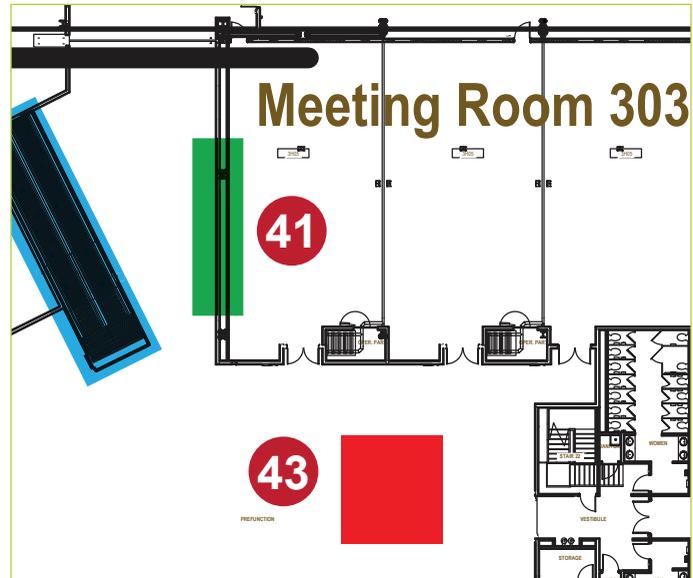
CONVENTION CENTER

LEVEL 3 WALL NEAR ROOM 303

Banner

OPPORTUNITY

#41



SPONSORSHIP LOCATION FEE

\$4,000

PRINTING & INSTALLATION FEE

\$3,300

BANNER

20' W x 11' H

Single-sided, ground-supported banner.

ADDITIONAL INFO

This part of level 3 is where many of the educational sessions are held, including the What's News and the Learning Centers. The welcome reception and ASA association events are in Stars at Night Ballroom, located in this area.

NOTE: Consider claiming all three banners in this hallway (see Opportunities #39, 40, 41).



30 YEARS OF COMMODITY CLASSIC

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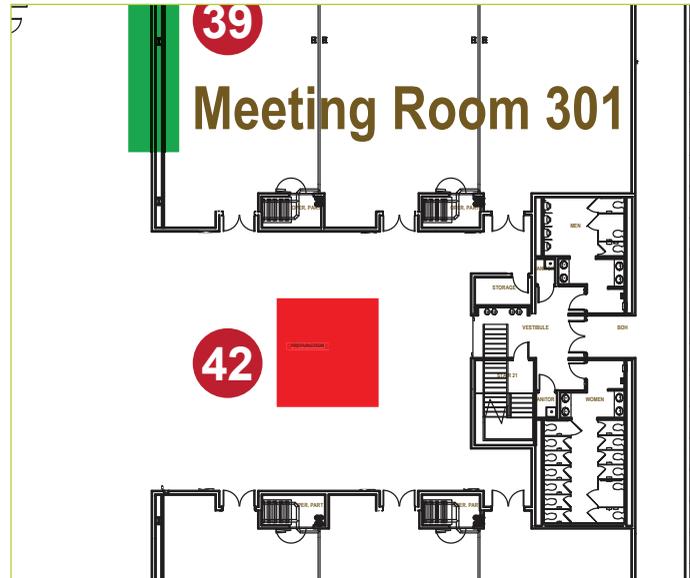
CONVENTION CENTER

LEVEL 3 ROOMS 301 & 302 FOYER

Lounge

OPPORTUNITY

#42



SPONSORSHIP LOCATION FEE

\$4,000

LOUNGE

4' x 4' x 21" Coffee table cubes

Water cooler specs to be provided for sponsor to provide wrap-around graphic & branded cups

PRINTING & INSTALLATION FEE

INCLUDED WITH SPONSORSHIP FEE

GRAPHICS FOR 2 COFFEE TABLE CUBES

ADDITIONAL INFO

Branded lounge in the foyer of Rooms 301 & 302 includes two branded coffee tables with power outlets for guests to charge their devices and soft seating. Sponsorship includes printing and installation of your graphics onto all four sides and the top of the coffee tables. You may provide company collateral and a pop-up banner in this seating area.

Rooms 301 & 302 will be used for educational sessions. We expect this area to serve as a "Continue the Conversation" space following educational sessions, where attendees and presenters will linger and chat.



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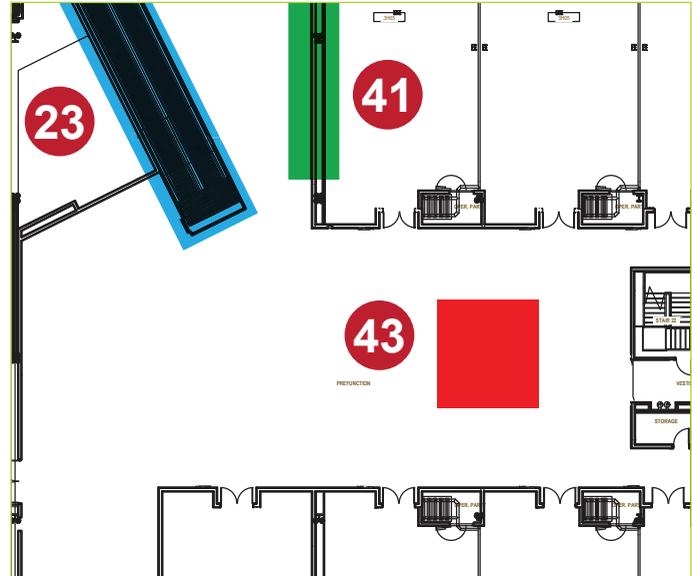
CONVENTION CENTER

LEVEL 3 ROOMS 303, 304, & 305 FOYER

Lounge

OPPORTUNITY

#43



SPONSORSHIP LOCATION FEE

\$4,000

LOUNGE

4' x 4' x 21" Coffee table cubes

Water cooler specs to be provided for sponsor to provide wrap-around graphic & branded cups

PRINTING & INSTALLATION FEE

INCLUDED WITH SPONSORSHIP FEE

GRAPHICS FOR 2 COFFEE TABLE CUBES

ADDITIONAL INFO

Branded lounge in the foyer of Rooms 303, 304, & 305 includes two branded coffee tables with power outlets for guests to charge their devices and soft seating. Sponsorship includes printing and installation of your graphics onto all four sides and the top of the coffee tables. You may provide company collateral and a pop-up banner in this seating area.

Rooms 303, 304, & 305 will be used for educational sessions and receptions. We expect this area to serve as a "Continue the Conversation" space following educational sessions, where attendees and presenters will linger and chat.



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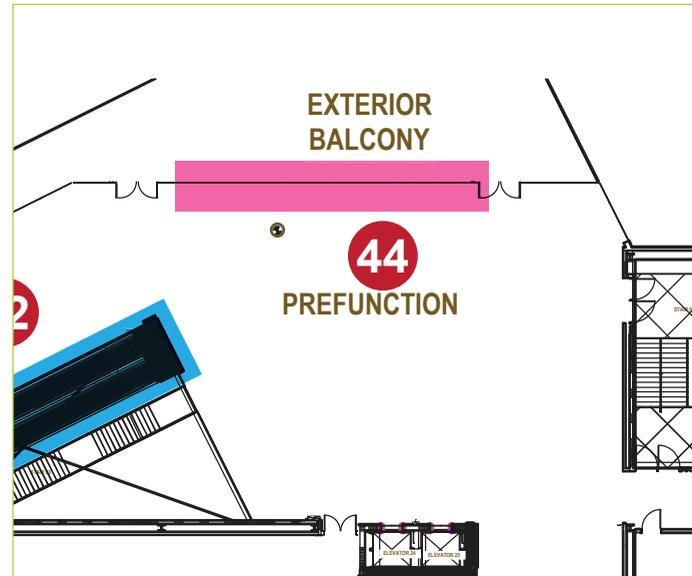
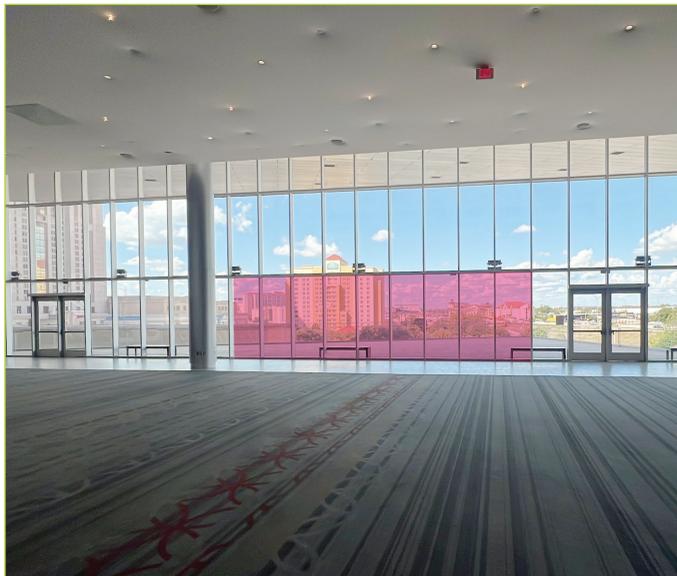
CONVENTION CENTER

LEVEL 3 STARS AT NIGHT BALLROOM FOYER WINDOWS

OPPORTUNITY

#44

Window Clings



SPONSORSHIP LOCATION FEE

\$5,000

PRINTING & INSTALLATION FEE

\$6,003

CLINGS

(9) Lower Windows 46"W x 116"T

ADDITIONAL INFO

These inward facing window clings are located at the top of the 3rd floor escalator in the Stars at Night Ballroom foyer. Events scheduled in this area include the welcome reception, educational sessions, and ASA association events. These windows are adjacent to a large balcony, which attendees may choose to visit for some fresh air and breaks.

GRAND HYATT SAN ANTONIO SIGNAGE & BRANDING OPPORTUNITIES



Details coming soon!

Interested?

Contact Abby Podkul at apodkul@soy.org or 314-517-5971

February 25-27, 2026

Henry B. González
Convention Center

San Antonio, TX

HYATT REGENCY SAN ANTONIO SIGNAGE & BRANDING OPPORTUNITIES



Details coming soon!

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