2027 SPONSORSHIP OPPORTUNITIES



New Orleans | March 3-5
Ernest N. Morial
Convention Center

COMMODITY CLASSIC℠

All opportunities current as of 10/23/2026



LOOKING FOR WAYS TO INCREASE YOUR BRAND'S VISIBILITY AT CLASSIC?

Sponsorship allows you to expand your presence beyond the booth, placing your brand's name and logo in high-traffic areas throughout the convention center.

All 2027 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.
- 2026 sponsors have first right of refusal for some items, noted by an asterisk.
- 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 2027 Commodity Classic, and look forward to helping you maximize the experience.

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** First right of refusal offered to 2026 sponsor*

SIGNAGE & BRANDING OPPORTUNITIES

Convention Center Branding, *p.29*

1 Hanging Banner, *Hall E Lobby*

2 Hanging Banner, *Hall E Lobby*

3 Column Wraps & Floor Clings, *Hall E Lobby*

4 Window Clings, *Hall E Lobby*

5 Hanging Banner, *Hall E Lobby*

6 Escalator & Floor Clings, *Hall E Lobby*

7 Window Clings, *Hall E Lobby*

8 Hanging Banner, *Hall E Lobby*

9 Column Wraps & Floor Clings, *Hall E Lobby*

10 Restroom Mirror Clings, *Hall E Lobby*

11 Window Clings, *Hall E Lobby*

12 Hanging Banner, *Hall E Lobby*

13 Column Wrap, *Hall E Lobby*

14 Column Wrap, *Hall E Lobby*

15 Window Clings & Column Wrap, *Hall F Lobby*

16 Window Clings & Column Wrap, *Hall F Lobby*

17 Floor Cling, *Hall F Lobby*

18 Wall Unit, *Hall F Lobby*

19 Column Wrap & Table Clings, *Hall F Lobby*

20 Restroom Mirror Clings, *Hall G Lobby*

21 Floor Cling & Column Wraps, *Hall G Lobby at Streetcar Bar*

22 Escalator & Floor Clings, *Hall G Lobby*

23 Window Clings & Column Wrap, *Hall G Lobby Registration*

24 Window Clings & Column Wrap, *Hall G Lobby Registration*

25 Hanging Banner, *Hall G Lobby*

26 Hanging Banner, *Hall H Lobby*

27 Hanging Banner, *Hall H Lobby*

28 Window Clings, *Hall H Lobby*

29 Hanging Banner, *Hall H Lobby*

30 Floor Cling, *Hall H Lobby*

31 Restroom Mirror Clings, *Hall H Lobby*

32 Window Clings, Banner & Column Wraps, *Hall H Lobby*

33 Hanging Banner, *Hall H Lobby*

34 Escalator & Floor Clings, *Hall H Lobby*

35 Video Wall Lounge Seating & 2 Column Wraps, *Hall H Lobby*

36 Sponsored Seating, *Hall H Lobby*

37 Massage Area, *Hall H Lobby*

38 Column Wrap, *Hall H Lobby*

39 Column Wrap, *Hall H Lobby*

40 Column Wrap, *Hall H Lobby*

41 Column Wrap, *Hall I Lobby*

42 Column Wrap, *Hall I Lobby*

43 Restroom Mirror Clings, *Hall I Lobby*

44 Sponsored Seating, *Hall I Lobby*

45 Window Clings, *Hall I Lobby*

46 Window Clings, *Hall I Lobby*

47 Column Wraps, *Hall I Lobby*

48 Column Wrap, *Hall I Lobby*

49 Column Wrap, *Hall I Lobby*

50 Column Wrap, *Hall I Lobby*

51 Hanging Banner, *Hall I Lobby*

52 Column Wrap, *Hall I Lobby*

53 Column Wrap & Hanging Banner, *Hall I Lobby*

54 Column Wrap, *Hall I Lobby*

SIGNAGE & BRANDING OPPORTUNITIES

Convention Center Branding, *p.29*

55 Hanging Banner, *Hall I Lobby*

56 Column Wrap, *Hall I Lobby*

57 Column Wrap, *Hall I Lobby*

58 Column Wrap, *Hall I Lobby*

59 Escalator & Floor Clings, *Hall I Lobby*

60 Restroom Mirror Clings, *Near Room 260 (2nd Floor)*

61 Wall Cling, *Near Room 260 (2nd Floor)*

62 Sponsored Seating, *Across from Room 260 (2nd Floor)*

63 SEG Wall, *Across From Room 267 (2nd Floor)*

64 SEG Wall, *Near Room 262 (2nd Floor)*

65 Floor Cling, *Top of Escalator Near Room 282 (2nd Floor)*

Sheraton New Orleans Branding

Hilton Riverside Branding

ATTENDEE SERVICES & EVENTS

AGRI-INDUSTRY TOURS

Call for Pricing

Show them where your brand actually operates

If your company has an operation, production plant, headquarters, or corporate presence in or near New Orleans, this is your chance to put it in front of the Commodity Classic audience. We're looking for venues and experiences that give attendees a genuine, behind-the-scenes look at what makes the ag industry work. If your tour idea is selected, your company is recognized as its sponsor in event materials, and you're welcome to bring a representative along for the ride to talk with attendees during the trip.

COMMITMENT DEADLINE: OCT 15, 2026

BANNER AD IN SHOW EMAILS

$5,000

Reach 30,000 inboxes before the show even opens.

Get your name and brand in front of Classic attendees before they even leave home. These banner ads run in official show emails carrying important show management messages, so they command high open rates from a motivated audience of roughly 30,000 recipients.

Your banner ad (1200 × 300 pixels) sits directly below the Commodity Classic messaging and links to any URL you choose: your booth, your website, a special offer. You're the only sponsor ad in each eblast, so your brand stands alone. These eblasts go out in January and February 2027. Run a different ad in each one to build anticipation with one message and close with another.

This offer is exclusive to one sponsor, and will be included in two official Commodity Classic eblasts sent in January and February 2027.

COMMITMENT DEADLINE: DEC 11, 2026
ARTWORK DEADLINE: DEC 18, 2026

BEVERAGE GREETINGS

$12,500

Offer a refreshing welcome to attendees.



One sponsor per day. Choose Thursday or Friday. 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, March 4 or Friday, March 5. Brighten their morning and put a smile on their faces!

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. Choose one beverage to offer.

Beverage will be distributed on your selected morning for up to 1.5 hours to attendees at a prominent entry point to Commodity Classic's space. Sponsor is invited to greet attendees in person, provide company-branded cups and/or napkins, provide a pop-up sign, and is welcome to provide company-branded attire for the catering staff to wear.

COMMITMENT DEADLINE: DEC 18, 2026

CHAIR MASSAGES

$12,500

The gathering that grounds you, one shoulder at a time.



Classic is where farmers gather to connect, learn, and recharge. As the Chair Massage sponsor, you get to grant them a little slice of serenity with complimentary seated shoulder and back massages, sponsored by your company. It's an easy way to associate your brand with rejuvenation and give attendees a new way to ground themselves.

The massage area sits in the convention center lobby, in a high-traffic spot visible to anyone stopping for a massage or just passing by. Certified massage therapists provide 10-minute upper body massages in specially designed chairs during designated hours Wednesday, Thursday, and Friday. Guests remain fully clothed the entire time, so therapists can attend to guests quickly and easily.

Offered exclusively to one sponsor. Sponsorship fee includes certified massage therapists and all equipment. Sponsor may provide a sign with company messaging. Your company will be recognized in event materials as the sponsor of this complimentary service.

Last year in San Antonio, this service was used continuously for every hour it was offered.

COMMITMENT DEADLINE: DEC 18, 2026

CLOSING PARTY AT MARDI GRAS WORLD

$75,000 *Presenting Sponsor*

The gathering that sends them home energized.



Help give Commodity Classic attendees a proper New Orleans send-off as the Presenting Sponsor of the 2027 Commodity Classic Closing Party at Mardi Gras World.

This signature two and a half hour celebration on Friday afternoon brings attendees together one final time to unwind, connect, and close out an incredible week with food, drinks, entertainment, and unmistakable New Orleans hospitality.

As the Presenting Sponsor, your company receives premier recognition throughout the Closing Party experience, including prominent branding at Mardi Gras World and recognition in the Commodity Classic mobile app, event website, and promotional communications.

Bring your brand into the celebration with branded elements, giveaways, or an activation of your own, and help us send attendees home on a high note while building excitement for the 2028 Commodity Classic in Atlanta.

Presenting Sponsor benefits include:

- Premier recognition as the Closing Party Presenting Sponsor
- Prominent logo placement throughout the event
- Recognition in the Commodity Classic mobile app, website, and Closing Party promotional communications
- Opportunity to incorporate branded elements, giveaways, or attendee activation
- Recognition associated with Closing Party food, beverage, and entertainment
- One sponsored Mardi Gras float transporting up to 50 VIP attendees from the Ernest N. Morial Convention Center to Mardi Gras World
- Exclusive VIP area to include seating bar and food service for up to 150 people at Mardi Gras World.
- First opportunity to add additional Mardi Gras floats, subject to availability

Closing Party Individual Sponsor Opportunities:

Mardi Gras Float Sponsor $15,000
(up to 4 opportunities available)

Closing Party Bar Sponsor $8,500
(multiple opportunities available)

Closing Party Food Station Sponsor $7,500
(multiple opportunities available)

Exclusive Entertainment Opportunity ..... SOLD

Build Your Own Closing Party Presence:

Commodity Classic will work with sponsors to create a cohesive experience that brings your brand to life while giving attendees a memorable New Orleans send-off. Contact us to discuss.

COMMITMENT DEADLINE: DEC 18, 2026

CONVENTION BADGE LANYARDS*

SOLD

Front and center during every interaction.

Lanyards for the convention badges carry your company name or logo and go out onsite to every registrant. It's a simple, constant way to keep your brand in front of Commodity Classic attendees throughout the show.

COMMITMENT DEADLINE: SEP 30, 2026

CONVENTION CENTER SIGNAGE & BRANDING

Pricing Varies

Signage in every corner they walk.

Window clings, column wraps, escalator clings, floor clings, and more. Signage and branding opportunities throughout the convention center put your brand into the paths attendees already walk. See the back half of this book for pricing and details on each opportunity.

COMMITMENT DEADLINE: JAN 8, 2027
ARTWORK DEADLINE: JAN 25, 2027

EDUCATION: COMMODITY CLASSIC MAIN STAGE PRESENTED BY SUCCESSFUL FARMING

$15,000

Your presence on the Main Stage agenda.

Commodity Classic partners with Successful Farming to bring educational, timely, and entertaining content to the Main Stage in the Trade Show. All you have to do is pick a topic from Successful Farming's list, and they handle the rest.

Sponsorship includes recognition in Commodity Classic show materials, a promotional ad in Successful Farming magazine, display banners on Agriculture.com, 5 minutes of speaking time for your company representative before the session, and airtime on the stage screen between sessions.

COMMITMENT DEADLINES: OCT 16, 2026 (To be recognized in Successful Farming Magazine print ad and Commodity Classic onsite materials)
OR JANUARY 8, 2027 (To be recognized in Commodity Classic onsite materials)

** First right of refusal offered to 2026 sponsor*

EDUCATION: LEARNING CENTERS & EARLY RISER SESSIONS

CLOSED

Valuable insights rooted in thought-leadership.

Learning Centers and Early Riser Sessions are neutral, content-rich educational sessions that tackle current industry issues, offer fresh perspectives, and challenge attendees to think differently about their businesses. Presenting here is how your company earns credibility, since the content can't be a product pitch. Sessions are held in convention center meeting rooms.

See the 2027 Sponsorship/Sponsor Education tab on our website for the full list of inclusions, benefits, and instructions to submit a proposal.

PROPOSALS DEADLINE: JUN 26, 2026

EDUCATION: MINI WHAT'S NEW SESSIONS

$2,400

Five minutes to showcase your newest idea.

Show off your company's newest, most innovative product or service to the nation's top producers. Sponsors get a fast-paced 5-minute summary alongside other Mini What's New presenters, a quick introduction that sends attendees straight to your booth to learn more. Held on one of the trade show stages.

Products or services featured must have come to market after the last Commodity Classic, or be scheduled for release in the coming months. See the 2027 Sponsorship/Sponsor Education tab on our website for the full list of inclusions, benefits, and instructions to submit a proposal.

PROPOSAL DEADLINE: OCT 9, 2026

EDUCATION: WHAT'S NEW SESSIONS

$10,000

Thirty minutes to make your case.

Showcase your newest products, services, or innovations in a full 30-minute session, enough time to go in depth and take real questions from farmer-attendees. Bring the speakers you want: company reps, experts, farmers, customers.

What's New Sessions run in classrooms, concurrently with other sessions, on Thursday, March 4. That gives attendees time to learn about your new offering, then head to your booth for more. See the 2027 Sponsorship/Sponsor Education tab on our website for the full list of inclusions, benefits, and instructions to submit a proposal.

PROPOSAL DEADLINE: OCT 9, 2026

FIRST-TIME ATTENDEE MEET-UP

$8,500

Their first gathering at Classic, your name on it.

Welcome first-time attendees to Commodity Classic at this exclusive networking meet-up on Wednesday, March 3, from 3:00-4:00 p.m. on the trade show floor. This informal gathering gives newcomers a chance to connect, meet Commodity Classic leadership, ask questions, and pick up tips for making the most of the show.

Your company representatives have the opportunity to welcome these farmer-attendees at the very start of their Commodity Classic journey. The sponsoring company will be recognized in the invitation emailed to all first-time registered farmers, featured in the mobile app event listing, and recognized on event signage at the First-Time Attendee Meet-Up location. The sponsor may also provide branded giveaways and display signage during the event.

This sponsorship offers a unique opportunity to welcome and connect with an audience of first-time farmer-attendees as they begin their experience.

COMMITMENT DEADLINE: DEC 18, 2026

GENERAL SESSION*

SOLD

The gathering the whole industry shows up for.

The General Session is consistently one of the highest-attended events at Commodity Classic. This year's conversation brings together the presidents and chairmen of ASA, NCGA, NAWG, NSP, and AEM to discuss the opportunities and challenges facing agriculture, with a high-level government official invited to add perspective.

As exclusive sponsor, your company representative gets a 3- to 5-minute speaking opportunity in front of the room, and you're welcome to provide branded promotional items. Commodity Classic recognizes your company as the event sponsor across signage, materials, and digital platforms.

The General Session runs Thursday, March 4, in the afternoon.

COMMITMENT DEADLINE: DEC 18, 2026

GENERAL SUPPORT

$5,000

Every gathering needs support like this.

Help put on an outstanding event and be recognized alongside our other sponsors in the list of sponsors in show materials. Have an idea that doesn't fit a listed opportunity? Propose your own.

COMMITMENT DEADLINE: JAN 8, 2027

** First right of refusal offered to 2026 sponsor*

HOTEL BRANDING & SIGNAGE

Pricing Varies

Catch their eye before they even reach the show.

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

HOTEL ROOM KEY CARDS

Pricing Varies per Hotel

The key to their home away from home.

Make an impression the moment attendees check in, with your logo or message on the hotel room key. Customize the card with your artwork, even add a QR code linking to your web page, to promote your brand and booth events before attendees reach the convention center. Sponsorship fee covers printing of your double-sided art, key production, shipping, and distribution to Commodity Classic guests at the hotel.

Hilton Riverside* . . . . . SOLD

Sheraton New Orleans* . . . . . SOLD

Marriott New Orleans* $22,000

JW Marriott New Orleans $10,000

Hampton Inn & Suites Convention Center $8,000

COMMITMENT DEADLINE: JAN 8, 2027
ARTWORK DEADLINE: JAN 14, 2027

HOTEL SHUTTLES

$40,000

Your brand rides along, mile after mile.

Be the exclusive sponsor of the complimentary Commodity Classic shuttles carrying thousands of attendees between their hotels and the convention center.

Sponsorship Includes:

- Recognition of your company as the shuttle sponsor on all route signage and all show materials that list the shuttle schedule
- Opportunity to play your DVD on the motor coaches
- Up to 250 head rest covers printed with your graphic or message and installed

Want more reach? Purchase additional head rest covers or wrap the exterior of the motor coaches (printing & installation fees apply). It's a good way to put your brand in front of riders and passersby alike, and the head rest covers can double as a pointer to your booth activities.

COMMITMENT DEADLINE: DEC 18, 2027
ARTWORK DEADLINE: LATE JAN, 2027 (If you choose to install branding on the motorcoaches)

** First right of refusal offered to 2026 sponsor*

LEGO® CREATION

$24,500

Turn foot traffic into a photo-op, brick by brick.



Draw a crowd with a one-of-a-kind LEGO® build, assembled live over the course of the show by a professional LEGO® artist. Watching it take shape brick by brick becomes a natural gathering point that pulls attendees in and brings them back to check the progress.

It's interactive too: passing attendees may get invited to stack a brick themselves, turning spectators into part of the creation. The result is a steady stream of engagement, conversation, and photo opportunities around your brand. When the show wraps, the finished piece is yours to keep.

COMMITMENT DEADLINE: JAN 8, 2027

LOUNGES/BRANDED SEATING*

Pricing Varies per Location

Where they stop to gather and recharge.

Give attendees a comfortable place to land, with your brand right in front of them. Each branded lounge features comfortable seating and two coffee tables with power outlets, so guests can rest, recharge their devices, and regroup between sessions and trips across the show floor. These are the spots attendees seek out and settle into, giving your brand real dwell time instead of a passing glance.

Your sponsorship covers printing and installation of your graphics on all four sides and the top of both coffee tables, plus room to add your own collateral and pop-up banners. Each location sold separately.

Video Wall Lounge Seating & 2 Column Wraps, Hall H Lobby $9,500

Sponsored Seating, Hall H Lobby $7,500

Sponsored Seating, Hall I Lobby $7,500

Sponsored Seating, Foyer by Room 260 (2nd Floor) $4,000

See Convention Center Opportunities #35, #36, #44, and #62 in this booklet for location details.

COMMITMENT DEADLINE: DEC 18, 2026
ARTWORK DEADLINE: JAN 25, 2027

** First right of refusal offered to 2026 sponsor*

LUGGAGE & COAT CHECK WITH LUGGAGE TAGS

$8,500

Your name carries with them.

Be the exclusive sponsor of the Commodity Classic Luggage & Coat Check, a complimentary service used by attendees and exhibitors all show long. Brand the check-in area and get recognized in show materials wherever the service is listed, a high-traffic spot for your name to land.

Your sponsorship also includes co-branded luggage tags pairing your logo with the 'Commodity Classic 2028 Save the Date.' Every checked item gets one, and they're also offered at the registration desk, so your brand travels home with attendees and keeps Commodity Classic top of mind long after the show ends.

COMMITMENT DEADLINE: NOV 13 2027

MEDIA ROOM & MEDIA RECEPTION*

SOLD

Your name where reporters gather to craft the story.

More than 150 of the nation's top agriculture broadcast, online, and print reporters cover Commodity Classic. This exclusive sponsorship puts your brand in front of all of them, in the Media Room and at the Media Reception.

Sponsorship Includes:

- **In the Media Room**, place your logo and signage and provide branded items or goodie bags to the media.
- **At the Media Reception**, a sponsor representative is invited to address reception attendees and may provide branded items or goodie bags.
- **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: DEC 18, 2026

MOBILE APP OVERALL SPONSOR*

SOLD

The screen attendees carry with them.

Commodity Classic's mobile app carries the show's most current information: exhibitor listings, the trade show floor plan, schedule, session descriptions, speaker bios, and more. In 2026, the app saw 3,745 unique downloads and more than 80,000 impressions of its welcome screen.

Sponsorship Includes:

- Company name and message on the splash screen, the welcome screen attendees see every time the app loads.
- Company banner ad with linked URL at the bottom of the navigation menu, seen whenever a user opens the menu.
- One complimentary push notification to the full Commodity Classic audience.

COMMITMENT DEADLINE: NOV 1, 2026
ARTWORK DEADLINE: DEC 18, 2026

** First right of refusal offered to 2026 sponsor*

MOBILE APP PUSH NOTIFICATION

$4,000 each *(4 of 5 available)*

One alert, straight to every pocket in the room.

The Commodity Classic mobile app is where attendees go for the most current show information. As a Push Notification Sponsor, send one timed alert to every app user, delivered straight to their phone during the convention. In 2026, it saw 3,745 unique downloads and more than 80,000 uses — it's one of the most direct ways to cut through a busy trade show floor and reach attendees in the moment.

Use your notification to drive attendees to something happening right now:

- A demo, presentation, or product launch happening in your booth
- A giveaway, prize drawing, or contest
- A happy hour, reception, or other event you're hosting at the convention or nearby

Sponsor provides the message copy. Content and timing are subject to show management approval, and slots are reserved first-come, first-served. Final timing is coordinated with show management to keep notifications well spaced. To protect the attendee experience, only five push notification sponsorships are available for the entire show.

COMMITMENT DEADLINE: JAN 8, 2027

NOOK EVENT PODS®

$5,000 each, plus branding install *(up to 6 available)*

A spot to gather quietly, with your name on it.



NOOK Event Pods® are private, semi-enclosed meeting spaces placed in the lobby or an open area of the show floor, a quiet spot for attendees to sit down, connect, and have a real conversation away from the noise and crowds. Each pod features built-in bench seating with a table, USB charging, and overhead lighting.

Brand your pod inside and out, from a full custom wrap to targeted graphics, turning a functional gathering space into your own branded destination. Any attendee is welcome to use it to take a break, hold a meeting, or charge their devices, but your name is the one they see every time they do.

Up to six NOOK Event Pods are available for sponsorship. Printing & installation of your graphics is additional cost and varies based on which surfaces you choose to brand (sides, top, table, table end, bench ends, etc.).

COMMITMENT DEADLINE: DEC 18, 2026

OUTDOOR DISPLAY

$10,000 to $17,500

Show up in a big way, make a lasting impression.

Showcase your latest equipment in a highly visible outdoor location at the Ernest N. Morial Convention Center, from Tuesday, March 2 through Friday, March 5. Attendees see it coming and going every day of the show.

Outdoor equipment displays create a strong visual presence and generate interest throughout the event, giving you a natural way to highlight new product innovations, build brand awareness, and send attendees straight to your booth for a closer look.

- Outdoor display space for one piece of equipment (large or small, based on sponsorship selection and availability)
- Display from Tuesday, March 2, through Friday, March 5, 2027
- Availability: Six opportunities are available, including three locations for large equipment displays and three locations for small equipment displays.

COMMITMENT DEADLINE: DEC 18, 2026

PROGRAM BOOKLET - BACK COVER AD*

$20,000

Always on hand.

Place your full-color, full-page ad on the entire back cover of the Program Booklet, distributed onsite to every attendee and the resource they'll turn to all week for details on the Commodity Classic experience. The back cover is an at-a-glance opportunity to put your message in front of the whole audience and drive traffic to your booth. Offered exclusively to one sponsor.

COMMITMENT DEADLINE: DEC 18, 2026
ARTWORK DEADLINE: JAN 8, 2027

PROGRAM BOOKLET - INTERIOR AD*

SOLD

Visibility in every reference.

Your full-color, full-page interior ad is the only sponsor ad inside the Program Booklet, distributed onsite and used by attendees all week for the schedule, exhibitor listing, venue map, and more. A direct way to drive booth traffic and put your message in front of the Commodity Classic audience. Offered exclusively to one sponsor.

COMMITMENT DEADLINE: DEC 18, 2026
ARTWORK DEADLINE: JAN 8, 2027

** First right of refusal offered to 2026 sponsor*

PUPPY PATCH*

SOLD

The gathering spot with the softest welcome.

The Puppy Patch gives attendees a place to unwind and connect with puppies available for adoption, a feel-good moment in the middle of a busy show. Included with the sponsorship fee:

- Co-branded (Sponsor & Commodity Classic) sign at the Puppy Patch and on fencing
- 10×10 lobby space including floor covering and fencing
- Promotion of the experience, and recognition of your company as the sponsor of it, in the program booklet, mobile app, and signage
- Opportunity for sponsor representatives to staff the area to engage with attendees and offer giveaways at the Puppy Patch
- Commodity Classic will make the arrangements with a local animal rescue to provide the puppies; sponsor responsible for paying any required donation

COMMITMENT DEADLINE: DEC 18, 2026

REGISTRATION BROCHURE*

SOLD

Your name in nearly 60,000 mailboxes.

This sponsorship reaches 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. The registration brochure mails in the fall to all members of ASA, NCGA, NAWG, and NSP, plus registrants from the past three Commodity Classics.

COMMITMENT DEADLINE: SEP 15, 2026
ARTWORK DEADLINE: SEP 25, 2026

REGISTRATION TOTE BAGS*

SOLD

The bag they'll use at the show and all year long.

Your company's logo or name is prominently displayed on tote bags distributed at registration to every Commodity Classic attendee. Attendees see your brand throughout the show, and many keep using their tote bags well after they're home. That's visibility that lasts long past the final day.

COMMITMENT DEADLINE: SEP 15, 2026

** First right of refusal offered to 2026 sponsor*

SPIN IT TO WIN IT

$5,000 each *(limited to 12)*

Bring the crowd to your booth.

Host Spin It to Win It, a mobile gameshow, right in your booth. At the published time, the prize wheel arrives with a host and sound system. Attendees who gather get a raffle ticket for a chance to spin the wheel; three winners are drawn, each playing for a cash prize between $100 and $2,500. The game runs about 15-20 minutes, and before winners are drawn, you get the mic and the crowd to distribute samples and share your company's message.

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, app, and onsite materials. Twelve sponsorships available.

COMMITMENT DEADLINE: DEC 18, 2026

STREETCAR CAFE EVENTS

$35,000 or $50,000

Host your own gathering at the heart of Commodity Classic.



Sponsor a 1.5-hour event at the StreetCar Café in Lobby G, right next to registration, where attendees naturally pass and gather throughout the show. This built-in food stand and the open space in front of it make a come-as-you-are setting for attendees to grab a bite, catch up, and connect, with your brand hosting it all.

Commodity Classic provides complimentary snacks, beverages, and light entertainment, so you get the goodwill of a great gathering without managing the logistics. Your event is promoted in show materials, drawing attendees to a moment that's unmistakably yours.

Choose the time slot that fits your goals:

Wednesday morning $35,000

Thursday late afternoon $50,000

The Thursday late afternoon slot features an expanded reception-style food and beverage offering.

Friday morning $35,000

COMMITMENT DEADLINE: DEC 18, 2026

TRADE SHOW COURTESY RIDES

$12,500

Moving billboards, mile after mile.

Keep attendees moving in comfort while your brand rolls through the Trade Show. Sponsor complimentary golf cart rides along the main cross aisle from Hall E to Hall J, an easy way for attendees to get around and a steady stream of visibility for your name as everyone on the main aisle watches the carts roll past.

Included are two six-passenger golf carts with drivers, plus a roof sign (2′ x 6′) and hood sign (18″ x 18″) on each cart featuring your graphics. Want to go bigger? Deck the carts out however you like, dress your drivers in branded attire, and hand out giveaways to riders, or drive them yourself for a more personal touch.

We'll place two 'courtesy ride pick-up' signs with your name or logo at each end of the cart path, plus one at your booth if it sits along the route. Your company is also recognized in event materials promoting this complimentary service.

COMMITMENT DEADLINE: DEC 18, 2026
ARTWORK DEADLINE: JAN 25, 2027

TRADE SHOW GRAND OPENING & DAILY SPONSOR (DAY 1: WEDNESDAY)*

SOLD

Open the show with your name first.

Your company will be highlighted as the exclusive sponsor of the Trade Show Grand Opening & Day 1 on Wednesday, March 3rd.

This sponsorship includes:

- **Speaking Time:** Up to 3 minutes to address the crowd gathered for the Grand Opening Ribbon Cutting at 12:45 p.m., just prior to the show opening at 1:00 p.m.
- **Refreshments:** Complimentary beverages (coffee or soft drinks) served outside the Trade Show Grand Opening entrance from 12:30 to 1:30 p.m. on Wednesday, March 3. You may provide branded cups and napkins featuring your logo and booth number.
- **Entertainment:** Commodity Classic will provide light entertainment in the lobby to build excitement among the attendees gathered prior to the Grand Opening Ribbon Cutting.
- **Onsite Engagement:** Sponsor representatives are invited to greet attendees where the beverages are served or any of the Trade Show entrances.
- **Premium Signage Placement:** Company logo on signage provided by Commodity Classic will be displayed at trade show entrances on Wednesday, March 3.
- **Booth drawing** (if company chooses to have one) 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: DEC 18, 2026

** First right of refusal offered to 2026 sponsor*

TRADE SHOW & LUNCH DAILY SPONSOR (DAY 2: THURSDAY)*

SOLD

Own the day, from the stage to the lunch table.

Be the highly visible, exclusive sponsor of Trade Show & Lunch Day 2 on Thursday, March 4th.

This sponsorship includes:

- **Trade Show Stage Presentation:** Up to 45 minutes of dedicated time on one of the two Commodity Classic trade show stages to present a session of your choosing (subject to approval).
- **Onsite Engagement:** Company representatives may greet attendees at the entrances to the trade show and in lunch seating areas, 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 in the food seating areas, custom table centerpieces using product packaging or company messaging, and branded cups and napkins.
- **Premium Signage Placement:** Company logo on signage provided by Commodity Classic will be displayed at key locations including trade show entrances, at the trade show stage where your session will be presented, and at the lunch seating areas on Thursday, March 4.
- **Booth Drawing** (if company chooses to have one) 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: DEC 18, 2026

** First right of refusal offered to 2026 sponsor*

TRADE SHOW & LUNCH DAILY SPONSOR (DAY 3: FRIDAY)*

$55,000

Close the show strong, from the stage to the lunch table.

Be the highly visible, exclusive sponsor of Trade Show & Lunch Day 3 on Friday, March 5th.

This sponsorship includes:

- **Trade Show Stage Presentation:** Up to 45 minutes of dedicated time on one of the two Commodity Classic trade show stages to present a session of your choosing (subject to approval).
- **Onsite Engagement:** Company representatives may greet attendees at the entrances to the trade show and in lunch seating areas, 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 in the food seating areas, custom table centerpieces using product packaging or company messaging, and branded cups and napkins.
- **Premium Signage Placement:** Company logo on signage provided by Commodity Classic will be displayed at key locations including trade show entrances, at the trade show stage where your session will be presented, and at the lunch seating areas on Friday, March 5.
- **Booth Drawing** (if company chooses to have one) 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: DEC 18, 2026

** First right of refusal offered to 2026 sponsor*

VIDEO WALL ADVERTISING

$3,000 to $15,000

Airtime for your brand.

Commodity Classic Video Walls are a dynamic digital opportunity to run your company's commercial or video with sound on large LED screens installed in two high-traffic convention center lobby locations. Your content will be played in both locations. Each Video Wall area features comfortable seating and convenient power sources, encouraging attendees to stop, recharge their devices, and engage with the content on 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 your pre-recorded video that is 30- to 120-seconds in length. We recommend videos of no more than 2 minutes in length.

Your video will be shown on both Video Wall locations for all show days. It will be interspersed with official show messages and other sponsored content. Video Wall screens are "on the air" more than 30 hours during the show. Airtime packages range from $3,000 to $15,000.

Sponsor Packages	$3K	$5K	$10K	$15K
Total On-Air Time	45 min	90 min (1.5 hr)	210 min (3.5 hr)	300 min (5 hr)
Video Walls *in Convention Center Lobbies*	Tues-Fri	Tues-Fri	Tues-Fri	Tues-Fri
Main Stage *on Trade Show Floor*	n/a	n/a	n/a	Wed-Fri

COMMITMENT DEADLINE: JAN 8, 2027

MATERIALS DUE: JAN 22, 2027

WELCOME RECEPTION*

SOLD

The gathering that kicks off the week.

Kick off the week with a fun social opportunity for Commodity Classic attendees. The Welcome Reception runs Wednesday, March 3, 5:00-6:30 p.m. at the Convention Center, outside weather permitting.

As exclusive sponsor, set the theme and add branded activations, décor, entertainment, or other elements to create an inviting gathering. Sponsor representatives are welcome to greet attendees at the event. Commodity Classic provides light food and beverages, and recognizes your company across event signage, materials, and digital platforms.

This is a chance to strengthen your brand's reputation among attendees and give them the networking moment they ask for, positioning your company as a trusted partner of Commodity Classic.

COMMITMENT DEADLINE: OCT 9, 2026

WIFI*

SOLD

Keeping Classic connected all show long.

Put your brand in the hands of every attendee, all show long. As the exclusive Wi-Fi sponsor, you provide complimentary internet access throughout the convention center's meeting space, lobbies, and trade show floor, a connection attendees rely on all day, every day.

Work your company name creatively into the Commodity Classic Wi-Fi network name and password, and feature your logo or message on the Wi-Fi splash page. Your name or logo is included in Commodity Classic show materials, including the program booklet and signage, wherever Wi-Fi information is communicated.

COMMITMENT DEADLINE: DEC 18, 2026

** First right of refusal offered to 2026 sponsor*

ASSOCIATION-SPECIFIC EVENTS

ASA AWARDS CELEBRATION*

Contact Association Rep for Pricing

Where soybean's best farmers get their moment.

This is ASA's night to honor soybean growers from across the country, and hundreds of key soybean customers turn out for it. Sponsoring the celebration puts your name in front of that very room.

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

Refer to the following pages 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. You will then be connected to our printing partner (Paramount Convention Services or hotel's in-house provider) to coordinate and pay for the printing and installation of your graphics.

** First right of refusal offered to 2026 sponsor*



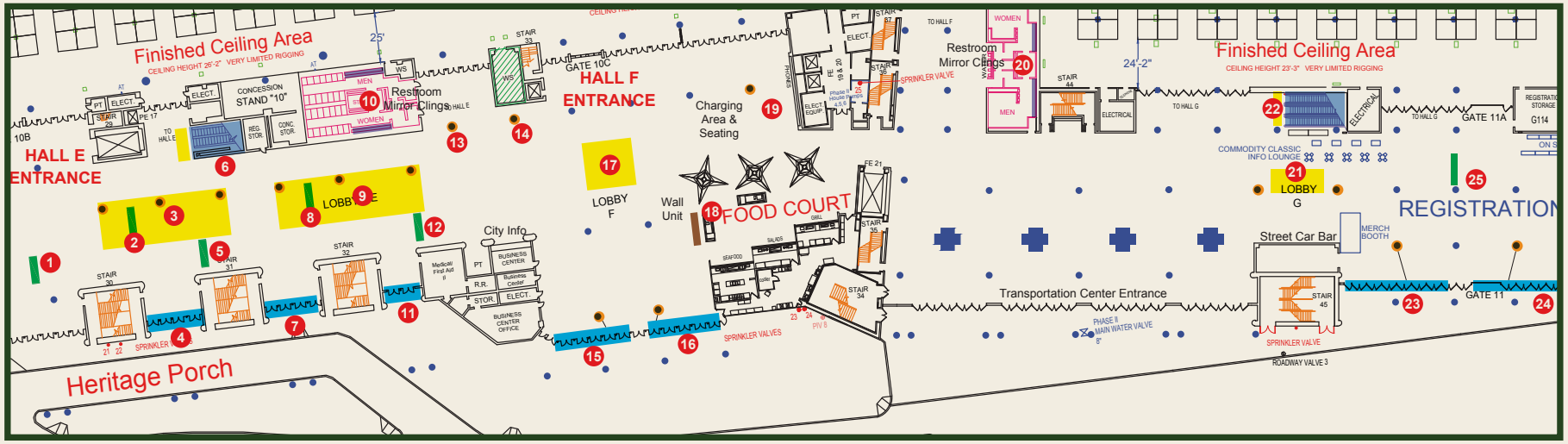
CONVENTION CENTER SIGNAGE & BRANDING OPPORTUNITIES

2027

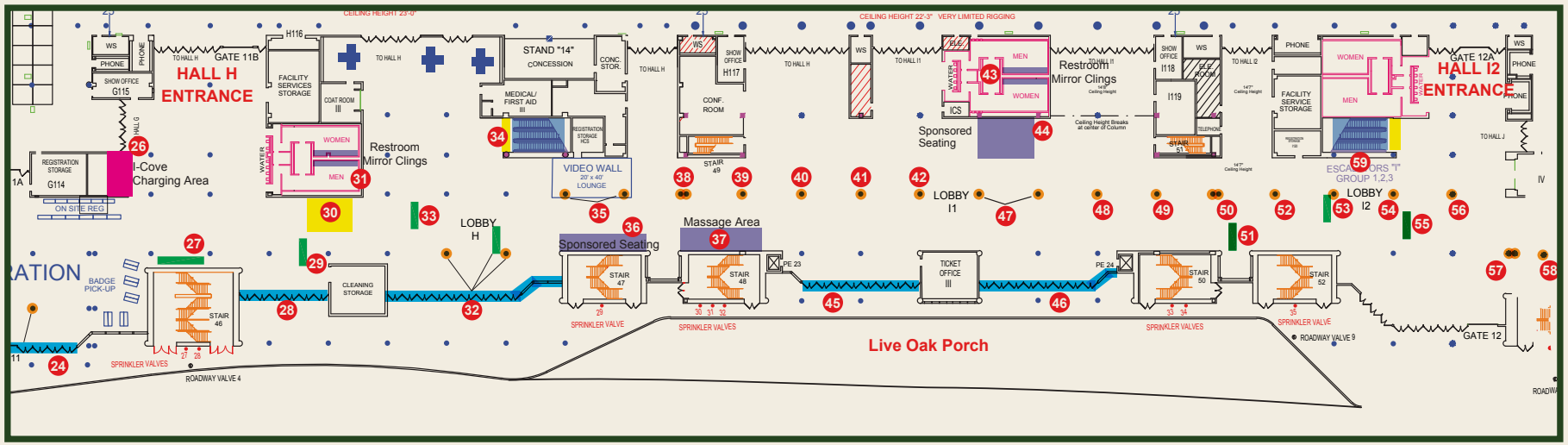
THE GATHERING THAT GROUNDS YOU.

COMMODITY CLASSIC

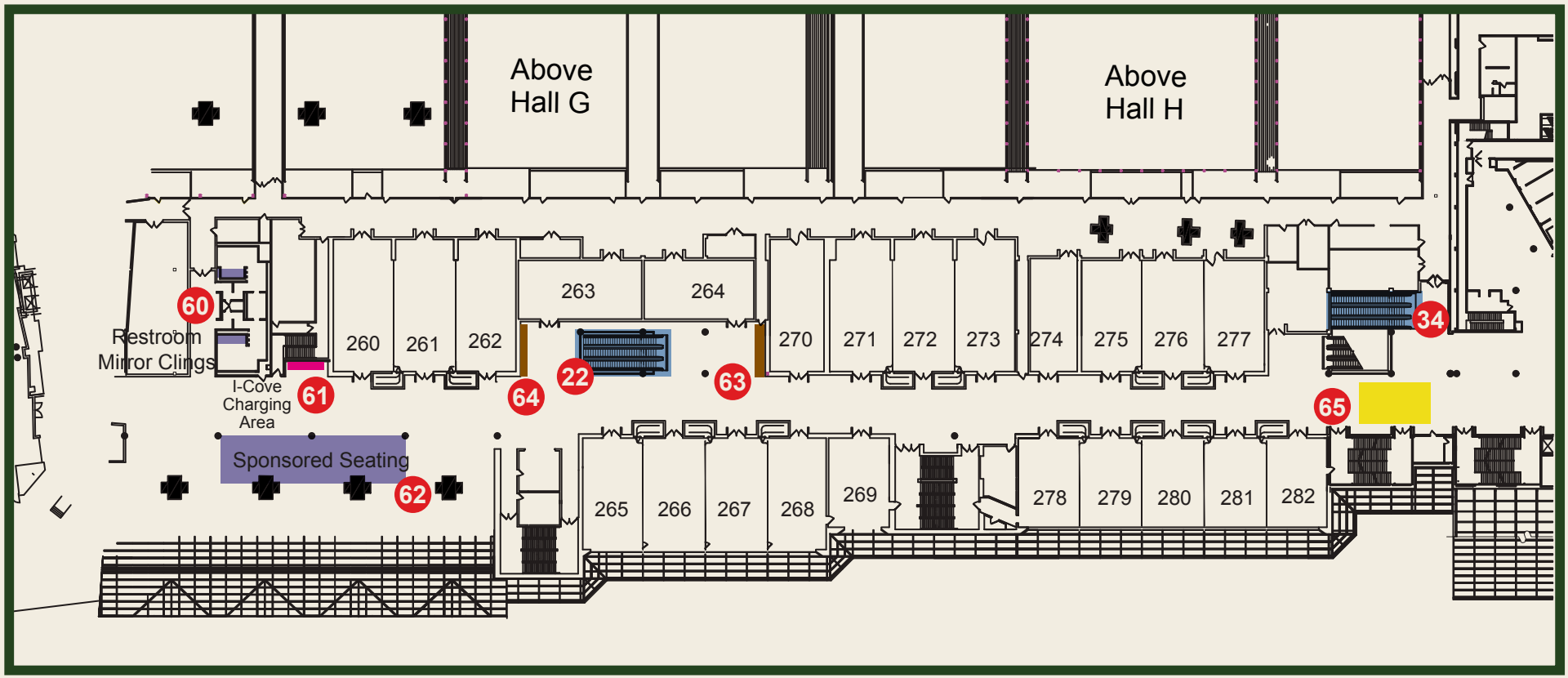
NEW ORLEANS CONVENTION CENTER LEVEL 1



- Window Clings
- Floor Cling
- Escalator
- Wall Panels/SEG
- Column Wrap
- Banner
- Wall Cling
- Other



NEW ORLEANS CONVENTION CENTER LEVEL 2



ARTWORK PRICING DEADLINES & GUIDELINES

Artwork Deadline: Jan 25, 2027

3% Surcharge if received after 1/25

Paramount will send off all graphics to Hotels/Convention Center for final approval before printing.

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.
- All files must be uploaded to Paramount Convention Services FTP. You will be provided with 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").

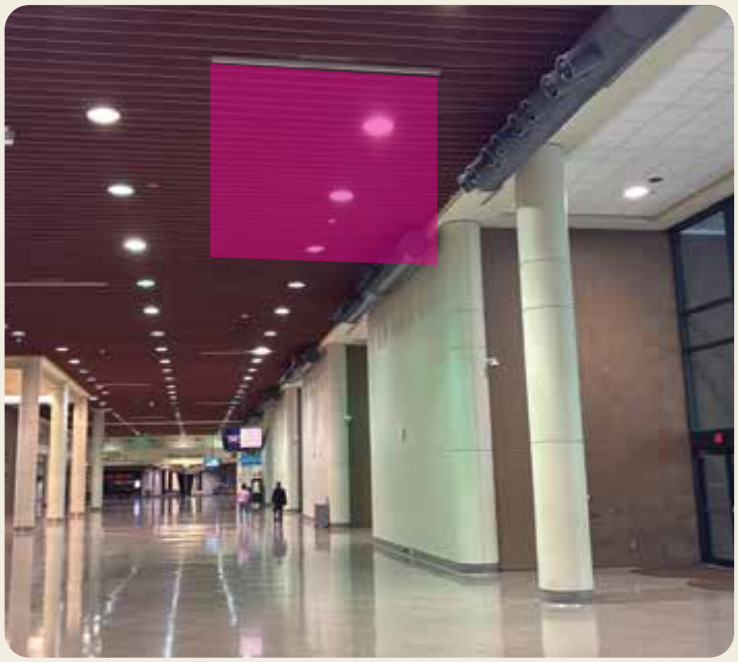
If you have any other questions or concerns regarding graphics, contact Chris Shatto at Paramount Convention Services.

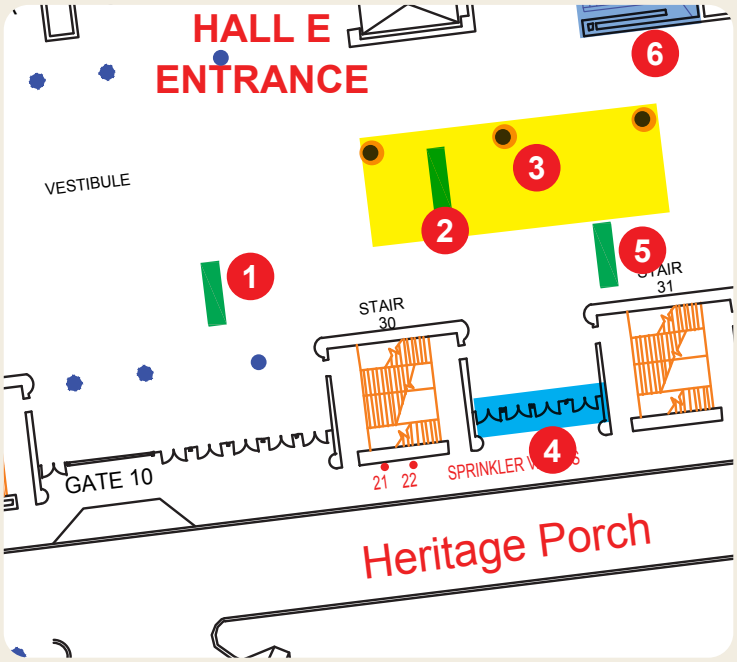
314.621.6677 or Chris@paramountcs.com

HANGING BANNER

HALL E LOBBY

OPPORTUNITY 1





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$3,040

Hanging Banner *Double Sided*

120″ x 96″

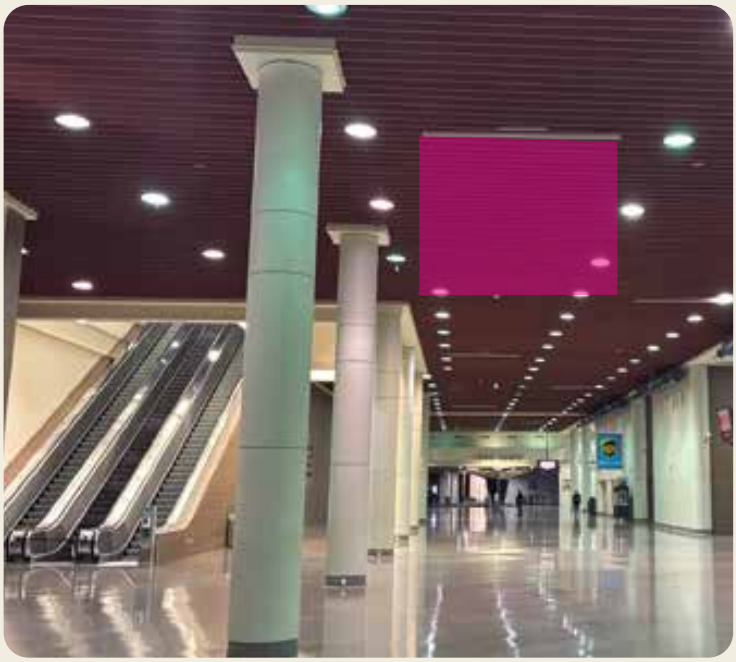


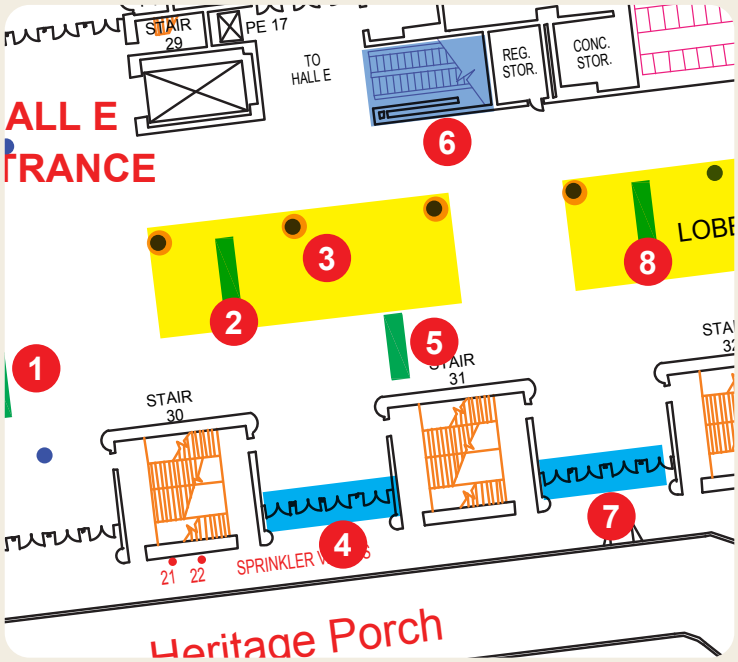
GATHERING THAT GROUNDS YOU · THE 2027

HANGING BANNER

HALL E LOBBY

OPPORTUNITY 2





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$3,040

Hanging Banner *Double Sided*

120" x 96"

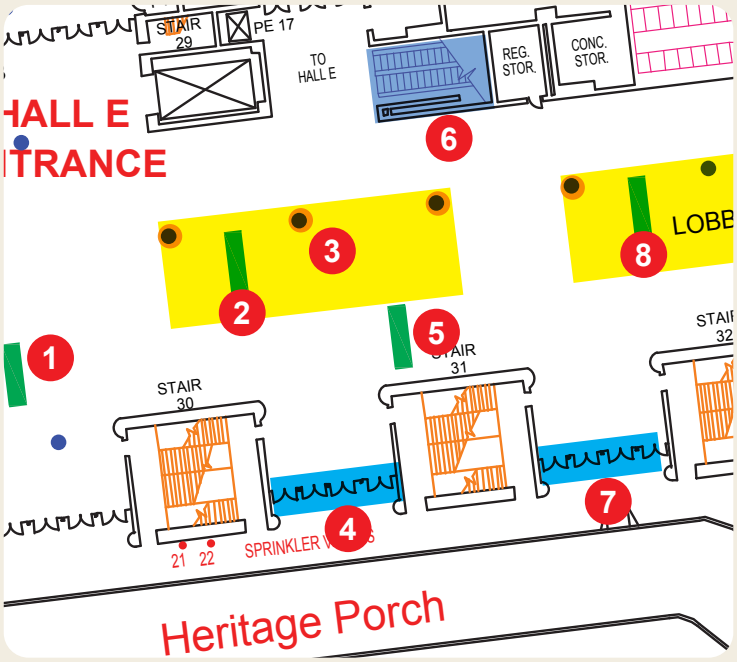


COLUMN WRAPS & FLOOR CLINGS

HALL E LOBBY

OPPORTUNITY 3





Sponsorship Location Fee

$16,000

Printing & Installation Fee

$13,128 Columns

$20 sq. ft. Floor Cling

Floor Clings *Up to 50′ x 20′ Area*

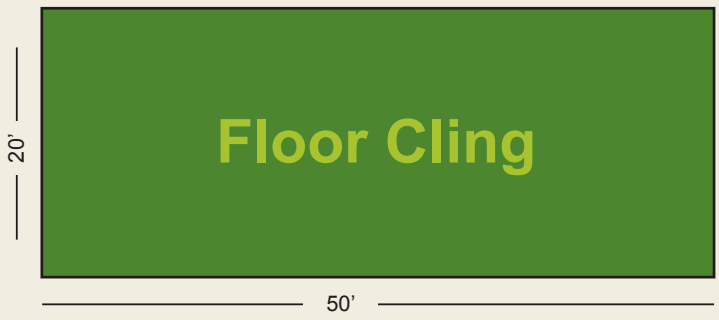
Sponsor may use up to 50′ x 20′ area.
Cling design may be any size and face any direction.

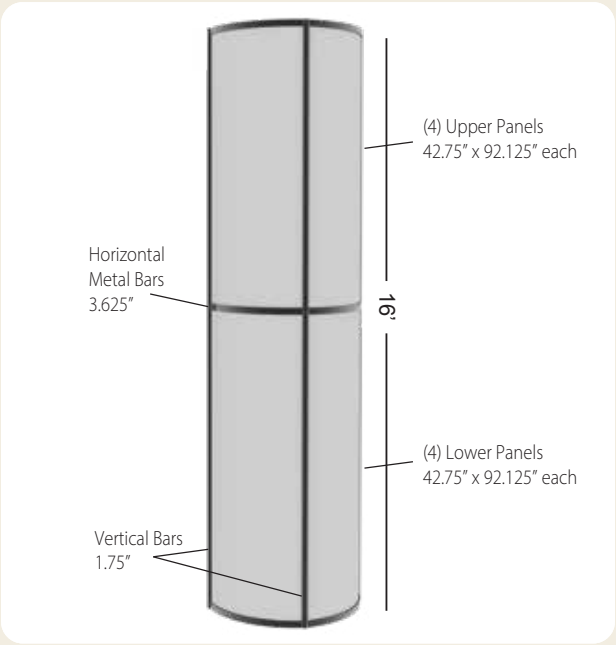
Additional Information

Floor cling printing & installation pricing is dependent on quantity and size of clings within the given area.

Column Wraps *(x3) 16′ tall*

Wraps will be made with agam metal
(see mockup at right)





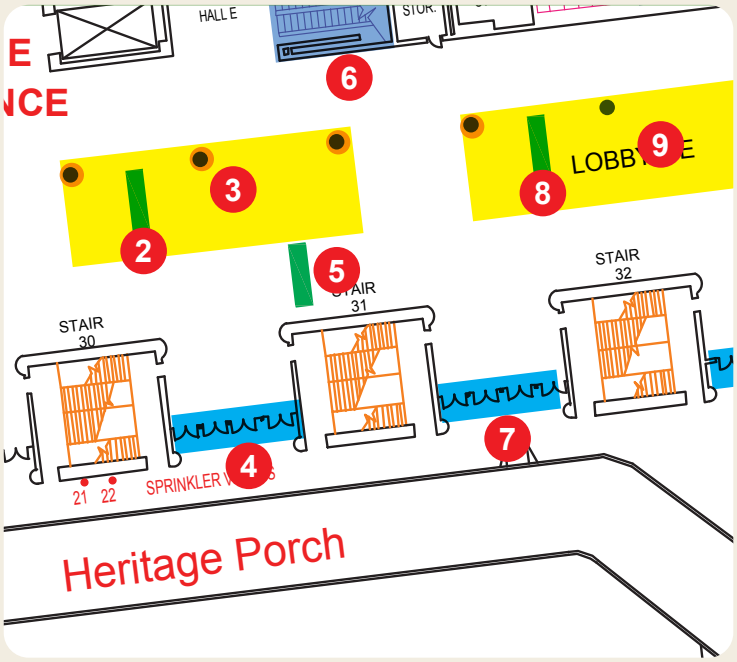
GATHERING THAT GROUNDS YOU. THE 2027

WINDOW CLINGS

HALL E LOBBY

OPPORTUNITY 4





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$9,727.40

Window Clings *Inside Facing*

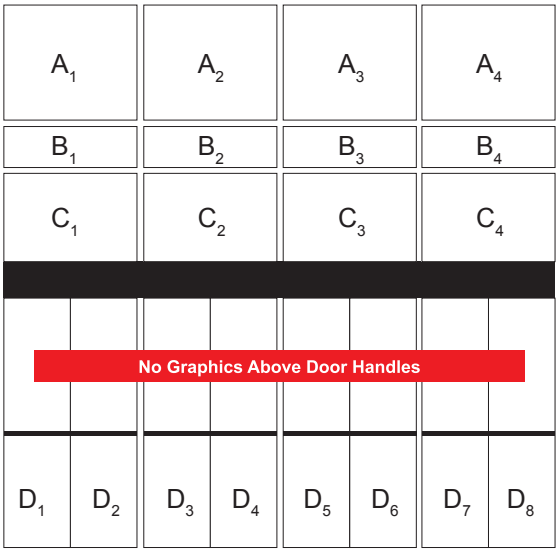
A: 88″ x 72.875″ (x4)

B: 88″ x 30.375″ (x4)

C: 88″ x 68.375″ (x4)

D: 34.875″ x 34.5″ (x8)

All are inside facing



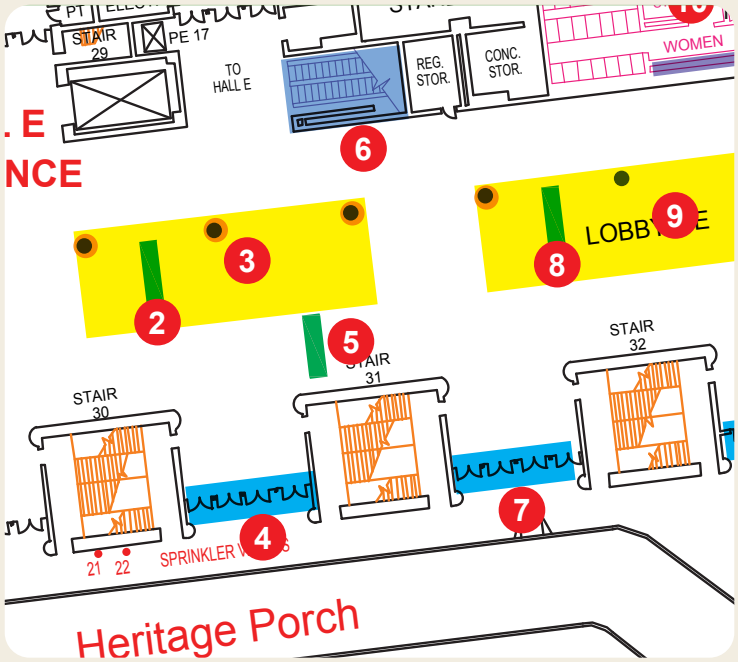
GATHERING THAT GROUNDS YOU. THE 2027

HANGING BANNER

HALL E LOBBY

OPPORTUNITY 5





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$3,040

Hanging Banner *Double Sided*

120″ x 96″

Additional Information

This opportunity has a TV bank blocking its view from one direction.

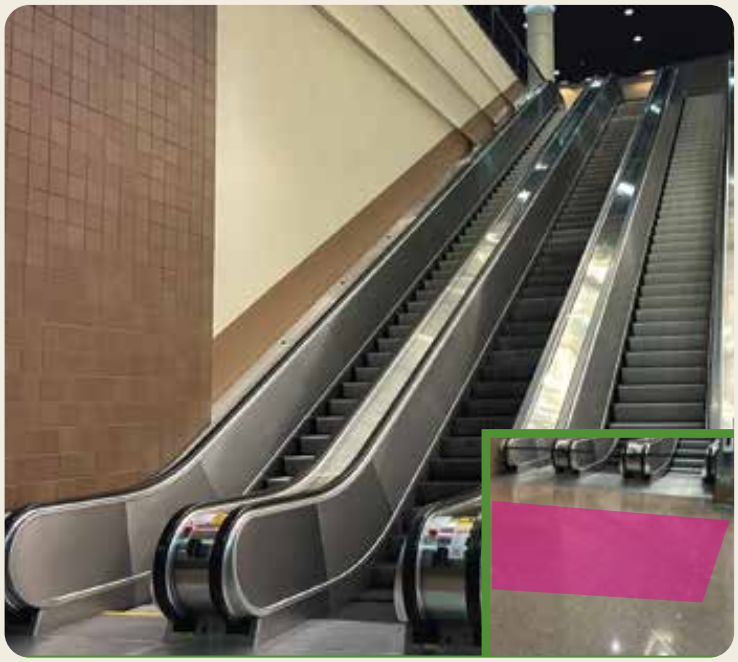


GATHERING THAT GROUNDS YOU. THE 2027

ESCALATOR & FLOOR CLINGS

HALL E LOBBY

OPPORTUNITY 6





Sponsorship Location Fee

$17,500

Printing & Installation Fee

$16,351.67 Escalator

$1,500 Floor Cling

Escalator Clings

Metal Sides: 58′ x 23.5″ (x6)

Flat Divider: 11.5″ x 71′ (x2)

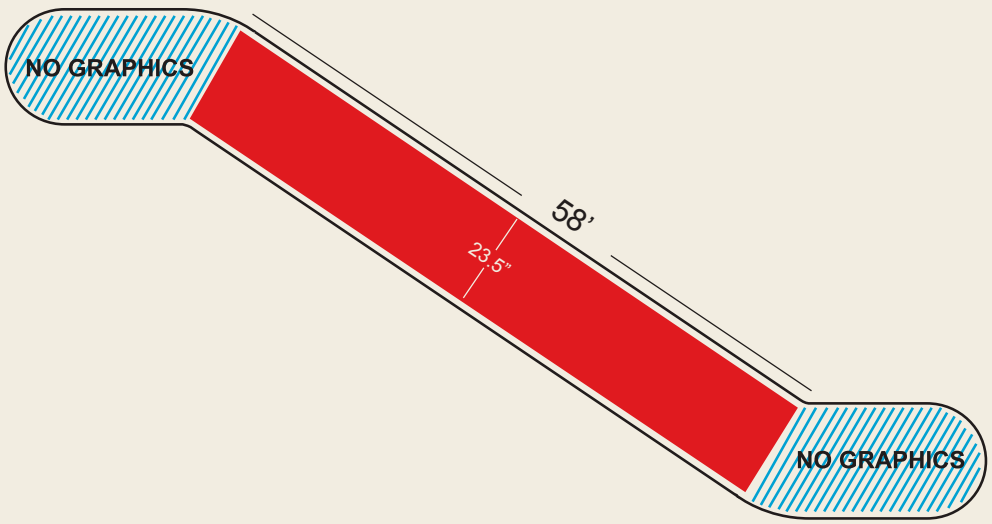
Additional Information

Escalator goes up to Education Sessions, General Session, Association Meetings.

Floor Cling

Floor Cling is at bottom of escalator.

15′ x 5′



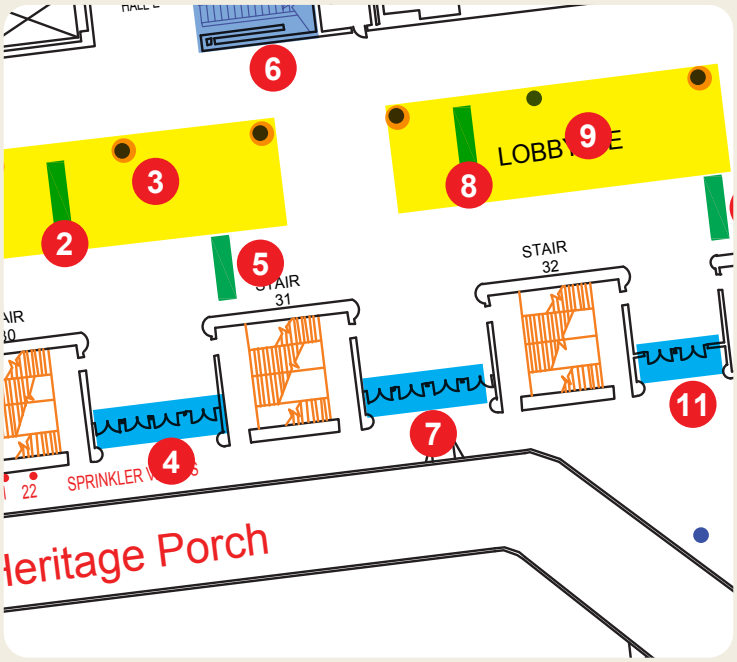
GATHERING THAT GROUNDS YOU. THE 2027

WINDOW CLINGS

HALL E LOBBY

OPPORTUNITY 7





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$9,727.40

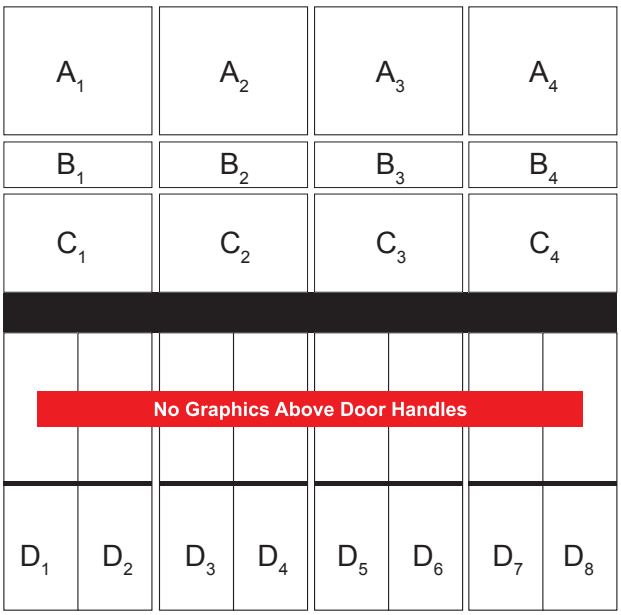
Window Clings *Inside Facing*

A: 88″ x 72.875″ (x4)

B: 88″ x 30.375″ (x4)

C: 88″ x 68.375″ (x4)

D: 34.875″ x 34.5″ (x8)

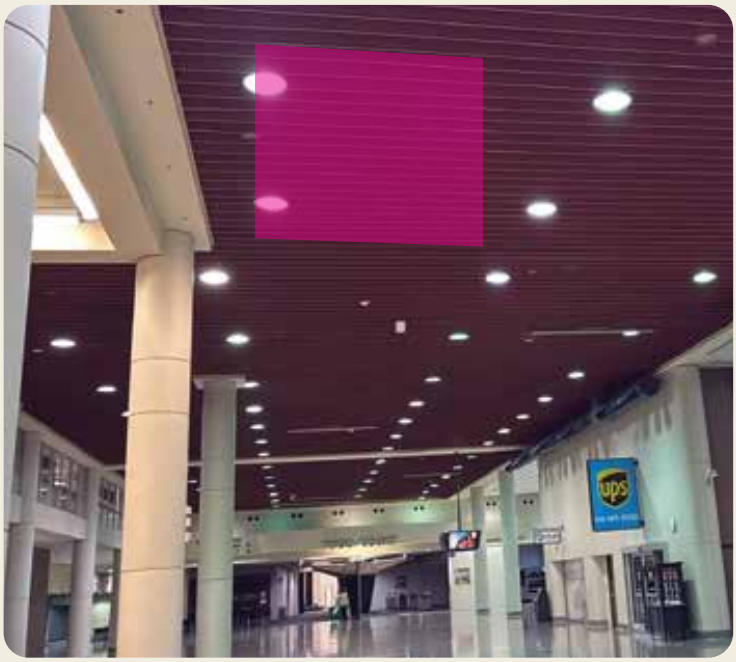


GATHERING THAT GROUNDS YOU. THE 2027

HANGING BANNER

HALL E LOBBY

OPPORTUNITY 8





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$3,040

Hanging Banner *Double Sided*

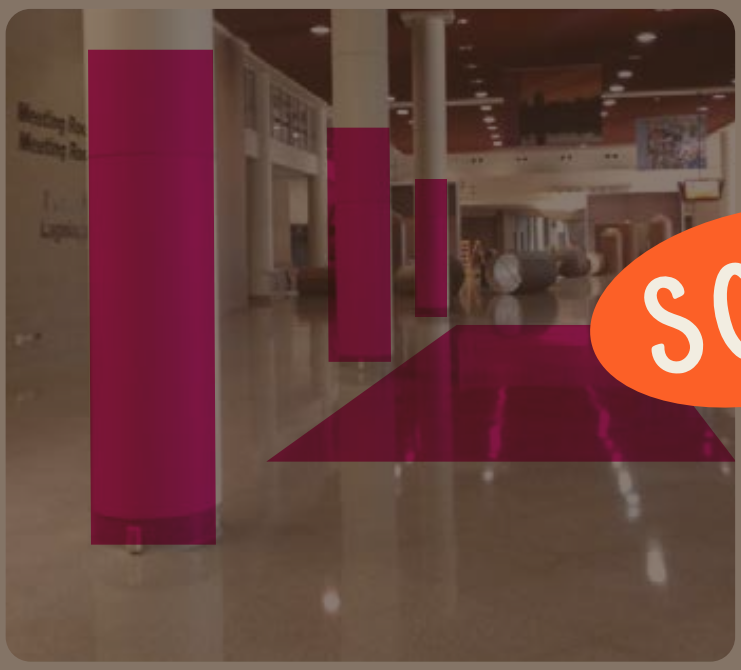
120" x 96"



COLUMN WRAPS & FLOOR CLINGS

HALL E LOBBY

OPPORTUNITY 9





Sponsorship Location Fee

$16,000

Printing & Installation Fee

$13,128 Columns

$20 sq. ft. Floor Cling

Floor Clings *Up to 50′ x 20′ Area*

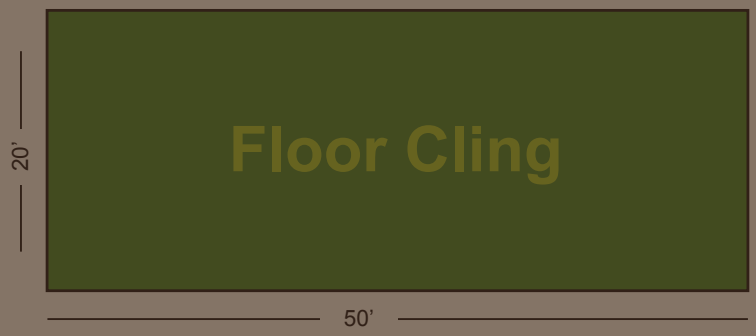
Sponsor may use up to 50′ x 20′ area.
Cling design may be any size and face any direction.

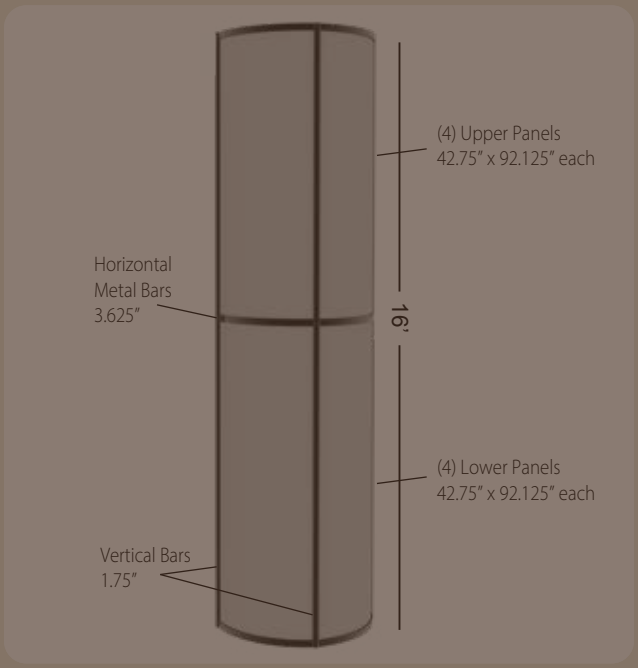
Additional Information

Floor cling printing & installation pricing is dependent on quantity and size of clings within the given area.

Column Wraps *(x3) 16′ tall*

Wraps will be made with agam metal
(see mockup at right)





GATHERING THAT GROUNDS YOU 2027

RESTROOM MIRROR CLINGS

HALL E LOBBY

OPPORTUNITY 10





Sponsorship Location Fee

$2,000

Printing & Installation Fee

$420

Mirror Clings *16" x 16"*

Clings placed on lower right corner of mirrors.
(6 mirrors per restroom)

Additional Information

This opportunity includes the Men's and Women's restrooms in this location.

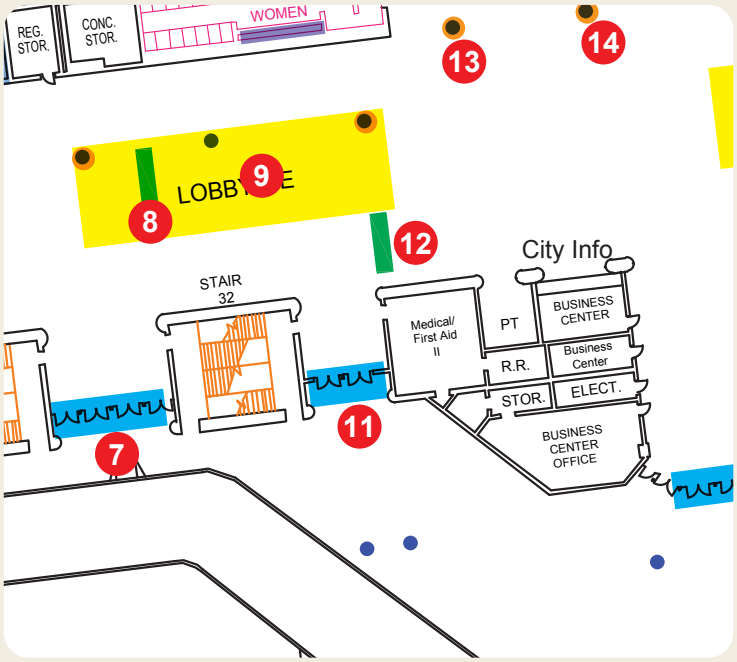
GATHERING THAT GROUNDS YOU. THE 2027

WINDOW CLINGS

HALL E LOBBY

OPPORTUNITY 11





Sponsorship Location Fee

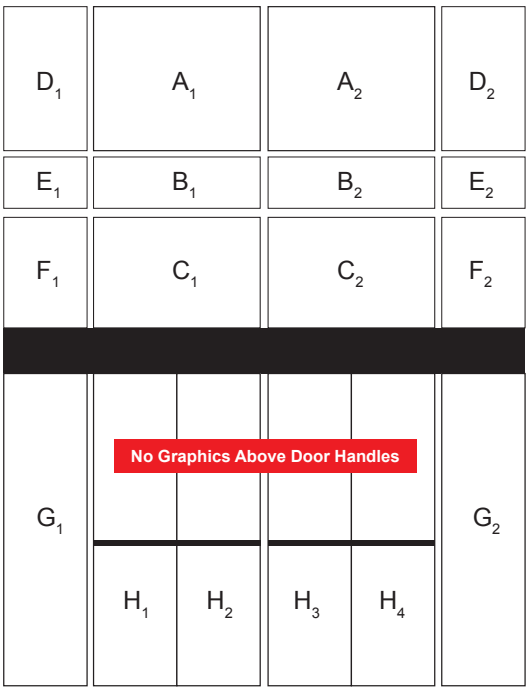
$5,000

Printing & Installation Fee

$6,980.60

Window Clings *Inside Facing*

A: 88″ x 72.875″ (x2)
B: 88″ x 30.375″ (x2)
C: 88″ x 68.375″ (x2
D: 34.875″ x 34.5″ (x2)
E: 34″ x 30.375″ (x2)
F: 34″ x 68.375″ (x2)
G: 34″ x 90″ (x2)
H: 34.875″ x 34.5″ (x4)



GATHERING THAT GROUNDS YOU · 2027

HANGING BANNER

HALL E LOBBY

OPPORTUNITY 12





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$3,040

Hanging Banner *Double Sided*

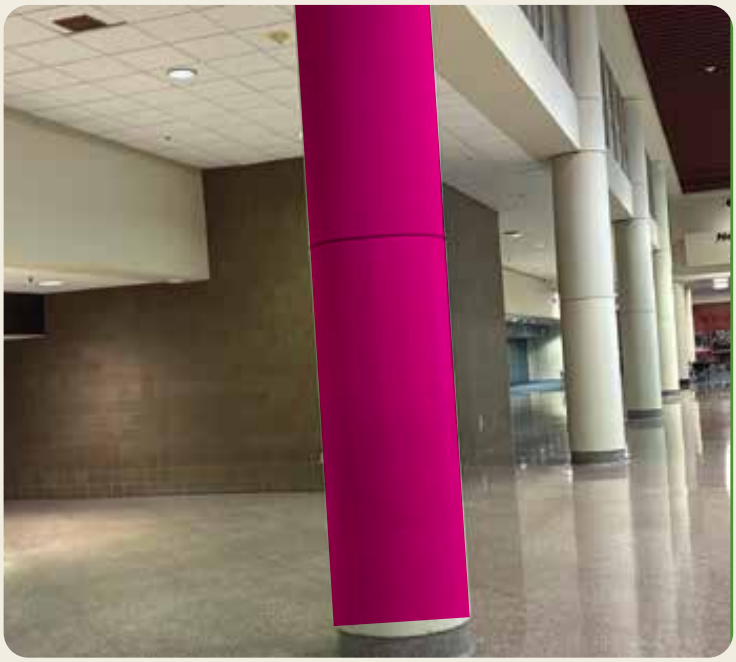
120" x 96"



COLUMN WRAP

HALL E LOBBY

OPPORTUNITY 13





Sponsorship Location Fee

$4,000

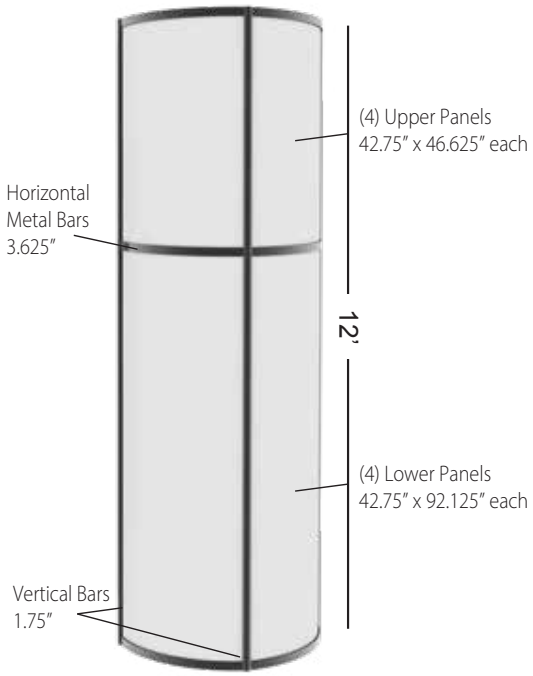
Printing & Installation Fee

$3,286.40

Column Wrap *(x1) 12' tall*

Wraps will be made with agam metal (see mockup at right)

Commodity Classic Video Monitor will be placed near this column.



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COLUMN WRAP

HALL E LOBBY

OPPORTUNITY 14





Sponsorship Location Fee

$4,000

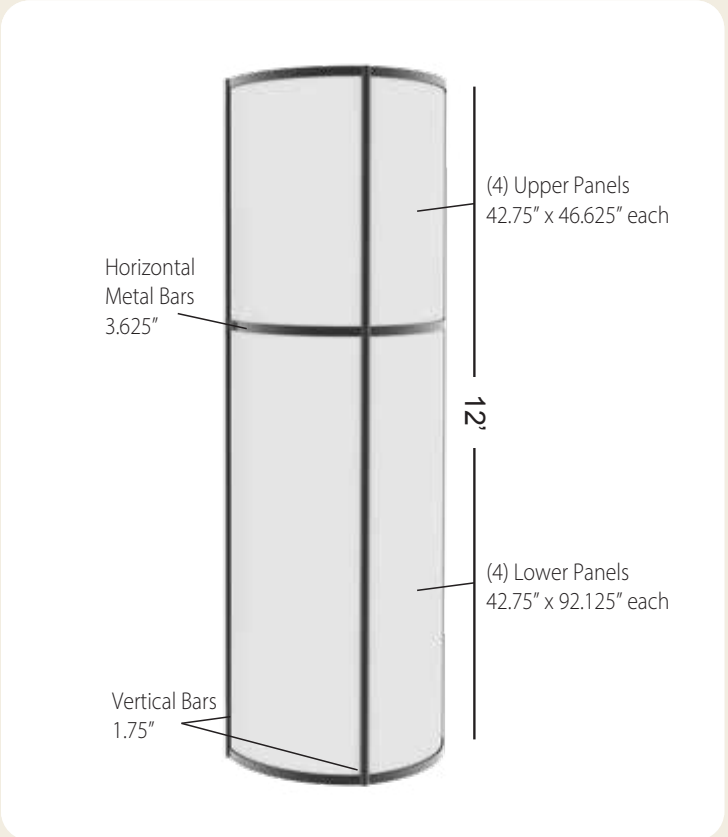
Printing & Installation Fee

$3,286.40

Column Wrap *(x1) 12′ tall*

Wraps will be made with agam metal (see mockup at right)

Commodity Classic Video Monitor will be placed near this column.



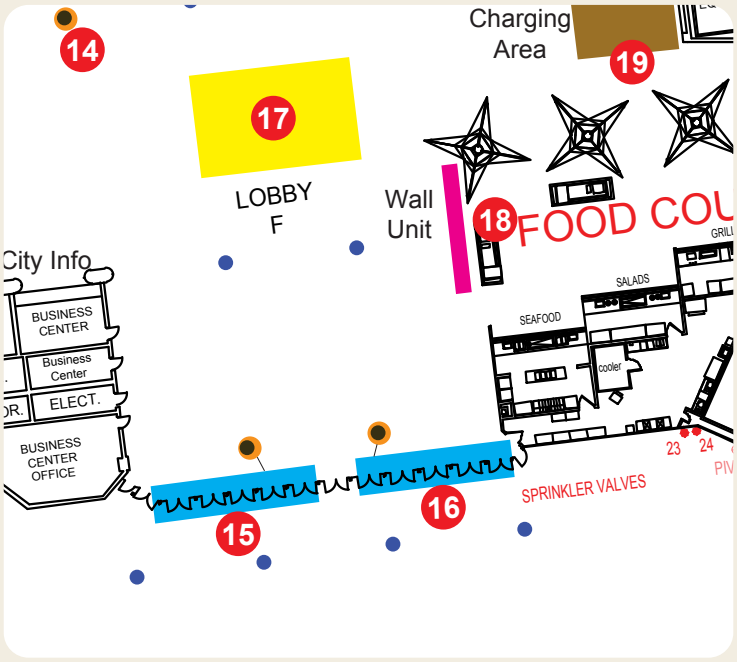
GATHERING THAT GROUNDS YOU. THE 2027

WINDOW CLINGS & COLUMN WRAP

HALL F LOBBY

OPPORTUNITY 15





Sponsorship Location Fee

$12,500

Printing & Installation Fee

$10,686.83 Windows

$4,376 Column

Window Clings *Inside Facing*

A: 44.5″ x 32.75″ (x1)

B: 44.5″ x 30.375″ (x1)

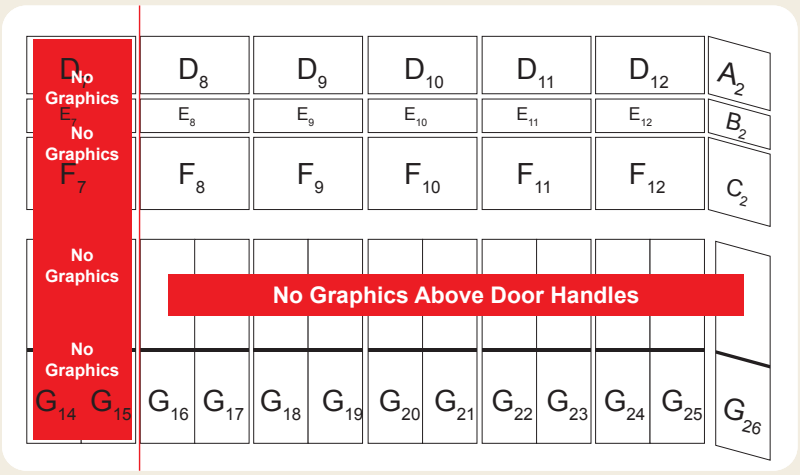
C: 44.5″ x 68.375″ (x1)

D: 88″ x 32.75″ (x5)

E: 88″ x 30.375″ (x5)

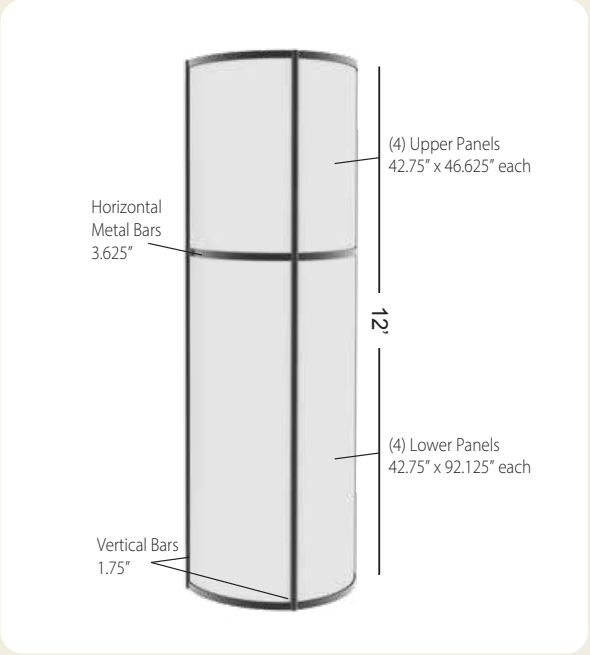
F: 88″ x 68.375″ (x5)

G: 34.875″ x 34.5″ (x11)



Column Wrap *(x1) 16′ tall*

Wraps will be made with agam metal (see mockup below)



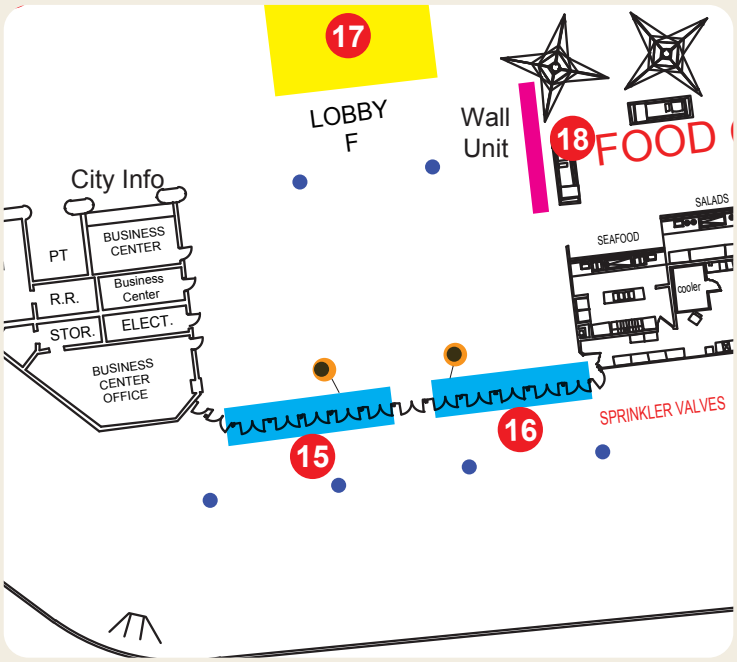
GATHERING THAT GROUNDS YOU. THE 2027

WINDOW CLINGS & COLUMN WRAP

HALL F LOBBY

OPPORTUNITY 16





Sponsorship Location Fee

$12,500

Printing & Installation Fee

$10,686.83 Windows

$4,376 Column

Window Clings *Inside Facing*

A: 44.5″ x 32.75″ (x1)

B: 44.5″ x 30.375″ (x1)

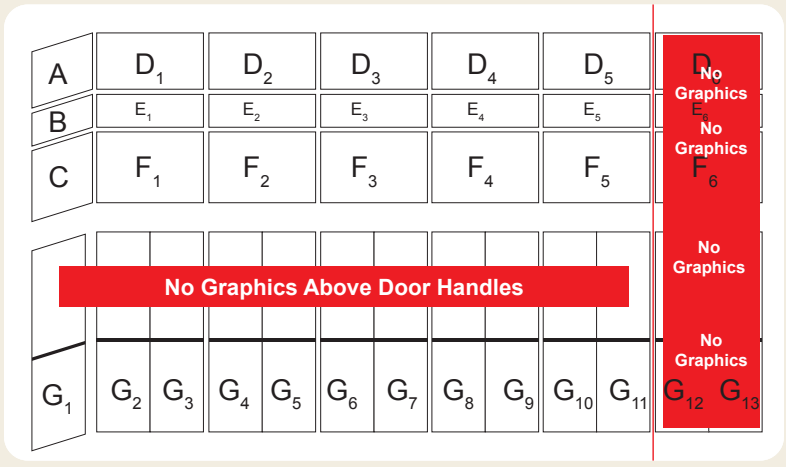
C: 44.5″ x 68.375″ (x1)

D: 88″ x 32.75″ (x5)

E: 88″ x 30.375″ (x5)

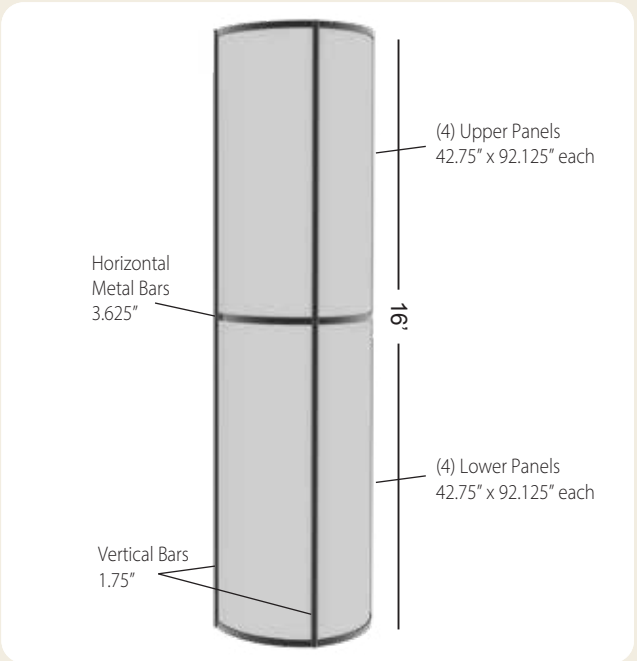
F: 88″ x 68.375″ (x5)

G: 34.875″ x 34.5″ (x11)



Column Wrap *(x1) 16′ tall*

Wraps will be made with agam metal (see mockup below)

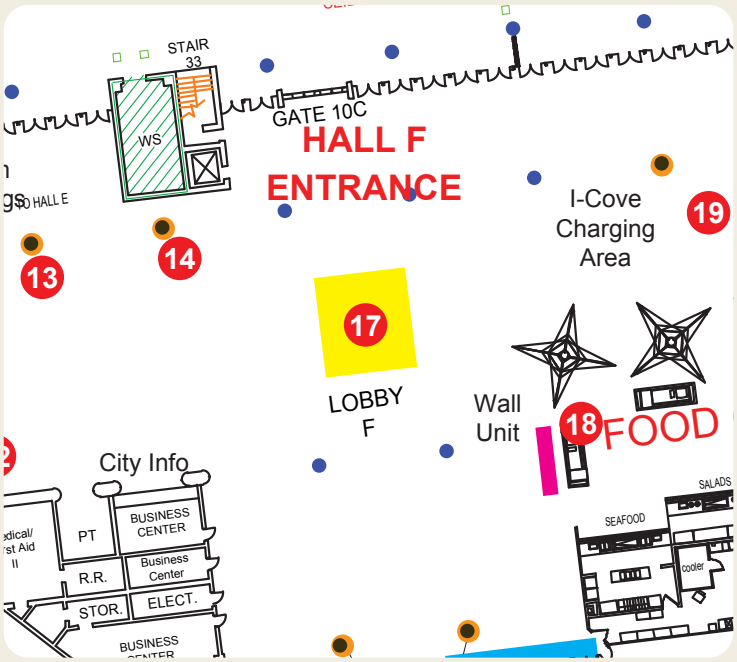


FLOOR CLING

HALL F LOBBY

OPPORTUNITY 17





Sponsorship Location Fee

$7,500

Printing & Installation Fee

$20 sq. ft.

Floor Clings *Up to 30′ x 30′*

Clings bigger than 50″ x 50″ will be tiled.

Additional Information

Sponsor may use up to 30′ x 30′ area.
Cling design may be any size and face any direction.



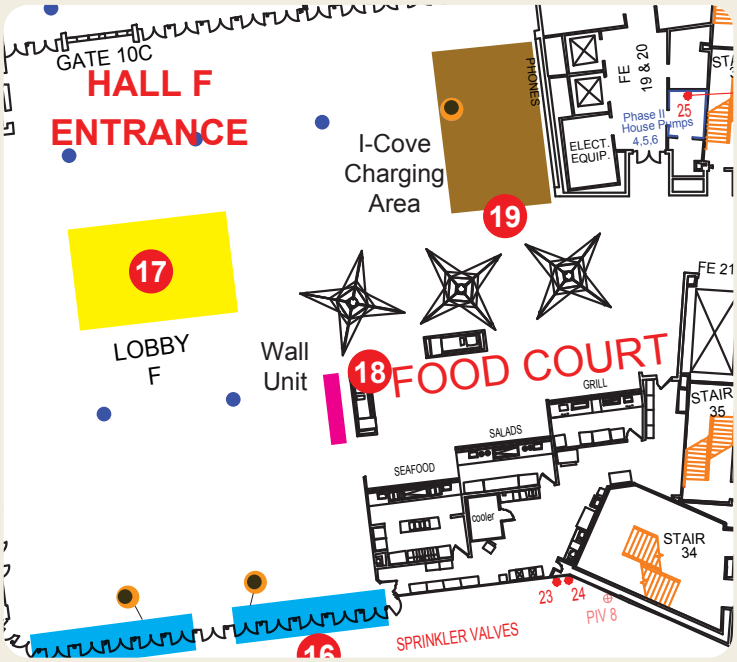
GATHERING THAT GROUNDS YOU. THE 2027

WALL UNIT

HALL F LOBBY

OPPORTUNITY 18





Sponsorship Location Fee

$7,500

Printing & Installation Fee

$3,203.75

Wall Unit

5 Meter x8'

Additional Information

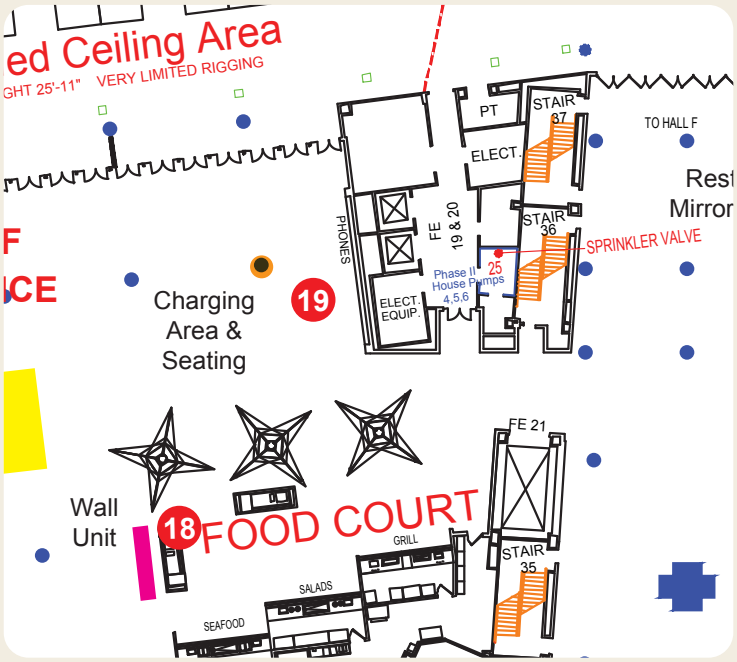
This is a single-sided hard wall to be installed in front of the white wall shown in the photo, for the sponsor to have their graphic installed.

COLUMN WRAP & TABLE CLINGS

HALL F LOBBY

OPPORTUNITY 19





Sponsorship Location Fee

$7,500

Printing & Installation Fee

$3,286 Column

$35.50 Per Cling

Column Wrap *(x1) 12′ tall*

Wraps will be made with agam metal (see mockup at right).

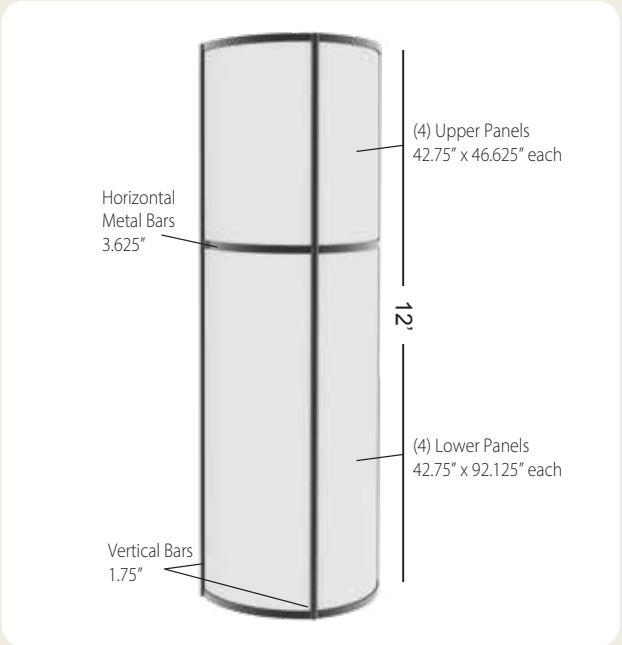
Table Clings *Up to 25*

16″ x 16″

Sponsor may cling tables in this seating area.

Location Information

The built-in charging station and seating area next to lobby Food Court and Trade Show Hall F entrance.



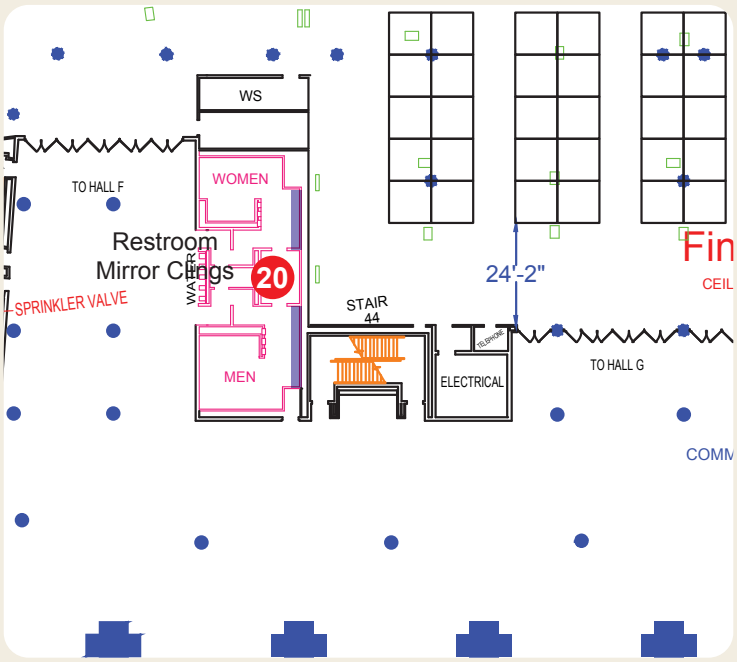
GATHERING THAT GROUNDS YOU. THE 2027

RESTROOM MIRROR CLINGS

HALL G LOBBY

OPPORTUNITY 20





Sponsorship Location Fee

$2,000

Printing & Installation Fee

$350

Mirror Clings *16" x 16"*

Clings placed on lower right corner of mirrors.
(5 mirrors per restroom)

Additional Information

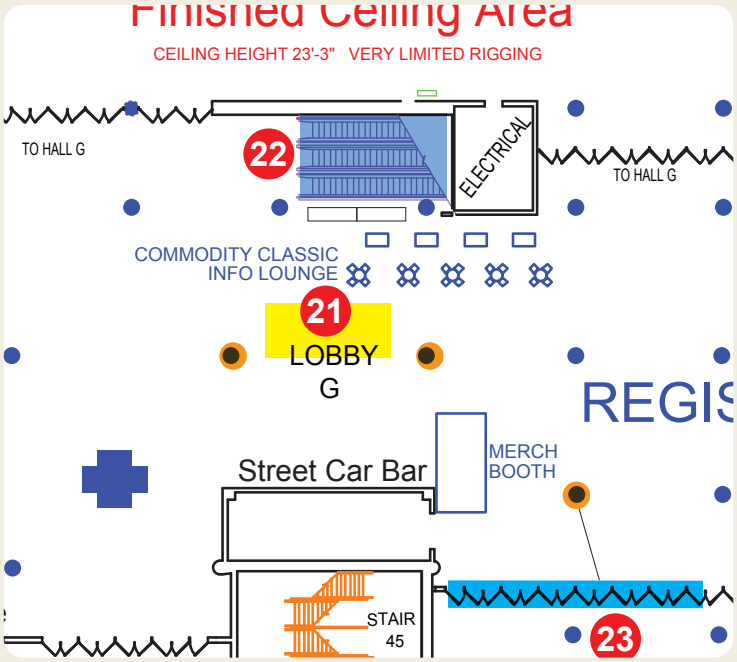
This opportunity includes the Men's and Women's restrooms in this location.

FLOOR CLING & COLUMN WRAPS

HALL G LOBBY AT STREETCAR BAR

OPPORTUNITY 21





Sponsorship Location Fee

$22,500

Printing & Installation Fee

$8,752 for both Columns

$20 sq. ft. Floor Cling

Floor Clings *Up to 35′ x 10′ area*

Sponsor may use up to 35′ x 10′ area. Cling design may be any size and face any direction. Clings bigger than 50″ x 50″ will be tiled.

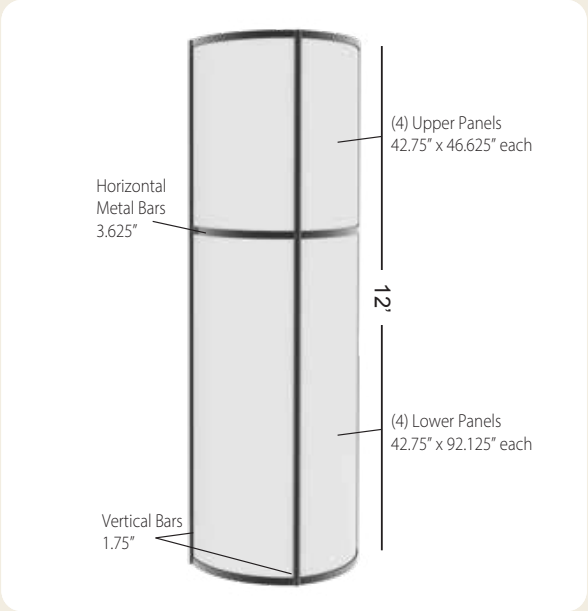
Column Wrap *(x2) 16′ tall*

Wraps will be made with agam metal (see mockup at right)

Floor Cling

Additional Information

Next to Streetcar Bar concession stand and Commodity Classic info counters.Tables and chairs shown in photo will not be placed on your floor clings.



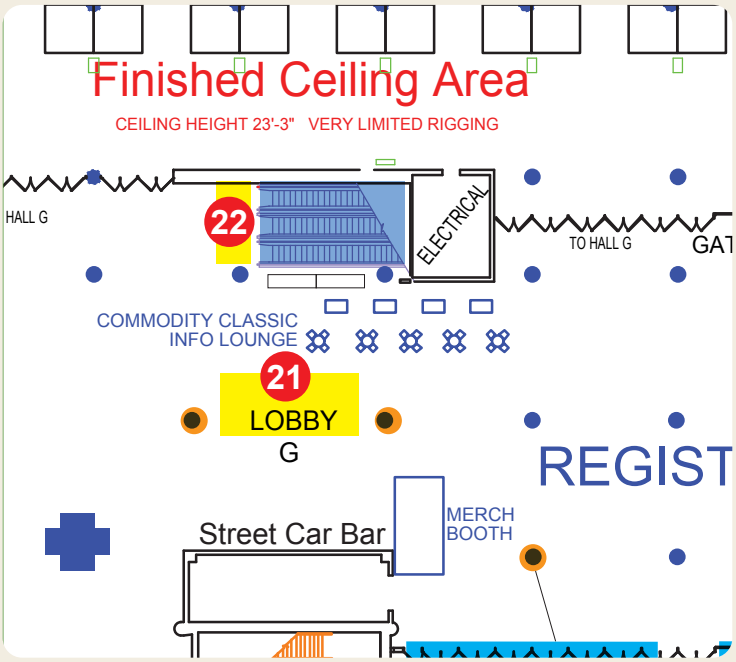
GATHERING THAT GROUNDS YOU. THE 2027

ESCALATOR & FLOOR CLINGS

HALL G LOBBY

OPPORTUNITY 22





Sponsorship Location Fee

$17,500

Printing & Installation Fee

$16,351.67 Escalator

$1,500 Floor Cling

Escalator Clings

Metal Sides: 58′ x 23.5″ (x6)

Flat Divider: 11.5″ x 71′ (x2)

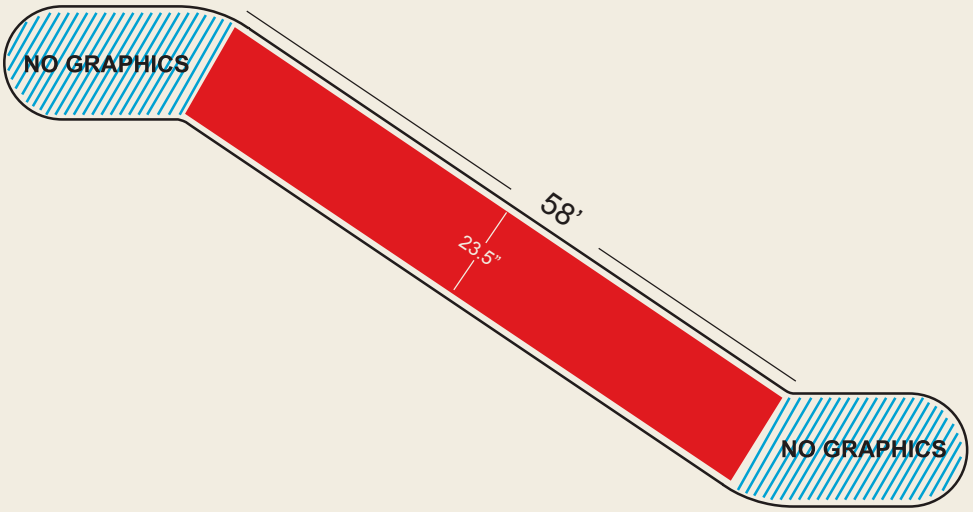
Additional Information

Escalator goes up to Education Sessions, General Session, Association Meetings.

Floor Cling *15′ x 5′*

Clings bigger than 50″ x 50″ will be tiled.

Floor Cling is at bottom of escalator.

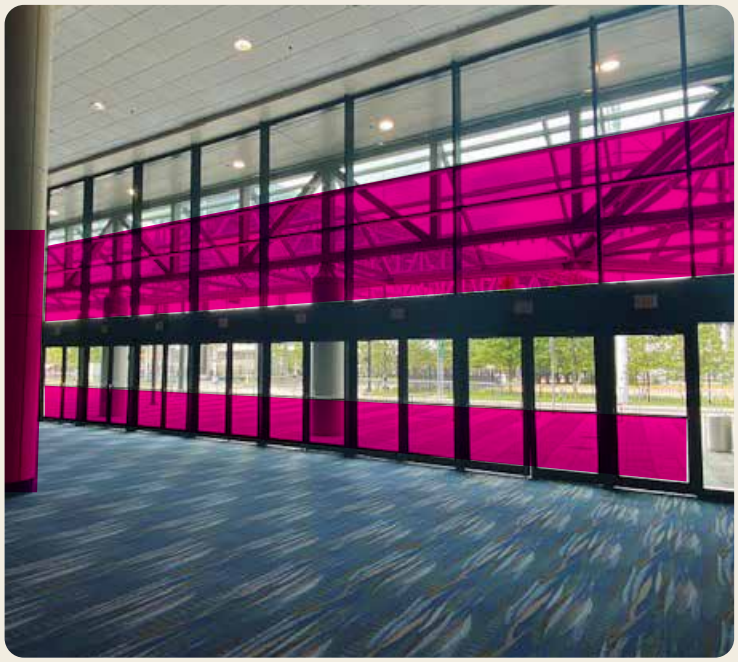


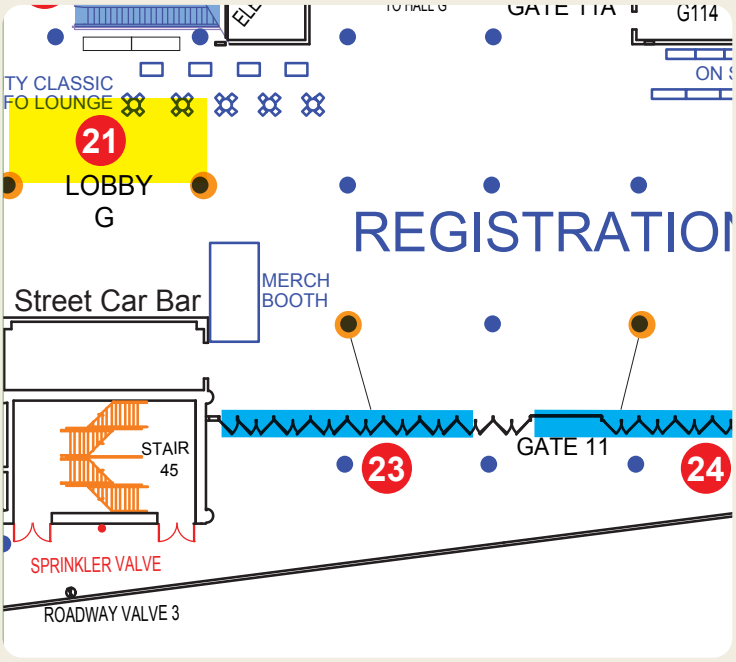
GATHERING THAT GROUNDS YOU. THE 2027

WINDOW CLINGS & COLUMN WRAP

HALL G LOBBY REGISTRATION

OPPORTUNITY 23





Sponsorship Location Fee

$25,000

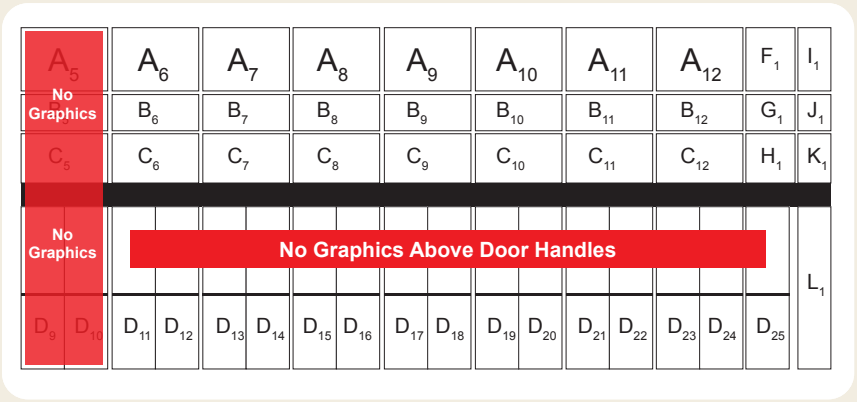
Printing & Installation Fee

$17,889 Windows

$4,376 Column

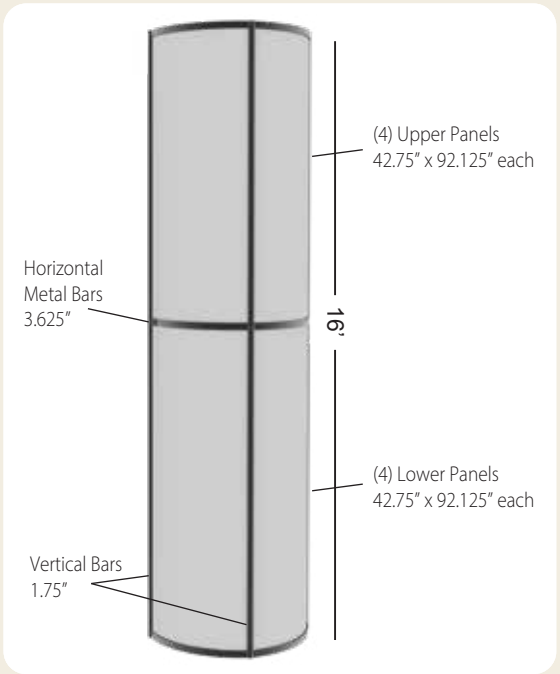
Window Clings *Inside Facing*

A: 88″ x 70.25″ (x7)
B: 88″ x 27.875″ (x7)
C: 88″ x 59.875″ (x7)
D: 35.25″ x 34.5″ (x15)
F: 44.5″ x 70.25″ (x1)
G: 44.5″ x 27.875″ (x1)
H: 44.5″ x 59.875″ (x1)
I: 25″ x 70.25″ (x1)
J: 25″ x 27.875″ (x1)
K: 25″ x 59.875″ (x1)
L: 25″ x 90″ (x1)



Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)



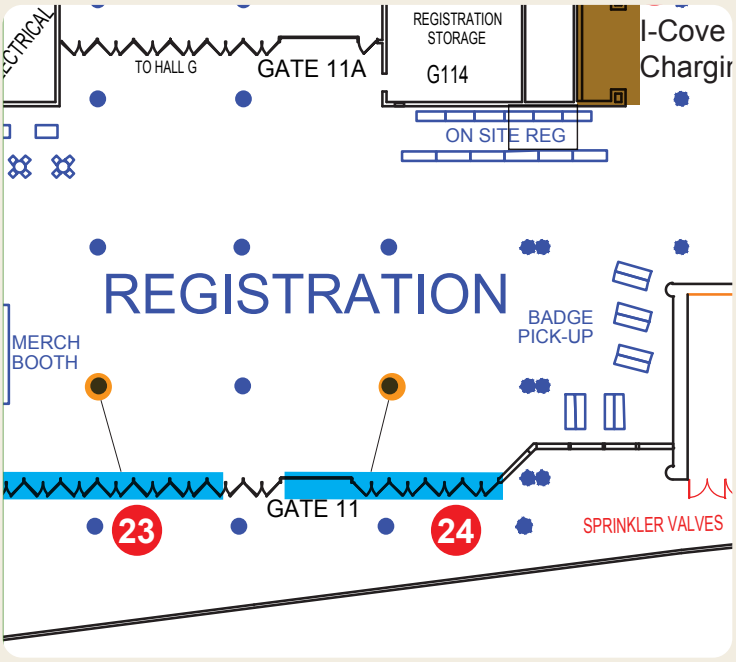
GATHERING THAT GROUNDS YOU. THE CATTLE 2027

WINDOW CLINGS & COLUMN WRAP

HALL G LOBBY REGISTRATION

OPPORTUNITY 24





Sponsorship Location Fee

$25,000

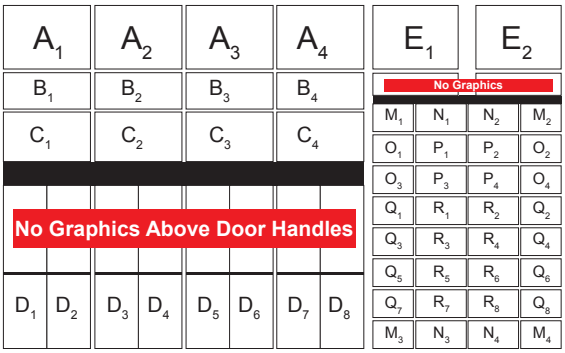
Printing & Installation Fee

$14,081 Windows

$4,376 Column

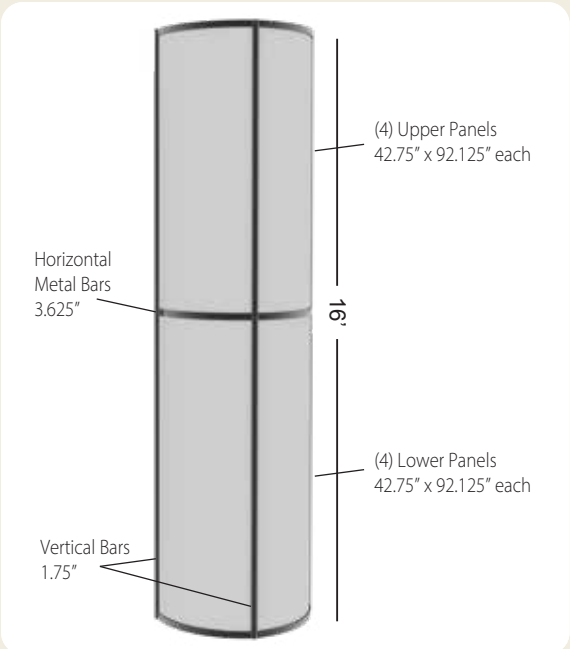
Window Clings *Inside Facing*

A: 88″ x 70.25″ (x4)
B: 88″ x 27.875″ (x4)
C: 88″ x 59.875″ (x4)
D: 35.25″ x 34.5″ (x8)
E: 86.375″ x 70.25″ (x2)
M: 36″ x 16.5″ (x4)
N: 40.5″ x 16.5″ (x4)
O: 36″ x 18.625″ (x4)
P: 40.5″ x 18.625″ (x4)
Q: 36″ x 21.5″ (x8)
R: 40.5″ x 21.5″ (x8)



Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)

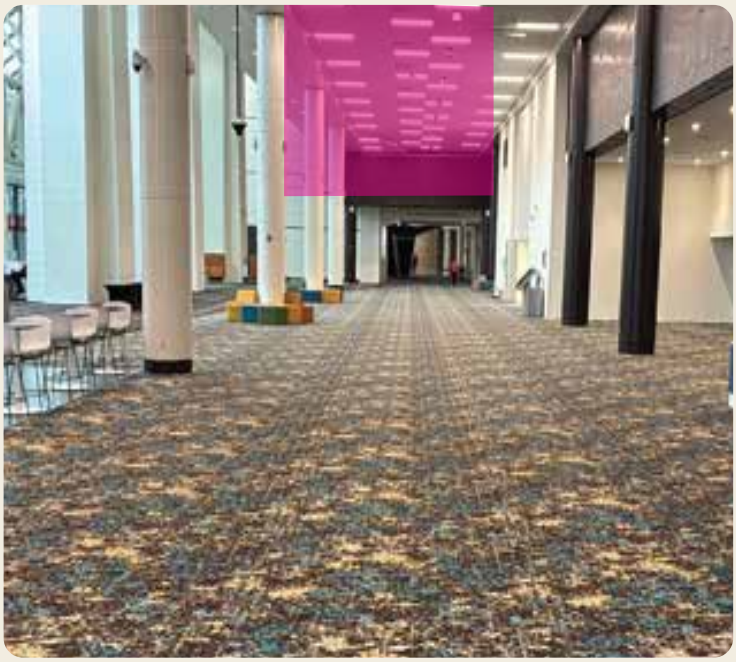


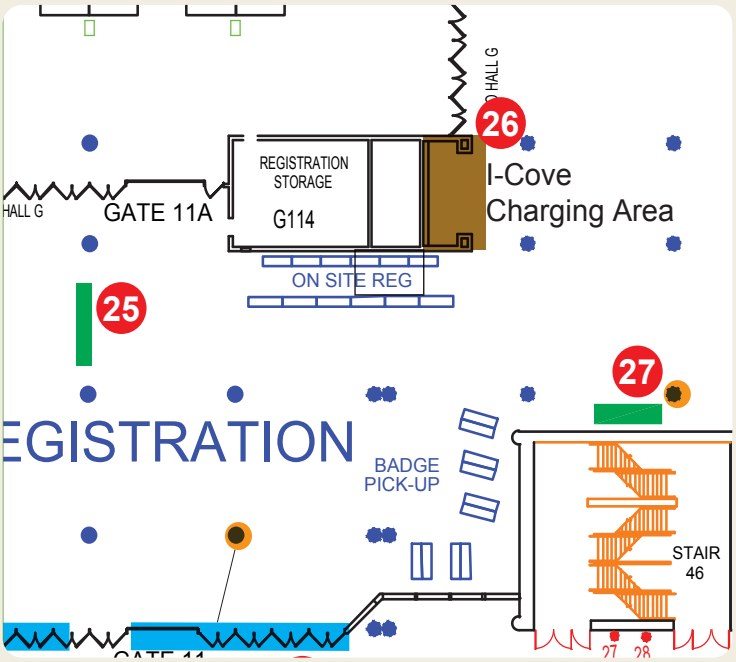
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HANGING BANNER

HALL G LOBBY

OPPORTUNITY 25





Sponsorship Location Fee

$7,000

Printing & Installation Fee

$1,824

Hanging Banner *Double Sided*

72″ x 96″



HANGING BANNER

HALL H LOBBY

OPPORTUNITY 26





Sponsorship Location Fee

$10,000

Printing & Installation Fee

$2,700

Banner

15′ x 10′ single sided banner hung from ceiling.

Additional Information

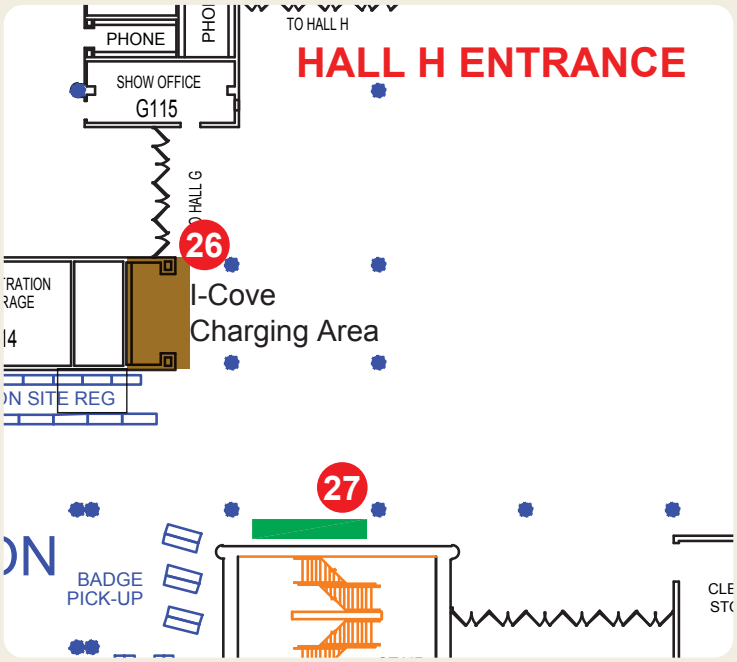
Banner is located next to Trade Show Hall H Entrance and above I-Cove built-in charging station.

HANGING BANNER

HALL H LOBBY

OPPORTUNITY 27





Sponsorship Location Fee

$25,000

Printing & Installation Fee

$10,200

Banner *(x1) 30' x 30'*

Single sided banner hung from ceiling.



Additional Information

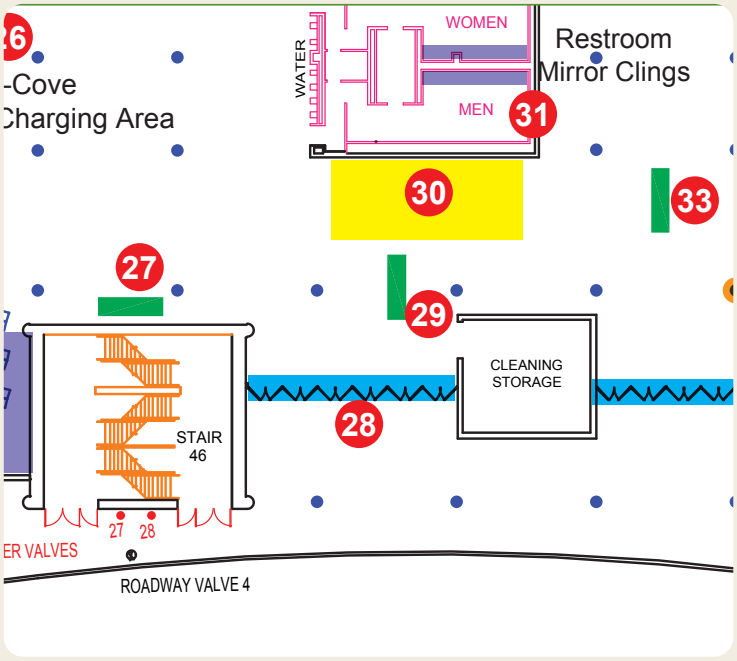
Banner located across from
Hall H Entrance

WINDOW CLINGS

HALL H LOBBY

OPPORTUNITY 28





Sponsorship Location Fee

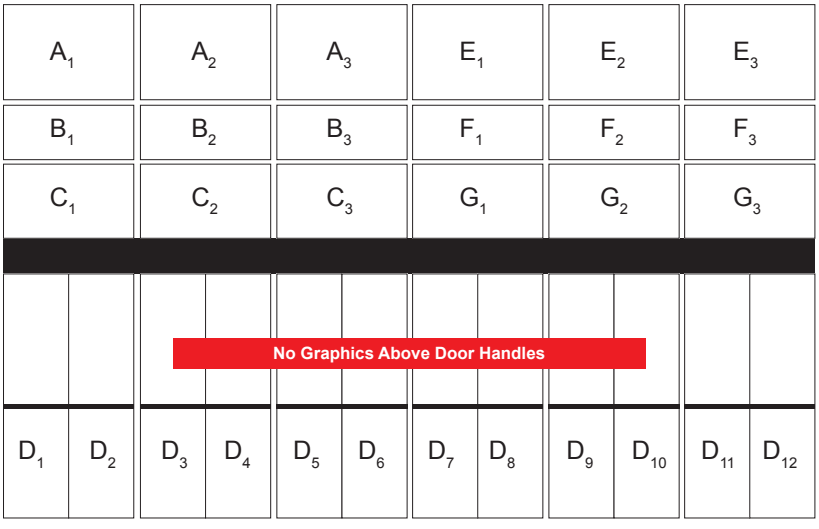
$15,000

Printing & Installation Fee

$13,690.80

Window Clings *Inside Facing*

A: 87.5″ x 70.25″ (x3)
B: 87.5″ x 27.875″ (x3)
C: 87.5″ x 59.875″ (x3)
D: 34.875″ x 34.5″ (x12)
E: 90″ x 70.25″ (x3)
F: 90″ x 27.875″ (x3)
G: 90″ x 59.875″ (x3)

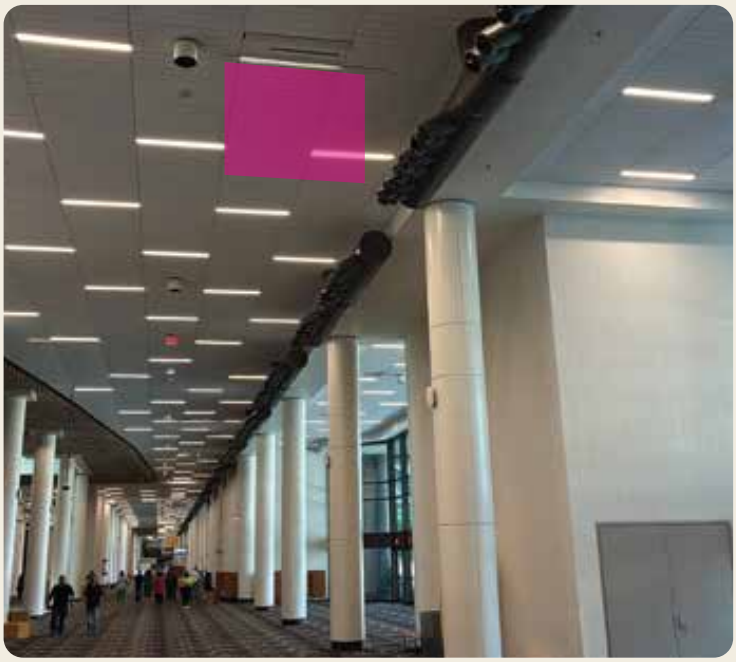


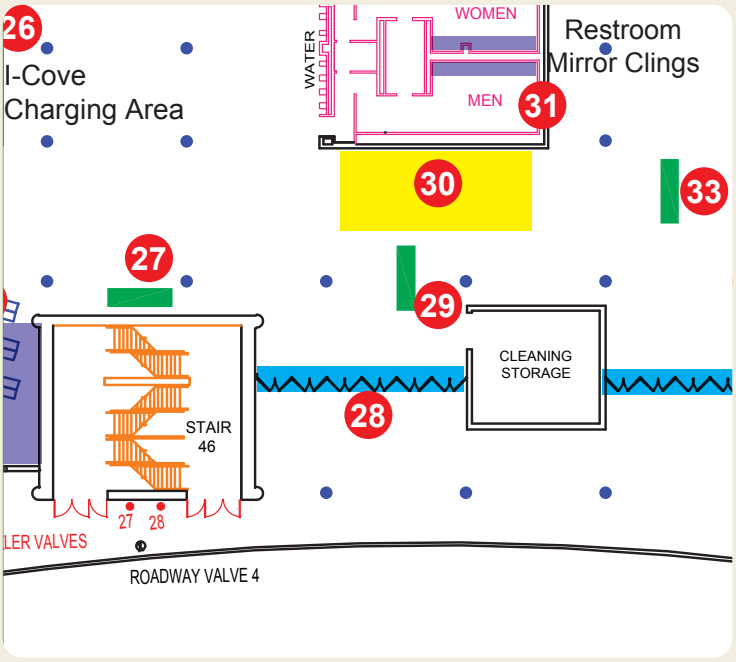
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HANGING BANNER

HALL H LOBBY

OPPORTUNITY 29





Sponsorship Location Fee

$7,000

Printing & Installation Fee

$1,824

Hanging Banner *Double Sided*

72″ x 96″

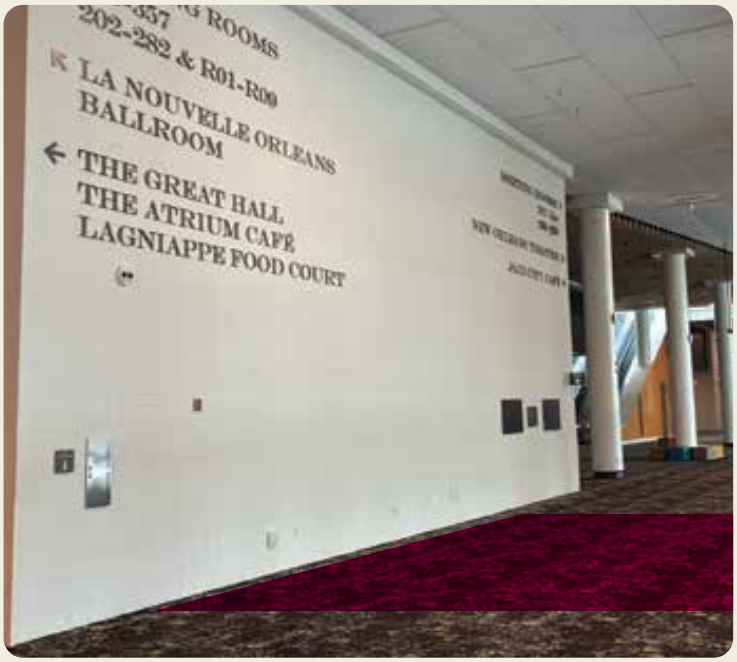


GATHERING THAT GROUNDS YOU · THE 2027

FLOOR CLING

HALL H LOBBY

OPPORTUNITY 30





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$4,500

Floor Cling *15′ x 15′*

Clings bigger than 50″ x 50″ will be tiled.

Additional Information

Next to Hall H Entrance



RESTROOM MIRROR CLINGS

HALL H LOBBY

OPPORTUNITY 31





Sponsorship Location Fee

$2,000

Printing & Installation Fee

$280

Mirror Clings *16" x 16"*

Clings placed on lower right corner of mirrors.
(4 mirrors per restroom)

Additional Information

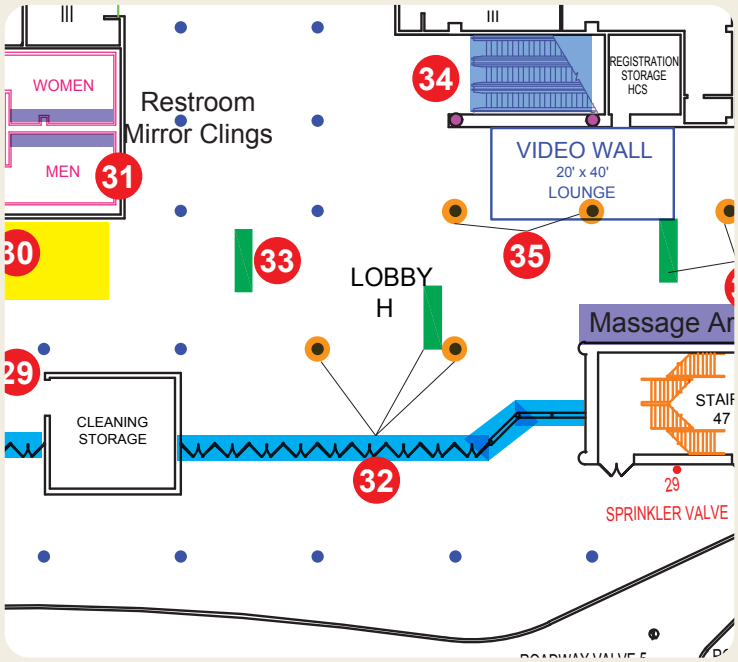
This opportunity includes the Men's and Women's restrooms in this location.

WINDOW CLINGS, BANNER & COLUMN WRAPS

OPPORTUNITY 32

HALL H LOBBY





Sponsorship Location Fee

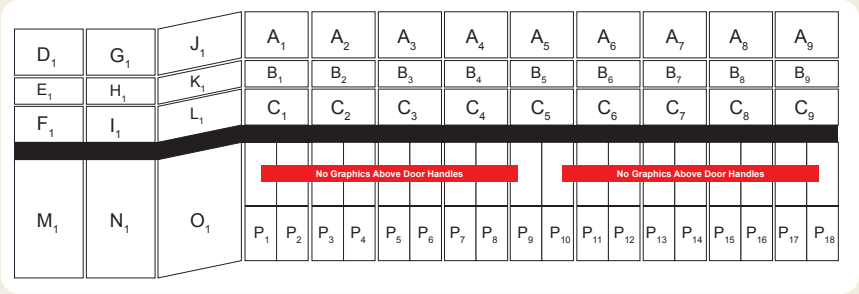
$25,000

Window Clings *Inside Facing*

A: 88″ x 70.25″ (x9)
B: 88″ x 27.875″ (x9)
C: 88″ x 59.875″ (x9)
D: 82.5″ x 70.25″ (x1)
E: 82.5″ x 27.875″ (x1)
F: 82.5″ x 59.875″ (x1)
G: 83″ x 70.25″ (x1)
H: 83″ x 27.875″ (x1)
I: 83″ x 59.875″ (x1)
J: 91.5″ x 70.25″ (x1)
K: 91.5″ x 27.875″ (x1)
L: 91.5″ x 59.875″ (x1)
M: 82.5″ x 90″ (x1)
N: 83″ x 90″ (x1)
O: 91.5″ x 90″ (x1)
P: 34.875″ x 34.5″ (x18)

Hanging Banner *Double Sided*

72″ x 96″



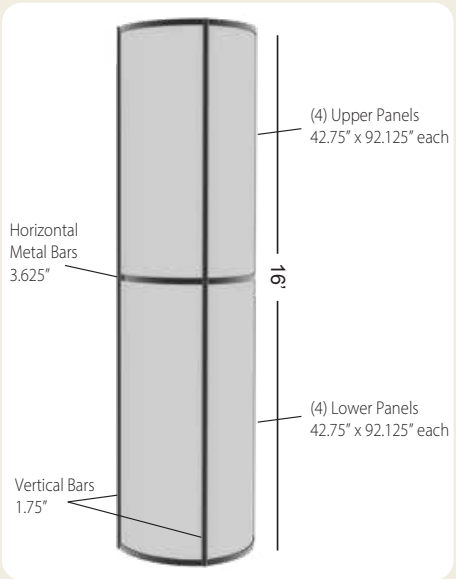
Printing & Installation Fee

$29,240 Windows
$1,824 Banner
$8,752 For both columns

Column Wraps *(x2) 16′ tall*

Wraps will be made with agam metal (see mockup below)





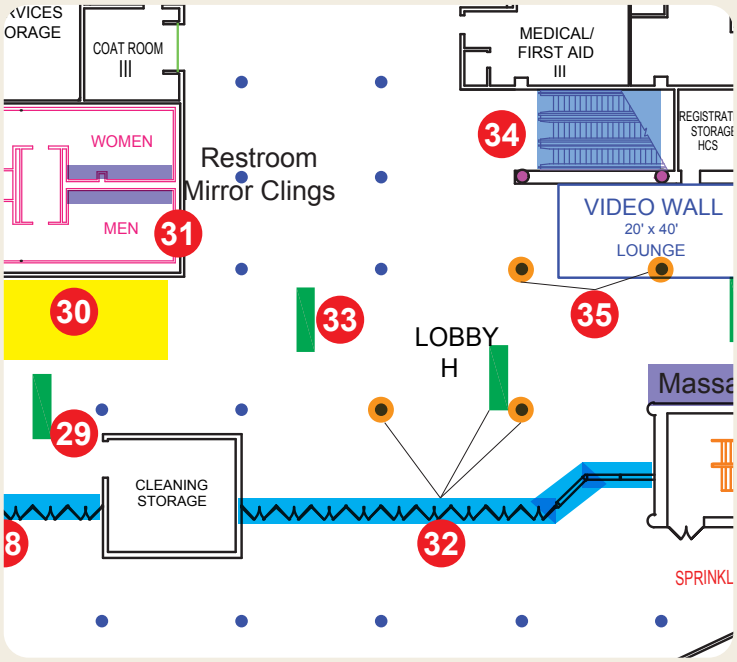
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HANGING BANNER

HALL H LOBBY

OPPORTUNITY 33





Sponsorship Location Fee

$7,000

Printing & Installation Fee

$1,824

Hanging Banner *Double Sided*

72″ x 96″

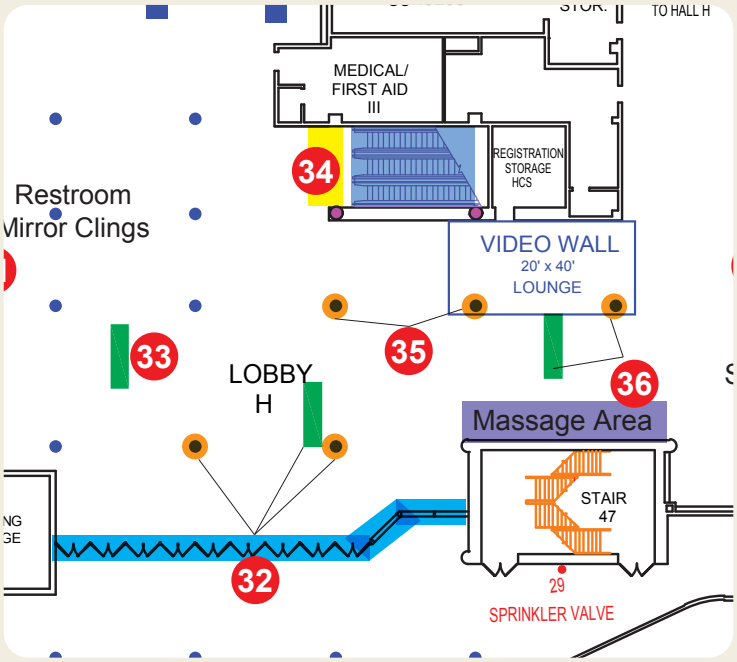


ESCALATOR & FLOOR CLINGS

HALL H LOBBY

OPPORTUNITY 34





Sponsorship Location Fee

$17,500

Printing & Installation Fee

$16,351.67 Escalator

$1,500 Floor Cling

Escalator Clings

Metal Sides: 58′ x 23.5″ (x6)

Flat Divider: 11.5″ x 71′ (x2)

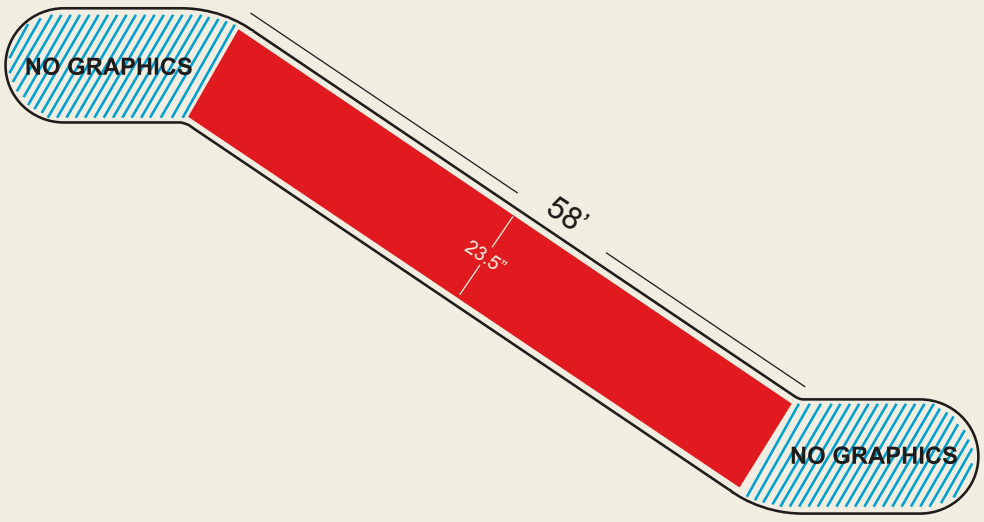
Additional Information

Escalator goes up to Education Sessions, General Session, Association Meetings. Floor cling is at bottom of escalator.

Floor Cling *15′ x 5′*

Clings bigger than 50″ x 50″ will be tiled.

Floor cling is at bottom of escalator.

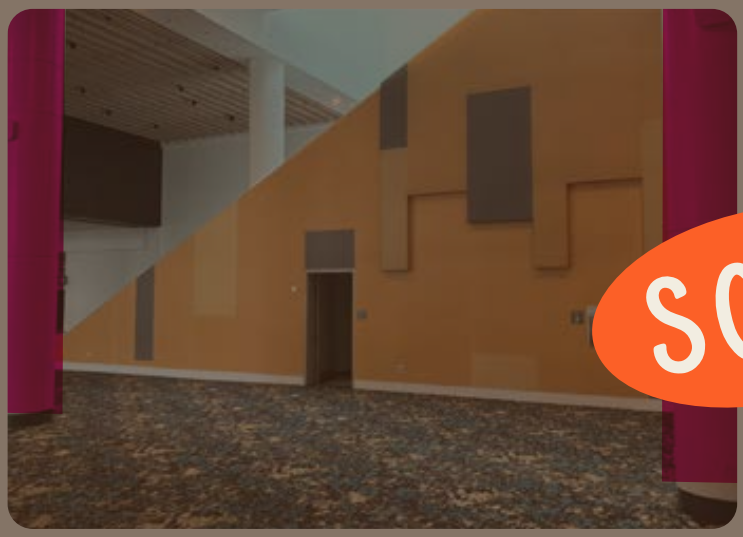


GATHERING THAT GROUNDS YOU. THE 2027

VIDEO WALL LOUNGE SEATING & 2 COLUMN WRAPS

OPPORTUNITY 35

HALL H LOBBY





SOLD

Sponsorship Location Fee

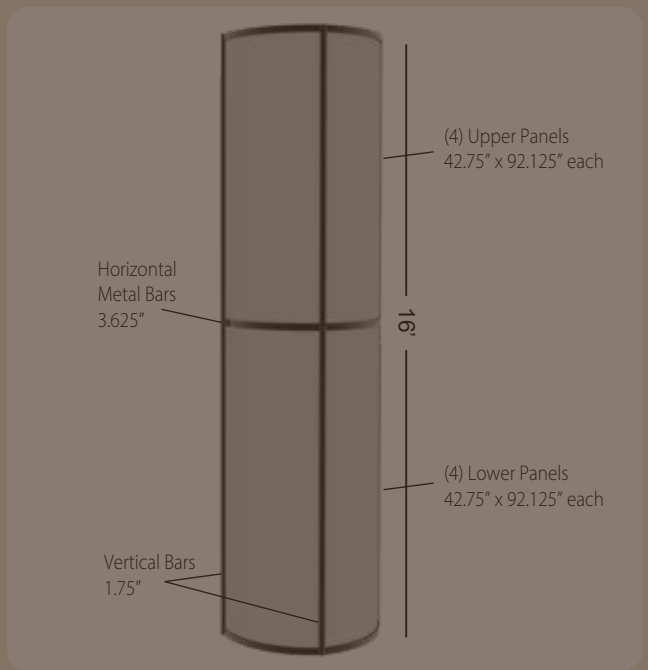
$9,500

Printing & Installation Fee

$8,752 for both columns

Column Wraps *(x2) 16′ tall*

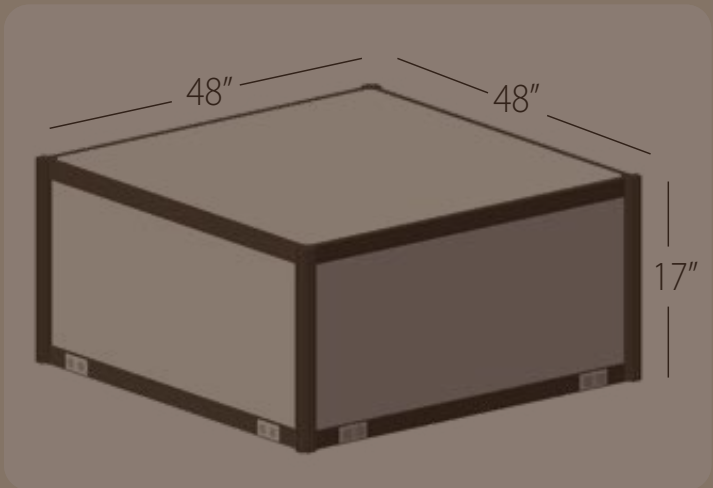
Wraps will be made with agam metal (see mockup below)



Additional Information

Soft seating and coffee tables will be installed here for Commodity Classic guests to rest. Opportunity includes two 4′x4′ lighted coffee table cubes with your company branding installed on the top surface and all four sides. Each coffee table will have outlets on the sides for guests to use.

Video Wall & Grand Opening Ceremony located here.

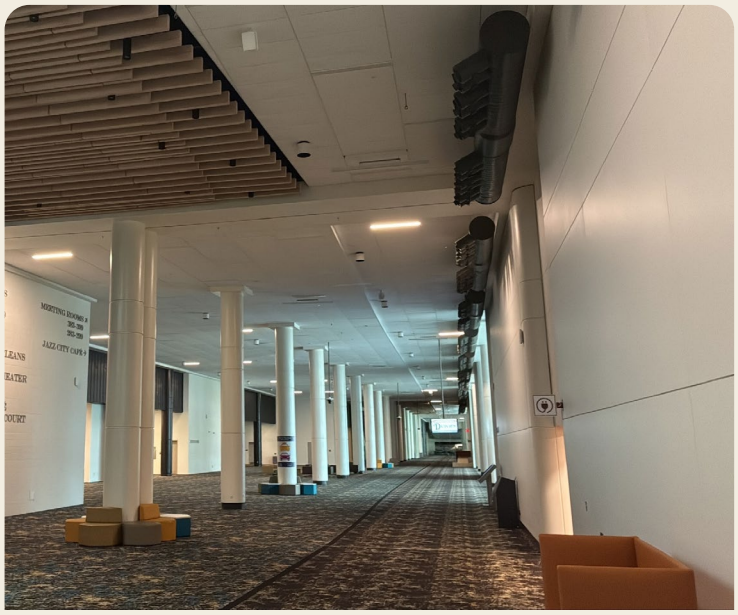


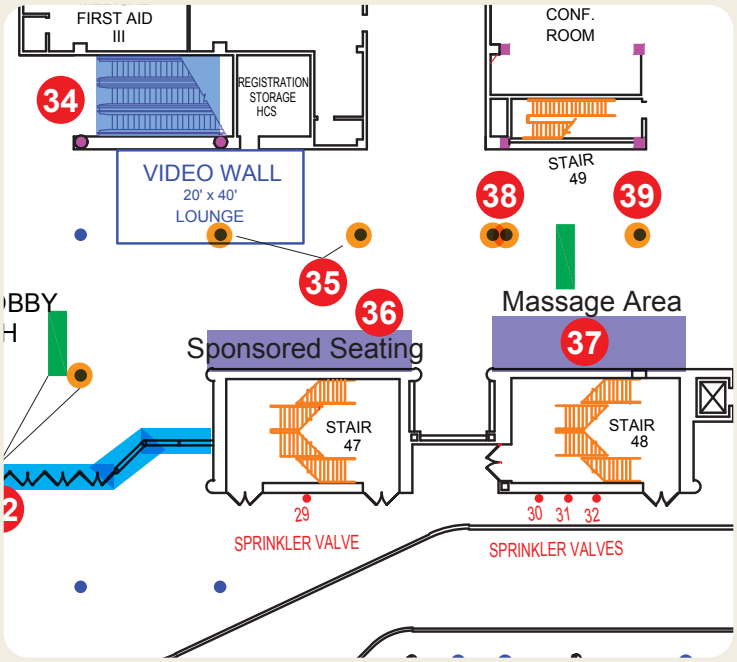
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SPONSORED SEATING

HALL H LOBBY

OPPORTUNITY 36





Sponsorship Location Fee

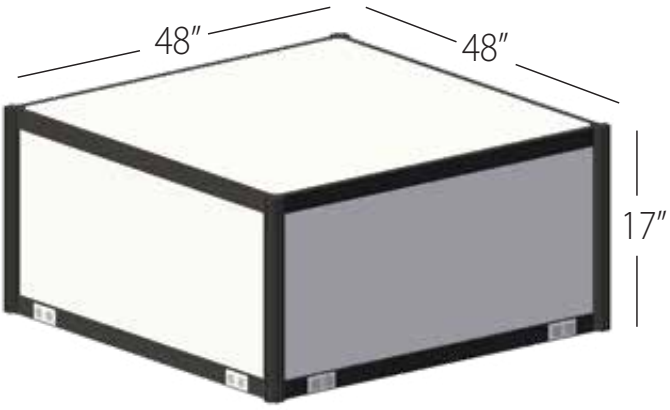
$7,500

Printing & Installation Fee

$1,537 Optional Seamless Graphic Wall

Sponsored Seating

Soft seating and coffee tables will be installed here for Commodity Classic guests to rest and relax. Opportunity includes two 4′x4′ lighted coffee table cubes with your company branding installed on the top surface and all four sides. Each coffee table will have outlets on the sides for guests to use.



120″ x 96″



8′

3 Meter Wall

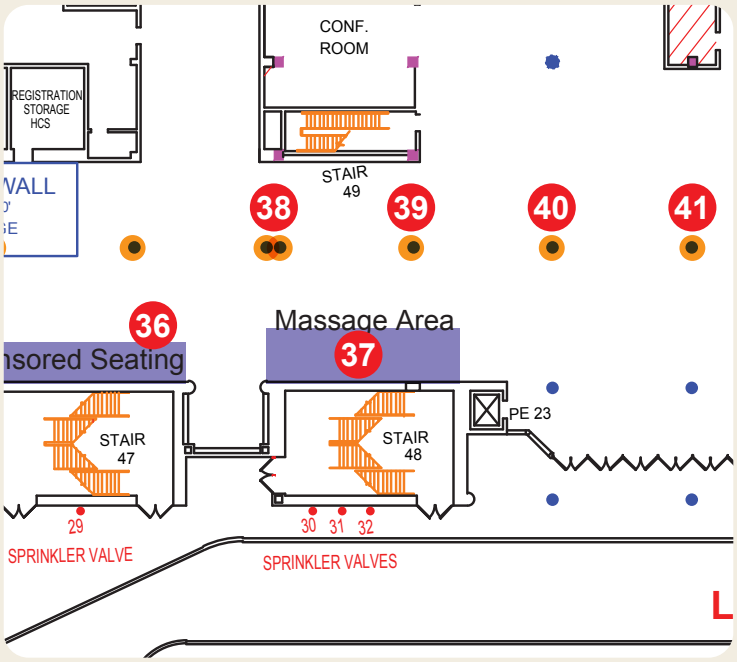
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MASSAGE AREA

HALL H LOBBY

OPPORTUNITY 37





Sponsorship Location Fee

$12,500

Printing & Installation Fee

Signage available through Paramount.

Contact for a quote

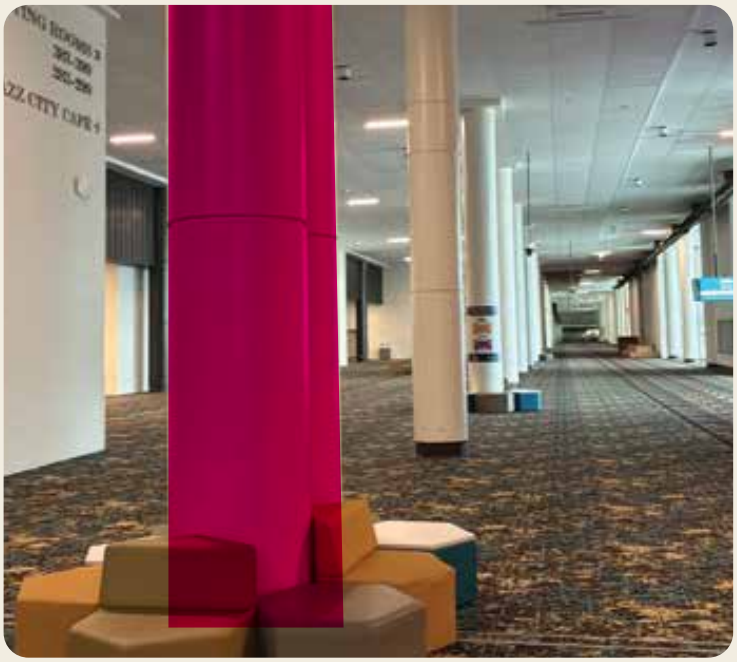
Massage Area

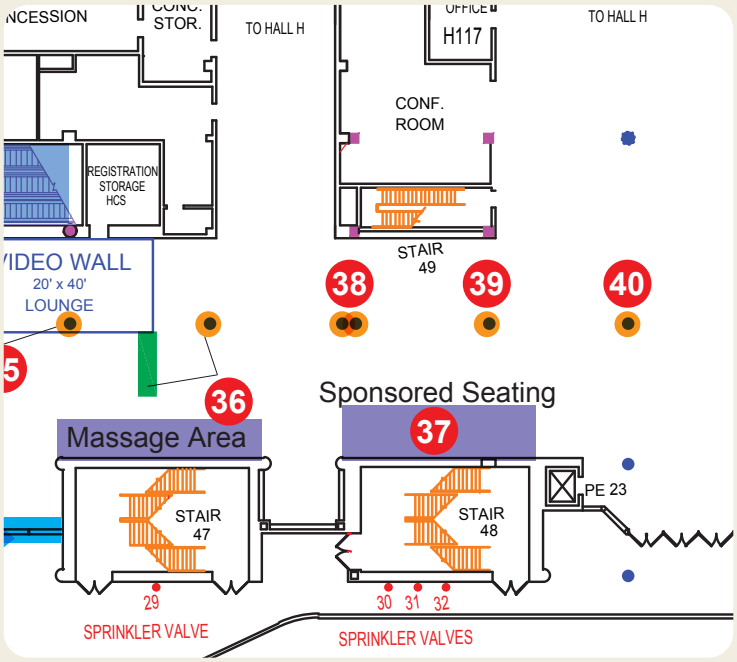
Associate your brand with rest and relaxation, generate outstanding visibility and be a hero to attendees as they queue up for complimentary shoulder massages. Certified massage therapists provide 10-minute upper body massages in specially designed chairs during designated hours Wednesday, Thursday, and Friday. Sponsorship fee includes massage therapists and all equipment needed. Sponsor may add signage to this area.

COLUMN WRAP

HALL H LOBBY

OPPORTUNITY 38





Sponsorship Location Fee

$4,000

Printing & Installation Fee

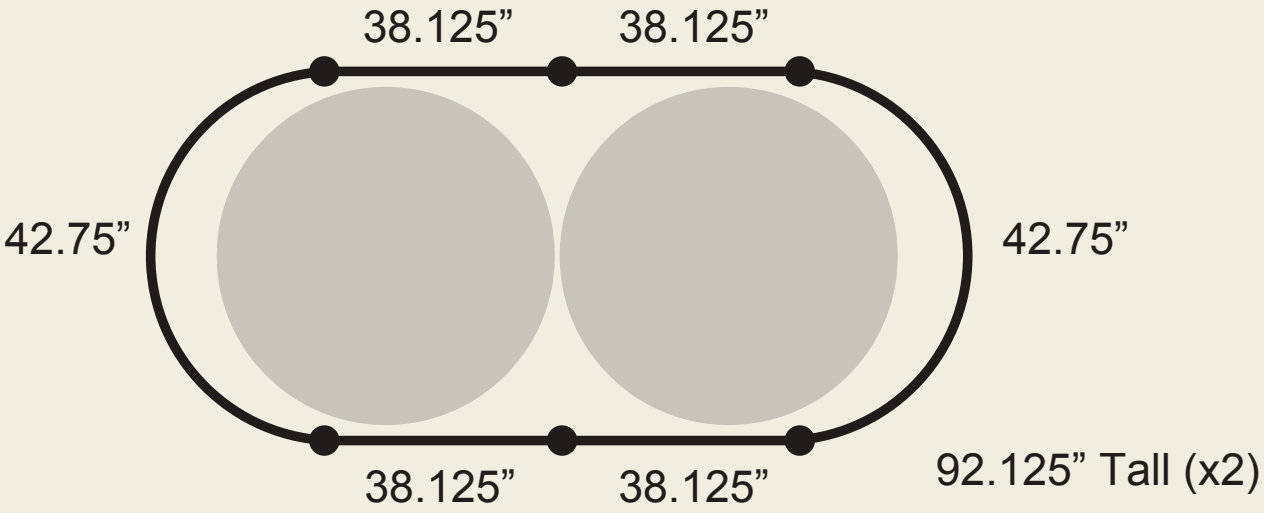
$6,077.60

Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)

Additional Information

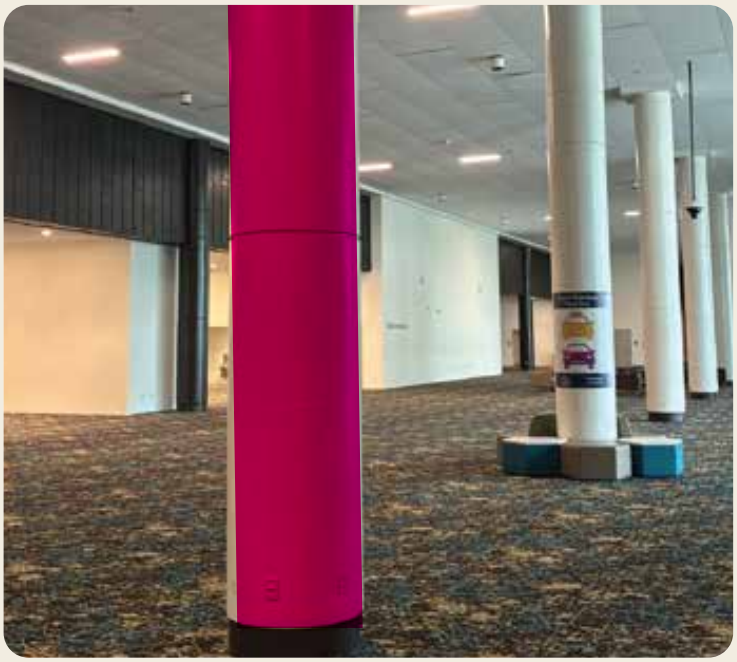
This opportunity consists of two connected columns. Please note that the width to encircle this "double column" is wider than the other columns offered.

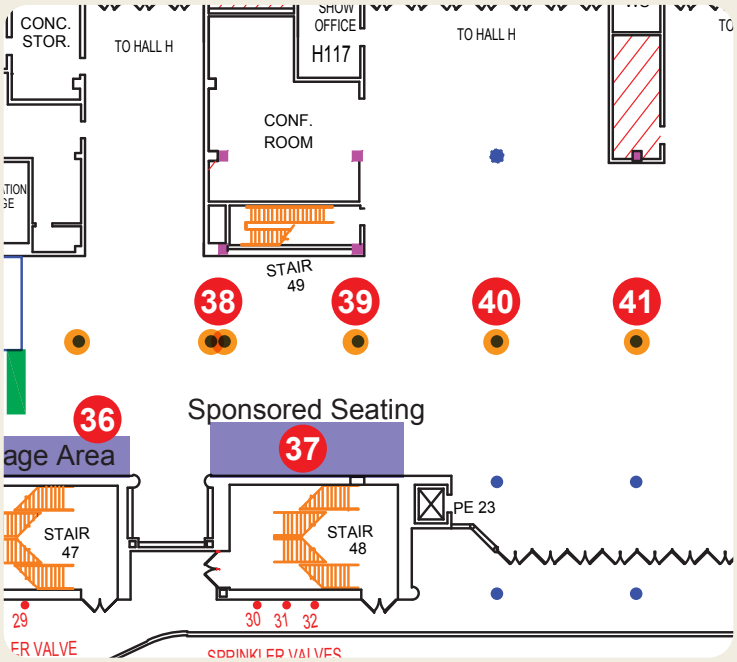


COLUMN WRAP

HALL H LOBBY

OPPORTUNITY 39





Sponsorship Location Fee

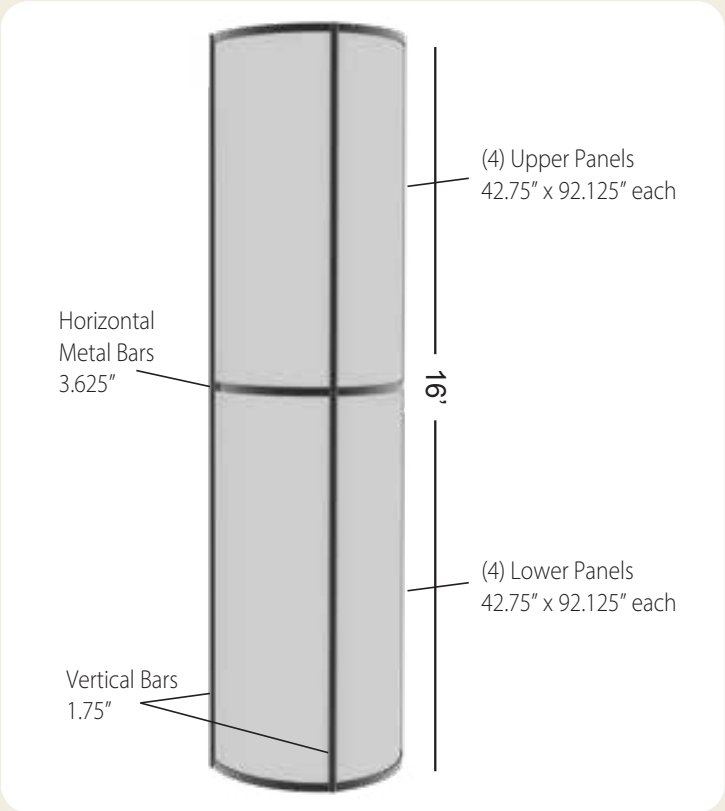
$4,000

Printing & Installation Fee

$4,376

Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)

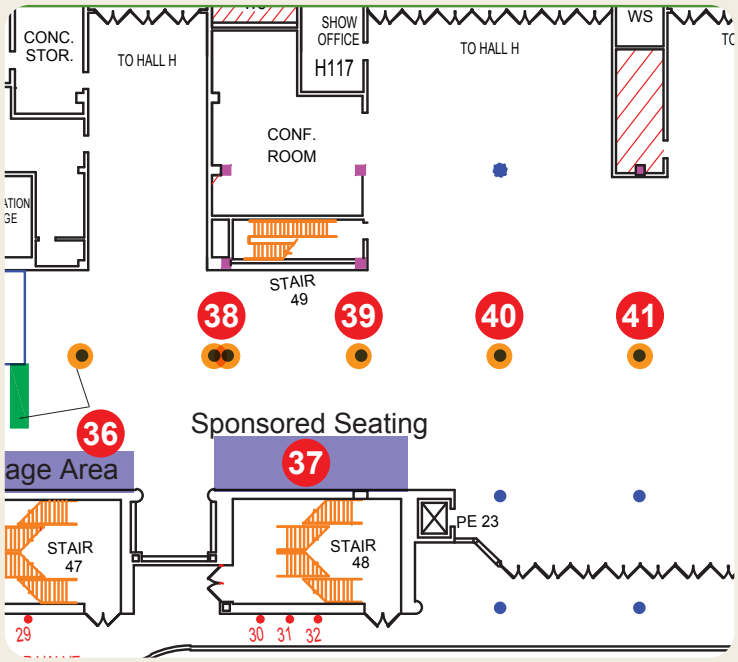


COLUMN WRAP

HALL H LOBBY

OPPORTUNITY 40





Sponsorship Location Fee

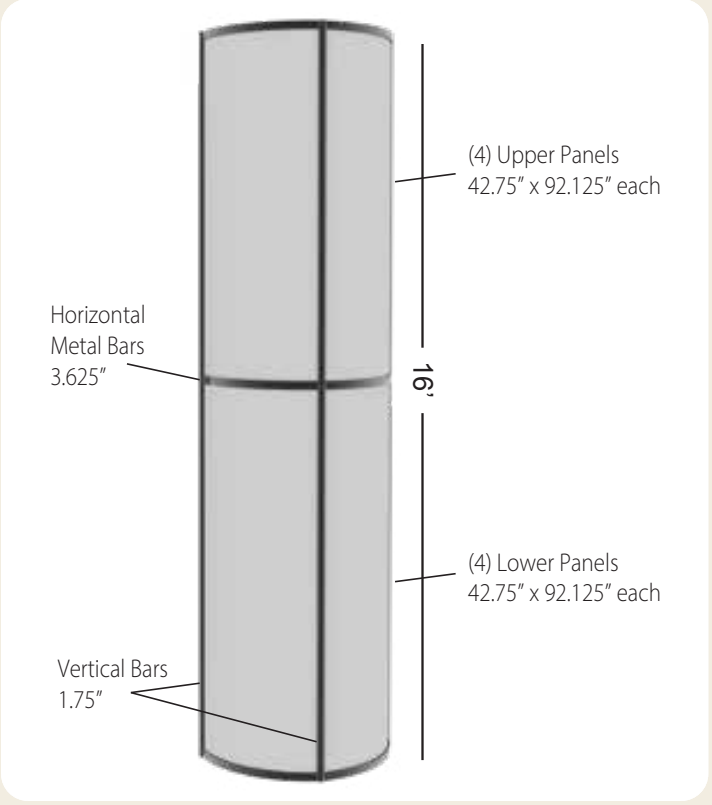
$4,000

Printing & Installation Fee

$4,376

Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)

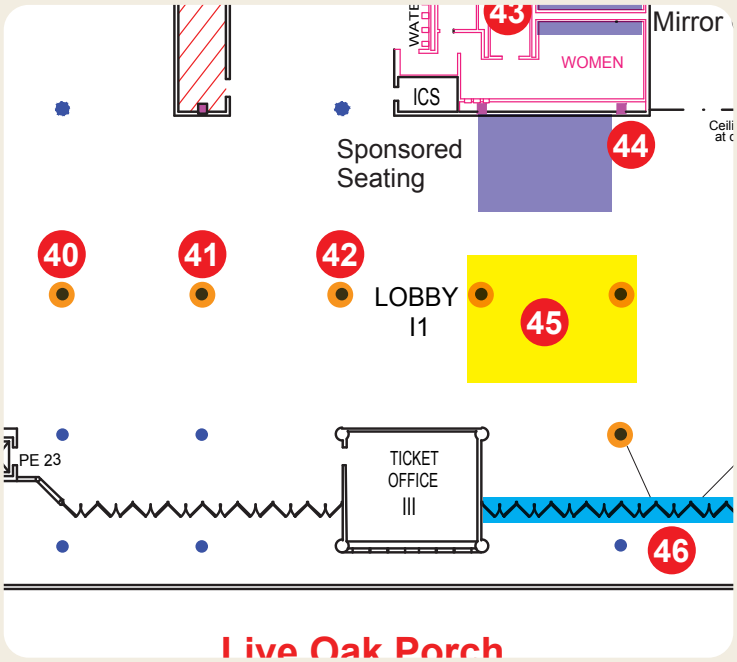


COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 41





Sponsorship Location Fee

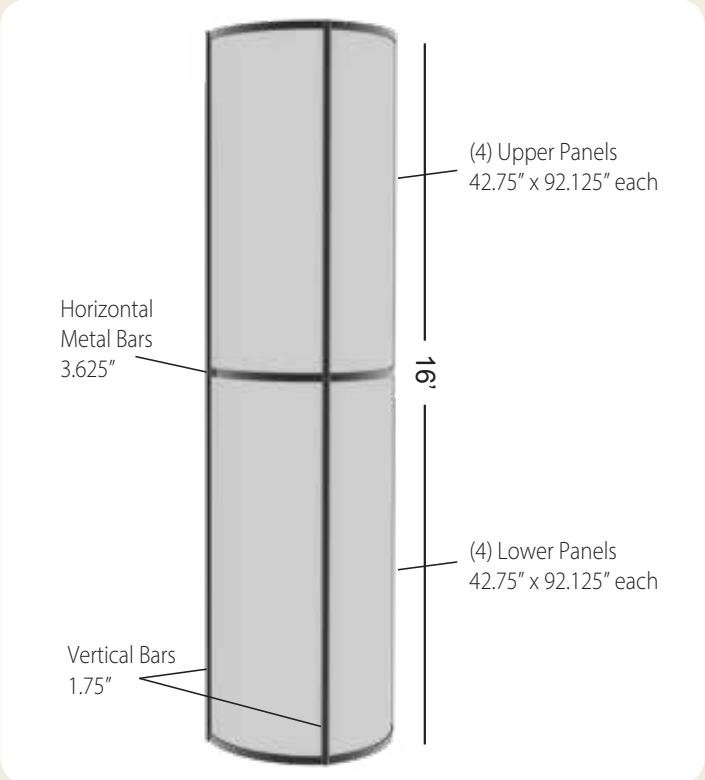
$4,000

Printing & Installation Fee

$4,376

Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)



GATHERING THAT GROUNDS YOU. THE 2027

COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 42





Sponsorship Location Fee

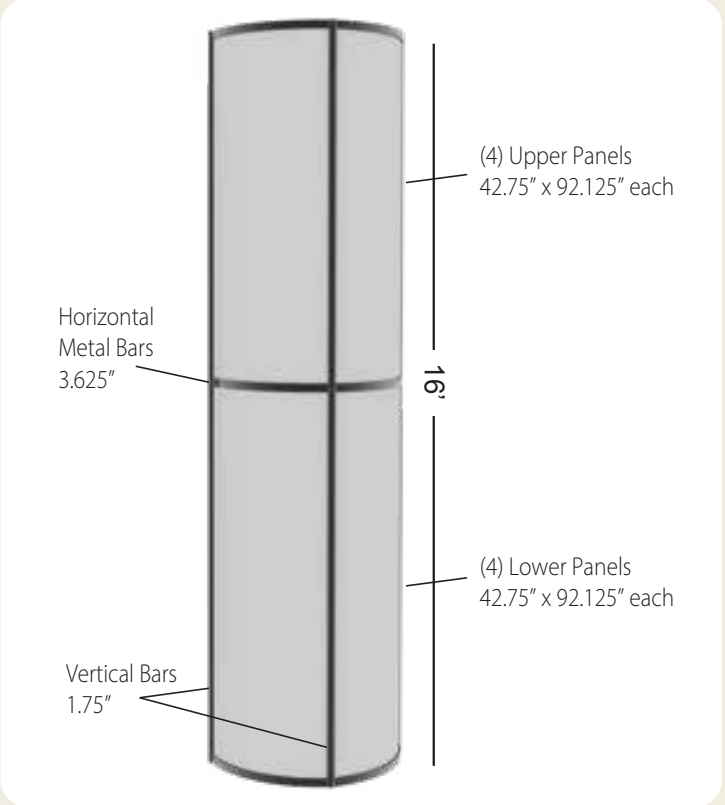
$4,000

Printing & Installation Fee

$4,376

Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)



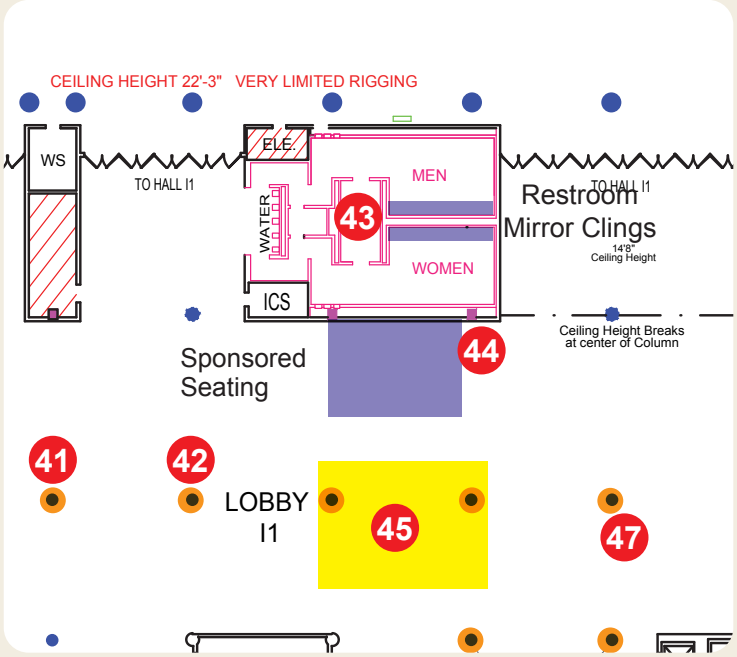
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RESTROOM MIRROR CLINGS

HALL I LOBBY

OPPORTUNITY 43





Sponsorship Location Fee

$2,000

Printing & Installation Fee

$280

Mirror Clings *16" x 16"*

Clings placed on lower right corner of mirrors.
(4 mirrors per restroom)

Additional Information

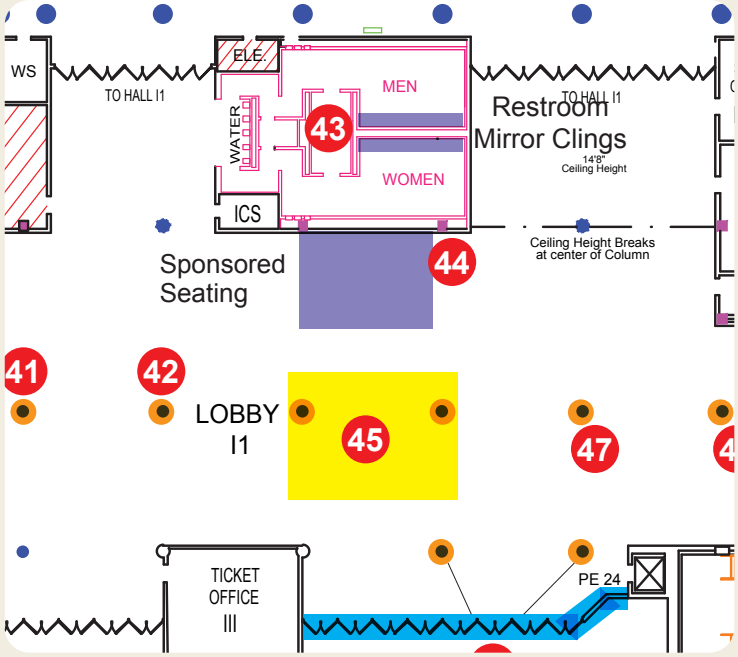
This opportunity includes the Men's and Women's restrooms in this location.

SPONSORED SEATING

HALL I LOBBY

OPPORTUNITY 44





Sponsorship Location Fee

$7,500

Printing & Installation Fee

$1,537 Optional Seamless Graphic Wall

120" x 96"



8'

3 Meter Wall

Sponsored Seating

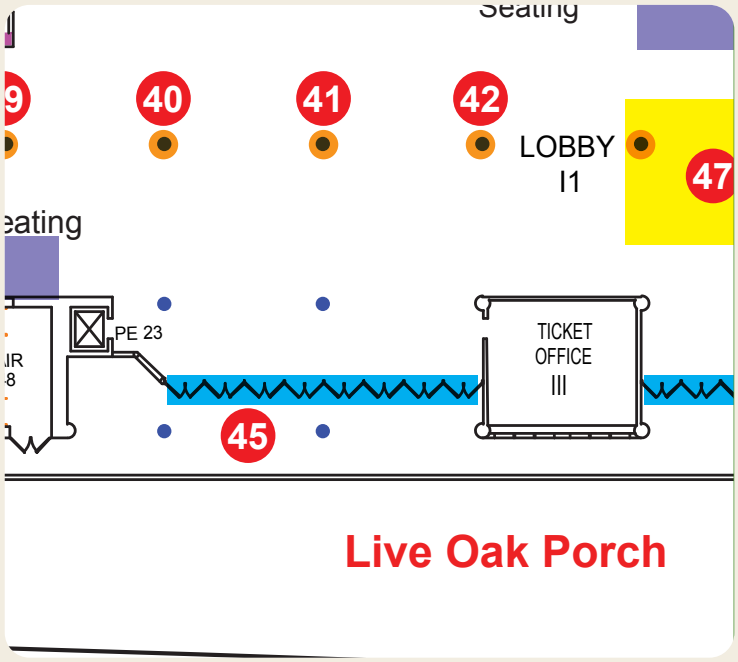
Soft seating and coffee tables will be installed here for Commodity Classic guests to rest and relax. Opportunity includes two 4'x4' lighted coffee table cubes with your company branding installed on the top surface and all four sides. Each coffee table will have outlets on the sides for guests to use.

WINDOW CLINGS

HALL I LOBBY

OPPORTUNITY 45





Sponsorship Location Fee

$15,000

Printing & Installation Fee

$25,114.80

Window Clings *Inside Facing*

A: 88″ x 70.25″ (x8)
B: 88″ x 27.875″ (x8)
C: 88″ x 59.875″ (x8)
D: 72″ x 70.25″ (x1)
E: 72″ x 27.875″ (x1)
F: 72″ x 59.875″ (x1)
G: 45″ x 70.25″ (x1)
H: 45″ x 27.875″ (x1)
I: 45″ x 59.875″ (x1)
J: 72″ x 90″ (x1)
K: 45″ x 90″ (x1)
L: 35.25″ x 34.5″ (x16)



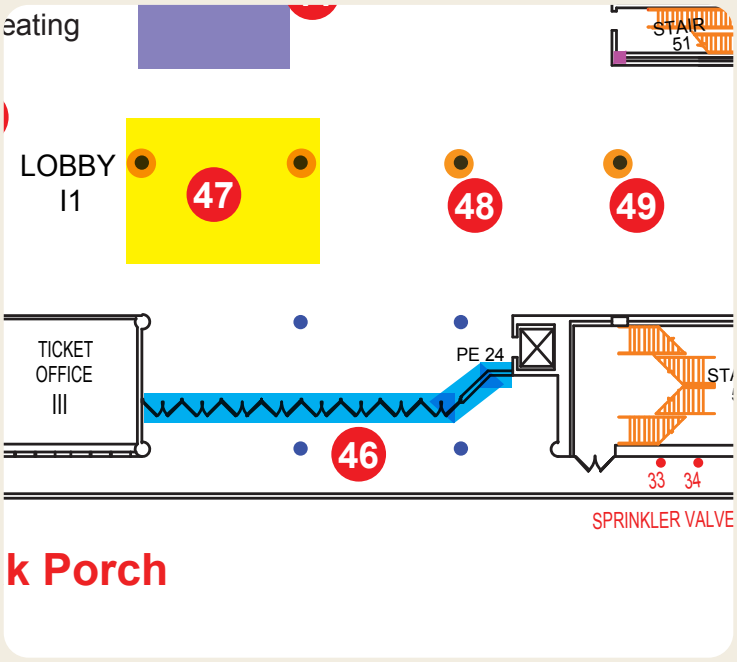
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WINDOW CLINGS

HALL I LOBBY

OPPORTUNITY 46





Sponsorship Location Fee

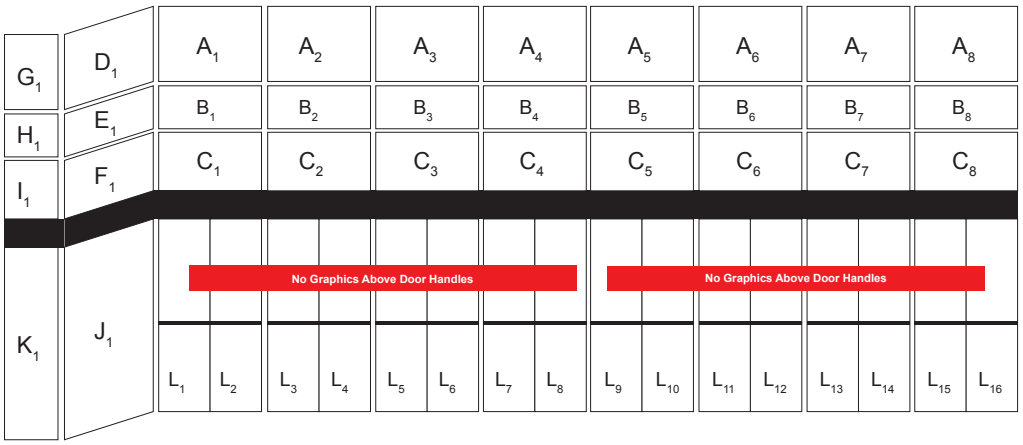
$15,000

Printing & Installation Fee

$25,114.80

Window Clings *Inside Facing*

A: 88″ x 70.25″ (x8)
B: 88″ x 27.875″ (x8)
C: 88″ x 59.875″ (x8)
D: 72″ x 70.25″ (x1)
E: 72″ x 27.875″ (x1)
F: 72″ x 59.875″ (x1)
G: 45″ x 70.25″ (x1)
H: 45″ x 27.875″ (x1)
I: 45″ x 59.875″ (x1)
J: 72″ x 90″ (x1)
K: 45″ x 90″ (x1)
L: 35.25″ x 34.5″ (x16)



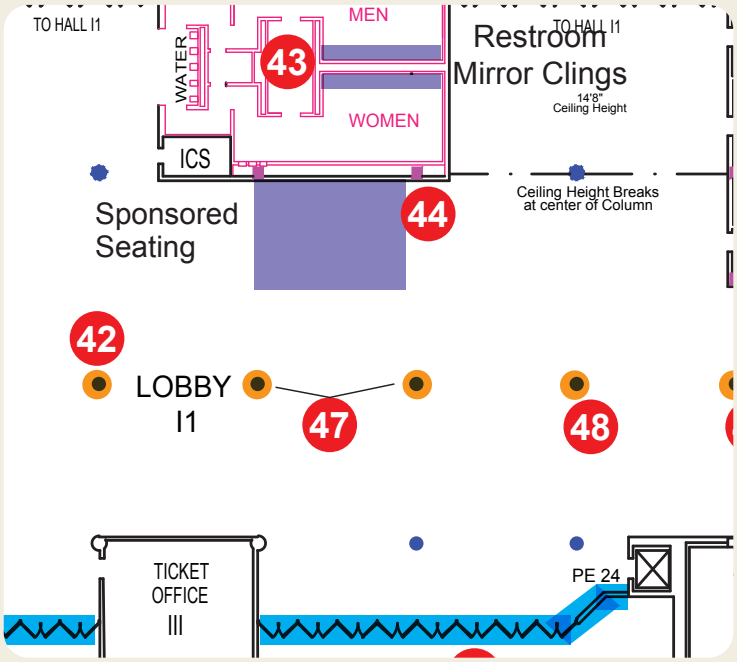
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COLUMN WRAPS

HALL I LOBBY

OPPORTUNITY 47





Sponsorship Location Fee

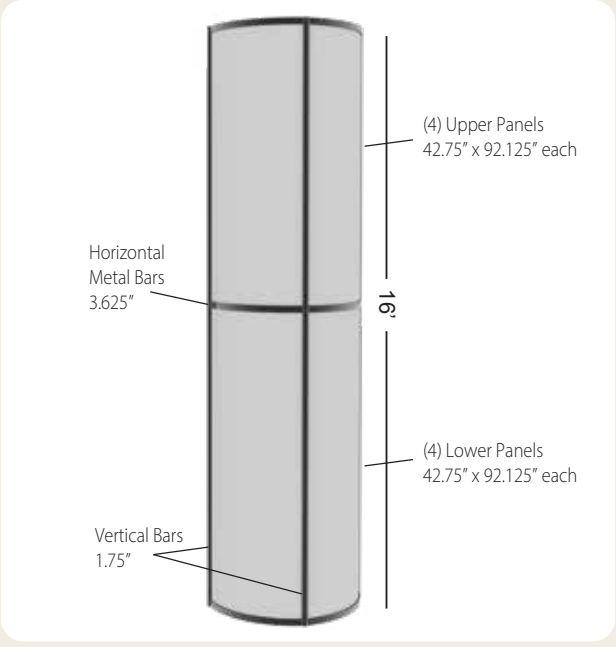
$8,000

Printing & Installation Fee

$8,752 For both columns

Column Wrap *(x2) 16' tall*

Wraps will be made with agam metal (see mockup below)



Additional Information

Floor cling printing & installation pricing is dependent on quantity and size of clings within the given area.

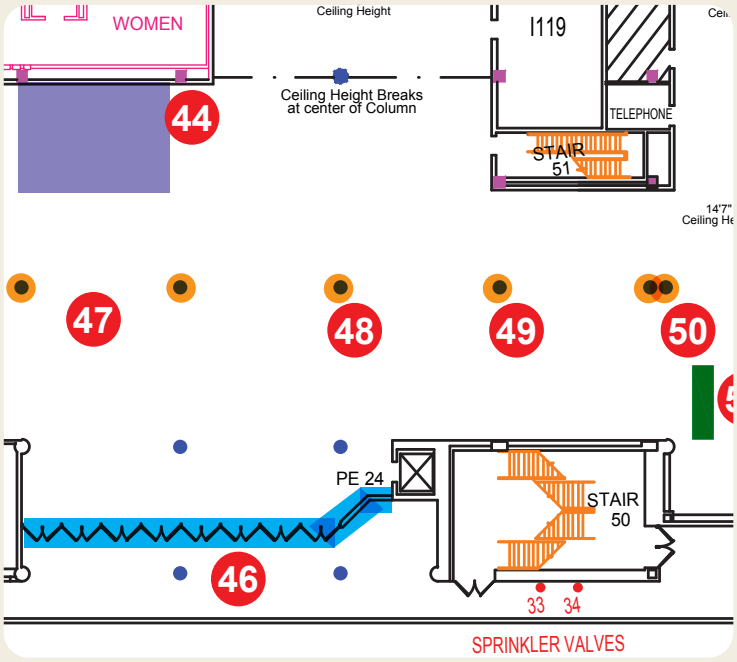
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COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 48





Sponsorship Location Fee

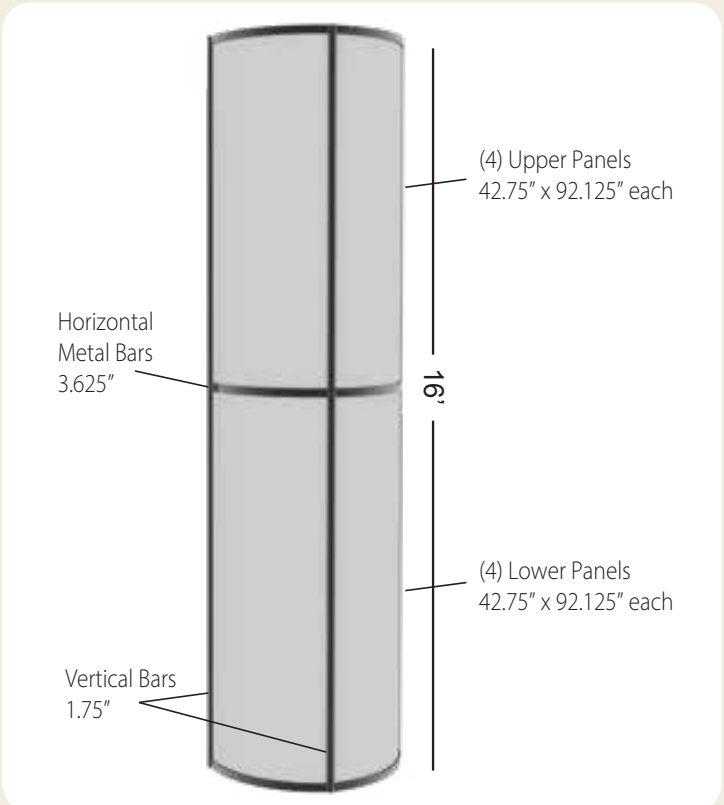
$4,000

Printing & Installation Fee

$4,376

Column Wrap *16′ tall*

Wraps will be made with agam metal (see mockup at right).
Seating at base of column in photo can be removed.



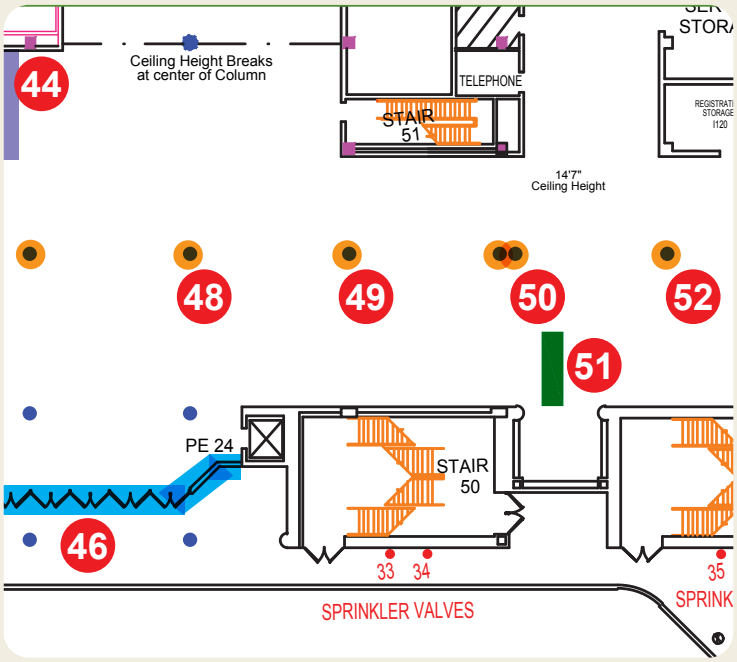
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COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 49





Sponsorship Location Fee

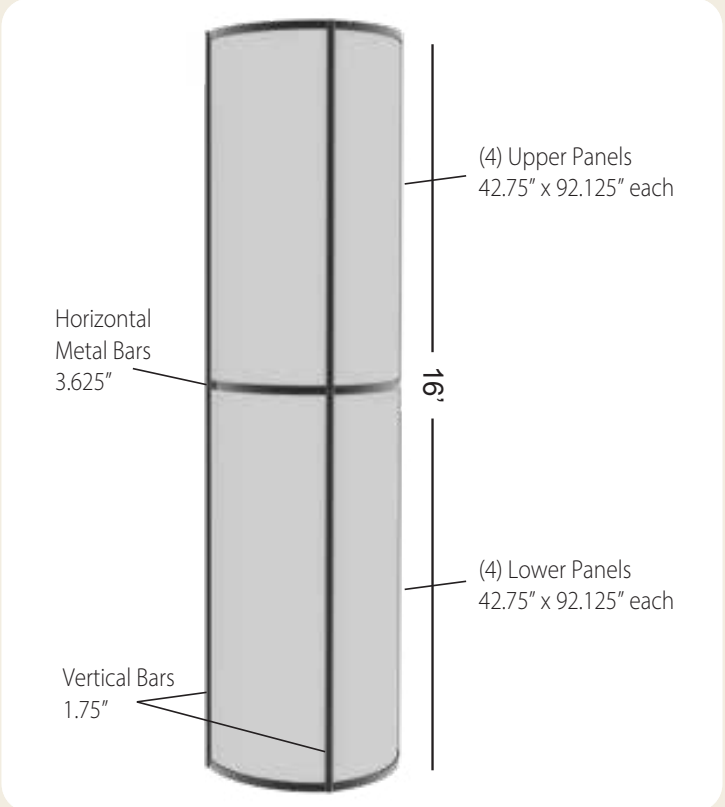
$4,000

Printing & Installation Fee

$4,376

Column Wrap *16' tall*

Wraps will be made with agam metal (see mockup at right).
Seating at base of column in photo can be removed.

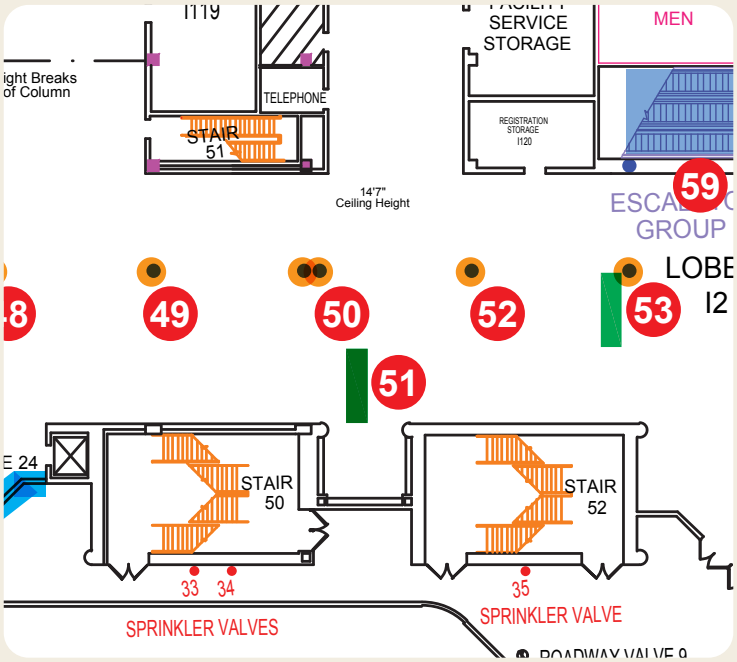


COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 50





Sponsorship Location Fee

$4,000

Printing & Installation Fee

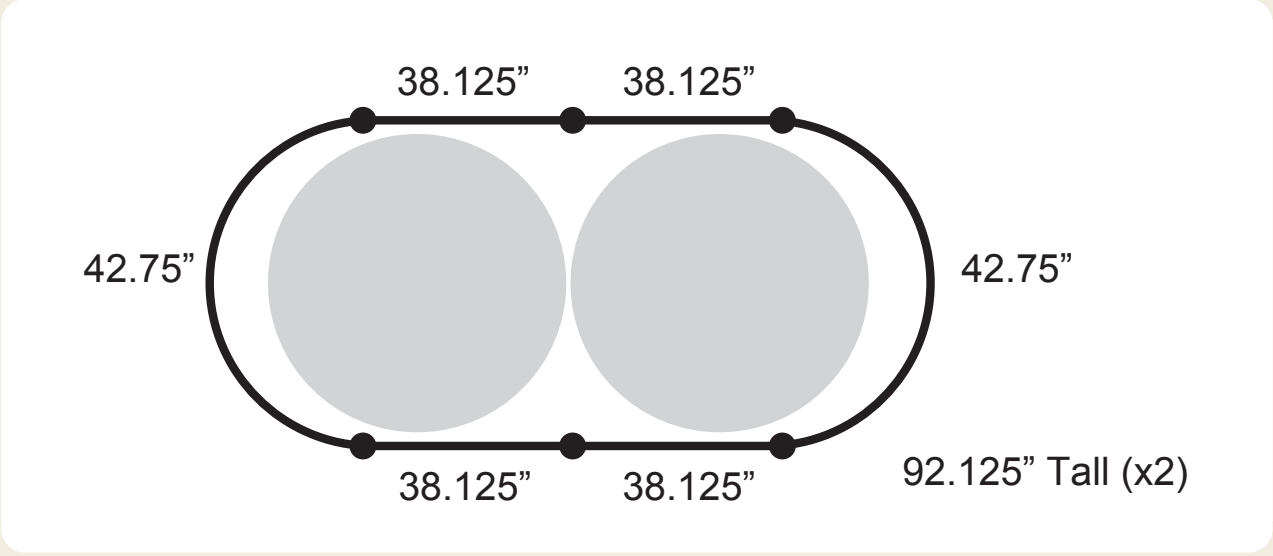
$6,077.60

Column Wrap *16' tall*

Wraps will be made with agam metal (see mockup below)

Additional Information

This opportunity consists of two connected columns. Please note that the width to encircle this "double column" is wider than the other columns offered.

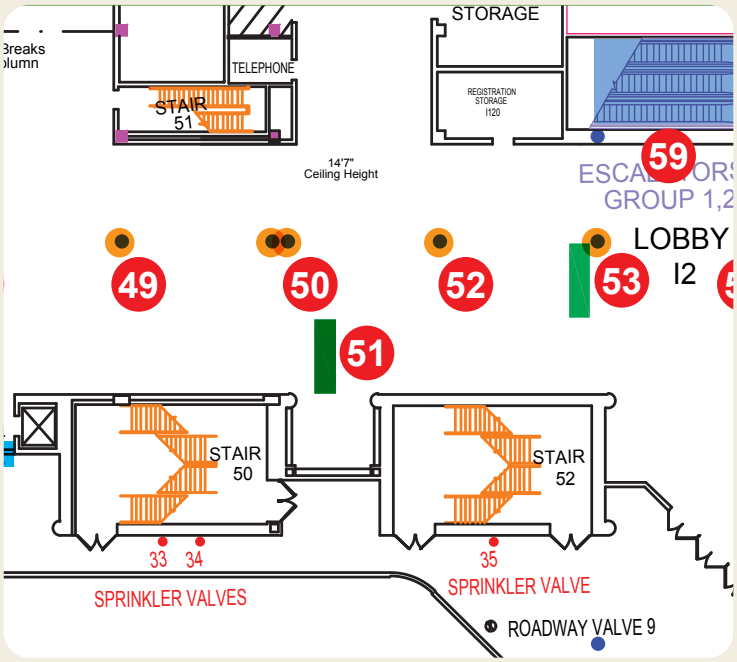


HANGING BANNER

HALL I LOBBY

OPPORTUNITY 51





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$1,824

Hanging Banner *Double Sided*

72″ x 96″

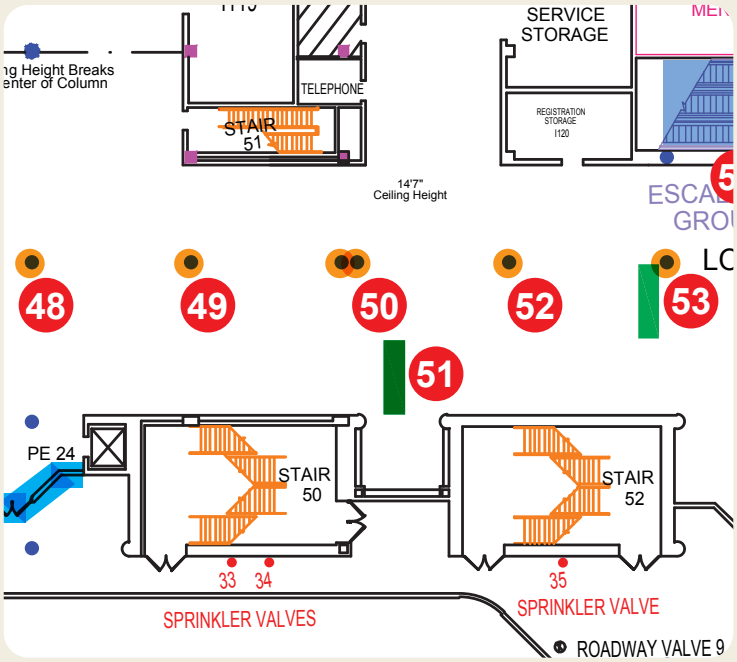


COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 52





Sponsorship Location Fee

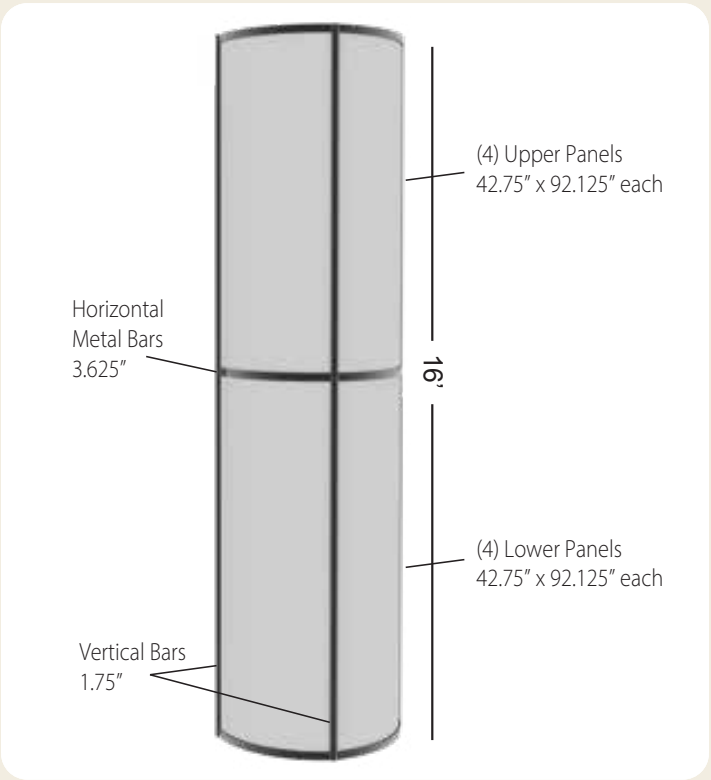
$4,000

Printing & Installation Fee

$4,376

Column Wrap *16′ tall*

Wraps will be made with agam metal (see mockup at right)



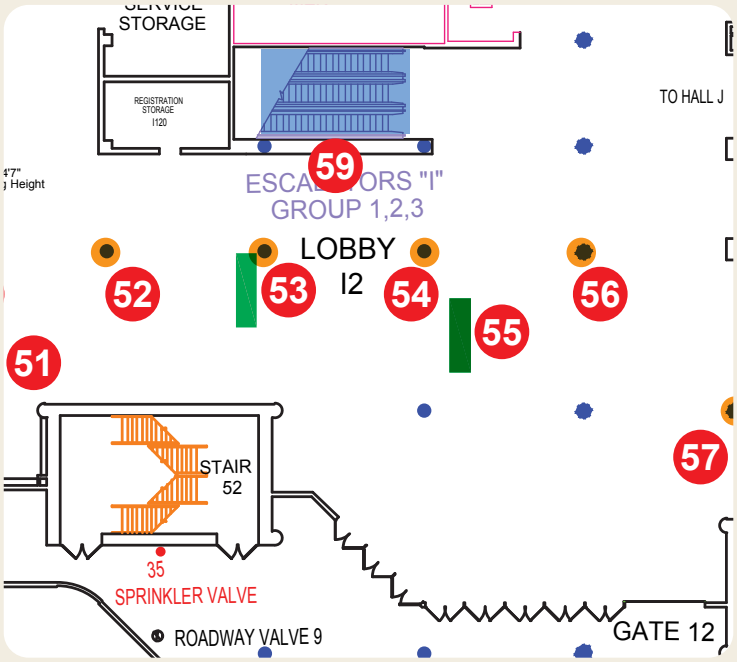
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COLUMN WRAP & HANGING BANNER

HALL I LOBBY

OPPORTUNITY 53





Sponsorship Location Fee

$8,000

Printing & Installation Fee

$4,376 Column

$1,824 Banner

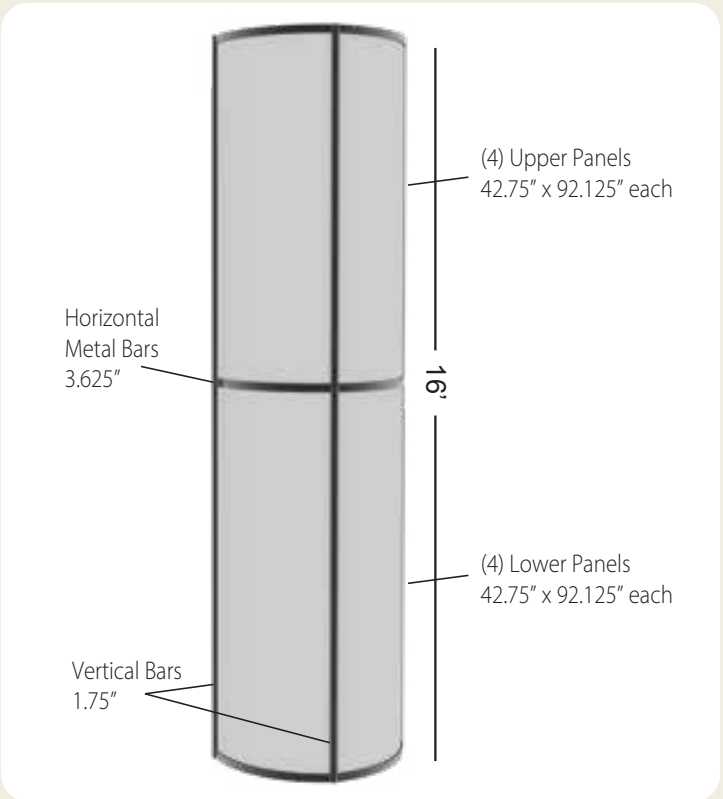
Column Wrap *16′ tall*

Wraps will be made with agam metal (see mockup at right)

Hanging Banner *Double Sided*

72″ x 96″





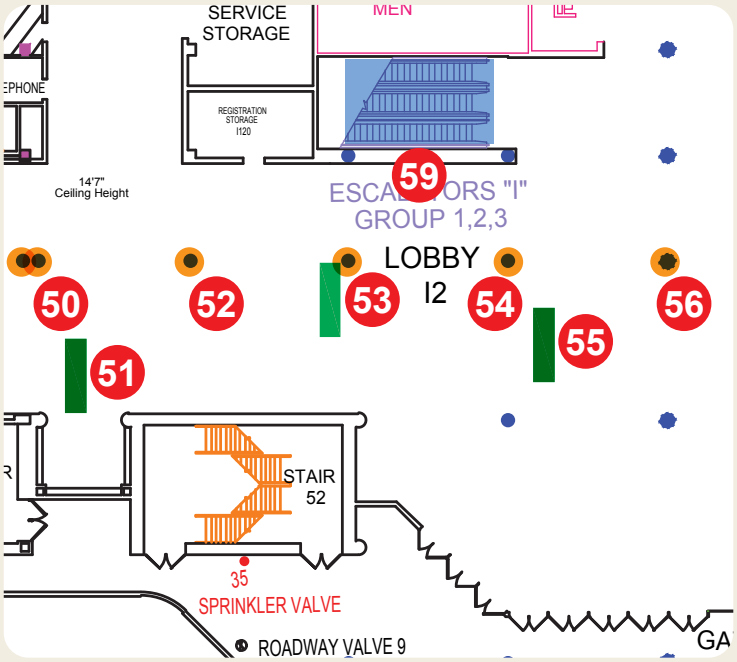
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COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 54





Sponsorship Location Fee

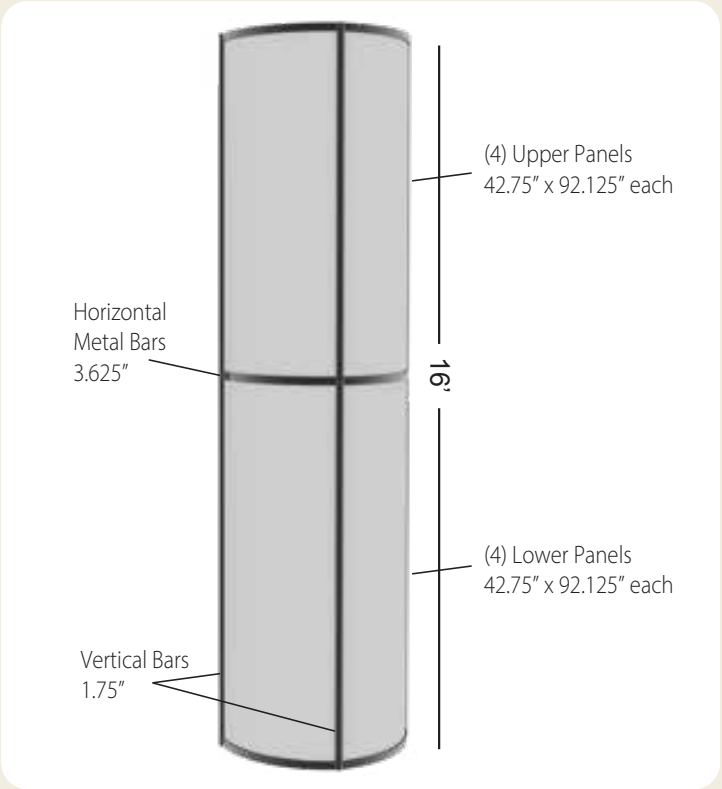
$4,000

Printing & Installation Fee

$4,376

Column Wrap *16' tall*

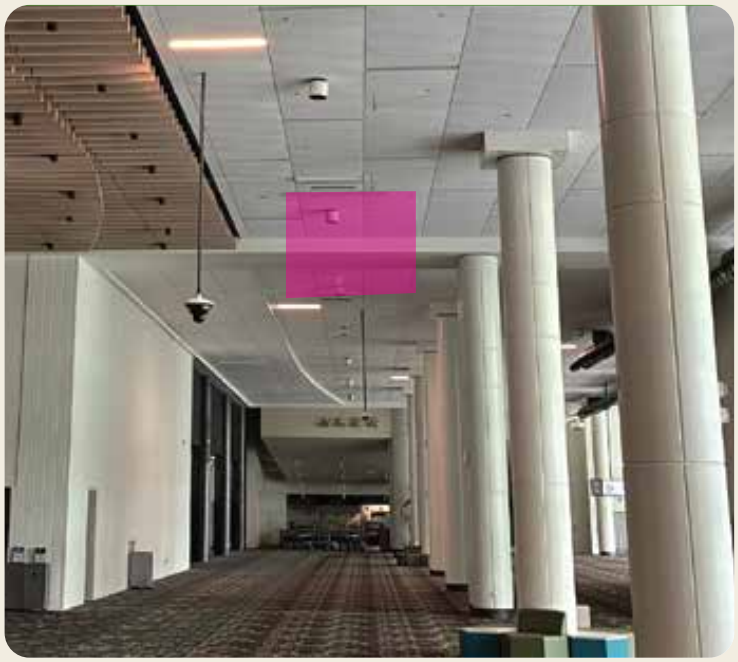
Wraps will be made with agam metal (see mockup at right)



HANGING BANNER

HALL I LOBBY

OPPORTUNITY 55





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$1,824

Hanging Banner *Double Sided*

72″ x 96″

Additional Information

Located across from Trade Show Hall I2 Entrance.

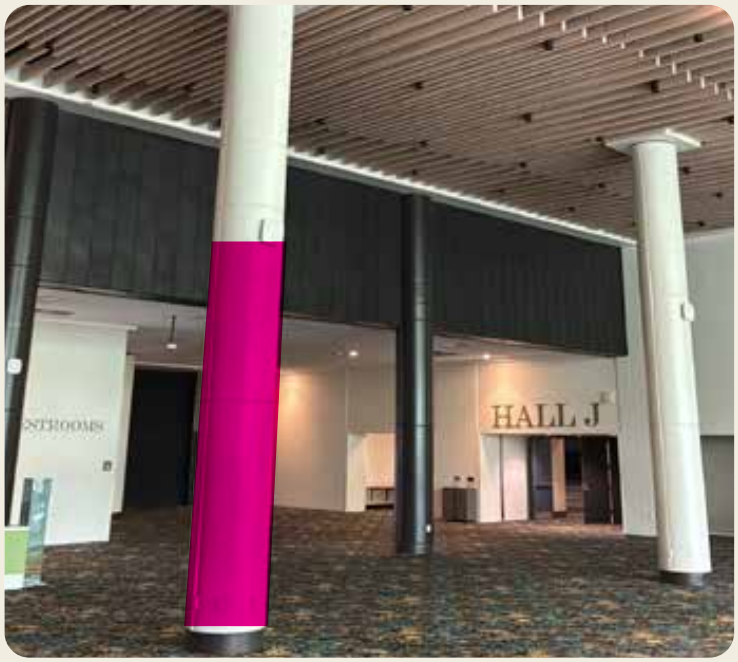


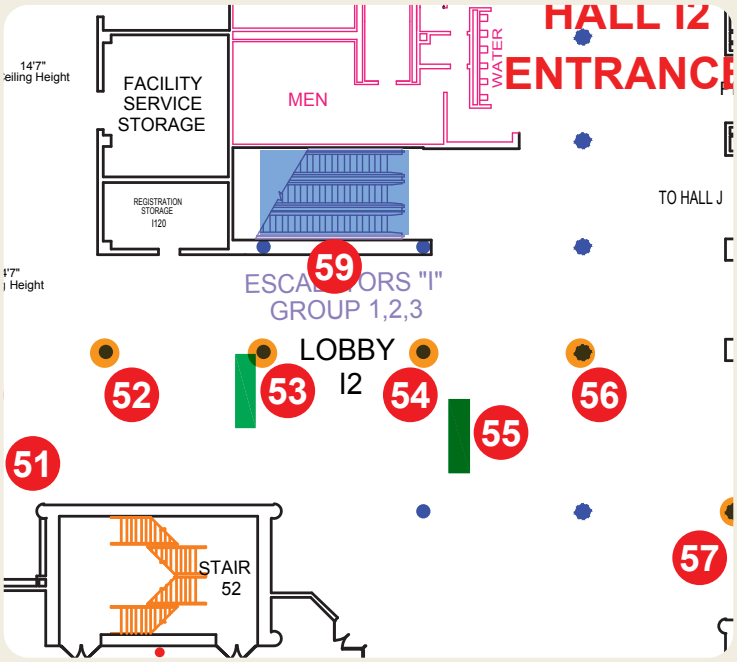
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COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 56





Sponsorship Location Fee

$4,000

Printing & Installation Fee

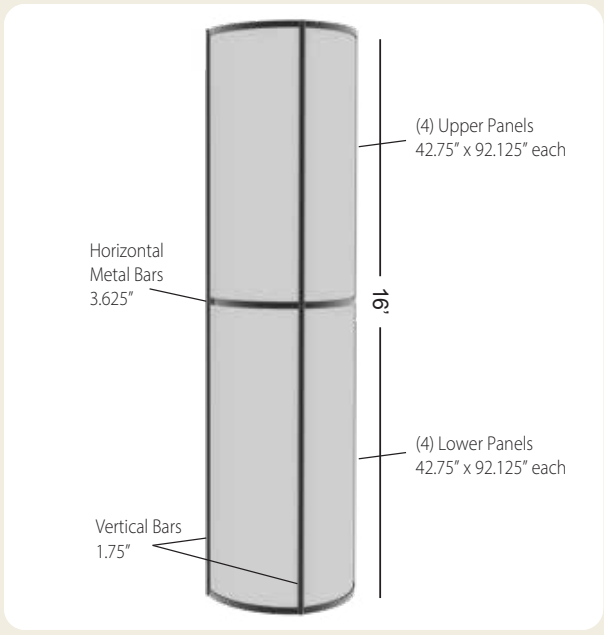
$4,376

Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)

Additional Information

Located across from Trade Show Hall I2 Entrance.

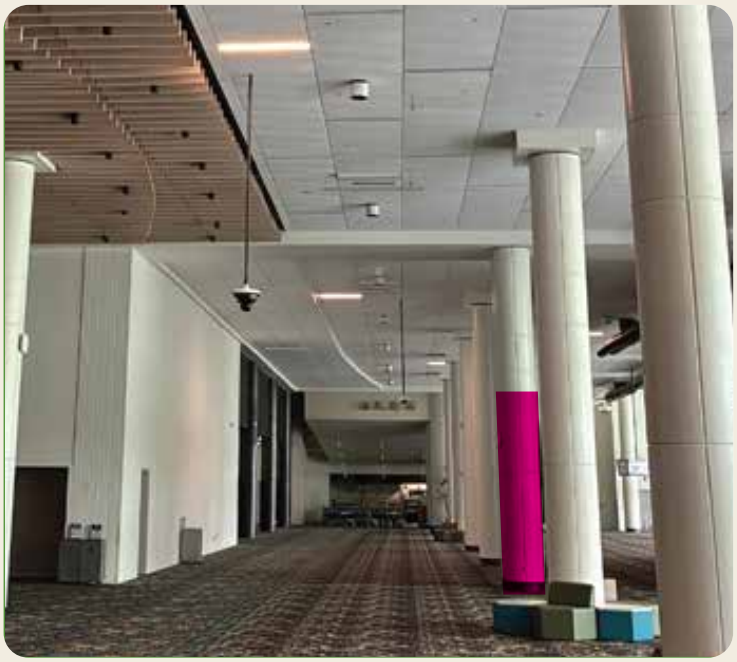


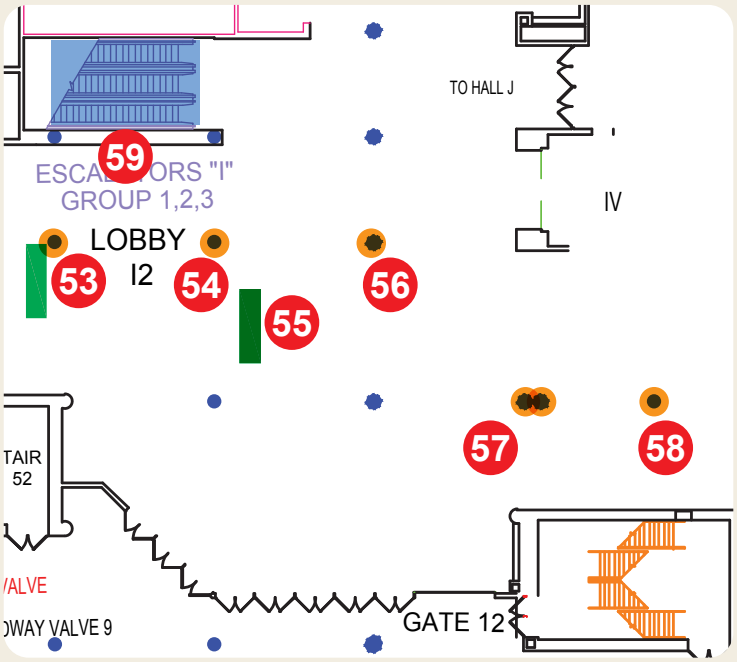
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COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 57





Sponsorship Location Fee

$4,000

Printing & Installation Fee

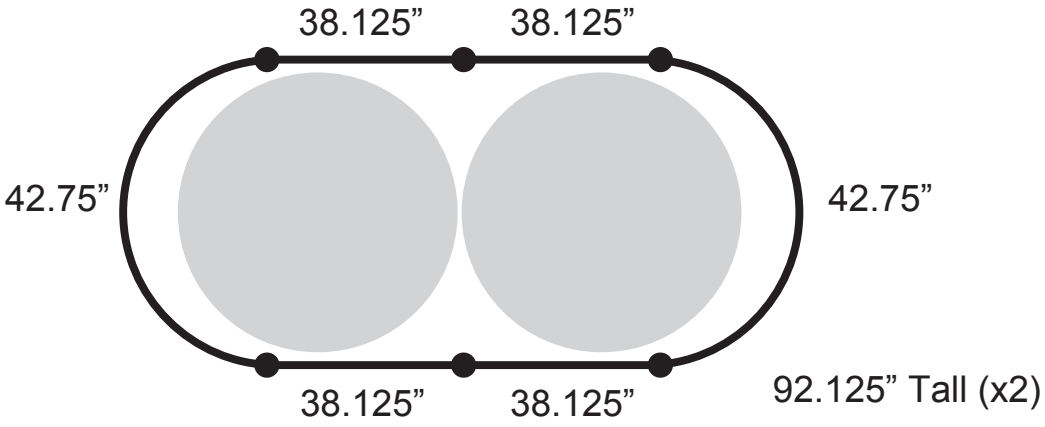
$6,077.60

Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup below)

Additional Information

This opportunity consists of two connected columns. Please note that the width to encircle this "double column" is wider than the other columns offered. Located across from Trade Show Hall I2 Entrance.

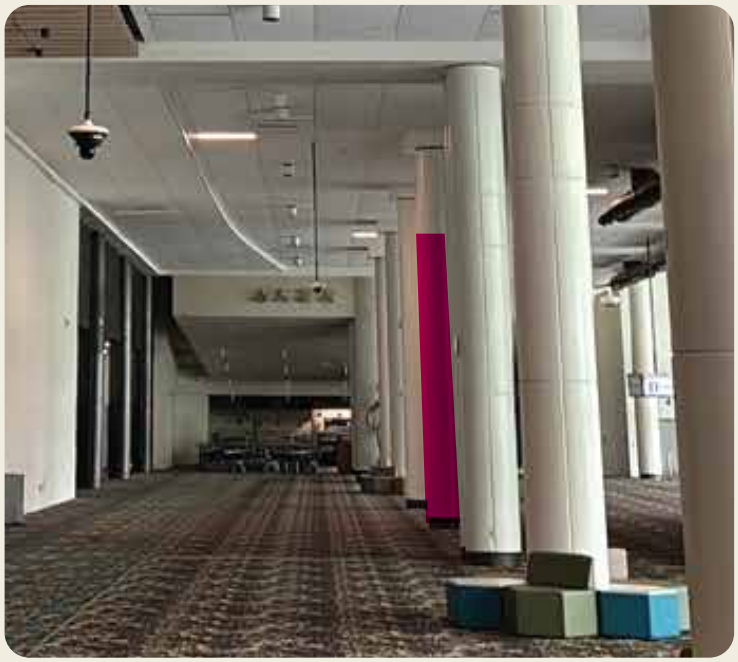


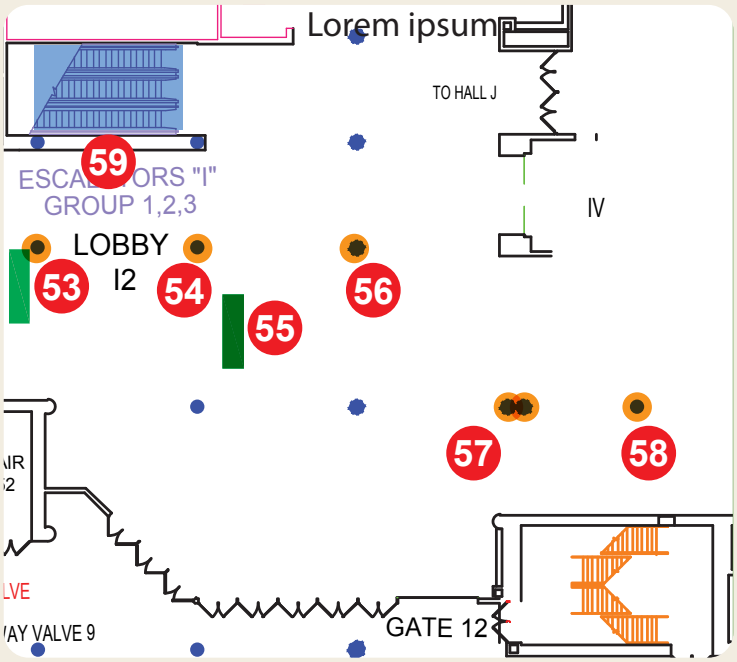
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COLUMN WRAP

HALL I LOBBY

OPPORTUNITY 58





Sponsorship Location Fee

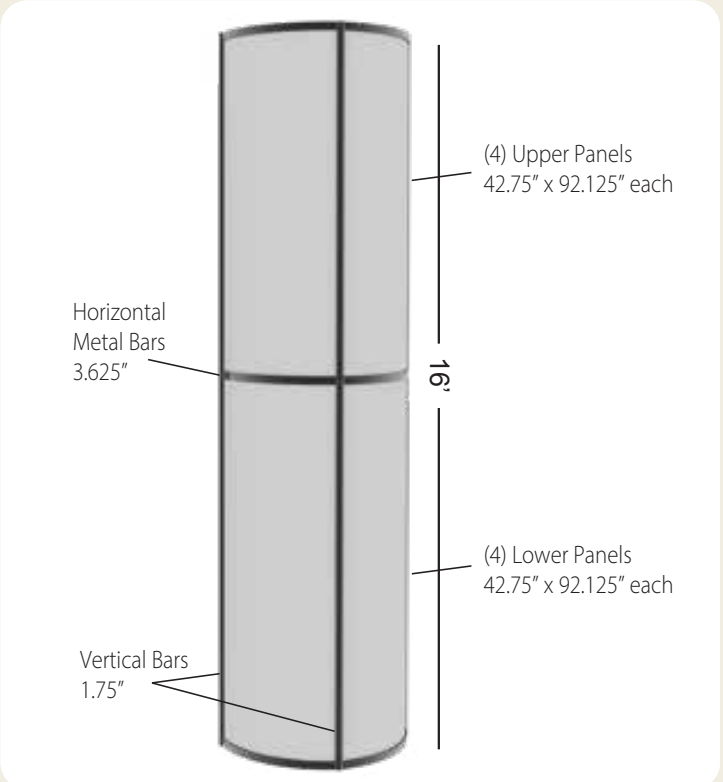
$3,000

Printing & Installation Fee

$4,376

Column Wrap *(x1) 16' tall*

Wraps will be made with agam metal (see mockup at right)

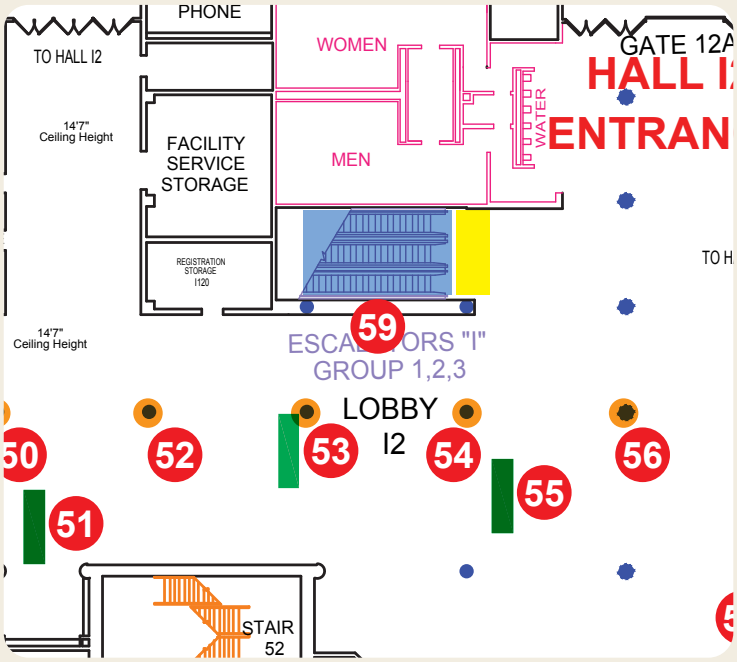


ESCALATOR & FLOOR CLINGS

HALL I LOBBY

OPPORTUNITY 59





Sponsorship Location Fee

$17,500

Printing & Installation Fee

$16,351.67 Escalator

$1,500 Floor Cling

Escalator Clings

Metal Sides: 58′ x 23.5″ (x6)

Flat Divider: 11.5″ x 71′ (x2)

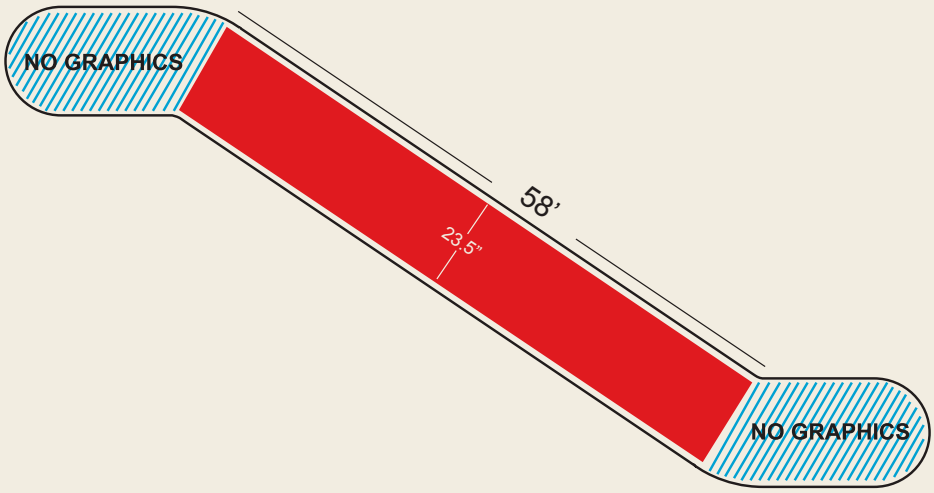
Additional Information

Escalator goes up to General Session, Education Sessions, Association Meetings. Floor cling is at bottom of escalator.

Floor Cling *15′ x 5′*

Clings bigger than 50″ x 50″ will be tiled.

Floor cling is at bottom of escalator.



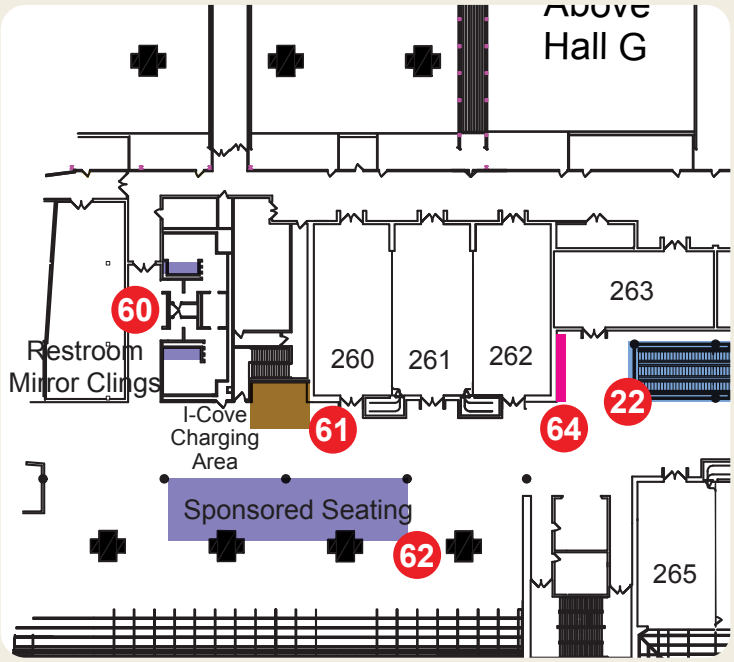
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RESTROOM MIRROR CLINGS

NEAR ROOM 260 (2ND FLOOR)

OPPORTUNITY 60





Sponsorship Location Fee

$2,000

Printing & Installation Fee

$315

Mirror Clings *16" x 16"*

Clings placed on lower right corner of mirrors.
(3-4 mirrors per restroom)

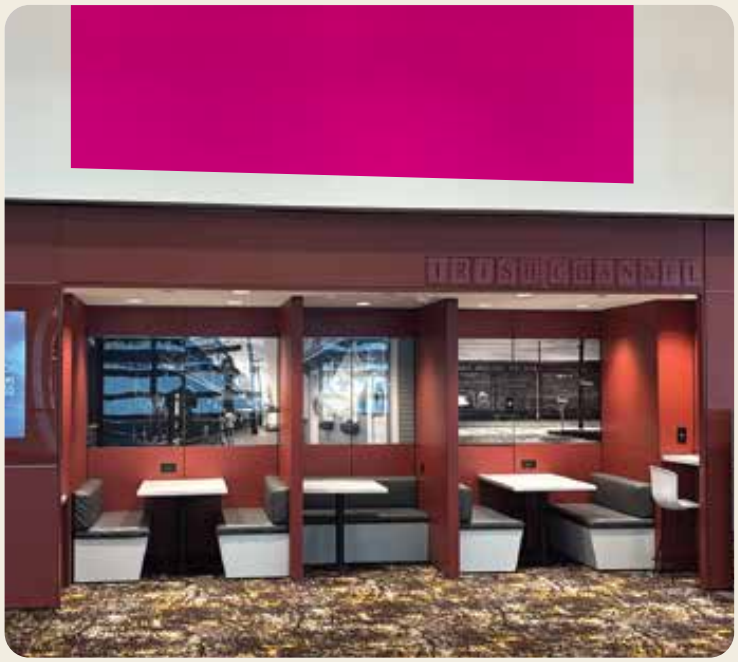
Additional Information

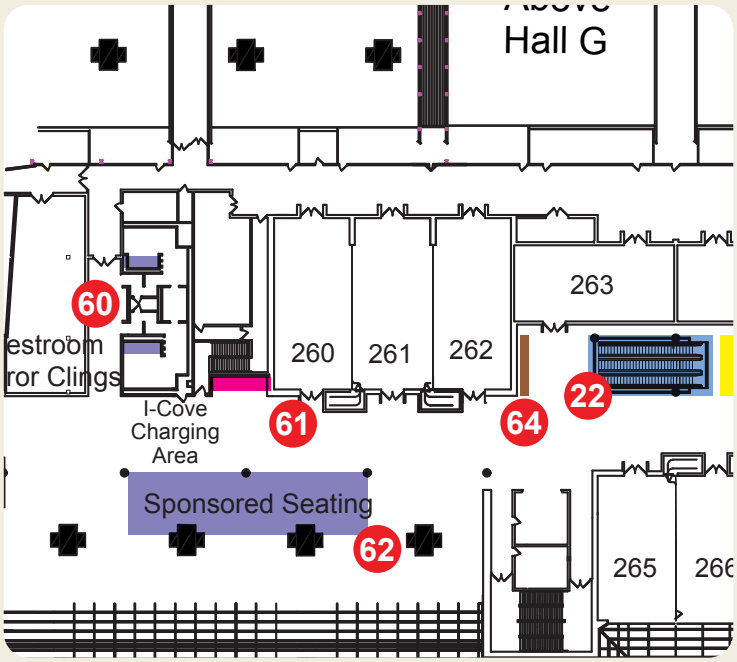
This opportunity includes the Men's and Women's restrooms in this location. Events in this area include Education and Association Meetings.

WALL CLING

NEAR ROOM 260 (2ND FLOOR)

OPPORTUNITY 61





Sponsorship Location Fee

$4,000

Printing & Installation Fee

$20 sq. ft.

Wall Cling

Sponsor may cling white wall above coves.

Location Information

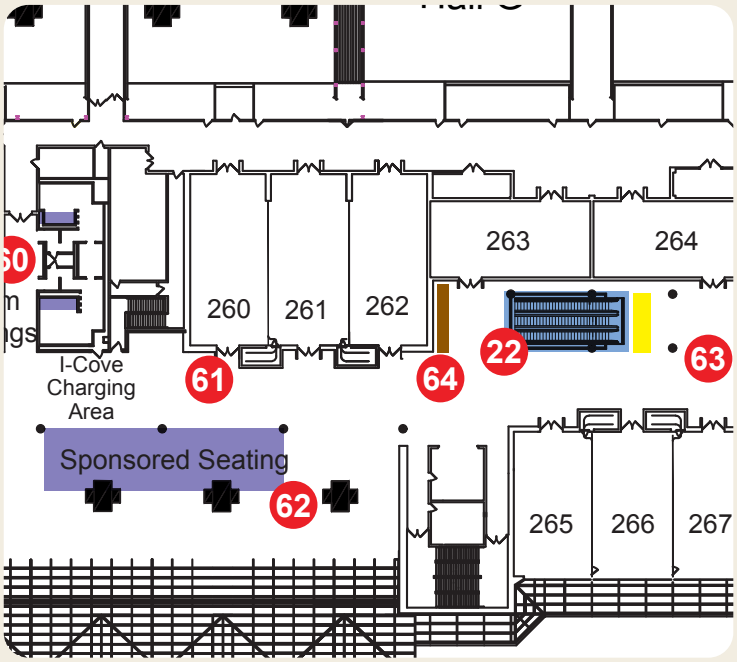
I-Cove is a built-in charging station located in the Educational Sessions meeting room hallway.

SPONSORED SEATING

ACROSS FROM ROOM 260 (2ND FLOOR)

OPPORTUNITY 62





Sponsorship Location Fee

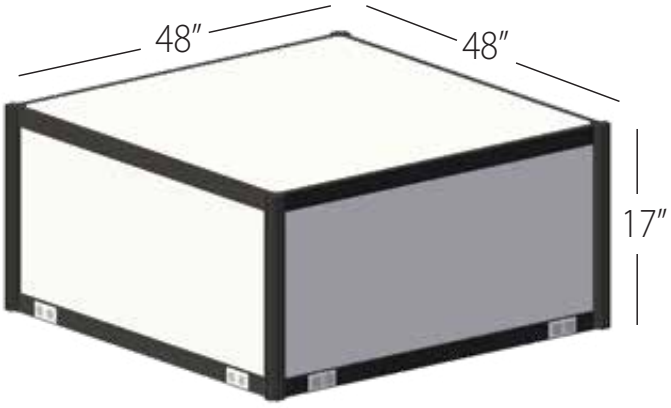
$4,000

Printing & Installation Fee

$1,537 Optional Seamless Graphic Wall

Sponsored Seating

Seating and coffee tables will be installed along the railing across from the I-Cove and Room 260 for Commodity Classic guests to continue their conversations between educational sessions. Opportunity includes two 4′ x 4′ lighted coffee table cubes with your company branding installed on the top surface and all four sides. Each cube will have outlets on the sides for your guests to use. Commodity Classic video monitor located here.



120″ x 96″



8′

3 Meter Wall

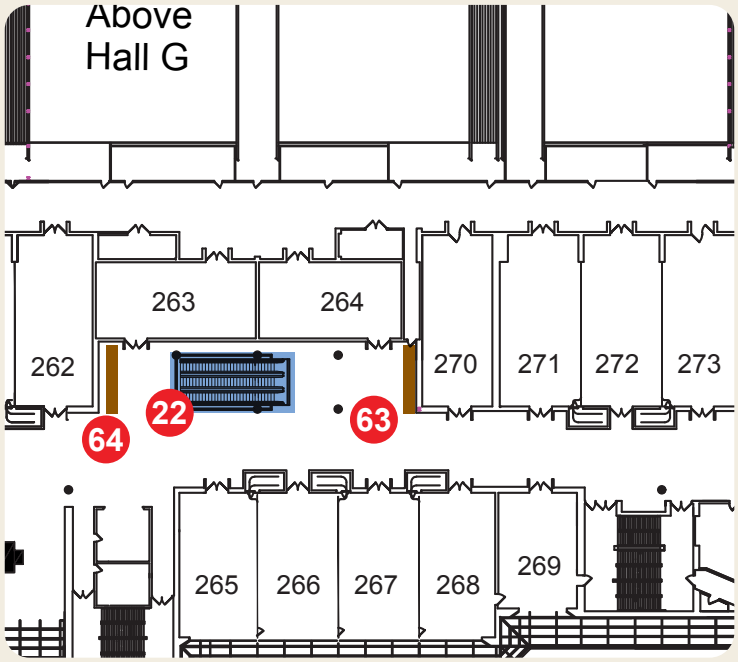
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SEG WALL

ACROSS FROM ROOM 267 (2ND FLOOR)

OPPORTUNITY 63





Sponsorship Location Fee

$7,000

Printing & Installation Fee

$1,537.80

SEG

3 Meter x 8′

Seamless Fabric

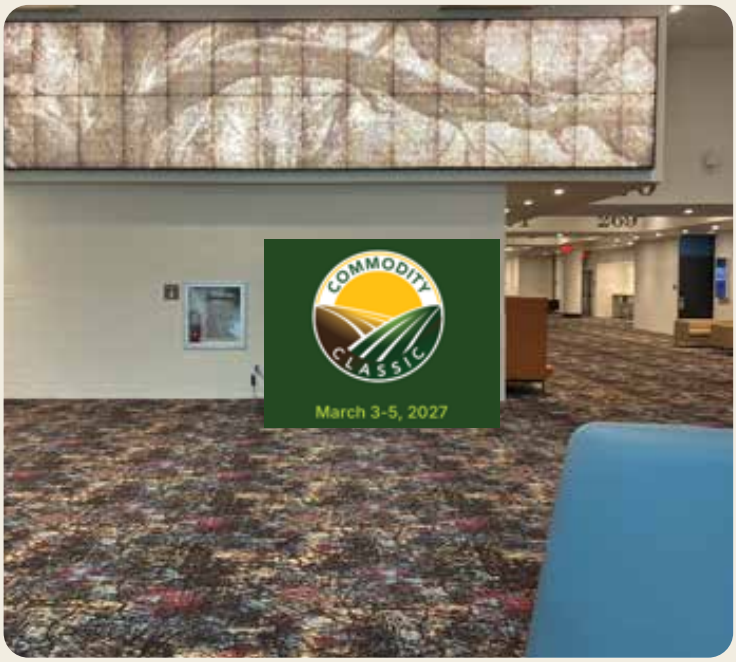
Location Information

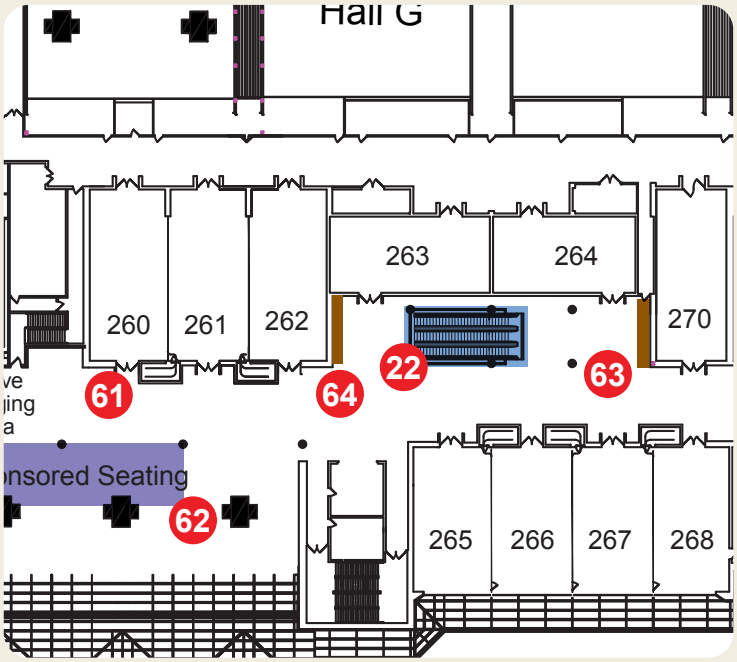
Wall is visible when arriving to the 2nd floor via the Hall G Lobby escalators, and when walking through the lobby for the Education and General Session.

SEG WALL

NEAR ROOM 262 (2ND FLOOR)

OPPORTUNITY 64





Sponsorship Location Fee

$7,000

Printing & Installation Fee

$1,537.80

SEG

3 Meter x 8′

Seamless Fabric

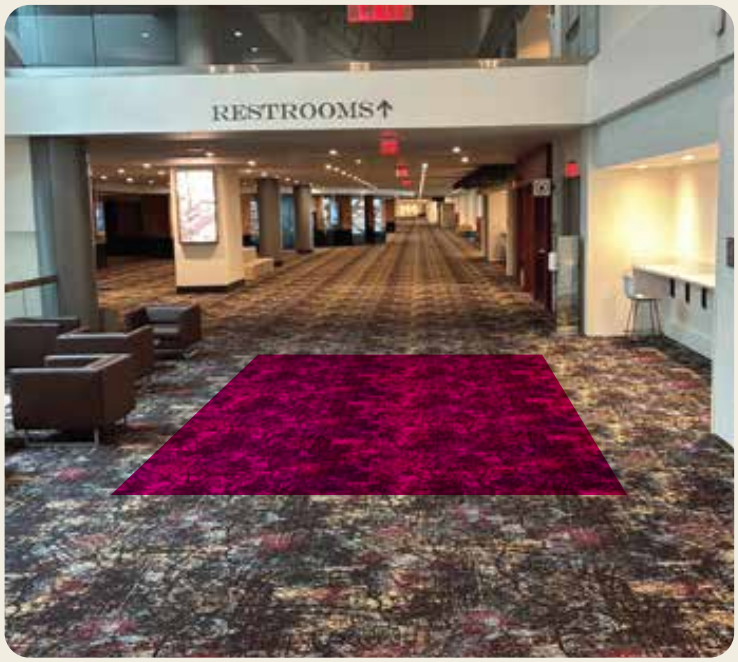
Location Information

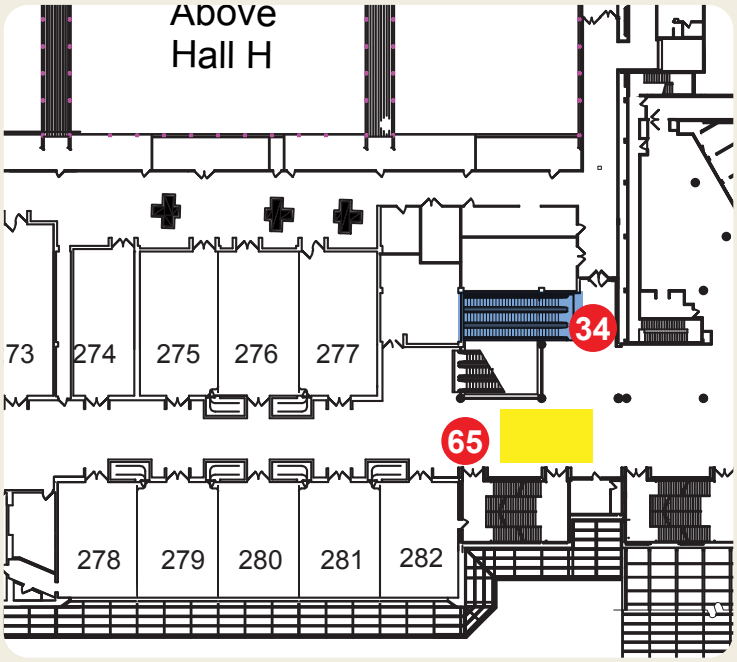
Wall is visible when walking through the lobby for the Education and General Session.

FLOOR CLING

TOP OF ESCALATOR NEAR ROOM 282 (2ND FLOOR)

OPPORTUNITY 65





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$20 sq. ft.

Floor Cling *Up to 15′ x 25′ area*

Clings bigger than 50″ x 50″ will be tiled.



Additional Information

Located between Room 282 and Escalator H.

Floor cling printing & installation pricing is dependent on quantity and size of clings within the given area. Located between Room 282 and Escalator H, and near New Orleans Theatre, location of General Session and larger educational sessions.



HILTON RIVERSIDE SIGNAGE & BRANDING OPPORTUNITIES

THE GATHERING THAT GROUNDS YOU. 2027

Contact apodkul@soy.org for more information.

COMMODITY CLASSIC



SHERATON NEW ORLEANS SIGNAGE & BRANDING OPPORTUNITIES

CATHERING THAT GROUNDS YOU. THE 2027

Contact apodkul@soy.org for more information.

COMMODITY CLASSIC