



Educational Program Opportunities

2019 Commodity Classic

Thursday, February 28 – Saturday, March 2
Orange County Convention Center, Orlando, Florida

Background

Outstanding education is a hallmark of Commodity Classic. Farmers consistently tell us that learning about issues impacting the agricultural industry is one of their top reasons for attending. Commodity Classic strives to address attendees' thirst for knowledge by offering a broad variety of up-to-date topics through various educational formats.

Commodity Classic seeks proposals from its exhibitors to sponsor educational sessions at the 2019 Commodity Classic. The three primary categories of educational formats are: Learning Center Sessions, What's New Sessions and Mini What's New Sessions. Details about these educational sponsorship opportunities are outlined in this document. All 2019 exhibiting companies are invited to submit proposals to sponsor one or more educational sessions. The Commodity Classic Farmer Committee will review and approve all proposals based on appeal to the Commodity Classic target audience.

Sponsors of the educational sessions must be current exhibitors in the trade show. All sponsorship contributions will be applied to Commodity Classic sponsor levels. For details about becoming an exhibitor or the entire sponsorship program, please see the Sponsorship section at www.CommodityClassic.com.

Created by farmers for farmers, Commodity ClassicSM is the premier convention and trade show produced by the National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers. More than 8,000 members of the agriculture industry, including thousands of farmer-operator decision-makers from nearly every state, are expected to attend the 24th annual Commodity Classic in Orlando in February 28-March 2, 2019.

Educational Opportunities:

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|------------------------------------|---|
| 1. Learning Center Sessions | Deadline for proposals: July 6, 2018 |
| 2. What's New Sessions | Deadline for proposals: October 19, 2018 |
| 3. Mini What's New Sessions | Deadline for proposals: October 19, 2018 |

1. Learning Center Sessions

Proposals due July 6, 2018

Learning Center Sessions are educational and timely, and address issues of interest to the agriculture community, and specifically, to our farmer-attendees. These thought-provoking presentations and discussions help farmers expand their knowledge about current issues and topics and improve their bottom line. Sessions are intended to be objective and neutral, and should not be perceived by attendees as being a commercial for the sponsoring company's products or services. The Commodity Classic Farmer Committee reviews and approves all Learning Center proposals. Please see Section 4 of this document for topic suggestions.

Several types of Learning Centers will be offered at the 2019 Commodity Classic. They vary in size, length and price range. Session times are assigned at the discretion of Commodity Classic.

A. Learning Center Sessions (75-minute)

- 75-minutes long, 2 slots available
- Thursday, February 28 morning
- No other Learning Centers are scheduled during this time
- Larger audiences (approximately 350-400)
- Subject matter should be of high interest to all attendees, feature reputable speakers, experts and/or producer panels, and ideally the session will appeal to both genders.
- Sponsorship cost: \$10,000 plus all speaker expenses (travel, housing, meals, etc.)

B. Learning Center Sessions (60-minute)

- 60-minutes long, 12 slots available
- Friday, March 1 afternoon and Saturday, March 2 morning
- Concurrent with other Learning Centers and What's New Sessions
- Approximately 100-200 attendees expected per session
- Sponsorship cost: \$5,000 plus all speaker expenses (travel, housing, meals, etc.)

C. Early Riser Sessions (60-minute)

- 60-minutes long, 2 slots available
- (1) slot on Thursday, February 28 and (1) slot on Saturday, March 2
- Early-morning time slot, prior to the trade show hours
- Larger audiences (approximately 300)
- Subject matter should focus on marketing, the most-requested topic of our grower attendees. A top marketing professional is highly suggested as a speaker. If not marketing, subject matter should be of high interest to all attendees and feature reputable speakers.
- Sponsorship cost: \$12,500 plus all speaker expenses (travel, housing, meals, etc.)
- Sponsorship includes coffee and breakfast pastries offered at the session

D. Closing Learning Center Session (90 to 120-minute)

- 90-120 minutes long, 1 slot available
- Saturday, March 2 afternoon
- This is the final educational session offered, which allows the sponsor and presenters to leave a lasting impression on the audience.
- Larger audience anticipated (approximately 200-250)
- Sponsorship cost: \$12,500 plus all speaker expenses (travel, housing, meals, etc.)
- Sponsorship includes soft drinks offered at the session

E. Roundtable Discussions

- 45-60 minutes long, 1 time slot
- Saturday, March 2 morning
- Identify 5-10 timely topics about agriculture for attendees to discuss among themselves at tables (topics may have more than one table); provide moderators at the tables to facilitate the conversations; attendees switch to new tables after 15-20 minutes for new conversations
- Sponsorship cost: \$5,000 plus table moderator expenses (travel, housing, meals, etc.)
- For additional fee, sponsorship can include coffee and breakfast pastries offered at this session

F. Main Stage Sessions

- 45-60 minutes long, up to 3 slots available
- Thursday, February 28 and Saturday, March 2
- To occur on the Main Stage in the Trade Show during Trade Show open hours
- A variety of presentations will be scheduled on the Main Stage. This request for proposals seeks sessions specifically whose focus is to present an “Issues Forum or Dialogue” between industry representatives, to offer differing perspectives or opposing sides of a key issue. Examples of possible issues to explore include: farm program policies, conventional and organic farming, approaches to seed technology, food labeling regulations, consumer versus producers’ views about farming
- Audience size anticipated approximately 150-200
- Sponsorship cost: \$12,500 plus all speaker expenses (travel, housing, meals, etc.).
- Sponsorship includes additional promotion by Successful Farming in their publications to promote the Main Stage schedule

2. What’s New Sessions

Proposals due October 19, 2018

Showcase your company’s newest, most innovative product or service to the Commodity Classic audience through an in-depth 40-minute What’s New Session. This is an opportunity for Commodity Classic exhibiting companies to promote their products or services that are slated to be introduced to the market no earlier than March 1, 2018.

Exhibitors may submit RFPs for as many products or services that qualify; please see separate 2019 What’s New RFP for more details. Sponsorship cost is \$8,500.

The Commodity Classic Farmer Committee selects the What’s New proposals based on the product/service’s innovation, value to agriculture, appeal to the Commodity Classic audience, and the date of introduction to market. Session times will be assigned at the discretion of the Commodity Classic Farmer Committee, and will be scheduled on Friday, March 1 afternoon or Saturday, March 2 morning during the Trade Show hours. What’s New Sessions will be held in meeting rooms near the Learning Centers and the Trade Show.

3. Mini What's New Sessions

Proposals due October 19, 2018

Mini What's New Sessions are a unique opportunity for exhibiting companies to highlight their newest, most innovative product or service to the Commodity Classic audience. Each Mini What's New presentation is **no more than five minutes in length**. Up to 16 presentations will be selected to participate in a fast-paced 90-minute window of back-to-back presenters to give the audience a brief introduction to key inventions and developments. Commodity Classic will provide a moderator to introduce each speaker and keep the presentations on schedule.

The Commodity Classic Farmer Committee selects the Mini What's New sessions based on the product/service's innovation, value to agriculture, appeal to the Commodity Classic audience, and the date of introduction to market.

Each Mini What's New will be presented twice on Thursday, February 28. The first presentation will be held in the morning in a meeting room before the Trade Show Grand Opening Ceremony. **NEW for 2019:** The second presentation will occur on the Main Stage in the Trade Show during the afternoon of opening day of the Trade Show.

Exhibitors may submit RFPs for as many products or services that qualify; please see separate 2019 Mini What's New RFP for more details. Sponsorship cost is \$1,500.

4. Learning Center Sessions – Additional Details

How to Apply:

Submit Learning Center Session proposals as a Word document to Abby Podkul by July 6, 2018. Proposals must address the following points.

1. Specify what subject matter the session will address
2. Title and description of the session
3. Speakers, potential speakers or type of speakers -- the speakers help the Farmer Committee qualify the session's acceptance
4. List the key benefits for those in attendance
5. What action or change might a grower take after attending the session
6. Who is the contact for the session in terms of planning and on-site logistics
7. Name of sponsoring company

Exhibitors may submit more than one proposal. Please indicate how many of your submitted proposals your company is actually prepared to sponsor. Please also indicate which format(s) of Learning Centers you are interested in for each proposal. See Section 1 for types of Learning Centers. You are welcome to express interest in more than one format and the Farmer Committee will choose which format they feel is the best fit. If you have questions about any of this please let us know.

Each submission will be reviewed by the Commodity Classic Farmer Committee in August for approved placement in the 2019 Learning Center schedule. If the session is approved, written notification will be given, a time slot will be assigned and an invoice will be sent.

Topic Suggestions:

Based on survey feedback from fellow farmers, the 2019 Commodity Classic Farmer Committee has compiled a list of Learning Center topics and features that are of interest to the farmer-attendees. You may choose to submit a proposal on one or more of these topics, or if you have another topic you feel is timely, feel free to submit it as well. **This list is intended as a guide only and the Committee welcomes all proposals.**

Stewardship & Sustainability

- Soil Health
- Cover Crops
- Supporting Pollinator Health
- Water Quality
- Buffer Strips & Erosion Control
- No-Till Practices

Production & Yields

- Crop-Specific Topics (Corn, Soybeans, Wheat, Sorghum, etc.)
- Is Profitability About Higher Yields—or Optimal Yields?
- Herbicide Resistance
- Pesticide Issues
- New Seed & Plant Traits
- Weed Management & Weed Resistance
- Fertility Options & Techniques
- Weather Projections/Climate Variability

Policy & Regulation

- Farm Bill
- Farm Policy Programs
- Renewable Fuels
- How to Communicate with Policy Makers
- Tax Policy & Your Farm
- Food Safety
- Regulatory Issues

Marketing & Management

- Marketing in Tough Times
- International Trade & Tariffs

- Hedging Benefits
- Global Markets & Exports
- General Marketing Tips
- Overall Market Outlook

The Family Farm

- Balancing the Demands of Farm and Family
- How to Talk to Your Folks about What's Next for the Farm
- Farm Transition Issues
- Topics Specific to Farm Women
- Financial Planning
- Farm Safety
- Organizing the Home Office
- Efficient Record-Keeping for a Farming Enterprise
- Branding Your Farm Operation
- Talking with Consumers About Ag Issues
- What National Media are Saying About You—and What You Can Do About It

The Future of Your Farm

- Adding Livestock to a Row Crop Operation
- What Will You Be Growing in 20 Years?
- New Uses for What You Grow

Technology & Innovation

- GMOs and CRISPR Technology
- Leveraging & Managing Big Data
- Innovations in the Cab

Session Speakers:

As you consider your potential presenters, note that certain types of speakers consistently generate positive feedback from attendees, including:

- Nationally-known speakers or personalities
- Producer/farmer panels
- Industry experts (both affiliated and unaffiliated with the presenting sponsor company)
- Members of the ag media serving as moderators

Please list your speakers in your proposal to assist the Farmer Committee in evaluating the session. NOTE: We have had a number of requests from attendees for more female presenters, so please consider this as you select your speakers.

5. What's New and Mini What's New Sessions – Additional Details

Proposals for What's New and Mini What's New Sessions must be submitted on the Commodity Classic RFP form using Word format. **Please see separate RFP documents.** Proposals are due to Abby Podkul by October 19, 2018. Each submission will be reviewed by the Commodity Classic Farmer Committee in November for approved placement in the 2019 education schedule. If the session is approved, written notification will be given, a time slot will be assigned and an invoice will be sent.

6. Event Support & Promotion

Commodity Classic will provide the following for approved **Learning Center** and **What's New Sessions**:

- Meeting room entrance sign that includes sponsoring company's name
- Meeting room with head table and theater-style seating
- Standard audio-visual in each room
- Professional video recording of your session for your company's use
- Attendee feedback from your session evaluations*
- Aggregate attendee demographics from your session*
- Individual names and demographics of farmer-attendees at your session*
- Sponsorship of a Learning Center or What's New Session qualifies the sponsoring company for Bronze Level sponsorship, which includes the opportunity to **host a press conference** and to **insert your promotional flyers** into growers' registration packets (additional fees for both opportunities, deadlines apply).

* These benefits do not apply to sessions held on the Main Stage

Approved Learning Center, What's New and Mini What's New Sessions will be published in Commodity Classic's onsite program booklet, website and mobile app. Learning Centers will also be published in the Commodity Classic Registration Brochure, which is mailed in the fall to members of ASA, NCGA, NAWG and NSP. Deadlines must be met for all publications.

Sessions selected for the Main Stage will receive additional promotion by Successful Farming. The sponsoring company's name and session title will be included in an advertisement to appear in *Successful Farming* magazine about the Main Stage.

7. Deadlines & Timelines

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| July 6 | Learning Center Sessions proposals due |
| August 17 | Learning Center Sessions notifications |
| September 7 | Learning Center materials due: <ul style="list-style-type: none">▪ Short description of the session (75-100 words)▪ Session title▪ Sponsoring company's name▪ Speaker's full name▪ Speaker's title▪ Note: It is <u>strongly requested</u> all speakers' names be provided for inclusion in the registration brochure. Unconfirmed speakers can be listed as "invited".▪ Session titles and descriptions may be edited by Commodity Classic for style or length. |
| September 14 | Learning Center materials due: <ul style="list-style-type: none">▪ A photograph of each speaker (color, minimum 300 dpi, .jpg or .tif file format) in which the speaker is facing the camera▪ Short biography for each speaker▪ Signed Presentation Recording and Use Policy form |
| October 19 | What's New & Mini What's New Sessions proposals due |
| November 16 | What's New & Mini What's New Sessions notifications |
| December 14 | What's New materials due: <ul style="list-style-type: none">▪ Short description of the session (40-50 words)▪ Session title▪ Sponsoring company's name▪ Speaker's full name and title▪ Short biography for each speaker▪ A photograph of each speaker (color, minimum 300 dpi, .jpg or .tif file format) in which speaker is facing the camera▪ Session titles and descriptions may be edited by Commodity Classic for style or length. |
| December 14 | Mini What's New materials due: <ul style="list-style-type: none">▪ Presentation title▪ Sponsoring company's name |
| January 4, 2019 | Learning Center Sessions updates or changes due, if applicable: <ul style="list-style-type: none">▪ Session title, description, speakers, bios, photos |

8. Recording and Rebroadcast Policy

Sponsors and speakers must return a signed copy of the Commodity Classic Presentation Recording and Use Policy. Commodity Classic and its designated vendors shall have exclusive rights to professionally video and audio record sessions unless otherwise agreed.

Commodity Classic will provide a professional recording of the sponsor's Learning Center* or What's New Session to the sponsor contact, which may be used as the sponsors wish. Use of this recording must carry the Commodity Classic brand/logo and attribute the recording's origin, i.e. "Taped at 2019 Commodity Classic, Feb. 28-March 2, Orlando, Florida." When the recording is used in whole, the Commodity Classic branding must be kept intact. If used not in whole, the sponsor has permission to remove the Commodity Classic branding but must attribute the clip to Commodity Classic, i.e. "Filmed at 2019 Commodity Classic." Sponsors may use the professional recording provided to them by Commodity Classic, provided they comply with the terms of this policy.

* Does not apply to sessions held on the Main Stage

9. Refund Policy

Once Commodity Classic sponsorships are confirmed, they are nonrefundable and nontransferable. Commodity Classic also reserves the right to modify or cancel sponsored events upon notice to sponsors and to provide pro rata adjustment to or refund of sponsorship fees.

10. Contact

To submit a proposal or for more information about the Commodity Classic Learning Centers, What's New and Mini What's New Sessions, please contact:

Abby Podkul
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