



Commodity Classic 2020 Educational Program Opportunities

Henry B. Gonzalez Convention Center
San Antonio, Texas

Background

Commodity Classic is an experience that challenges the way farmers think about their operations. Outstanding education is a hallmark of the Commodity Classic experience. All Commodity Classic 2020 exhibiting companies are invited to submit proposals to sponsor educational sessions during the 2020 show. **Sponsors of the educational sessions must be current trade show exhibitors.** All sponsorship contributions will be applied to Commodity Classic sponsor levels.

Our 9,000+ attendees include more than 4,500 progressive, early-adopter farmer-operator decision-makers from nearly every state in the U.S., Canada and several other countries. Their crops include corn, soybean, wheat, sorghum, cotton, peanuts, and rice. Other convention attendees include members of the ag media, university researchers, agronomists, and influencers in the ag industry.

Commodity ClassicSM is produced annually by the National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

Educational Session Opportunities

1. **Learning Center sessions (see page 2)** Proposals due: June 28, 2019
2. **What's New sessions (see page 5)** Proposals due: October 18, 2019
3. **Mini What's New sessions (see page 5)** Proposals due: October 18, 2019

Details about these educational sponsorship opportunities are outlined in this document.

1. Learning Center Sessions – Proposals due Friday, June 28, 2019

Learning Centers address industry-leading issues, offer a variety of perspectives and thought-provoking points of view, and feature content-rich education. Several types of Learning Center formats are offered. They vary in size, length and price range.

Please keep in mind that Learning Centers are not intended for the sponsoring company to sell or promote their products or services. They should not be perceived by the attendees as a commercial. If you have a proposal that is commercial in nature, please consider the What's New & Mini What's New sessions instead.

The Commodity Classic Affiliates Council will review and approve session proposals based on appeal to the Commodity Classic target audience and the variety of topics. Session times will be assigned by Commodity Classic.

A. Learning Centers (75-minutes)

- 75-minutes long, 2 slots available
- Thursday, February 27 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 farmers nationwide.
- Sponsorship cost: \$10,000 plus all speaker expenses (travel, housing, meals, etc.)

B. Learning Centers (60-minutes)

- 60-minutes long, 12 slots available
- Friday, February 28 afternoon and Saturday, February 29 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-minutes)

- 60-minutes long, 2 slots available
- Thursday, February 27 (1 slot) and Saturday, February 29 (1 slot)
- Early-morning time, prior to trade show hours
- Larger audiences (approximately 350)
- Content should focus on marketing. Subject matter should be of high interest to all attendees and feature reputable speakers, such as top marketing professionals.
- 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 (75 to 120-minutes)

- 75-120 minutes long, 1 slot available
- Saturday, February 29 afternoon
- This is the final educational session offered at the convention. It allows the sponsor and presenters the opportunity 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 to 60-minutes)

- 45-60 minutes long, 1 time slot

- Saturday, February 29 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-minutes)

- 45 minutes long, up to 3 slots available
- Thursday, February 27 and Saturday, February 29
- 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 to present an “Issues Forum or Dialogue” between industry representatives.
- 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

How to Apply:

Submit Learning Center proposal(s) as a Word document to Abby Podkul by **June 28, 2019**. Exhibitors may submit more than one proposal. Please tell us how many of your proposals your company is willing to sponsor, should all of them be selected. Learning Center 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 Commodity Classic Affiliates Council 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 our contact for the session in terms of planning and on-site logistics
7. Name of sponsoring company
8. Which Learning Center format(s) are you interested in for each proposal. See Learning Center formats above (A-F). You may express interest in more than one format and the committee will choose which format they feel is the best fit.

Acceptance and Next Steps:

Each submission will be reviewed by the Commodity Classic Affiliates Council in July for approval and placement in the 2020 Learning Center schedule. Decision notifications will be emailed to applicants by the beginning of August. Invoices for accepted sessions will be sent in September. **See last page of this overview for complete timeline.**

Desired Topics

Learning Center topics for which the committee would like to receive proposals. Companies are welcome to submit proposals on other topics, too.

- Farmer Panels (farmer panels to discuss high yield strategies for one or more: corn, soybean, wheat, sorghum; include different geographic regions; female farmers in panels are a plus)
- Trade (panel of international grain buyers to discuss trade policy, tariffs and global markets, what do our buyers have to say about U.S. trade policy and the quality and availability of U.S. commodities)
- Climate Change (debate extent of the role of humans and agriculture, and how ag can have an impact on the future)
- Succession Planning & Farm Transition (feature farm families who have navigated a successful transition in farm ownership to next generation or others outside the family; include a family that has struggled with this; moderated by a farm transition specialist)
- Dealing with Stress (create a forum to begin a conversation about common stress factors and resources available; invite organizations that are already addressing this topic to help facilitate the conversation)
- Alternative Farm Revenue Opportunities (ideas for diversifying beyond standard row crops, discuss other crops or techniques that might be of interest, non-traditional farming, ideas to augment the family business, agritourism, direct consumer marketing)
- Budgeting & Finances (strategies to cut costs & reduce expenses, include farm families who can share their successes, methods, and struggles)
- Farmer Roundtable for farmers across the country to share ideas. Each table would have a topic and a moderator. Topics could include: nitrogen use efficiency and regulations, succession planning, hiring and maintaining qualified employees, being a woman in ag
- Consumers' wants and needs (how to understand and address consumers' expectations, desires, and trends)
- Farm Safety
- Land usage (studying profitability acre by acre, field by field; evaluating land prices by region and soil type; how to negotiate for better rates as the owner or the renter)
- Flood Management (invite Army Corps of Engineers and others to discuss nation's waterways, infrastructure, flood plain management)
- Discussions about issues to include differing perspectives or opposing sides. Examples of possible topics: 2020 election non-partisan representative to walk through ag implication, ag technology, farm program policies, approaches to seed technology, food labeling regulations, consumers' versus producers' views
- Marketing
- Weather
- Soil Health

2. What's New Sessions – Proposals due Friday, October 18, 2019

What's New Sessions are an opportunity for Commodity Classic's exhibiting companies to promote their products or services that are slated to be introduced to the market no earlier than March 2, 2019 – in other words, we're looking for what's new since last year's Commodity Classic. Feature your company representatives, your experts, your customers in your 40-minute What's New session.

The Commodity Classic Affiliates Council will select 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. Sessions will be scheduled for Friday, February 28 afternoon or Saturday, February 29 morning during the Trade Show hours. Times to be assigned by Commodity Classic. What's New Sessions will be held in meeting rooms near the Learning Centers and the Trade Show.

Exhibitors may submit RFPs for as many products or services that qualify. Sponsorship cost is \$8,500 per What's New.

How to Apply:

Submit What's New Session Proposals on the What's New RFP form using Word format. **Please use separate What's New RFP document.** Proposals are due to Abby Podkul by **October 18, 2019**. Each submission will be reviewed by the Commodity Classic Affiliates Council in November for approved placement in the 2020 education schedule. **See last page of this overview for complete timeline.**

3. Mini What's New Sessions – Proposals due Friday, October 18, 2019

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 topics will be selected to present in a fast-paced 90-minute window of back-to-back topics 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 Affiliates Council 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. We're looking for what's new since the last Commodity Classic.

Each Mini What's New will be presented twice on Thursday, February 27:

1st time: In a meeting room before the Trade Show Grand Opening Ceremony.

2nd time: On the Main Stage in the Trade Show during opening day of the Trade Show.

Exhibitors may submit RFPs for as many products or services that qualify; please see separate 2020 Mini What's New RFP for more details. Sponsorship cost is \$1,500.

How to Apply:

Proposals for Mini What's New Sessions must be submitted on the Mini What's New RFP form using Word format. **Please use separate Mini What's New RFP document.** Proposals are due to Abby Podkul by **October 18, 2019**. Each submission will be reviewed by the Commodity Classic Affiliates Council in November for approved placement in the 2020 education schedule. **See last page of this overview for complete timeline.**

4. Event Promotion & Support

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

- Your session will be published in Commodity Classic materials (onsite program booklet, website, mobile app). In addition, Learning Centers will be included in the printed registration brochure that is mailed in October to members of ASA, NCGA, NAWG, and NSP. (Deadlines must be met.)
- Professional video recording of your session for your company's use (recording waiver must be signed)
- Meeting room entrance sign to include sponsoring company's name
- Meeting room with head table and theater-style seating
- Standard audio-visual in each room
- 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

- 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.

5. 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 2020 Commodity Classic, Feb. 27-29, San Antonio, Texas." 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 2020 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

6. 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.

7. Deadlines & Timelines

June 28, 2019	Learning Center proposals due
August 1	Learning Center notifications
August 23	Learning Center materials due: <ul style="list-style-type: none">▪ Session description to catch attendees' interest (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 6	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 18	What's New & Mini What's New Sessions proposals due
November 22	What's New & Mini What's New Sessions notifications
December 20	What's New materials due: <ul style="list-style-type: none">▪ Session description to catch attendees' interest (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 20	Mini What's New materials due: <ul style="list-style-type: none">▪ Presentation title▪ Sponsoring company's name
January 6, 2020	Learning Center Sessions updates or changes due, if applicable: <ul style="list-style-type: none">▪ Session title, description, speakers, bios, photos

8. 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:

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