



REQUEST FOR PROPOSALS Learning Center Sessions

Proposals Due
Tuesday, June 30, 2020

2021 Commodity Classic

March 4-6, 2021

Henry B. Gonzáles Convention Center • San Antonio, Texas

Learning Center Sessions

All Proposals Due: Tuesday, June 30, 2020

To submit a proposal or for more information about Commodity Classic education sponsorships, please contact:

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Director, Meetings & Conventions
and Education Lead, Commodity Classic
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Description Learning Centers are content-rich educational sessions designed to address a wide range of current industry issues, provide unique perspectives, offer creative solutions and strategies, and challenge attendees to think differently about their businesses.

Learning Centers also provide farmer attendees the opportunity to receive CEUs toward the American Society of Agronomy's Certified Crop Adviser program, for which Commodity Classic will apply for each qualifying Learning Center.

NOTE: 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 sponsoring a What's New Session or Mini What's New Session instead.

How to Apply/Selection Process

- All exhibitors are invited to submit a Learning Center proposal(s) on a topic of their choice. See topic suggestions on page 5 of this document.
- Submit your Learning Center proposal(s) using the Proposal Form, available via a link on this web page:
www.commodityclassic.com/sponsorship/sponsor-education
- Submit your Proposal Form(s) saved as a Word document to Abby Podkul by Tuesday, June 30, 2020.
- You may submit more than one proposal. Please submit each proposal as a separate Word document.

Selection Process All Learning Center proposals are due Tuesday, June 30, 2020. The Commodity Classic Affiliates Council will review and approve session proposals based on their appeal to the Commodity Classic audience with the objective of providing a wide range of thought-provoking, informative and relevant topics for attendees.

Each proposal will be reviewed by the Commodity Classic Affiliates Council in August 2020 for approval and placement in the 2021 Learning Center schedule. Session times and dates will be assigned by Commodity Classic.

Decision notifications will be emailed to applicants by August 21, 2020. See additional timelines and deadlines on the following pages.

Learning Center Formats & Options

A. Learning Centers (75 Minutes)

Sponsorship Fee: \$10,000
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
 Number Available: 2
 When: Thursday, March 4 (morning)
 Length: 75 minutes
 Typical Audience: 350-400 per session
 Schedule Notes: These two Learning Center sessions are scheduled independently of each other

B. Learning Centers (60 Minutes)

Sponsorship Fee: \$5,000
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
 Number Available: 12
 When: Friday, March 5 (afternoon)
 Saturday, March 6 (morning)
 Length: 60 minutes
 Typical Audience: 100-150 per session
 Schedule Notes: Concurrent with other Learning Centers and What's New Sessions

C. Early Riser Sessions (60 Minutes)

Sponsorship Fee: \$12,500
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
 Sponsorship fee includes coffee and breakfast pastries offered at the session
 Number Available: 2
 When: 7:00 a.m. Thursday, March 4
 7:00 a.m. Saturday, March 6
 Length: 60 minutes
 Typical Audience: 350 per session
 Schedule Notes: Exclusive early morning slot prior to trade show opening

D. Closing Learning Center (75 to 120 Minutes)

Sponsorship Fee: \$12,500
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
 Sponsorship fee includes soft drinks offered at the session
 Number Available: 1
 When: Saturday, March 6 (afternoon)
 Length: 75 to 120 minutes
 Typical Audience: 200-250
 Schedule Notes: Exclusive slot as the final educational session of the 2021 Commodity Classic

E. Main Stage Presentations (45 minutes)

- Sponsorship Fee: \$12,500
(Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
- Number Available: Up to 3
When: All three days during trade show hours
Length: 45 minutes
- Typical Audience: 100-300
- Schedule Notes: Sessions are scheduled throughout the day during trade show hours.

F. **NEW for 2021!** Roundtable Discussions (45-60 minutes)

- Sponsorship Fee: Call for pricing details
- Number Available: 1
When: Saturday, March 6 (morning)
Length: 45-60 minutes
- Typical Audience: 5-10 per table; 10-15 tables
- Schedule Notes: Identify 5-10 timely topics about agriculture for attendees to discuss among themselves at tables (Topics may have more than one table depending on interest); Attendees switch to new tables after 15-20 minutes of conversation; Sponsor to provide moderators at tables to facilitate conversation

NEW FOR 2021!

Optional Social Media Promotion:

For an extra \$500 (in addition to applicable sponsorship fee), Commodity Classic will highlight your Learning Center session on its social media platforms prior to the 2021 show.

See next page for more information.

Session Promotion & Support

Commodity Classic promotes approved educational sessions in the following ways:

Learning Center Sessions

- Session information published in Commodity Classic materials including on-site program booklet, mobile app, and website
- Learning Centers included in printed registration brochure mailed in November to all members of ASA, NCGA, NAWG and NSP (submission deadlines must be met to be included)
- Professional video recording of your session for your company's use (signed recording waiver required)
- Meeting room entrance sign with sponsoring company name and session title
- Meeting room with head table and theatre-style seating
- Standard audio-visual in each room
- Complimentary registration for your Learning Center session speakers
- Attendee feedback from your session evaluations*
- Individual names and demographics of farmer-attendees at your session*
- Sponsorship qualifies the sponsoring company for Bronze Level sponsorship, which includes the opportunity to host a press conference and to insert your promotional flyers into farmers' registration packets. Additional fees and deadlines for both opportunities apply.

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

Main Stage Learning Center Sessions

- All promotional support as outlined above except for those noted with asterisk
- Sessions selected for the Main Stage will receive additional promotion by Successful Farming. The sponsoring name and session title will be included in an advertisement about the Main Stage that will appear in Successful Farming.
- Main Stage sessions are also promoted through on-site signage adjacent to the Main Stage

NEW FOR 2021!

Optional Promotion on Commodity Classic Social Media Platforms: Additional \$500 fee

For a \$500 fee (in addition to the applicable sponsorship fee), Commodity Classic will highlight your Learning Center Session on its social media platforms prior to the 2021 show as follows:

- Two Facebook posts prior to the 2021 Commodity Classic
- Two Twitter posts prior to the 2021 Commodity Classic
- One Instagram post prior to the 2021 Commodity Classic

Currently Commodity Classic social media platforms have the following audiences (as of May 2020):

- Facebook Likes: 6,300
- Twitter Followers: 8,200
- Instagram (account opened in February 2020): 560

Content for this social media promotion will be gleaned from the information provided in accepted proposals.

Suggested Learning Center Topics

Following are suggested topics in which the Commodity Classic Affiliates Committee is especially interested in providing to 2021 attendees.

You are welcome to submit proposals on these or other topics of your choosing. Commodity Classic encourages diversity (age, gender, ethnicity, etc.) in presenters for sessions.

- Mental Health for Farm Families/Dealing with Emotional Stress on the Farm** A critical subject now as farmers face many financial and emotional challenges—and farm suicides and bankruptcies are on the rise. How can farm families stay healthy (physically and emotionally) in this new normal of remotely-delivered education, social distancing, health care challenges in rural counties, etc.?
- Farm Transition Planning** Commodity Classic has spanned 2+ generations, so many of the farmers in attendance are involved in some stage of farm transition—either as a retiree or as a young farmer taking over. A good opportunity for a panel of two- or three-generation farm families.
- The Pandemic: Outlook for Agriculture** This will still be top of mind in 2021 and we should have a better idea of what happened and what will happen in the future. Might be interesting to talk about how the change in human behavior had a dramatic positive effect on air pollution, water quality, wildlife, etc. What have we learned about supply chain logistics during a pandemic?
- Grain Marketing** This is always a hot topic—and given the volatility of the global marketplace, should continue to be in 2021.
- Plant-based Proteins** The soybean industry is working to position itself as a preferred protein supplier in human food diets. And what about the Impossible Burger?
- Ag Policy Outlook** Regardless of the outcome of the November election, farmers will be interested in what the administration and Congress have in store in terms of farm policy, trade, etc.
- Establishing a Crop Budget** A down-to-earth presentation on how to truly understand one's cost of production.
- Soil Health** Another hot topic to include cover crops, land management practices, etc. Important to demonstrate the ROI. Another great opportunity for a farmer panel discussing “how to” information regarding improving the health and quality of the land for future generations..
- Farm Management** Taking care of the people who work for you. Human resources management, healthcare, safety training, etc
- Connecting the Value Chain** How can we improve efficiency, communications and connections from the farm to the warehouse to the processor to the retailer/customer?
- Communicating Outside Our Circle** What do consumers and influencers want to know about how we do what we do? When we tell the story of agriculture, are we saying the right things in the right way?
- Retro Farming** Some farmers have determined that the cost of equipment and technology is simply not paying off—so they are reverting to equipment with fewer bells and whistles. Does this make sense economically? From a management perspective? Is this approach sustainable?

Learning Center Timelines & Deadlines

June 30, 2020 Proposals due

August 21, 2020 Notifications to all companies submitting proposals

September 10, 2020 Deadline for the following materials:

- Session description designed to capture interest of attendees (75-100 words)*
- Session title*
- Sponsoring company's name
- Full name and title of all speakers
It is strongly suggested that all speaker names be provided by this deadline for inclusion in the registration brochure. Unconfirmed speakers can be listed as "invited."
- Photograph of each speaker (head shot facing the camera)
 - 4-color photo
 - Minimum 300 dpi @ 3" x 5"
 - .jpg or .tif file
- Short biography for each speaker
- Signed Presentation Recording and Use Policy form

** Session titles and descriptions may be edited by Commodity Classic for style and length.*

Information received by the deadline will be used in the Registration Brochure which is mailed in the fall.

January 6, 2021 All updates or changes to Learning Center Sessions if applicable including

- Session title
- Session description
- Speaker names/titles
- Speaker bios
- Speaker photos
- CEU Category (if applicable)

These final updates will be included in the onsite program book.

Contact Information

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