



## REQUEST FOR PROPOSALS What's New Sessions

Proposals Due  
Friday, October 16, 2020

### 2021 Commodity Classic

March 4-6, 2021

Henry B. Gonzáles Convention Center • San Antonio, Texas

**What's New Sessions** are an opportunity to showcase your company's new products or services in a 40-minute session that allows you to go into details and engage in conversations with farmer-attendees. Your session can feature company representatives, experts and/or customers. This format also provides an opportunity for attendees to ask questions and gain information that encourages them to visit your exhibit booth on the Trade Show floor.

**Who:** Open to 2021 Commodity Classic exhibitors with a new product or service to introduce.

**Format:** 40-minute presentations held in meeting rooms near the Learning Centers. Held concurrently with other What's New Sessions, Learning Center Sessions and Trade Show hours.

**When:** Friday, March 5 (afternoon) and Saturday, March 6 (morning). Times and days are assigned by Commodity Classic.

**Average Audience:** 75

**Fee:** \$8,500 per session. For an additional \$500, Commodity Classic will highlight your session on social media platforms in the days leading up to the show.

**Guidelines:** Product or service to be showcased at a 2021 What's New Session may not have been placed on the market earlier than the previous Commodity Classic (February 29, 2020). You may submit individual proposals for as many products or services that qualify.

Please forward product/service information even if regulatory approval is pending.

In terms of crop protection products, a totally new compound of new and pre-existing chemistry is acceptable.

Once a product is presented as a What's New or Mini What's New session, it will no longer be eligible for presentation in these sessions in future years.

**Deadlines:** Proposals Due: **October 16, 2020**  
Notifications: **November 30, 2020**  
Materials Due: **December 18, 2020**

**Selection:** The Commodity Classic Affiliates Council will make the final selection of sessions. Selection will be based upon:

- Is it new since the last Commodity Classic?
- Uniqueness of product/service
- Value of product/service to agriculture
- Appeal of product/service to Commodity Classic audience
- Supporting details included with RFP
- Introduction date

An invoice will be sent upon notification of selection.

**How to Apply:**

- Submit your proposal(s) using the What's New Proposal form. The Proposal Form is a Word document available via a link on this web page: [www.commodityclassic.com/sponsorship/sponsor-education](http://www.commodityclassic.com/sponsorship/sponsor-education)
- Save the form as a Word document (not PDF)
- Submit by the October 16 deadline

See next page for more information

## Session Promotion & Support

Commodity Classic promotes approved What's New sessions in the following ways:

### What's New Sessions

- Session information published in Commodity Classic materials including on-site program booklet, mobile app, and website
- 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
- 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.

### NEW FOR 2021!

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

For a \$500 fee (in addition to the applicable sponsorship fee), Commodity Classic will highlight your What's New 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.

## What's New Timelines & Deadlines

**October 16, 2020** Proposals due

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**November 30, 2020** Notifications to all companies submitting proposals

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**December 18, 2020** Deadline for the following materials:

- Session description to catch attendees' interest (40-50 words)\*
- Session title\*
- Sponsoring company's name
- Speakers' full names and titles
- Short biography for each speaker
- 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 and length.*

### Contact Information

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

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