



REQUEST FOR PROPOSALS Mini 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

Mini What's New Sessions are a unique opportunity for exhibiting companies to highlight their newest, most innovative product or service to Commodity Classic attendees. A series of back-to-back, 5-minute presentations in a fast-paced 90-minute window scheduled at an ideal times—twice during the morning of the first Trade Show day. An opportunity for you to give a brief introduction to your key innovations and invite attendees to visit your exhibit on the Trade Show floor. Your sponsorship includes 5-minute presentations in each of two Mini What's New Sessions held Thursday morning.

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

Format: Five-minute presentations – in a fast-paced 90-minute window involving multiple back-to-back presenters – give the audience a brief introduction to companies' key developments and innovations. It's Commodity Classic's version of speed-dating!

The order of presentations in Mini What's New sessions is determined by Commodity Classic. The order is reversed during the second session.

When: Scheduled twice on the first show day, Thursday, March 4, 2020.

The first session is 8:15 a.m. – 9:45 a.m. in a meeting room prior to the Grand Opening of the Trade Show. The second session takes place on the Main Stage on the Trade Show floor during Trade Show hours. Note: Times are subject to change.

Fee: \$1,500 includes 5-minute presentation in both time slots.

Guidelines: Product or service to be previewed at a 2021 Mini What's New Session may not have been placed on the market earlier than the previous Commodity Classic (February 29, 2020).

You may submit 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/service is presented as a Mini What's New or What's New Session, it will no longer be eligible for presentation in these sessions in future years.

Commodity Classic provides a 5- to 6-slide PowerPoint template that must be used for all Mini What's New presentations

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

PowerPoint presentation due: **February 5, 2021**

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 Mini 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
- Save the form as a Word document (not PDF)
- Submit by the October 16 deadline

Mini What's New Timelines & Deadlines

October 16, 2020 Proposals due

November 30, 2020 Notifications to all companies submitting proposals

December 18, 2020 Deadline for the following materials:

- Presentation title
 - Sponsoring company's name
-

February 5, 2021 PowerPoint Presentation Due

- Up to 6 slides using Commodity Classic PowerPoint template

Contact Information

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

Abby Podkul
Director, Meetings & Conventions
and Education Lead, Commodity Classic
American Soybean Association
O: 314.754.1345
C: 314.517.5971
apodkul@soy.org