



REQUEST FOR PROPOSALS What's New Sessions



MARCH 10-12, 2022

Ernest N. Morial Convention Center • New Orleans, Louisiana

PROPOSALS DUE: FRIDAY, OCTOBER 15, 2021

What's New Sessions are an opportunity to showcase your company's new products or services in a 30-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 2022 Commodity Classic exhibitors with a new product or service to introduce.

Format: 30-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.

Fee: \$9,000 per session

Guidelines: Product or service to be showcased at a 2022 What's New Session may not have been placed on the market earlier than the previous Commodity Classic (March 5, 2021). 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 15, 2021**
Notifications: **December 1, 2021**
Materials Due: **December 17, 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
- 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
- **Save the form as a Word document (not PDF)**

Please submit proposals by October 15 to:
Abby Podkul apodkul@soy.org and
Ellen Ariston eariston@soy.org

See next page for more information

Session Promotion and 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
- Recognition of your company as a sponsor of your session
- Professional video recording of your session for your company's use (signed recording waiver required)
- Meeting room entrance sign with sponsoring company's name and session title
- Meeting room with head table on riser and audience seating
- Standard audio-visual in each room
- Attendee feedback from your session evaluations
- Aggregate 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.

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 What's New Session on its social media platforms prior to the 2022 show as follows:

- One Facebook non-exclusive post prior to the 2022 Commodity Classic
- One Twitter non-exclusive post prior to the 2022 Commodity Classic
- One Instagram non-exclusive post prior to the 2022 Commodity Classic

Currently Commodity Classic social media platforms have the following audiences (as of May 2021):

- Facebook Likes: 6,544
- Twitter Followers: 9,337
- Instagram Followers: 1,265

Content for this social media promotion will be gleaned from the information provided for the program booklet.

DID YOU KNOW?

What's New sponsors are recognized as Bronze Level sponsors!

As a Bronze Level sponsor, your company will be recognized throughout the entire show experience **everywhere** we thank and acknowledge our sponsors. What's New sponsorship includes on-site recognition at the venue, during the General Session, on the video wall, in the program booklet, on the website, mobile app, etc. Your company will stay top-of-mind with the industry's top producers through this additional recognition.



See next page for more information

What's New Timelines & Deadlines

October 15, 2021 Proposals due

December 1, 2021 Notifications to all companies submitting proposals

December 17, 2021 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

For more information about Commodity Classic education sponsorships, please contact:

Abby Podkul
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and Education Lead, Commodity Classic
American Soybean Association
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apodkul@soy.org

Please submit proposals to:

Abby Podkul: apodkul@soy.org and Ellen Ariston: eariston@soy.org