



REQUEST FOR PROPOSALS

Learning Center Sessions



MARCH 10-12, 2022

Ernest N. Morial Convention Center • New Orleans, Louisiana

PROPOSALS DUE: THURSDAY, JULY 8, 2021

Learning Center Sessions

All Proposals Due: Thursday, July 8, 2021

Please submit proposals to:

Abby Podkul: apodkul@soy.org and

Ellen Ariston: eariston@soy.org

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

Abby Podkul

Director, ASA Meetings & Conventions
and Education Lead, Commodity Classic

American Soybean Association

O: 314.754.1345 C: 314.517.5971

apodkul@soy.org

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 and Ellen Ariston by Thursday, July 8, 2021.**
- You may submit more than one proposal. Please submit each proposal as a separate Word document.

Selection Process All Learning Center proposals are due Thursday, July 8, 2021. 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 2021 for approval and placement in the 2022 Learning Center schedule. Session times and dates will be assigned by Commodity Classic.

Decision notifications will be emailed to applicants by August 17, 2021. See additional timelines and deadlines on the following pages.

Learning Center Formats & Options

A. Early Riser Sessions

Sponsorship Fee: \$15,000
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
 Sponsorship fee includes coffee and breakfast pastries offered at the session

Number Available: up to 2
 When: 7:00 a.m. Thursday, March 10 and 7:00 a.m. Saturday, March 12
 Length: 60 minutes

Typical Audience: 350 per session

Schedule Notes: The Early Riser Sessions are not scheduled against any other educational sessions or the trade show. Subject matter for these stand-alone sessions should be of high interest to all attendees.

B. Learning Centers (Day 1)

Sponsorship Fee: \$12,500
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)

Number Available: up to 2
 When: Thursday, March 10 (morning)
 Length: 60 minutes

Typical Audience: 350-400 per session

Schedule Notes: These two Learning Center sessions are scheduled before the trade show, independently of each other and NOT against any other Learning Center sessions

C. Learning Centers (Days 2 and 3)

Sponsorship Fee: \$7,000
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)

Number Available: 12
 When: Friday, March 11 (afternoon)
 Saturday, March 12 (morning)
 Length: 60 minutes

Typical Audience: 100-150 per session

Schedule Notes: Concurrent with other Learning Centers, What's New sessions, and the trade show

D. Closing Learning Center

Sponsorship Fee: \$15,000
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)
 Sponsorship fee includes soft drinks offered at the session

Number Available: 1
 When: Saturday, March 12 (afternoon)
 Length: 75 to 120 minutes

Typical Audience: 150 per session

Schedule Notes: Exclusive slot as the final educational session of the 2022 Commodity Classic

E. Main Stage Presentations

Sponsorship Fee: \$15,000
 (Sponsor responsible for speaker expenses: travel, housing, meals, etc.)

Number Available: Up to 3
 When: During trade show; assigned dates TBD
 Length: 45 minutes

Typical Audience: 100-300

Schedule Notes: Sessions are scheduled on the trade show Main Stage during trade show hours.

Session Promotion and 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
- Recognition of your company as a sponsor of your session 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 (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's name and session title
- Meeting room with head table on riser and audience seating
- Standard audio-visual in each room
- Complimentary registration for your Learning Center session speakers
- Attendee feedback from your session evaluations*
- Aggregate demographics of farmer-attendees at your session*
- Sponsorship qualifies the sponsoring company as a Bronze Level sponsor, 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 listed on signage adjacent to the Main Stage.

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 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 Registration Brochure.

DID YOU KNOW?

Learning Center 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. Learning Center 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.

Suggested Learning Center Topics

Following are suggested topics in which the Commodity Classic Affiliates Committee is especially interested in providing to 2022 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.

- Grain marketing
- Precision farming
- Ideas that challenge my current thinking about my farm
- Business management tips
- Crop chemical best practices
- Cultural/tillage practices
- Commodities trading/investment strategies
- New uses for crops
- Advocating for the importance of agriculture
- Carbon Sequestration
- Biotechnology
- International issues
- Financial and estate planning
- How do more acres of seed planted in the U.S. affect price?



Learning Center Timelines & Deadlines

July 8, 2021 Proposals due

August 17, 2021 Notifications to all companies submitting proposals

September 21, 2021 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 published in the fall.

January 7, 2022 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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