



REQUEST FOR PROPOSALS

Mini What's New Sessions



MARCH 10-12, 2022

Ernest N. Morial Convention Center • New Orleans, Louisiana

PROPOSALS DUE: FRIDAY, OCTOBER 15, 2021

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 ideal times—twice on the opening day of the Trade Show. 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.

Who: Open to 2022 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 10, 2022.

The first session is 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: \$2,000 includes 5-minute presentation in both time slots.

Guidelines: Product or service to be presented at a 2022 Mini 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/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 will provide a PowerPoint template to be used for your presentation (maximum of 6 slides).

Deadlines: Proposals due: **October 15, 2021**
Notifications: **December 1, 2021**
Materials Due: **December 17, 2021**

PowerPoint presentation due: **February 14, 2022**

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 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)**

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

See next page for more information

Mini 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:

- Presentation title
 - Sponsoring company's name
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February 14, 2022 PowerPoint Presentation Due

- Up to 6 slides using Commodity Classic PowerPoint template

Contact Information

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

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and Education Lead, Commodity Classic
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Please submit proposals to:

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