



2018 SPONSORSHIP LEVELS & BENEFITS

Build your Brand Beyond the Booth

Sponsorship Increases Visibility and Value for Your Company Among Thousands of America's Best Farmers!

Don't limit your presence at Commodity Classic to the footprint of your trade show booth! As a sponsor, your brand can be highly visible throughout the venue and in the materials and media that farmers use during the entire event. Commodity Classic sponsor opportunities run the gamut from events to architectural graphics, from meals to multimedia. You can be where farmers walk, talk, eat and relax.

Here's just a sample of the great brand-building sponsorship opportunities available!

Video Wall Your message on our large, high-profile video wall schedule that runs Monday through Thursday.

Mobile App A go-to on-site source for all things Commodity Classic.

Worship Service A rare opportunity to sponsor this special event.

Trade Show Daily Sponsor Become the presenting sponsor for one day including trade show lunch and supporting promotion.

Many other opportunities including window clings, floor talkers, banners, elevator signage, hotel key cards and many more!

See chart on back for sponsorship level benefits.

Established in 1996, Commodity Classic is America's largest farmer-led, farmer-focused convention and trade show, produced by the National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

Commodity Classic is where America's best farmers come to see what's new with the brands they trust—and to discover new ideas and innovations from emerging companies. Discover more about how to build your brand beyond the booth at the 2018 Commodity Classic in Anaheim, February 27-March 1. Don't miss this opportunity. **Contact us about all available sponsorships today!**

CONTACT

Abby Podkul • 314.754.1345 • apodkul@soy.org

Peggy Findley • 636.677.4157
showdirector@commodityclassic.com

CommodityClassic.com





COMMODITY CLASSIC™

SPONSOR INVESTMENT LEVELS & BENEFITS

While all Commodity Classic exhibitors have access to many opportunities to reach our audience, becoming a sponsor brings you increased benefits.

	PLATINUM \$100,000 +	GOLD \$50,000-\$99,999	SILVER \$25,000-\$49,999	BRONZE \$5,000-\$24,999
Priority for hotel rooms and meeting space (Based on availability)	●	●	●	
Full-page 4-color ad in Commodity Classic Program Booklet (Based on availability)	Complimentary	Reduced Rate	Full Rate	
Complimentary news conference(s) <i>Based on RFP approval</i>	2	1		
Opportunity to submit RFP for news conference <i>Based on RFP approval</i> (fee)	●	●	●	●
Opportunity to host customer events in your Trade Show booth during exclusive preview and post-show hours on Tuesday, February 27	●	●		
Complimentary convention registrations	2			
Use of the Commodity Classic media registration list	●	●		
Complimentary post-show attendee demographics data	●	●		
Complimentary listing for booth event/trade show drawing in the detailed chronological section of the Program Booklet	●	●		
Invitation to reception with leadership of ASA/NCGA/NSP/NAWG/AEM	●	●	●	
Seat on Commodity Classic Planning Council	●	●	●	
Opportunity to purchase registration packet inserts (fee)	●	●	●	●
Sponsor recognition in program booklet, website, and mobile app	●	●	●	●
On-site signage including jumbo screen at General Session, video wall and other high visibility area(s)	●	●	●	●
First right of refusal for event investment at next Commodity Classic (Some exceptions apply)	●	●	●	●
Opportunity to greet attendees as host of your sponsored event	●	●	●	●
Promotional use of Commodity Classic logo	●	●	●	●