



NEW FRONTIERS IN AGRICULTURE

FEBRUARY 28-MARCH 2

HOUSTON



2024

REGISTER NOW FOR AMERICA'S LARGEST
FARMER-LED, FARMER FOCUSED AGRICULTURAL
TRADE SHOW AND EDUCATIONAL EVENT:

✦ #Classic24 ✦ CommodityClassic.com ✦



JOIN US IN HOUSTON FOR NEW FRONTIERS IN AGRICULTURE

2024 TRADE SHOW HOURS

Wednesday, February 28 3:00 p.m. – 6:00 p.m.
Thursday, February 29 8:00 a.m. – 4:30 p.m.
Friday, March 1 10:30 a.m. – 4:30 p.m.

NO trade show hours on Saturday, March 2

NEW IN 2024!

Join us for Commodity Classic's first time in Houston, the nation's fourth largest city, as we explore *new frontiers in agriculture!*

Some exciting things we have planned for Houston:

- TWO levels of trade show exhibits including two stages
- Our largest number of booths and trade show space EVER!
- Trade show floor opening on Wednesday night including the Welcome Reception! Check out the TWO levels of exhibits and enjoy snacks and beverages while catching up with friends and colleagues.
- Wrap up your time at Commodity Classic on Saturday, March 2nd with the best tradition in Texas, the Houston Livestock Show and Rodeo – the world's largest livestock show and rodeo! This event is a spectacle unlike any other.

SATURDAY MORNING FBI PRESENTATION

Who's watching your data?

In lieu of regular Learning Center sessions, the FBI and other Federal partners will speak on Saturday morning to address your data concerns. You won't want to miss this critical informational session!

You'll learn about cyber and terrorism threats to agriculture with a key focus on international terrorism and the potential theft of proprietary data or information. You'll also learn about the need and means for sharing threat intelligence within the industry and with law enforcement.

This session is included with your full registration.

Visit CommodityClassic.com for full listing of tours in the Houston area!



EDUCATIONAL SESSIONS TO INSPIRE!

Educational sessions are being added! Learn about the ag industry's newest products and services at the **What's New** and **Mini What's New** sessions! Check CommodityClassic.com in January for details.

Visit CommodityClassic.com for schedule of association business meetings, banquets, and other activities involving the five Commodity Classic presenting associations (ASA, NCGA, NAWG, NSP, and AEM).

Association events will be scheduled at the convention center and nearby hotels.

See full schedule of events at CommodityClassic.com

  #Classic24 CommodityClassic.com

NEW IN 2024!

WEDNESDAY NIGHT WELCOME RECEPTION

Wednesday, February 28 • 3:00 – 6:00 p.m.

Join us Wednesday for the Welcome Reception!

You're invited to a lively party atmosphere to kick off the 2024 show in Houston! Check out the exhibits on TWO LEVELS before taking a deeper dive in *new frontiers in agriculture* on Thursday and Friday. Refreshments will be served.

Houston: we have NO problem.



THE GENERAL SESSION

Friday, March 1 • 8:30 a.m.

Sponsored by Corteva AgriScience

In the Friday morning General Session, you'll engage in an energizing conversation with a prominent speaker who will inspire you to take your operation to the next level. You'll also hear from the leaders of the five Commodity Classic presenting organizations to learn about the policies that affect your farm to help you become an even better producer.

Our General Session featured speaker will be announced in January; check CommodityClassic.com for updates.



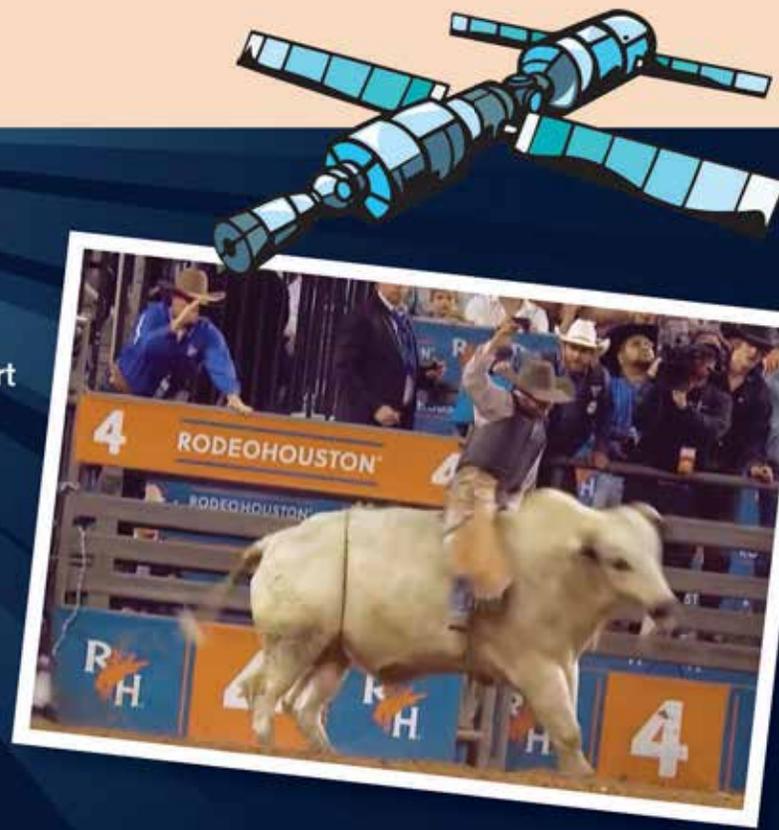
HOUSTON LIVESTOCK SHOW AND RODEO

Saturday, March 2 • 2:45 p.m. Rodeo • 5:00 p.m. Concert

Sponsored by Bayer Crop Science

Join us on Saturday for the world's largest rodeo and livestock exhibition!

- Tickets include entrance to a FULL day of entertainment at the rodeo grounds! Fun for the whole family includes carnival, shopping, food, rodeo, concert, and visiting the livestock exhibition.
- Make a day of it! Rodeo hours are 10:00 a.m. to 11:00 p.m.
- Optional tickets for Saturday are NOT included with Commodity Classic registration fees. Tickets are \$30 and \$45 each and include round trip transportation.
- FREE shuttle service to/from the convention center and rodeo 10:00 a.m - 9:00 p.m.
- An up-and-coming country artist will be announced by the rodeo in January; watch our website and social media for details!



Visit RodeoHouston.com for full schedule and information

TRADE SHOW

Trade Show is open **WEDNESDAY, THURSDAY, and FRIDAY.**

Houston 2024 features our largest number of booths and trade show space **EVER!**

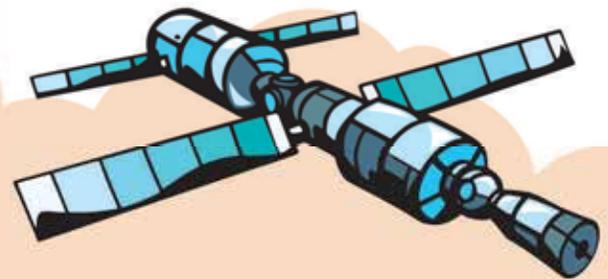


Acres of innovation – all under one roof

Your registration fee includes admission to the trade show on the days for which you're registered. **Get ahead of your competition and see what's new before it hits the farm media:**

- Crop protection
- Irrigation
- Livestock
- Nutrients
- Equipment
- Technology
- Grain storage and processing
- Laboratory services
- Seed
- Farm & financial management
- Marketing advisory services
- Tires and tracks

... plus dozens of other ag experts, industry leaders, innovators, and a variety of cutting-edge products and services to help you prepare for the next generation of farming.



See full schedule of events at CommodityClassic.com

“The trade show at Commodity Classic is the best place in agriculture to find all the latest and greatest farming has to offer.”
– Nebraska farmer

NACHURS®



Come visit us at
Booth #2903

start finish2 bio-K®

POWERED BY

A comprehensive liquid fertilizer system powered by Bio-K® to maximize your crop's potential.

Simple yet effective, profitable yet sustainable.

GO BROWSE
nachurs.com

BE SOCIAL

LET'S CHAT
800.622.4877 x 255





EDUCATION

Every educational session is selected by farmers, for farmers

Commodity Classic offers **over 30 sessions** of industry-leading education designed to help you take the future of your operation into your own hands! **There are many different ways to learn at Commodity Classic:**

- Early Riser sessions
- What's New sessions
- Networking with **thousands of other farmers**
- Learning Center sessions
- Mini What's New sessions
- General Session sponsored by Corteva AgriScience

NEW IN HOUSTON: 2 stages with content!

- 1st level: Commodity Classic Stage presented by *Successful Farming*
- 3rd level: Commodity Classic Stage

“The educational sessions at Commodity Classic are current, relevant, and will fill you with great ideas to take back to your operation.”
 – Indiana farmer

You can walk into any session without pre-registering; all you need is your name badge! Check out some of these hot topics:

- On-farm research data
- Grain marketing
- Sustainable irrigation
- Building good financial habits
- Drought management
- New tools & innovations
- New fuel market opportunities
- **AND SO MUCH MORE!**

DID YOU KNOW?

Many Commodity Classic educational sessions qualify for continuing education credits through the Certified Crop Adviser (CCA) program.

Please visit CommodityClassic.com for more information.



DON'T DELAY: EARLY REGISTRATION DISCOUNT ends January 12!

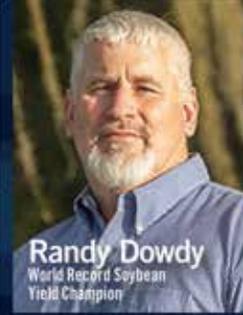
Join us for our FEATURED SPEAKERS:



John Baranick
Ag Meteorologist, DTN



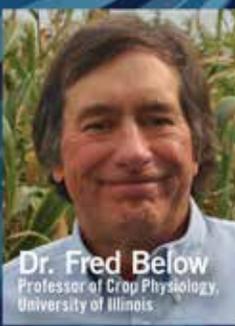
Mac Marshall
Vice President of Market Intelligence, United Soybean Board



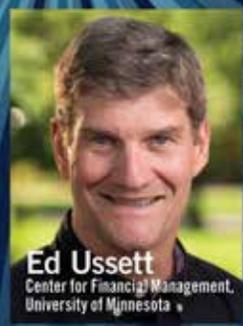
Randy Dowdy
World Record Soybean Yield Champion



Dave Hula
World Record Corn Yield Champion



Dr. Fred Below
Professor of Crop Physiology, University of Illinois



Ed Ussett
Center for Financial Management, University of Minnesota



Matt Bennett
Co-Founder, AgMarkets.net



Damian Mason
'The Business of Agriculture' Podcaster & Author

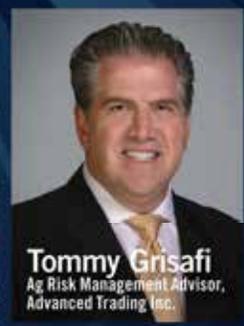


Tyne Morgan
Host & Executive Producer, U.S. Farm Report

Attend a live taping of
U.S. FARM REPORT



Dr. James Mintert and Dr. Michael Langemeier
Purdue University Department of Agricultural Economics & Center for Commercial Agriculture



Tommy Grisafi
Ag Risk Management Advisor, Advanced Trading Inc.



Commodity Association Leaders
Discussing the state of our industry

Commodity Classic Registration Costs & Deadlines

FULL REGISTRATION	BY JANUARY 12	JAN. 13 - FEB. 25	FEB. 26 - MAR. 2
Association Member	\$265	\$305	\$350
Association Non-Member	\$375	\$415	\$460
Spouse	\$200	\$240	\$275
Youth/College (Age 15-22)	\$75	\$75	\$75
Child (Age 14 and under)	N/C	N/C	N/C
ONE-DAY REGISTRATION **	BY JANUARY 12	JAN. 13 - FEB. 25	FEB. 26 - MAR. 2
Thursday Member	\$150	\$170	\$195
Thursday Non-Member	\$205	\$215	\$240
Friday Member	\$150	\$170	\$195
Friday Non-Member	\$205	\$215	\$240
Optional Friday Awards Celebrations [†]	\$89	\$89	\$89

Optional Saturday Rodeo*** \$30 Upper Level \$45 Loge Level

** One-day registration includes program events scheduled for that day excluding association awards event tickets. Optional awards event tickets are available for Friday's program and may be purchased on a first-come, first-served basis.

† ASA and NCGA awards events are held concurrently and availability is limited on a first-come, first-served basis.

*** Rodeo ticket prices consistent through show. NO REFUNDS on rodeo tickets.

Full Conference Registration Includes:

- Trade show access and meals on the trade show floor including the Welcome Reception on Wednesday, Lunch on Thursday, and Lunch on Friday
- Educational Sessions: Learning Center sessions, Early Riser sessions, What's New sessions, and Mini What's New sessions
- Presentations in the 1st floor and 3rd floor trade show stages
- Complimentary access to video recordings of the 2024 Learning Center sessions, What's New sessions, and some Early Riser sessions
- ASA or NCGA Awards Events (based on availability and not guaranteed)

One-Day Registration:

- One-day registration includes the events which occur on registered-for day, with the exception of association awards events
- Educational session recordings are complimentary only for the day that you are registered

Important Registration & Housing Dates:

- January 12:** Early registration discount ends
- January 12:** Registration cancellation must be requested in writing by this date in writing to receive a full refund, less \$25 per person administrative fee
- January 12:** Housing cancellation must be requested in writing by this date in order to avoid Commodity Classic's one-night room and tax cancellation fee
- February 1:** Hotel group rates guaranteed through this date. All hotel cancellations and changes must be made through Maritz Global Events through this date.
- February 6:** Tours pre-registration deadline, no tour refunds after this date

Hotel Information:

Booking your hotel through Commodity Classic is the smart thing to do!

- Booking through Commodity Classic offers discounted hotel rates for attendees.
- Commodity Classic guarantees the number of room reservations to keep registration costs affordable.
- Housing support is available through Maritz Global Events, the official housing bureau.
- Complimentary convention shuttle transportation to most Commodity Classic hotels, sponsored by NACHURS.
- A list and map of official Commodity Classic hotels can be found on CommodityClassic.com

Join and Save!

- Save \$100 on non-member Full Registration by joining one of the presenting commodity associations today. In some cases, these savings may be more than the cost of membership!



Whether you're a veteran attendee or if you've never been to the show before, Commodity Classic offers exciting, new experiences for everyone.

QUESTIONS?

Call (662) 362-6073 or email CommodityClassic@maritz.com

Support Commodity Classic AND WIN!

You could win a two-night stay at one of the Commodity Classic hotels in Denver, CO, site of the 2025 Commodity Classic, and a gift inspired by the exciting Denver location!

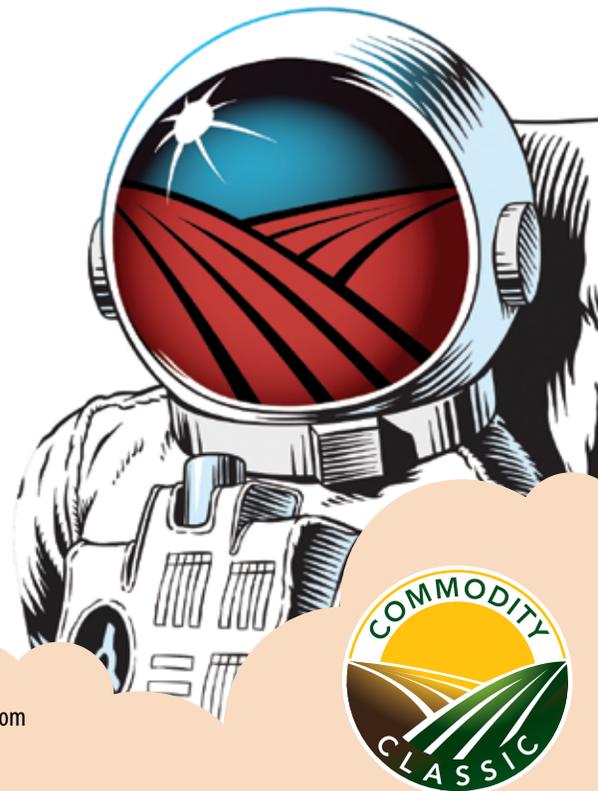
The one and only way to win: **Reserve your hotel room through Maritz Global Events and your name will be entered into the drawing. One winner will be drawn on the afternoon of Friday, March 1 and will be announced on both trade show floors.**

Tour Reservations:

Tour reservations must be registered for separately from convention and housing registrations. See CommodityClassic.com for details and link to tour registration site.

Convention Registration Cancellation Policy:

Full refund, less \$25 per person administration fee, will be granted on written request through January 12, 2024.



Register online at CommodityClassic.com



#Classic24 CommodityClassic.com

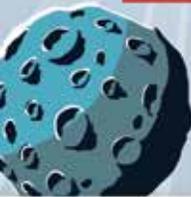
NEW FRONTIERS IN AGRICULTURE

FEBRUARY 28-MARCH 2

HOUSTON 2024



Commodity Classic
632 Cepi Drive
Chesterfield, MO 63005



Join us in Houston **Feb. 28 - March 2, 2024**
for America's largest farmer-led, farmer-focused
agricultural trade show and educational experience.

Commodity Classic is a national show for those who
are passionate about row crop farming & agriculture.



REGISTER EARLY AND SAVE:
CommodityClassic.com #Classic24

