



Request for Commodity Classic 2018 Registration Demographics Incentive

Introduction:

Demographic data about our attendees' farming operations is valuable to Commodity Classic and its exhibitors. Accurate data helps Commodity Classic show management know its audience and market the show accordingly. Collection of accurate and complete data is of top importance to the Commodity Classic Farmer Committee.

Demographic data helps exhibiting companies tailor their products and marketing efforts to the Commodity Classic audience. Knowing the attendees' farm demographics data allows exhibitors to allocate the correct resources to their Commodity Classic presence, based upon knowing what type of farmer they can expect to interact with during the show.

Request:

Commodity Classic is seeking an exhibitor to provide a high-value prize or financial incentive to encourage farmer-attendees to fill out their farm demographics when registering for the 2018 Commodity Classic.

Terms:

This investment qualifies the sponsoring company as a **Bronze Level** sponsor. The sponsoring company's name and incentive offered will be included in the Commodity Classic Registration Brochure (**if commitment is made prior to September 2017 publishing deadline**), mailed to over 60,000 members of ASA, NCGA, NAWG, NSP and AEM.

Commodity Classic will host and advertise a drawing to win this prize at the sponsor's booth during the Trade Show. Promotion of the drawing and the company's name is included in the Commodity Classic website, online registration program, mobile app, onsite signage, and the onsite program booklet (distributed to more than 9,000 attendees in 2017).

Action:

If your company is be interested in providing an incentive to encourage farmer-attendees to complete their farm demographic information on the 2018 Commodity Classic registration form, please submit your proposed prize description to:

Abby Podkul
American Soybean Association – Commodity Classic
apodkul@soy.org
314.754.1345

Commodity Classic is the premier convention and trade show of National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers. It is America's largest farmer-led, farmer-focused convention and trade show. Join us in Anaheim for the 23rd Commodity Classic on Tuesday, February 27 through Thursday, March 1.

