



The early adopters. The thought-leaders. The innovators.

Total Attendance in 2017

9,303

(2nd largest ever!)

- 4,102 farmer/operator decision-makers
- Average age of farmer attendees: 50.1 years
- 162 key media representatives

2017 TRADE SHOW

- SOLD OUT with a waiting list!
- 425 exhibiting companies
- 226,600 net square feet of booth space

Total farmers* attending the 2017 Commodity Classic represented:

- \$3.8 billion in total gross farm income
- \$832 million in total annual equipment purchases
- \$740 million in total annual seed and chemical purchases
- \$595 million in total annual fertilizer purchases

The average individual farmer* at 2017 Commodity Classic represented:

- \$1.45 million in total gross farm income
- \$319,029 in total annual equipment purchases
- \$283,809 in total annual seed and chemical purchases
- \$288,084 in total annual fertilizer purchases
- The average farm operation*

For attendees completing the demographic data with registration:

- 2,779 total acres
- 1,137 corn acres
- 1,020 soybean acres
- 861 wheat acres
- 445 sorghum acres
- 1,023 cotton acres
- 646 peanut acres
- 432 hay/forage acres
- 314 feedlot cattle
- 177 cow/calf pairs
- 7,956 hogs

Thousands of the top farmers you want to reach—all under one roof.

The Top Reason Growers Attend:

TO LEARN ABOUT NEW PRODUCTS!

Source: 2017 Grower Attendee Survey

72% consider themselves **EARLY ADOPTERS** of new products & practices

REACH THE INFLUENCERS!

The typical attendee says that **9.6 other growers** in their area ask their opinion on new agricultural products and practices.

Don't miss the opportunity to showcase your brand to thousands of America's best farmers.

Reserve your space today!

Exhibit Space Investment per 10' x 10' booth space	
1-5 spaces	\$1,375 ea.
6-13 spaces	\$1,250 ea.
14-20 spaces	\$1,150 ea.
21-50 spaces	\$1,025 ea.
51+ spaces	\$975 ea.

Premium booth locations are an additional \$325 per 10' x 10' booth space.



Discover more about exhibiting in Anaheim:

Commodity Classic Trade Show Manager
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CommodityClassic.com

*Based on Commodity Classic registration, Commodity Classic surveys, USDA NASS January 2017, USFA WASDE March 2017, USDA ERS December 2016



Commodity Classic is the premier convention and trade show of the National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producer and Association of Equipment Manufacturers.