

# time to shine!

# Orlando 2019

February 28-March 2



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

Total Registrants in 2018  
**8,055**

- 3,646 farmer/operator decision-makers
- Average age of farmer attendees: 50.2 years
- 152 key media representatives

## 2018 TRADE SHOW

- 367 exhibiting companies
- 1,894 booth spaces

## Total farmers\* attending the 2018 Commodity Classic represented:

- \$2.9 billion in total gross farm income
- \$670 million in total annual equipment purchases
- \$572 million in total annual seed and chemical purchases
- \$414 million in total annual fertilizer purchases

## The average individual farmer\* at 2018 Commodity Classic represented:

- \$1.51 million in total gross farm income
- \$347,622 in total annual equipment purchases
- \$297,092 in total annual seed and chemical purchases
- \$214,774 in total annual fertilizer purchases

## The average farm operation† at 2018 Commodity Classic represented:

- 2,850 Total Acres
- 1,169 Corn Acres
- 1,124 Soybean Acres
- 910 Wheat Acres
- 474 Sorghum Acres
- 872 Cotton Acres
- 893 Peanut Acres
- 485 Hay/Forage Acres
- 7,500 Hogs
- 240 Cow/Calf Pairs
- 550 Feedlot Cattle

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

### The Top Reason Farmers Attend:

### TO LEARN ABOUT NEW PRODUCTS!

Source: 2018 Farmer Attendee Survey

**75%** consider themselves **EARLY ADOPTERS** of new products & practices

### REACH THE INFLUENCERS!

The typical attendee says that **13 other farmers** in their area ask their opinion on new agricultural products and practices.

Space is already limited and opens **May 15 to new exhibitors** at [CommodityClassic.com](http://CommodityClassic.com)

### 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 Orlando:

636.745.3008 • [tradeshow@commodityclassic.com](mailto:tradeshow@commodityclassic.com)

## For details: CommodityClassic.com

\*Based on Commodity Classic registration, Commodity Classic surveys, USDA NASS January 2018, USDA WASDE March 2018, USDA ERS December 2017

†For attendees completing the demographic data with registration.



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 Producers and Association of Equipment Manufacturers.