

2024 Commodity Classic Review

Houston, Texas



HIGHLIGHTS

- **Largest Commodity Classic Ever!**
 - Highest attendance
 - Largest # of booths
 - Largest # of companies
 - Largest trade show square footage
 - First time with 2 floors of the trade show

- Offsite evening of entertainment at Houston Rodeo



2024 Commodity Classic Attendance Recap

Houston, Texas



REGISTRATION

- **11,530 attendees – 11% increase over 2023**
- 4,607 farmers
- 1,367 first timer farmers

- Houston - 529 registered onsite
- Orlando - 730 registered onsite

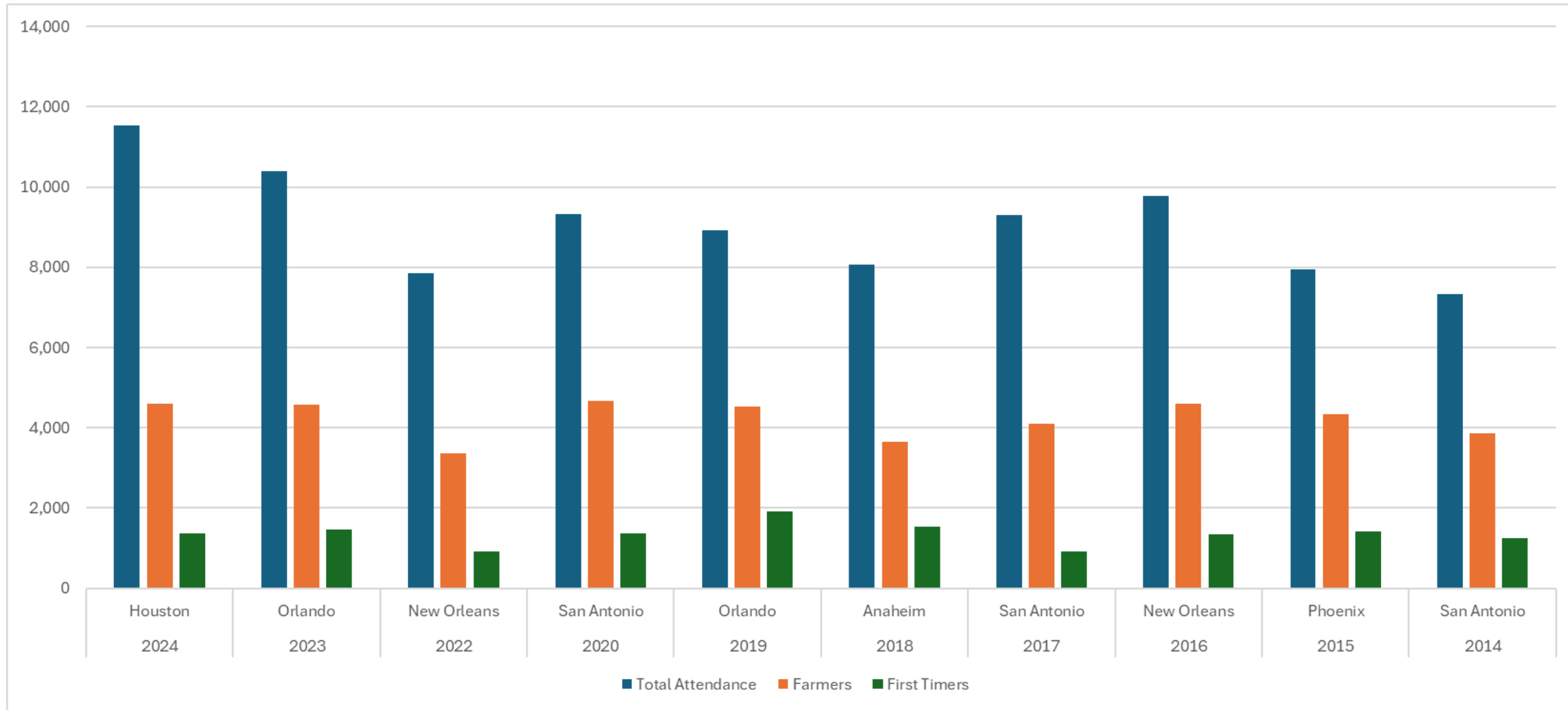


YEAR OVER YEAR ATTENDANCE

Year	City	Total Attendance	Farmers	First Timers
2024	Houston	11,530	4,607	1,367
2023	Orlando	10,402	4,572	1,472
2022	New Orleans	7,862	3,359	911
2020	San Antonio	9,335	4,669	1,379
2019	Orlando	8,920	4,528	1,918
2018	Anaheim	8,055	3,646	1,533
2017	San Antonio	9,303	4,102	920
2016	New Orleans	9,770	4,596	1,343
2015	Phoenix	7,936	4,328	1,410
2014	San Antonio	7,325	3,874	1,261



YEAR OVER YEAR ATTENDANCE



FARMER PROFILE BY ACREAGE

	2024	2023	2022	2020	2019	2018	2017	2016
Total	3,044	3,262	3,425	2,844	3,136	2,850	2,779	2,893
Corn	1,298	1,279	1,291	1,248	1,260	1,169	1,137	1,197
Soybean	1,156	1,160	1,187	1,094	1,070	1,124	1,020	1,117
Wheat	887	881	1,115	886	1,045	910	861	992
Sorghum	360	606	1,523	543	473	474	445	471
Cotton	150	1,557	1,490	1,357	998	872	1,023	988
Hay/Forage	257	319	413	270	538	485	432	-
Peanuts	402	462	945	509	610	893	656	-
Rice	163	4,080	1,273	549	827	-	-	-
Vegetables	194	424	722	458	696	-	-	-
Feedlot Cattle	937	482	688	744	702	550	314	604
Cow/Calf Pairs	472	145	223	146	398	240	177	150
Average # of Hogs	263	808	658	1,988	1,026	7,500	7,956	7,994
Feeders	147	258	688	2,251	1,329	-	-	-
Finishers	112	7,820	5,401	6,588	5,658	-	-	-



OTHER ATTENDEE GROUPS

Attendee Group	Houston	Orlando	New Orleans	San Antonio	Orlando	Anaheim	San Antonio	New Orleans
Media	154	117	148	144	139	152	162	186
Farmers	4,607	4,572	3,359	4,669	4,528	3,646	4,102	4,596
Youth	268	272	257	176	215	185	198	179



FARMER PROFILE BY AGE

Age	% of Registrants
Under 20	5%
20-25	5%
26-30	9%
31-35	12%
36-40	13%
41-45	13%
46-50	12%
51-55	10%
56-60	8%
61-65	6%
66-70	4%
71-75	3%
76 and over	1%

Average Age:

2022 – 48.9

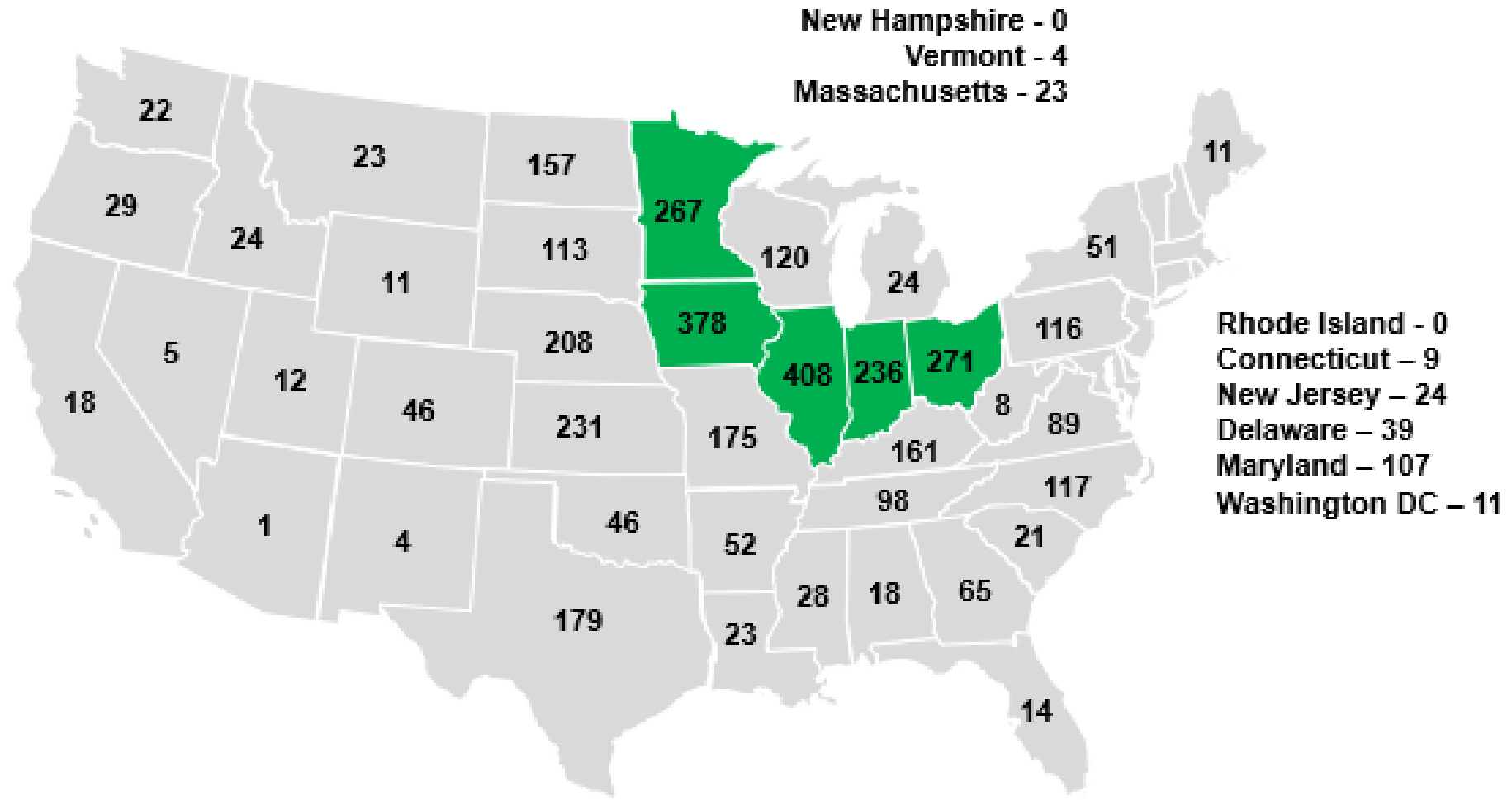
2020 – 49.3

2019 – 52.3

2018 – 50.2



GEOGRAPHIC DISTRIBUTION OF FARMERS



INTERNATIONAL ATTENDEES

Canadian Province	Count
ALBERTA	130
BRITISH COLUMBIA	9
MANITOBA	95
NEW BRUNSWICK	3
NOVA SCOTIA	3
ONTARIO	230
PRINCE EDWARD ISLAND	3
QUEBEC	41
SASKATCHEWAN	151
TOTAL	665

Country	Count
AUSTRALIA	2
BRAZIL	2
COSTA RICA	3
FINLAND	2
FRANCE	2
GERMANY	36
HUNGARY	1
INDIA	4
ITALY	1
MEXICO	7
SOUTH AFRICA	2
SPAIN	5
SWEDEN	2
SWITZERLAND	1
UNITED KINGDOM	7
Total	77



2024 Commodity Classic Trade Show Recap

Houston, Texas



YEAR OVER YEAR TRADE SHOW PROFILE

	2024 Houston	2023 Orlando	2022 New Orleans	2020 San Antonio	2019 Orlando	2018 Anaheim
# of Companies	435	412	383	308	399	404
# Booths	3,321	2,663	2,337	2,241	2,097	2,105



2024 Commodity Classic Survey Results

Houston, Texas



Methodology

Surveys were sent to all verified participants based on their “Exhibitor” or “Attendee” reg type. An additional attempt was made to re-classify individuals based on their survey responses, such as indicating that their primary reason for being at the show was to work in an exhibit booth or comments about “their booth” that made evident the fact that they were registered through the wrong flow. The same is true of the reverse, where exhibitors' surveys were reclassified as attendees.

Surveys were sent with demographic data from registration appended. This data included information such as whether they self-identified as a farmer, were first-timers, age, reason for attending, and crop acres if applicable.

Respondents were given 7 days to complete the survey and sent a reminder on the last day. An incentive of a chance to win a chance at a (2 for exhibitors; 4 for attendees) \$50 Amazon gift certificate.

The original number of completed Exhibitor Surveys was 893, and the original number of Attendee Surveys was 797.



EXHIBITOR SURVEY



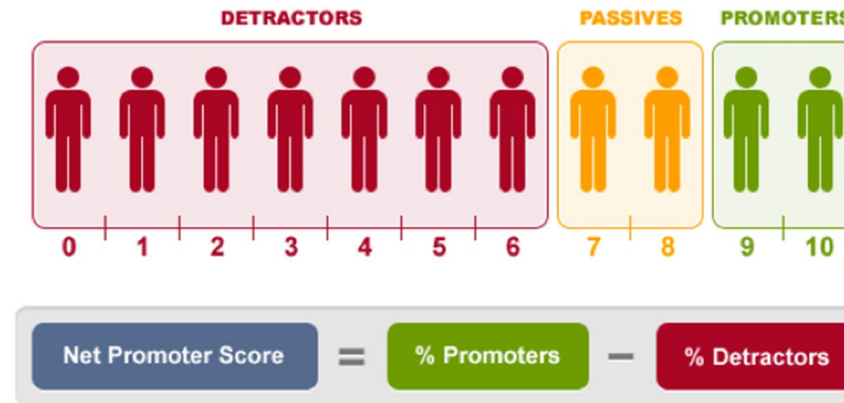
Net Promoter Score

“How likely is it that you would recommend Commodity classic to a colleague?”



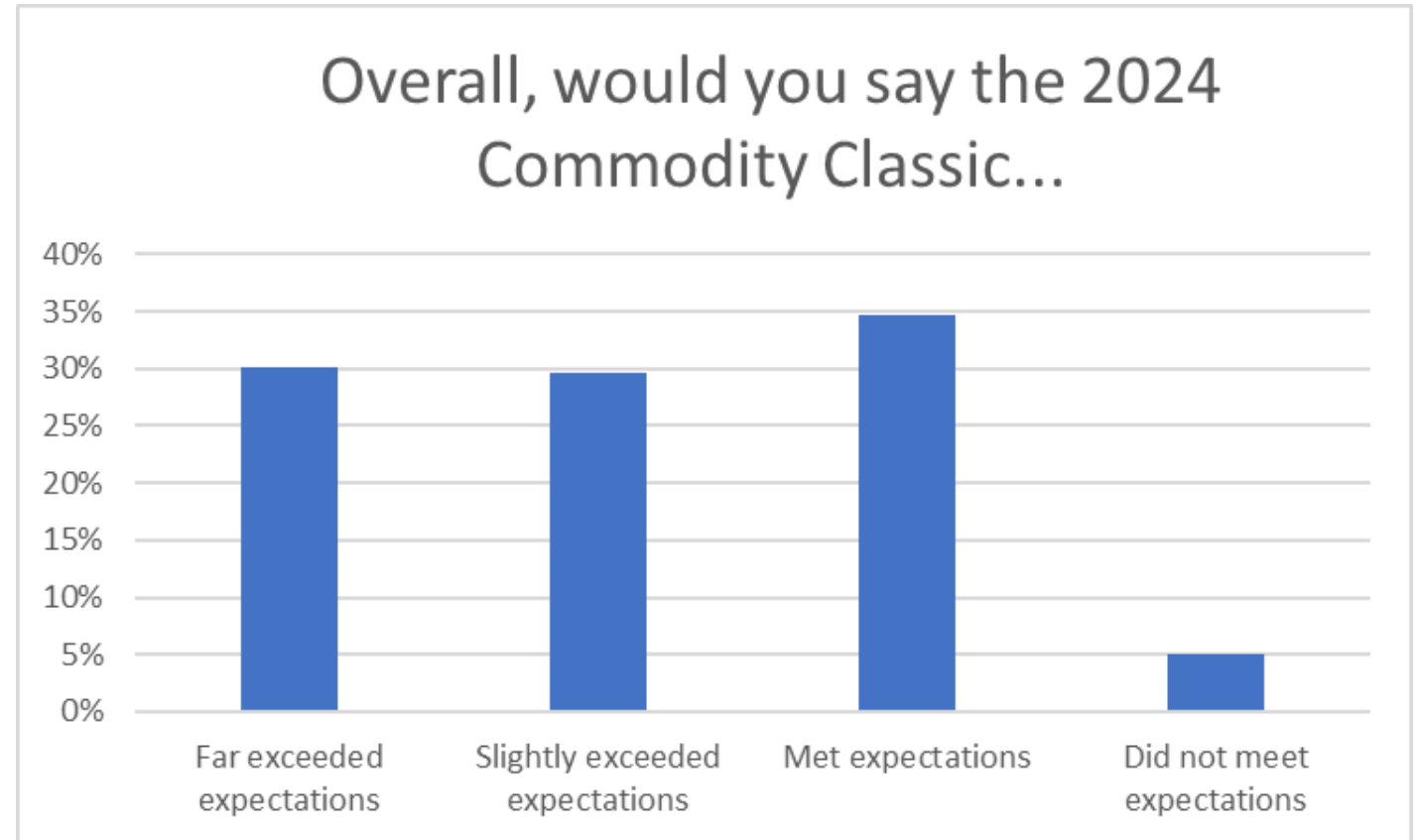
45

- 45 is a very strong exhibitor Net Promoter Score
- Explori recent b2b average NSP across all shows is -7 for exhibitors.
- An informal survey of Major American Trade Show Organizer shows (+200,000 NSF) show an average exhibitor NPS of 33

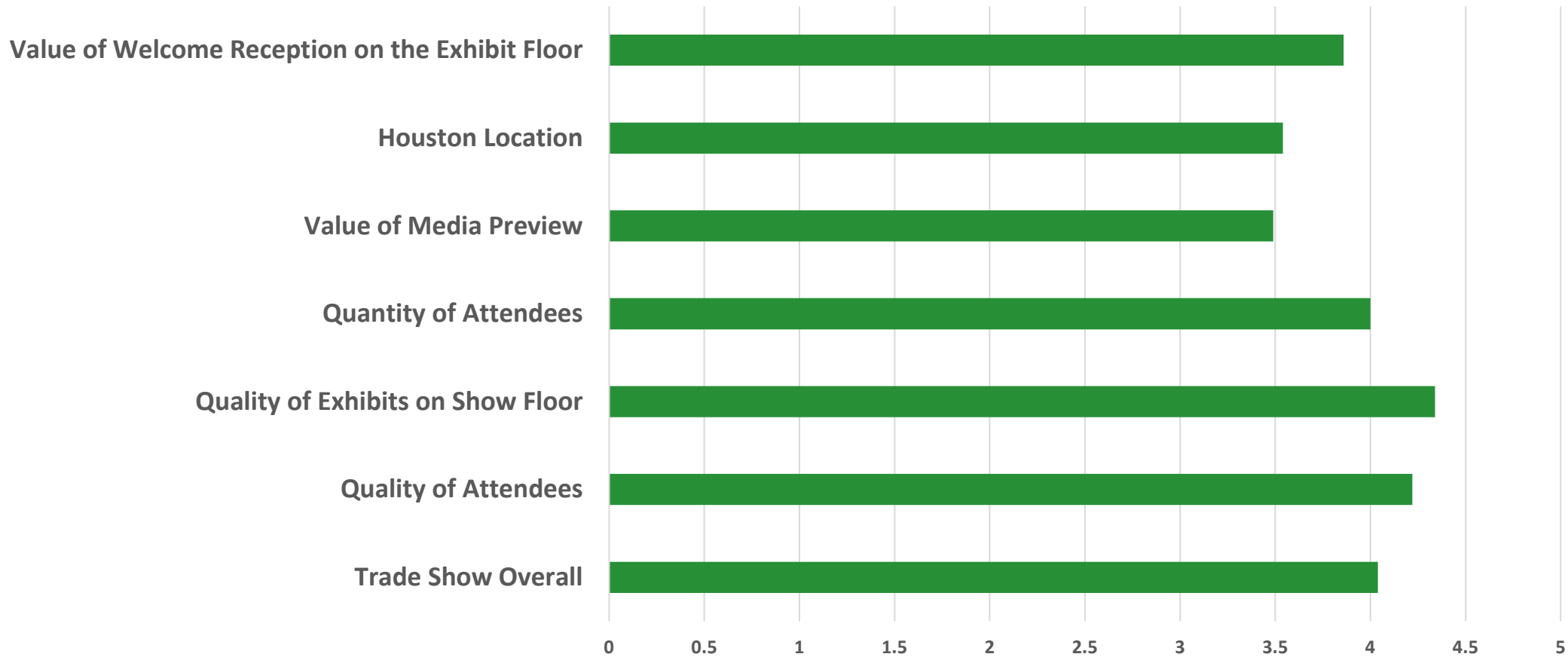


Overall, would you say the 2024 Commodity Classic...

Classic Met or Exceeded expectations for 95% of exhibitors.



Please rate your satisfaction with the following:



Scale of 1 to 5 with 5 being very satisfied and 1 being very unsatisfied.



ATTENDEE SURVEYS



Survey Responses

ALL REPORTED NUMBERS ARE BASED ON THE FULL 961 SURVEY UNLESS SPECIFICALLY NOTED. INDIVIDUAL “N” MAY VARY FOR EACH QUESTION.

Of the 961 responses:

- 632 were farmers (66%)
- 338 were first timers to Commodity Classic (35%)



Net Promoter Score

“How likely is it that you would recommend Commodity classic to a friend or colleague?”

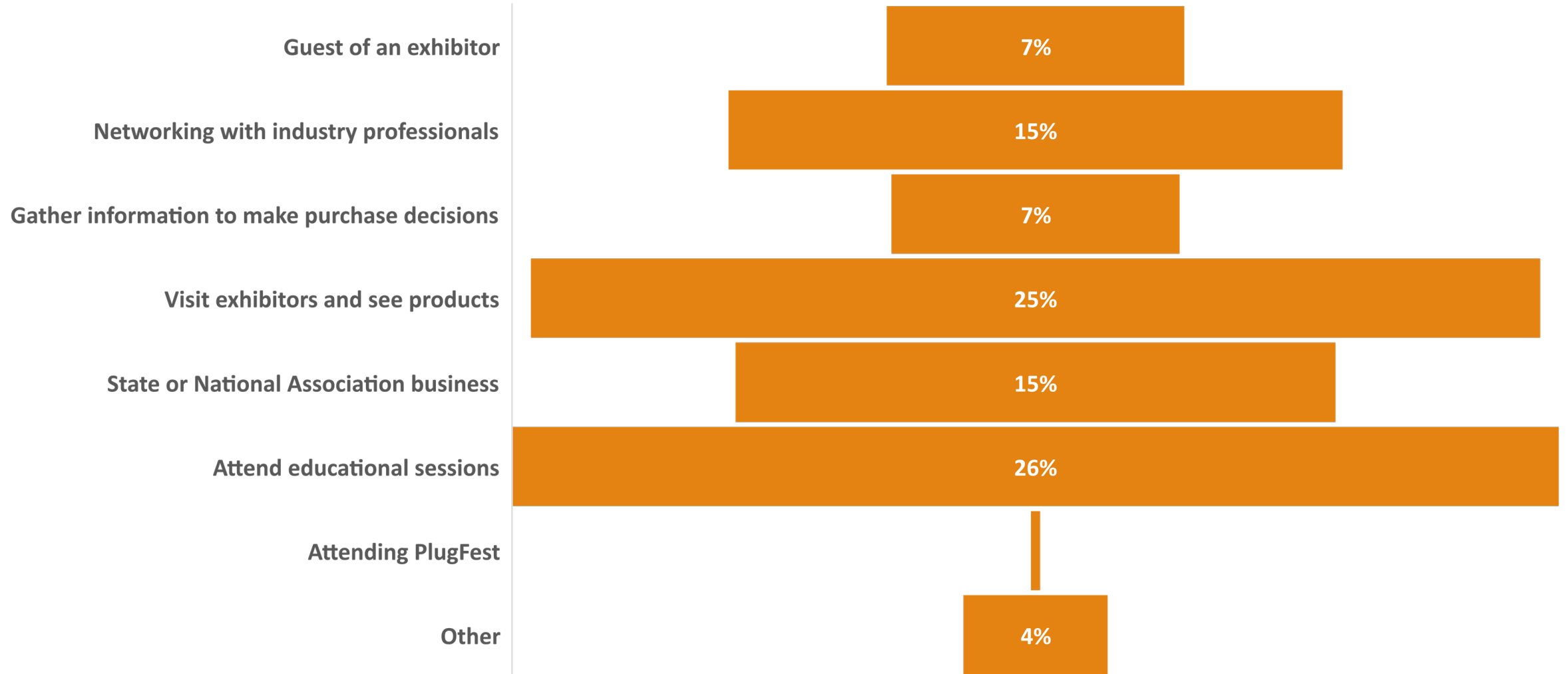


57

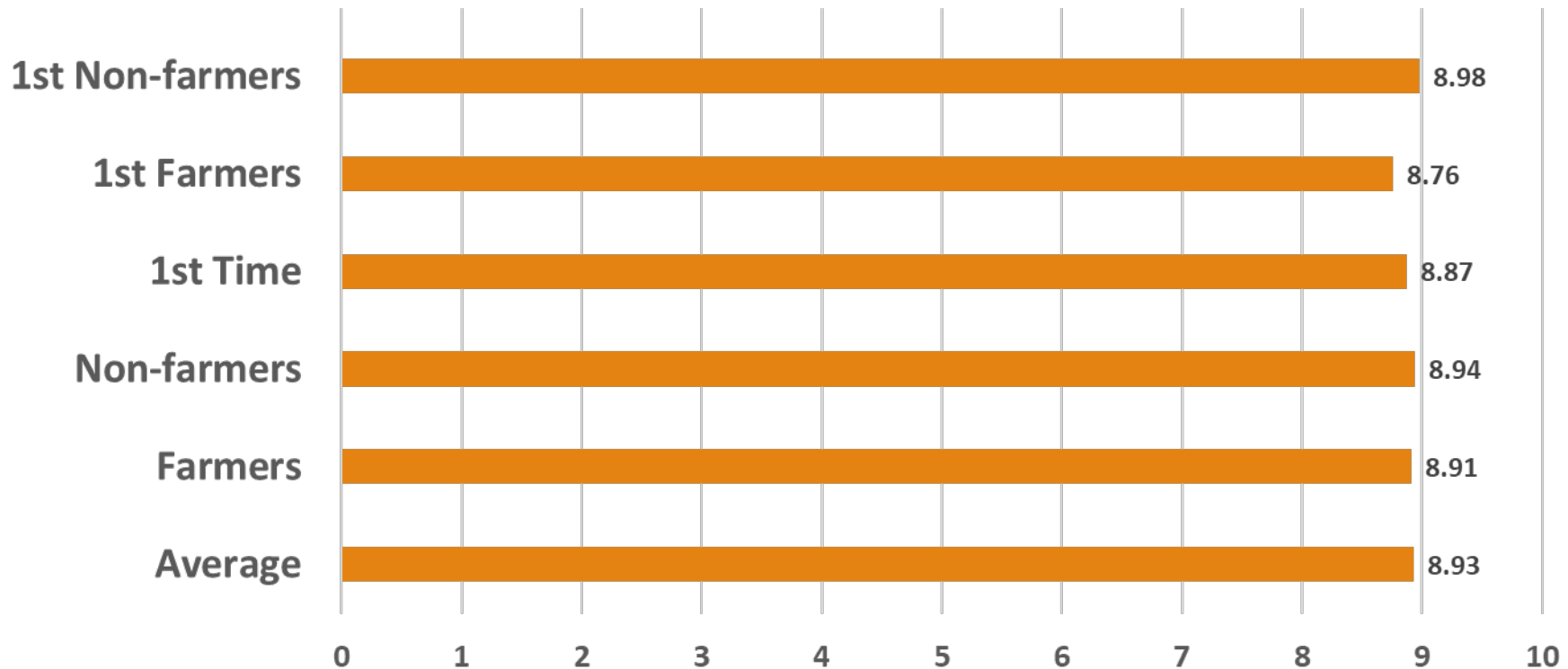
- 57 is a very strong attendee Net Promoter Score
- Explori recent b2b average NSP across all shows is 17 for attendees.



Reason for Attending



How likely is it that you would recommend Commodity Classic to other farmers?

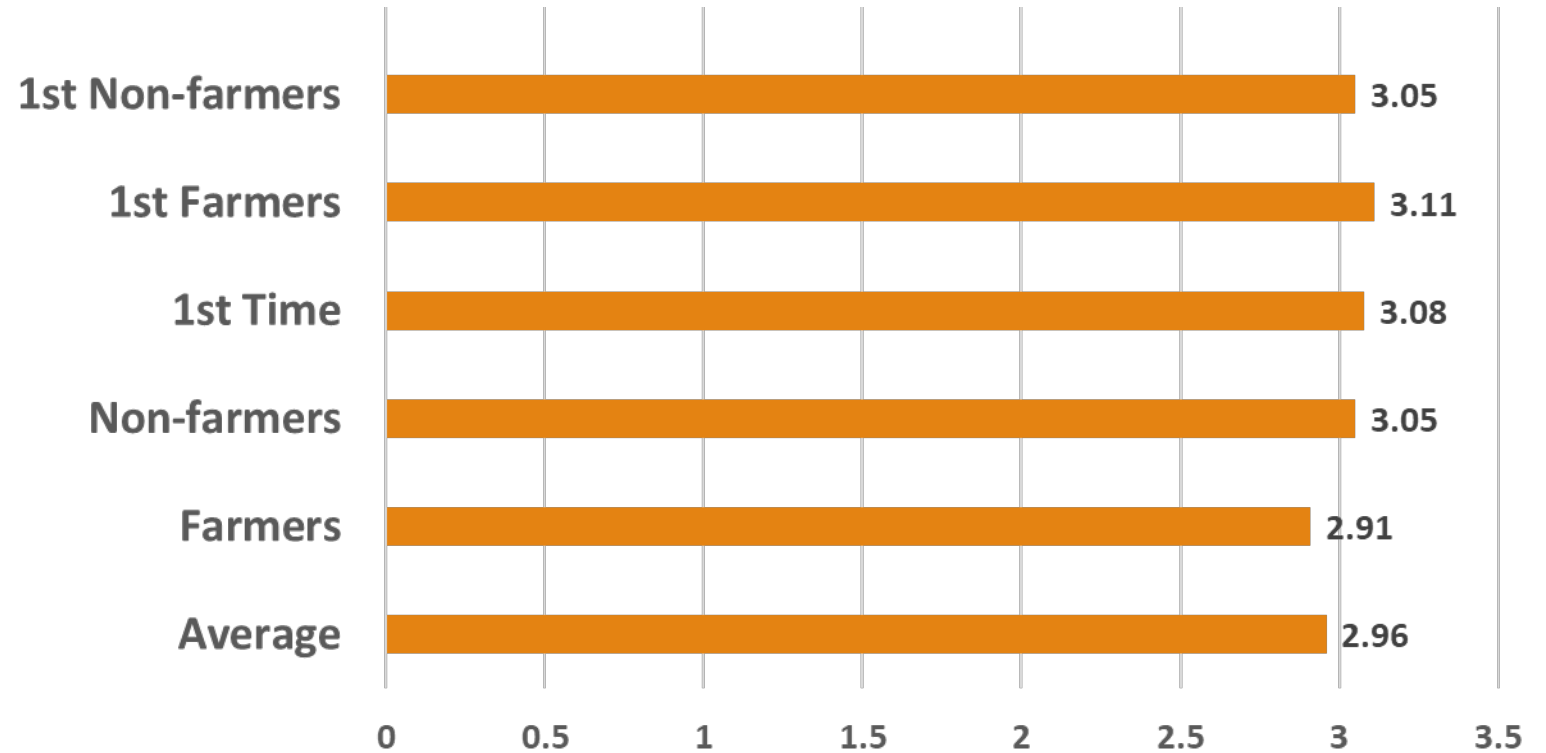


(scale of 1-10, 1 definitely not, 10 definitely recommend)



Overall Expectations Met

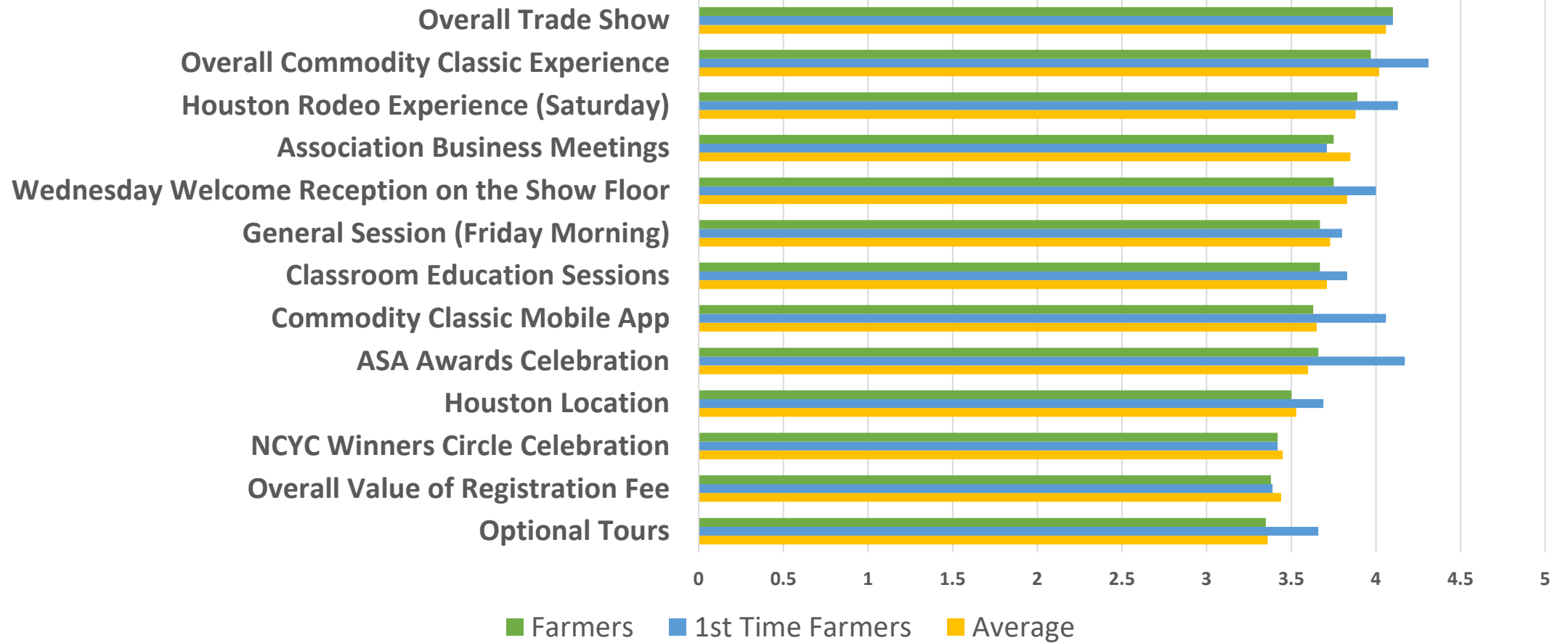
95.6% of all attendees said Classic Met to Far Exceeded their expectations in 2024.



(1 - 4 Scale with 1 indicating Did Not Meet Expectations and 4 indicating Far Exceeded Expectations)

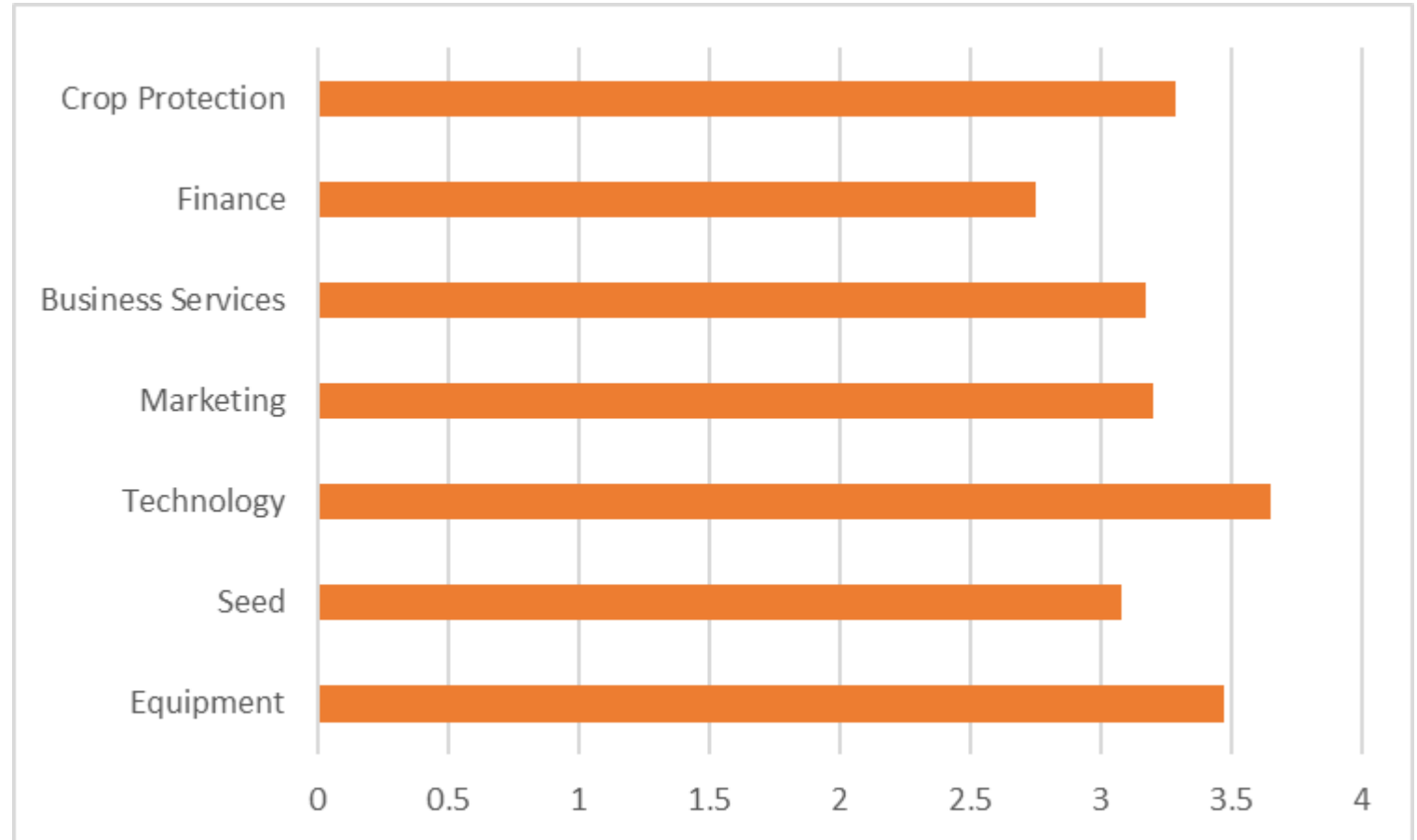


Satisfaction



Purchase Influence

To what degree will your experience at the 2024 Commodity Classic influence your purchasing and product decisions in the coming year?



(1 = not at all influential and 5 = extremely influential)

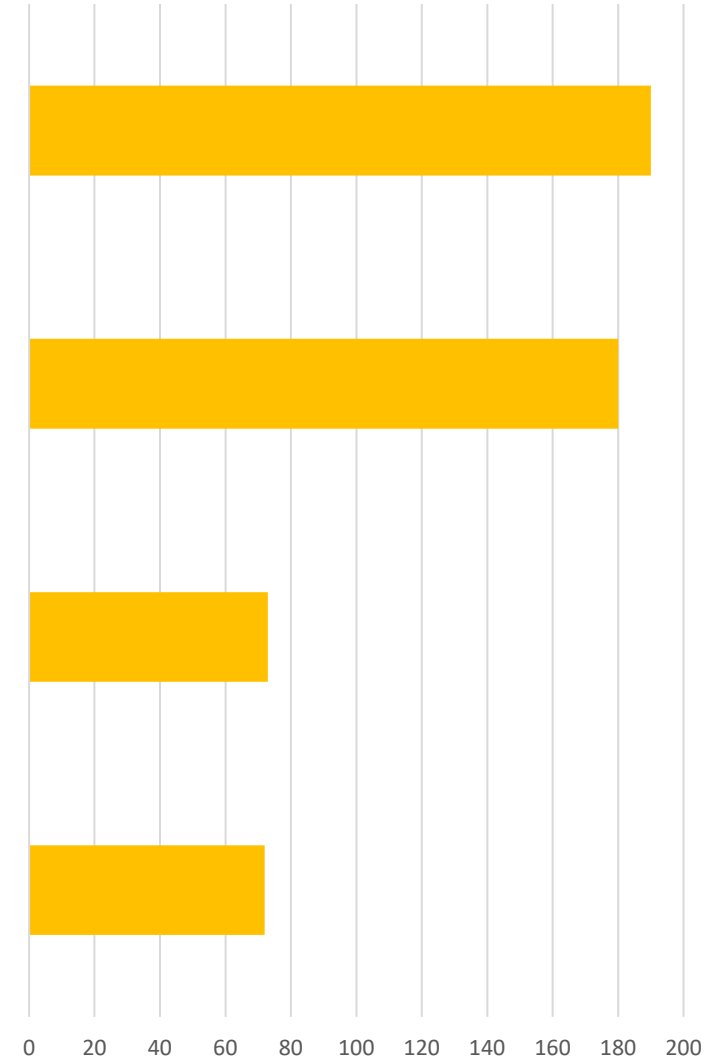


Classic Attendees Are Decision-Makers

86% of Classic's farmer attendees are decision makers on their own farms.

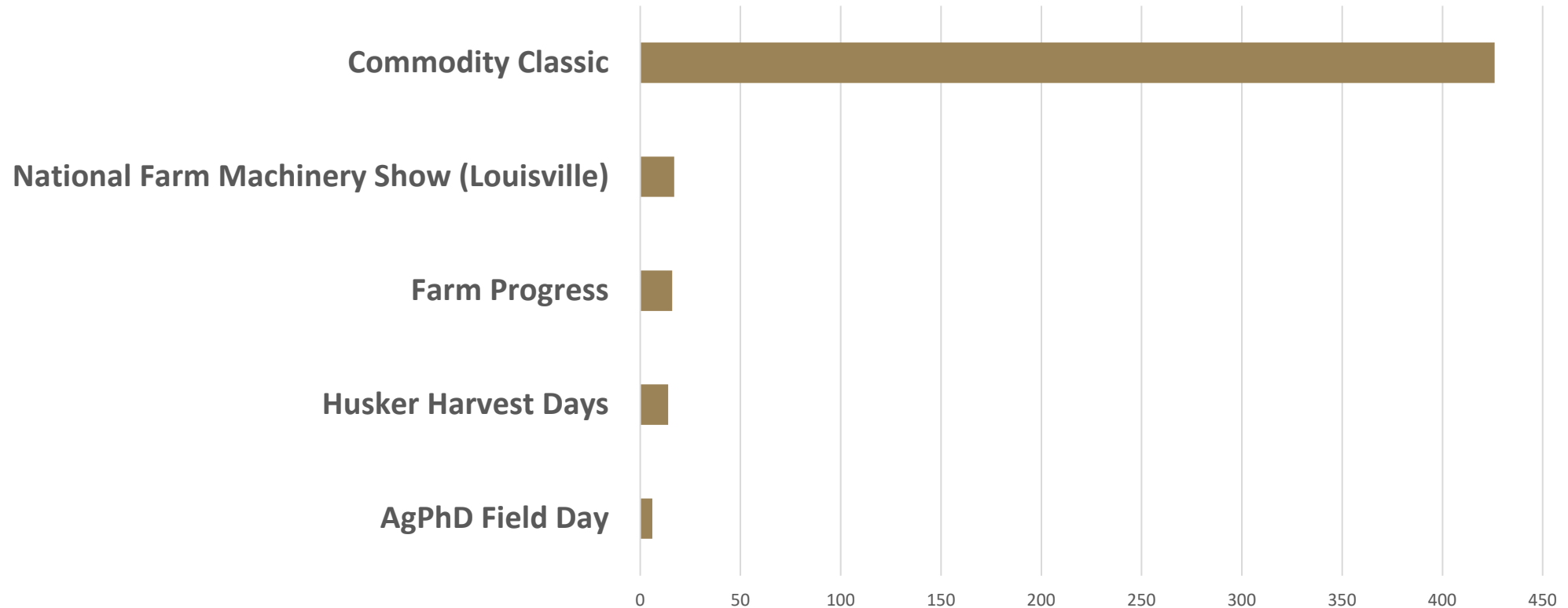


- I have the final say in all operational decisions**
- I share decision-making with someone else**
- I have some input, but ultimately leave decisions to someone else**
- Someone else makes all of the operational decisions**



Other Events

Most Valuable Ag Event

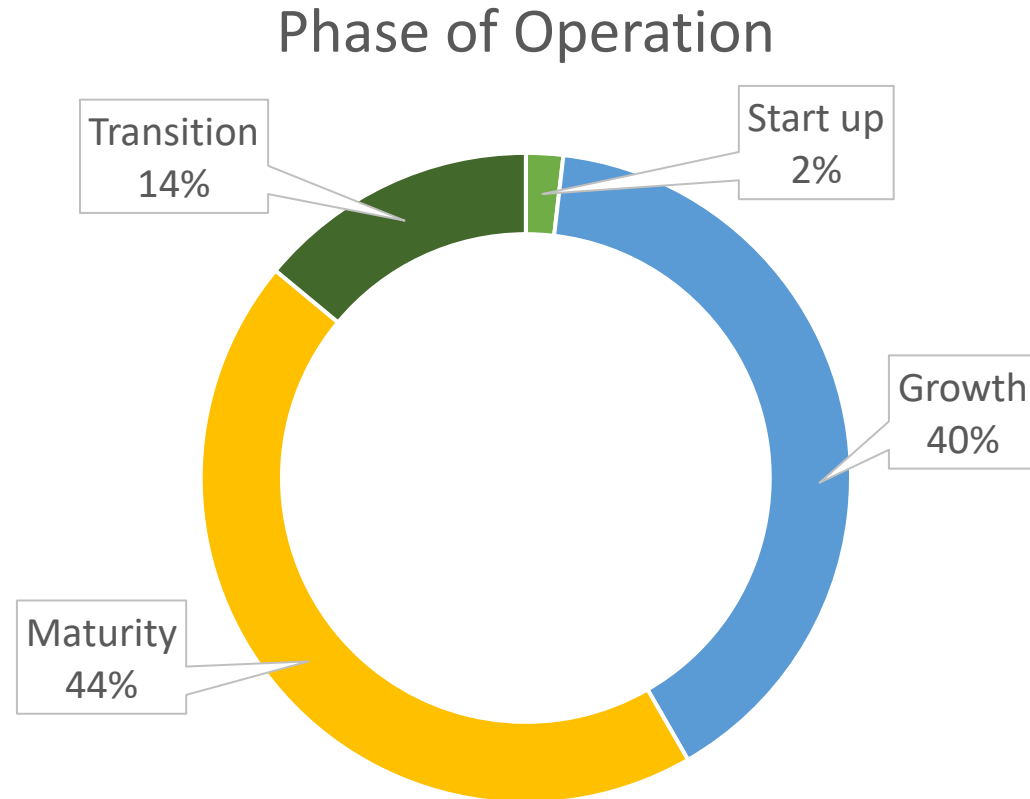


Commodity Classic was ranked as the most valuable show they attend by 76% of attendees



Growing or Going?

Which of the following best describes the current state of your farming operation?



2025 Commodity Classic

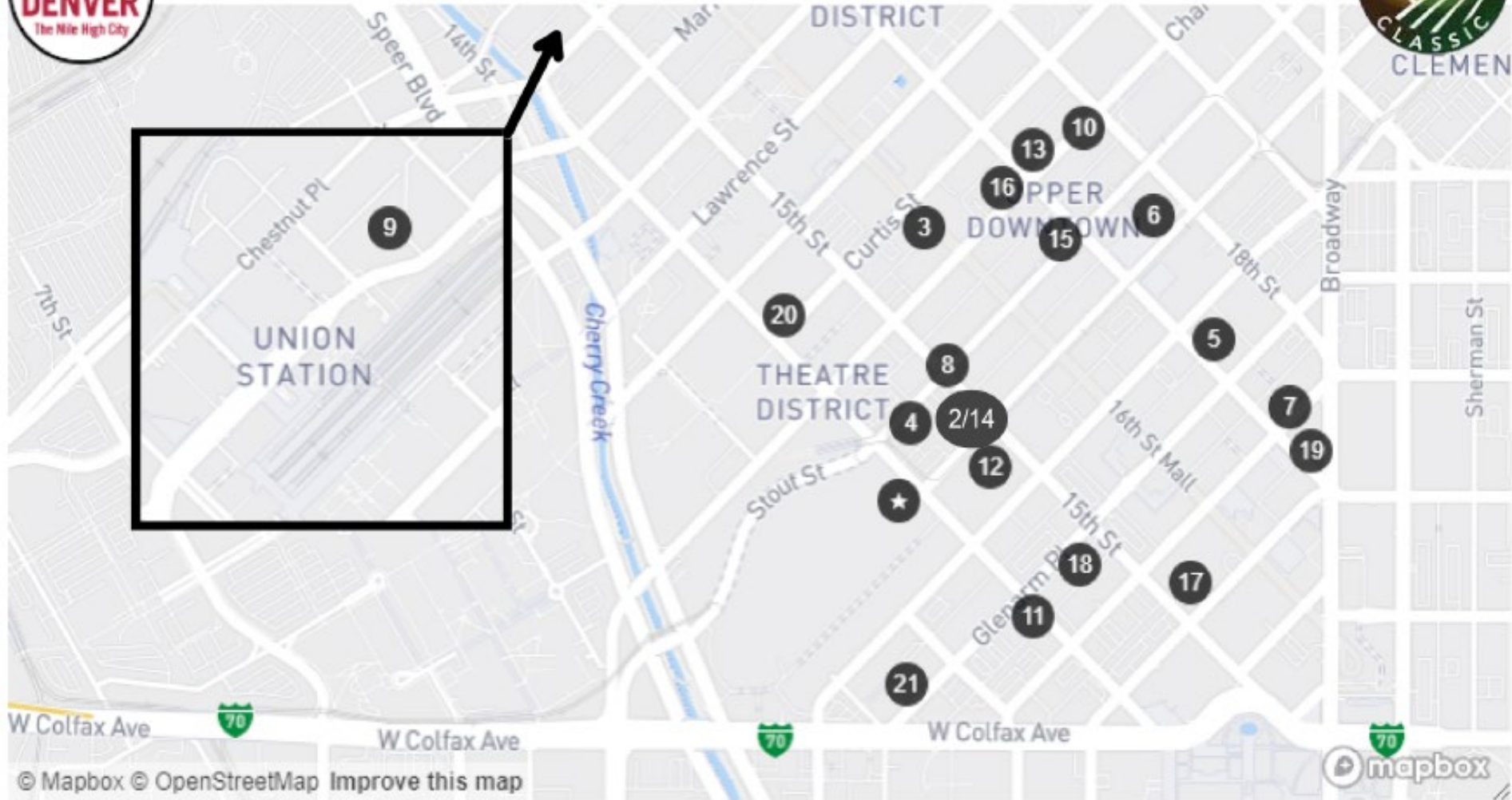
Denver, Colorado



DENVER HOTELS



2025 Commodity Classic Hotels



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