

# 2025 COMMODITY CLASSIC EXHIBITOR Tips to Ensure Success

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**Commodity Classic Info:** [www.CommodityClassic.com](http://www.CommodityClassic.com)

**Exhibit Service Kit Access:** [www.paramountcs.com](http://www.paramountcs.com) (available September)

**Vendor Contacts:** [www.CommodityClassic.com/for-exhibitors/exhibitor-key-contacts](http://www.CommodityClassic.com/for-exhibitors/exhibitor-key-contacts)

Trade Show -Exhibit Mgt. Kerri Harmon, Kristi Burmeister [tradeshow@CommodityClassic.com](mailto:tradeshow@CommodityClassic.com)

Decorator Paramount Convention Svcs. [leverett@paramountcs.com](mailto:leverett@paramountcs.com)

Sponsorship/Education American Soybean Association [apodkul@soy.org](mailto:apodkul@soy.org)

Exhibit Reg./Housing Maritz Global Events [CommodityClassicExh@maritz.com](mailto:CommodityClassicExh@maritz.com)

Attendance Builder/Lead Retrieval/Booth Data (eventBit) Maritz [ExhibitorServices@maritz.com](mailto:ExhibitorServices@maritz.com)

Show Director -Mtg. Space Maureen Feck [feck@commodityclassic.com](mailto:feck@commodityclassic.com)

## Move-in, Move-out, and Show Hours

Refer to <https://commodityclassic.com/for-exhibitors/exhibitor-faqs> for the latest schedule until the service kit is released in September.

Go to the online floor plan to **view move-in dates that vary based on your exhibit booth location, size and if large equipment\***:

<https://s15.a2zinc.net/clients/commodityclassic/2025/Public/EventMap.aspx?shMode=E>

*Since there are different contracted access times for different halls, the red line on the floor plan is for informational purposes only to designate varied move-in times noted in text boxes.*

## Tips to Increase Your Return on Investment

**Booth Drawing/Event Listing in App** - Return the Booth Special Event Publicity Form in the exhibit services kit by January 23 to [tradeshow@CommodityClassic.com](mailto:tradeshow@CommodityClassic.com) for a **FREE** listing in the Commodity Classic app with your booth drawing and/or a special event in your booth.

**Hosted Adult Beverages in Booth** – Order with catering to host in your booth at your expense on Sunday's Opening from 3:00 – 6:00 p.m. and/or Monday 2:30–4:30 p.m.

**Media Networking** – Maximize your exposure with the top media attending:

**7:30 a.m. – 8:30 p.m. MONDAY MEDIA PREVIEW FOR ALL EXHIBITORS**

Have your top leaders in your booth to field questions and network with registered media admitted on the floor during this time. Review the media trade show access policy at <https://commodityclassic.com/for-media/media-credentials-qualification> and report suspicious activity onsite to show management.

**Premium Giveaways and Promotions in Booth** - You may see more premium giveaways and promotions at this high-end event since attendees are qualified, top buyers. Giveaways and literature must be distributed from the exhibitor booth or sponsored events only.

**Sponsorship Opportunities** – To learn more about sponsorship opportunities including events and branding opportunities outside of your booth, please visit [Commodity Classic Sponsorships](#) beginning on August 15th for a full listing of sponsorship opportunities or contact Abby Podkul with the American Soybean Association, at [apodkul@soy.org](mailto:apodkul@soy.org) or phone 314-754-1345.

**Attendee Traffic Building Marketing** – Promote your presence at Commodity Classic. Communicate with registrants through options available through Maritz as outlined on the form in the service kit. Contact [ExhibitorServices@maritz.com](mailto:ExhibitorServices@maritz.com)

**Lead Retrieval & Booth Visitor Data (eventBit)** – Follow-up post show with your customers visiting your booth at Commodity Classic through options available through Maritz as outlined on these forms in the service kit. Contact [ExhibitorServices@maritz.com](mailto:ExhibitorServices@maritz.com)

**Social Media & Marketing On Your Own** -- Increase traffic on the show floor by utilizing existing Commodity Classic marketing materials in the “marketing assets library” on [www.commodityclassic.com](http://www.commodityclassic.com).

Web Site	Link your site to <a href="http://www.commodityclassic.com">http://www.commodityclassic.com</a>
Facebook	<a href="https://www.facebook.com/CommodityClassic">https://www.facebook.com/CommodityClassic</a>
Twitter	<a href="https://twitter.com/comclassic">https://twitter.com/comclassic</a>   2025 official hashtag: #Classic25

### **Tips for Successful Booth Set-up**

Commodity Classic is a premier indoor show that enforces the rules and regulations stated based on the farmer leader and fire marshal guidelines. See the “Booth Set Guidelines” in service kit for details. Especially note:

**Overhead/Aisle Space** - No overhead signage/lighting may be hung from the ceiling unless your booth is 6+ in size (20x30 island or larger) and complies with guidelines and approved in advance through the decorator Paramount Convention Services. The aisles, passageways, and overhead spaces remain strictly under the control of Commodity Classic. All exhibits and activities must be confined to the leased exhibit space.

**Inline and End Cap Booth Height** – **Display materials for ALL inline and end cap booths may not exceed 8’ tall** (including flags, banners, etc.) **End caps must leave a 4’ site line** on each back side (refer to diagram emailed to contact and included in service kit). End caps that back up to each other must still meet the 8’ height restriction but will have a full 20’ drape between booths and do not need to meet the 4’ site line requirements.

**Carpet/Flooring- All booths are required to have flooring or carpet.** Show Management reserves the right to “force carpet” in any exhibit area that is without flooring by Sunday, March 2, at 8:00 a.m. for booths above the red line listed on the online floor plan and 10:00 a.m. for booths below the red line. The exhibitor is responsible for flooring costs billed by Paramount. Flooring must be safely taped down to avoid tripping hazards and must cover the ENTIRE square footage of the booth.

### **Pre-Sell for 2026 Commodity Classic in San Antonio, Texas**

Watch for details to be emailed to your primary booth contact for first opportunity to reserve limited exhibit space for the 2026 Commodity Classic February 26 - 28 in San Antonio. Current exhibitors have first option based on presell points. Contact [tradeshow@CommodityClassic.com](mailto:tradeshow@CommodityClassic.com)