



## **2027 COMMODITY CLASSIC**

### **Floor Plan Development and Booth Placement Policy**

*Commodity Classic is America's largest farmer-led, farmer-focused agricultural and educational experience.*

The presell sign-up order is determined by a point system and priority order:

#### **1. Advance Placement - Commodity Classic Owner & Affiliate Associations**

- The National Corn Growers Association and U.S. Grains & BioProducts Council, American Soybean Association and Soy Checkoff / USSEC, National Association of Wheat Growers, National Sorghum Producers and United Sorghum Checkoff, and Association of Equipment Manufacturers receive advance placement on the trade show floor based on the direction of the Commodity Classic Committee leaders and association advance requests.

#### **2. Pre-sell Sign-up for 2026 Commodity Classic Paid-In-Full Exhibitors**

- Booth priority is determined by total accumulated paid booth points earned from Commodity Classic exhibiting history — calculated as 1 point per 10'x10' booth (100 sq. ft.) per year since 1996.
- Company subsidiaries or divisions (including separate divisions of the same government or non-profit agency) may sign up at the same time as the parent company or the subsidiary with the highest point level; however, points may not be combined.
- If a company acquires another company (or companies) with an established point history, the company may use the highest existing point total from either entity. Points are not added together, but the parent company may elect to use the acquired company's points if they are greater.
- In the event of a total point tie, booth assignment order will be determined alphabetically:
  - Even-year shows: A–Z
  - Odd-year shows: Z–A (e.g., the 2027 show)
- Points are based only on accumulated exhibit space and are not affected by association membership, sponsorships, number of attendees, number of attendees, or any other participation factors.
- 2026 Commodity Classic exhibitors may submit a completed exhibitor application and contract at, or after, their assigned presell time requesting space\* as available.
- Pre-approved promotional partners may be assigned space in a designated trade-out booth area or may instead select available paid space at or after their published pre-sell time, based on past booth participation (1 point per 10'x10' booth since 1996, for both complimentary and paid booths).

#### **3. New Exhibitors (Not included in the above)**

- Space, as available, may be requested\* by submitting an exhibitor application and contract for Commodity Classic's consideration at, or after, the date designated when the pre-sell process concludes.
- Commodity Classic reserves the right to prioritize assignments of companies matching the Commodity Classic strategy prioritizing products and services outlined on the exhibitor application and contract: *To qualify to be considered as an exhibitor at the show, companies must establish 1) that they offer goods and services of interest to farmers and 2) their participation in the show is within the character and purpose of the show – both as solely determined by Commodity Classic. Applicants will be reviewed by Commodity Classic as to whether they meet these requirements and a final determination shall be made by the sole discretion of Commodity Classic. Until the exhibitor application and contract is accepted and approved in writing by Commodity Classic, it does not constitute a contract and in no way obligates Commodity Classic to provide such space to applicant.*

#### **4. All Exhibitors**

- *\*Final booth placement is assigned by Commodity Classic, taking into account product/service type and competitor proximity.*
- If the show is sold-out, Commodity Classic may accept applications and contracts for a wait list.
- A confirmation and invoice will be sent to qualified exhibitors approved for space assignment.
- Full payment for confirmed exhibitors is due as invoiced. Space may be released if the contract and application is not submitted in full and/or payment or certificate of insurance are past due.

**Please refer to the rules and regulations in the exhibitor application for additional information.**