



EXHIBITOR PROSPECTUS

New Orleans 2027

WHERE

NEW ORLEANS, LA

Ernest N. Morial
Convention Center

WHEN

MARCH 3—5, 2027

Wednesday – Friday

WHY

12,122 REASONS

Record 2026 attendance

Trade Show Executive
**GOLD
100**
Honored by
Trade Show Executive
as one of
**The Top 100
Trade Shows
of 2025**
Setting the Gold Standard
for the Trade Show Industry



WHY EXHIBIT?

90% OF CLASSIC FARMER ATTENDEES ARE DECISION MAKERS

Commodity Classic is the largest farmer-led, farmer-focused agricultural show in America. It's where decision-makers come to learn and strategize for the season ahead, and connect with exhibitors like you before they buy.

TARGET-RICH AUDIENCE

Thousands of the nation's top farmer-leaders attend with intent to engage, adopt new technology, and bring ideas home.

BUILT-IN MEDIA AMPLIFICATION

Want more brand exposure? Get face time with leading media before the show floor opens to attendees during media preview.

DEEP ENGAGEMENT

Farmers come ready for real conversations. Expect tough questions, intelligent discussions, and meaningful connections.

BACKED BY AMERICA'S LEADING AG ORGANIZATIONS

Presented by ASA, NCGA, NAWG, NSP, and AEM, connecting exhibitors directly with farmer-leaders who shape the future of agriculture.



WHO SHOULD EXHIBIT?

COMPANIES SERVING THE ROW CROP, AND AG-TECH SEGMENTS OF AMERICAN AGRICULTURE

- Seed, chemistry, nutrients & crop protection
- Equipment, precision tech, tires and other components
- Finance, insurance, marketing, and consulting services
- Software, data & farm management tools
- Organizations and media providing commodity-focused information

WHAT'S INCLUDED WITH MY BOOTH FEE?

Two complimentary registrations for first booth and one complimentary registration for each additional booth space

Listing in all applicable Commodity Classic material including mobile app, program book, online floor plan and website

Opportunity to submit RFP for educational sessions, be a sponsor, and place press release in media room onsite

Daily security & floor management

Pipe & drape, ID sign for inline booths

2026 SHOW — A RECORD YEAR

BIG ACRES.
BIG BUYING POWER.
BIG INFLUENCE.

We celebrated 30 years of Classic with record breaking turnout.

440

EXHIBITING COMPANIES
Across every ag segment

2,983

EXHIBITOR BOOTHS
Sold out, with a wait list

65

EXHIBITOR NPS*
Global trade show avg is -17

15%

INCREASE IN BOOTHS
SINCE 2022
Surpassing pre-pandemic performance

189

MEDIA MEMBERS IN
ATTENDANCE
+14% year over year

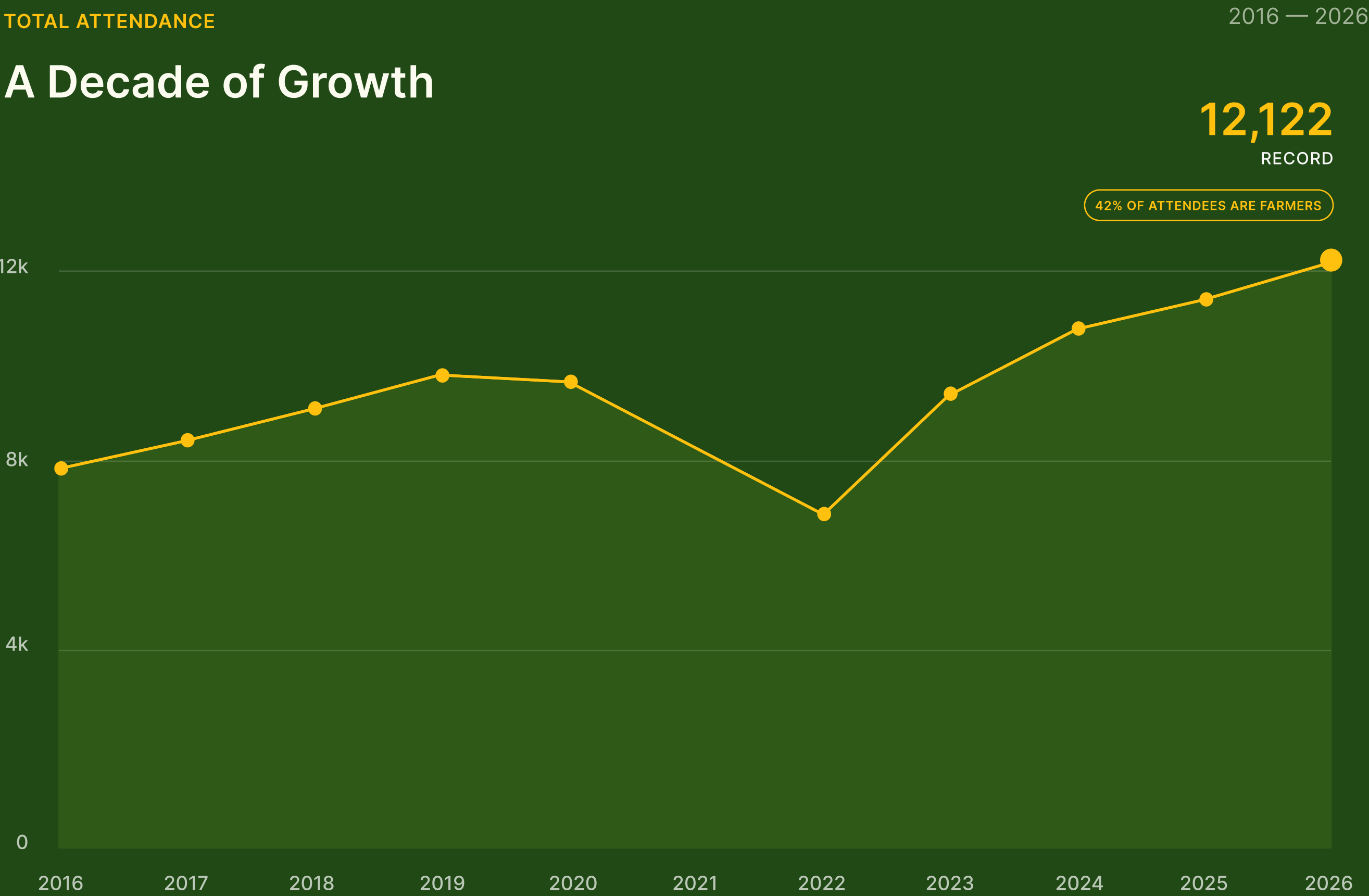
*This Net Promoter Score (NPS) reflects how likely an exhibitor is to recommend Classic to a friend or colleague.

AUDIENCE DEEP-DIVE · 2026 DATA

ACRES OF OPPORTUNITY

TOTAL ATTENDANCE

A Decade of Growth



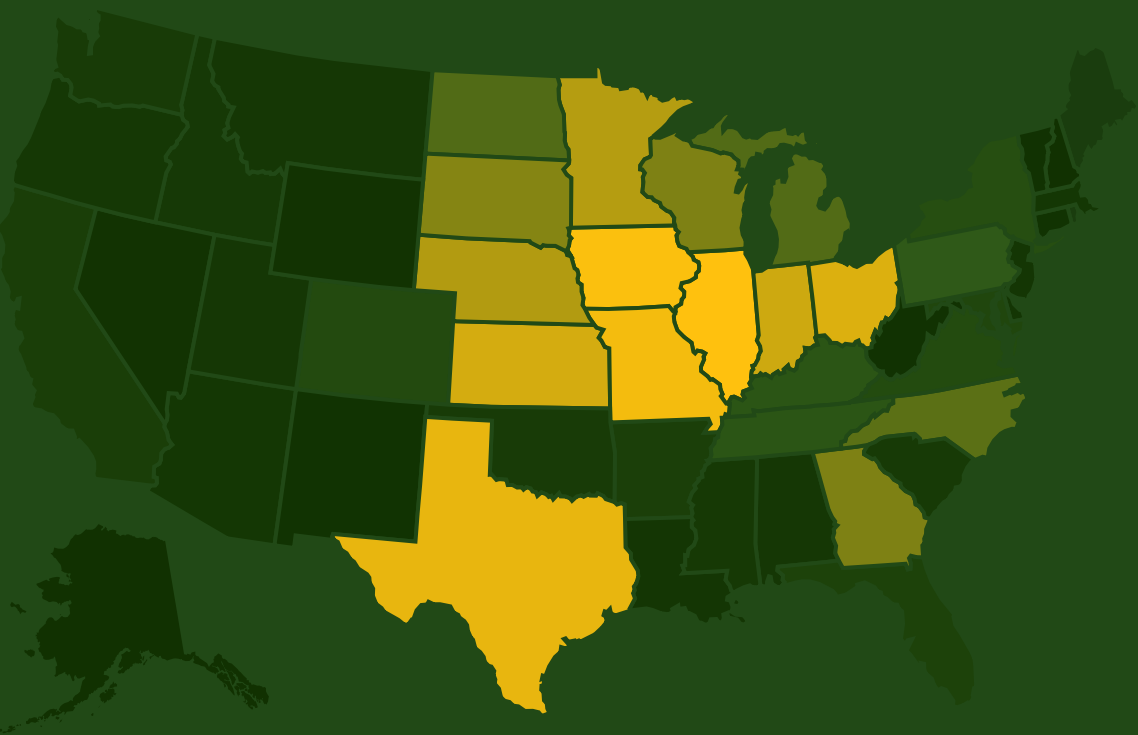
FARMERS BY ACREAGE

Mid-to-Large Farms Dominate



TOP FARMER LOCATIONS

Attendee Market Breakdown



U.S. ATTENDEES



All 50 states represented.

INTERNATIONAL ATTENDEES

Canada	735
United Kingdom	43
South Africa	29
Poland	21
Brazil	18
Norway	11
Ireland	5
Italy	5
Sweden	5
Mexico	4
Australia	3
Germany	3
Japan	3
Netherlands	3
New Zealand	3
China	2
Ghana	2
Switzerland	2
Austria	1
Dominican Republic	1
France	1
India	1
Korea	1
Russian Federation	1
Spain	1

25 countries represented

SPONSORSHIP OPPORTUNITIES

STAND OUT WHERE AGRICULTURE COMES TOGETHER

Commodity Classic draws the most influential names in American agriculture together under one roof. With 12K+ attendees in 2026, Classic connects you with commercial and multi-generational farming operations and industry leaders in the right place at the right time — but exhibiting is just the beginning. Once you're on the floor, you have the opportunity to elevate your presence through sponsorship. Gain expanded visibility across signage, event materials, and attendee services and experiences to put your brand at the center of it all.

"Commodity Classic is always executed at such a high level and is a first-class operation. Our leadership ALWAYS has nothing but amazing things to say about Commodity Classic and the opportunity it allows our company to connect directly with our customers."

— 2026 EXHIBITOR & SPONSOR



START PLANNING

BOOTH INFO

1-5 SPACES	6-19 SPACES	20+ SPACES
\$1,730	\$1,650	\$1,340
each 10'x10' booth space		

MARK YOUR
CALENDAR

TRADE SHOW DATES

Wednesday, March 3 – Friday, March 5, 2027

TAKE THE
FIRST STEP

Applying to exhibit at Classic is easy, and there's no payment required to submit your application. If the show floor is full, qualified applicants are placed on the wait list. Business changes happen — and when they do, wait-listed exhibitors are first in line.

FLOOR PLAN

See what booth spaces are available — including inline premium locations at an additional \$420 per space.

[View the floor plan →](#)



To qualify to be considered as an exhibitor at the Commodity Classic show, companies must establish 1) that they offer goods and services of interest to farmers and 2) that their participation in the show is within the character and purpose of the show – both as solely determined by Commodity Classic.

SAVE THE DATE

SEE YOU IN NEW ORLEANS

New Orleans, LA

Ernest N. Morial Convention Center

March 3-5, 2027

Wednesday - Friday

READY TO EXHIBIT IN NEW ORLEANS?

[Apply Here](#) to get started.Or visit commodityclassic.com or email tradeshow@commodityclassic.com to learn more.**MAUREEN FECK**

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ABBY PODKUL

Education & Sponsorships

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