NEW ORLEANS 2027 MARCH 3-5

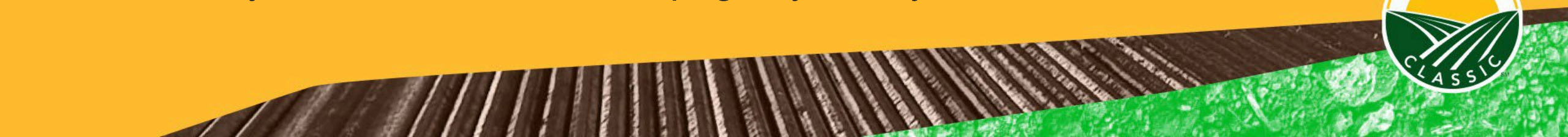
THE GATHERING THAT GROUNDS YOU



COMMODITY CLASSIC℠

EXHIBITOR WEBINAR REMINDERS
Tuesday, October 27, 2026

- All attendees are muted. Please remain on mute and use the chat box for questions.
- Type questions into the chat box at any time.
- Questions will be answered in the chat box throughout the webinar and we will recap at the end of the session as well as offer an opportunity for additional questions.
- The webinar will be recorded and shared along with the deck and Q&A on the Commodity Classic Exhibitor FAQ page by Friday, October 30th.



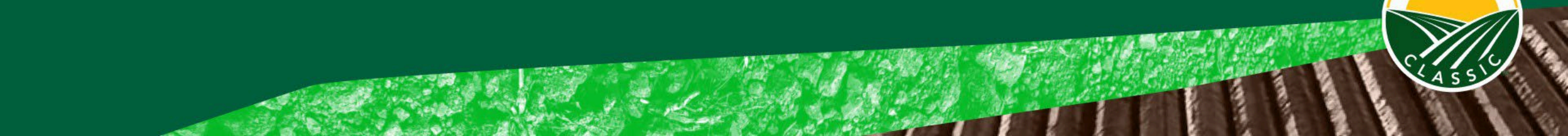
WHAT TO EXPECT IN TODAY'S WEBINAR

- **Plan → Promote → Engage**

  - New Orleans Overview
  - What's New for 2027
  - Commodity Classic Audience
  - Registration and Housing
  - Show Logistics
  - How to Get the Most Out of Your Booth Investment
  - Sponsorship Opportunities
  - Q&A



New Orleans Overview



SHOW DATES & HOURS

Wednesday, March 3 – Friday, March 5
Ernest N. Morial Convention Center – New Orleans, Louisiana

Trade Show Hours:

Wednesday, March 3rd	1:00 pm to 5:00 pm
Thursday, March 4th	8:30 am - 3:00 pm
Friday, March 5th	8:30 am - 3:00 pm



SCHEDULE HIGHLIGHTS

- ASA and NCGA Awards events – Tuesday evening
- Full day of programming on Wednesday
  - Early Riser
  - Opening Learning Center
  - What's New Sessions
- Welcome Reception – Wednesday, March 3rd – 5:00 pm to 6:30 pm
- General Session – Thursday, March 4th - 3:30 pm to 4:45 pm
- Closing Party – Friday, March 5th – 3:00 pm to 5:30 pm



MEDIA PREVIEW

Wednesday, March 3rd

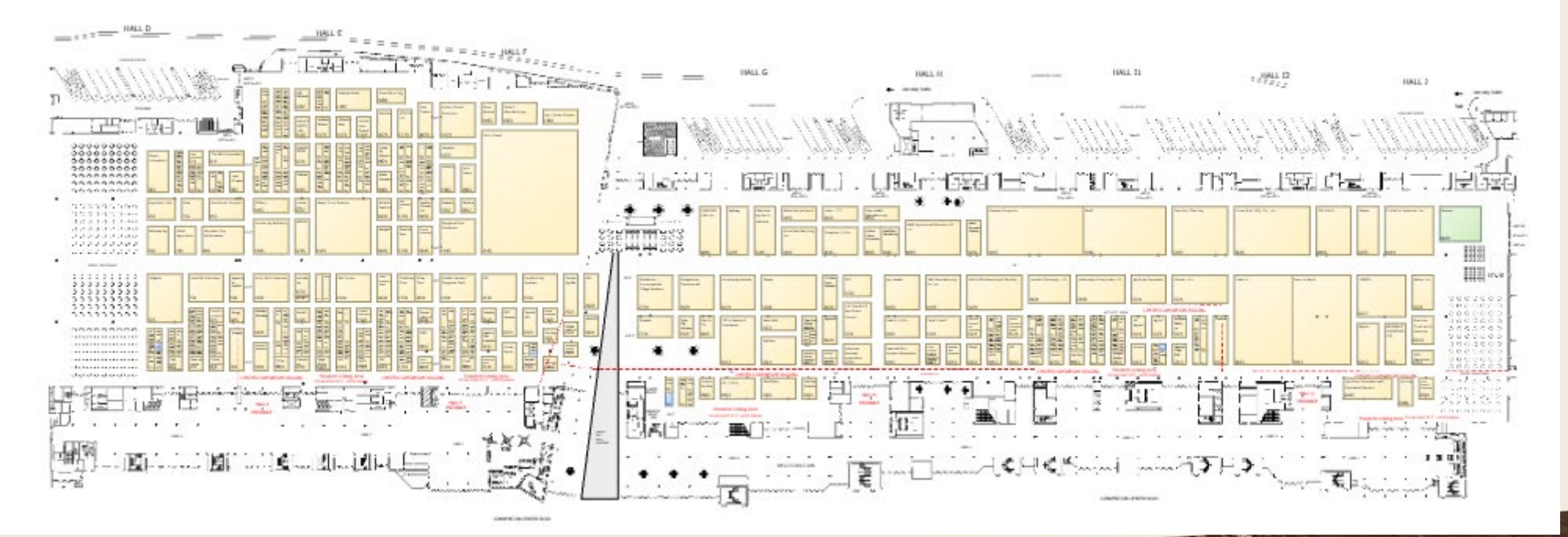
11:30 am to 1:00 pm

- Extended to 90 minutes instead of one hour
- Immediately before the show floor opens

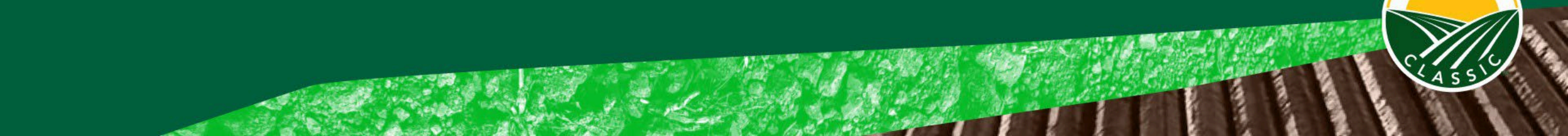


TRADE SHOW FLOOR LAYOUT

- Halls D-J
- Registration in Lobby G
- Trade Show Floor Entrances:
    - Halls E, F, H and I2



What's New for 2027 Commodity Classic



NEW FOR 2027: YOUR LUNCH. YOUR CHOICE

- A fresh approach to lunch at the 2027 Commodity Classic in New Orleans
- Giving attendees more choices and greater flexibility with a variety of dining options at participating food courts.
- Full-conference paid registrations include a $30 lunch voucher for Thursday and a separate $30 lunch voucher for Friday—a total of $60 in lunch value. Eligible one-day paid registrations include a $30 voucher for the registered day. Wednesday-only registrations do not include a lunch voucher.
- This new approach allows attendees to select the meals they prefer, enjoy time connecting with fellow attendees in multiple food court seating areas, and help reduce food waste.



WHAT THIS MEANS FOR EXHIBITORS

- Complimentary exhibitor badge allotments do NOT include lunch vouchers. Lunch vouchers are included only with paid registrations.

- However, exhibitors using complimentary badge allotments to register customers and guests will have the option to purchase $30 lunch vouchers for Thursday, Friday, or both days during the registration process.

- This provides exhibitors with a convenient way to offer lunch to their guests while giving them the freedom to choose from participating food court options.



HOW LUNCH VOUCHERS WORK

- Voucher value: $30 per day, Thursday and Friday.
- Distribution: Vouchers are distributed on the day of use. Attendees simply have their badge QR code scanned at a participating food court location to receive their voucher.
- Valid hours: Vouchers may be redeemed for lunch between 10:30 AM and 1:30 PM on the day they are issued.
- Participating locations: Vouchers may be used at designated food court locations.
- Unused value: No change or cash back will be provided for purchases totaling less than $30.
- Exhibitor Lunch & Networking: Exhibitors can conveniently purchase lunch with a credit card at any food stand, even if their registration does not include a lunch voucher and are welcome to enjoy the food court seating areas.



WHAT'S NEW: CLOSING PARTY

Friday, March 5th - 3:00 pm to 5:30 pm

Commodity Classic is taking its 2027 Closing Party to Mardi Gras World for an unforgettable, extended celebration surrounded by the spectacular floats, artistry and energy that make New Orleans legendary.

This can't-miss experience will bring attendees together for food, drinks, live entertainment and networking as we celebrate an incredible week in New Orleans and kick off the road to Commodity Classic 2028 in Atlanta.





WHAT'S NEW: 2 STAGES ON SHOW FLOOR

Commodity Classic Main Stage sponsored by Successful Farming in Hall G

The Commodity Classic Main Stage presented by Successful Farming offers a variety of educational sessions, panel discussions, and unique ag showcases

AcresTV Experience sponsored by AcresTV in Hall J

The AcresTV Experience Stage is where you'll hear expert knowledge, practical takeaways, and fresh thinking on the topics that matter most in ag



WHAT'S NEW: ACTIVITY & KIDS' ZONE

- Kid's Zone coming back to the Commodity Classic trade show floor!

- Activity Area in Hall I will incorporate the Kids' Zone as well as some additional activations that are still being developed!



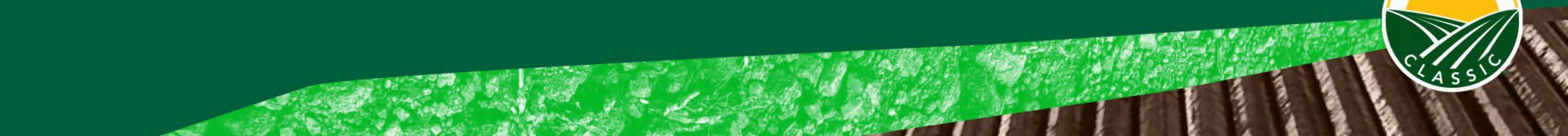
WHAT'S NEW: NEW AV COMPANY

- Freeman AV starting with the 2027 Commodity Classic in New Orleans
- Details in the exhibitor kit
- Wireless frequencies

  Specific advance coordination instructions will be provided



Know Your Commodity Classic Audience



WHO WILL YOU MEET AT COMMODITY CLASSIC?

- Commercial-scale producers
- Farm decision-makers
- An engaged agricultural audience actively seeking the products, technologies, and relationships that move their operations forward
- Ag media representatives – Over 185 attended in 2026



WHO YOU WILL MEET AT COMMODITY CLASSIC

- A growing, highly targeted agricultural audience. Commodity Classic welcomed 12,122 attendees in 2026, including an estimated 7,194 farmers and farm advisors
- Direct access to farm decision-makers
- 90% of attendees are decision-makers on their own farms, reinforcing the value of face-to-face conversations with people who influence agricultural purchases
- Commercial-scale farming operations dominate. Farms operating 1,000–4,999 acres represent the largest acreage segment, with strong participation from operations exceeding 5,000 acres



WHY THIS AUDIENCE MATTERS TO YOUR BUSINESS

Strong pipeline of new customers

Commodity Classic welcomed 1,591 first-timers in 2026

Younger, evolving producer audience

Farmers ages 36–55 now represent the largest age concentration, with ages 41–45 experiencing the fastest growth from 2023 to 2026. Participation among younger farmers ages 20–25 is also increasing.



WHY THIS AUDIENCE MATTERS TO YOUR BUSINESS

Diverse crop production audience

Corn and soybean producers remain the foundation of Commodity Classic, complemented by wheat, hay, sorghum, cotton, rice, peanuts, vegetables, specialty crops and livestock operations.

Audience actively seeking innovation and expertise

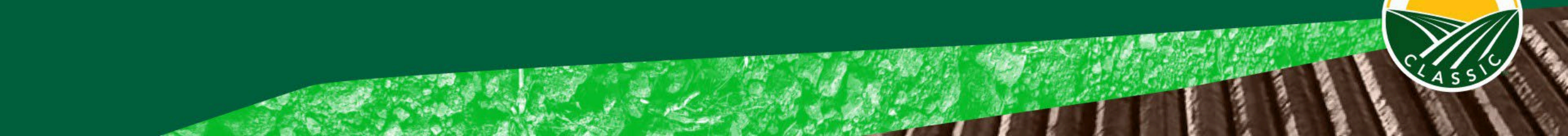
Learning about new products, meeting company leaders, and networking with other farmers rank among the leading reasons attendees come to Commodity Classic

Engaged audience that values the experience

In the 2026 post-show survey, 98% of attendees reported that Commodity Classic met or exceeded expectations, and 71% ranked it as the most valuable agricultural show they attend.



Registration And Housing



REGISTRATION & HOUSING

- Registration & Housing will open Thursday, November 5th at 10:00 am central time
- Link to hotel options including prices and amenities is in the online exhibitor kit.
- The primary booth contact will receive an email with login information and a link from the following:
  - **Commodity Classic**
  - **email_confirm@exl.eventshq.com**
  - **(Note this email so that it doesn't go to spam)**
- A test email will be sent on Tuesday, November 3rd at 10:00 am central time.
- Complimentary registration allotments based on your booth size are in the registration system
  - Booth Staff Designation
  - Media Preview Access
- Additional registrations for sponsors and speakers will be handled by promo code
- Early bird registration rate ends on January 15th



2027 REGISTRATION RATES

Category	Early Thru January 15th	Standard	Onsite
FULL REGISTRATION			
Member	$305	$355	$410
Non-Member	$430	$480	$535
Spouse of Member	$260	$300	$345
Spouse of Non-Member	$360	$400	$445
Young Adult 18-22	$90	$90	$90
Children (17 and under)	$0	$0	$0
ONE DAY REGISTRATION			
One Day Member	$175	$200	$235
One Day Non-Member	$235	$265	$295



WHO TO CONTACT WITH QUESTIONS

Questions on November 5th?

Reach out to Maritz Customer Service at CommodityClassicExh@maritz.com or via phone at 864-342-6374



WATCH OUT FOR HOUSING PIRATES

- Maritz is the ONLY approved vendor for housing and registration
- Beware of emails/calls asking for payment for housing and/or a list of attendee names/emails.
- Commodity Classic does NOT sell a list of attendee names/emails.



GROUP BADGE APPOINTMENTS

- Monday, March 1st
  - 1:00 pm to 5:00 pm
  - Companies with exhibitor allotments of 10 or more people will receive invite to schedule a time for group badge pick up
  - Registration is located in the Hall G Lobby of the Ernest N. Morial Convention Center



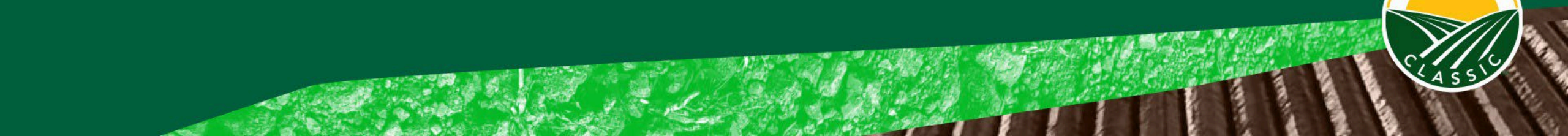
MEETING REQUESTS

- Need meeting space at the convention center or at your hotel?

- Submit your request through the online meeting request form available in the online exhibitor kit



Show Site Logistics

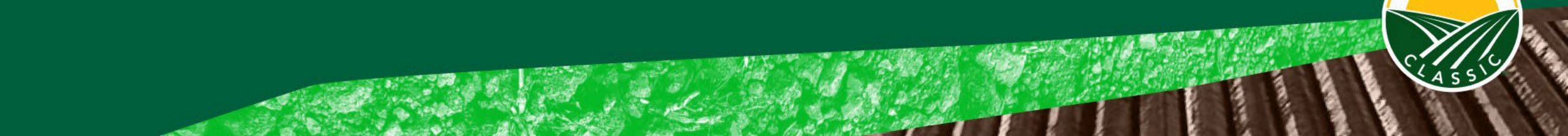


MOVE-IN AND OUT DETAILS

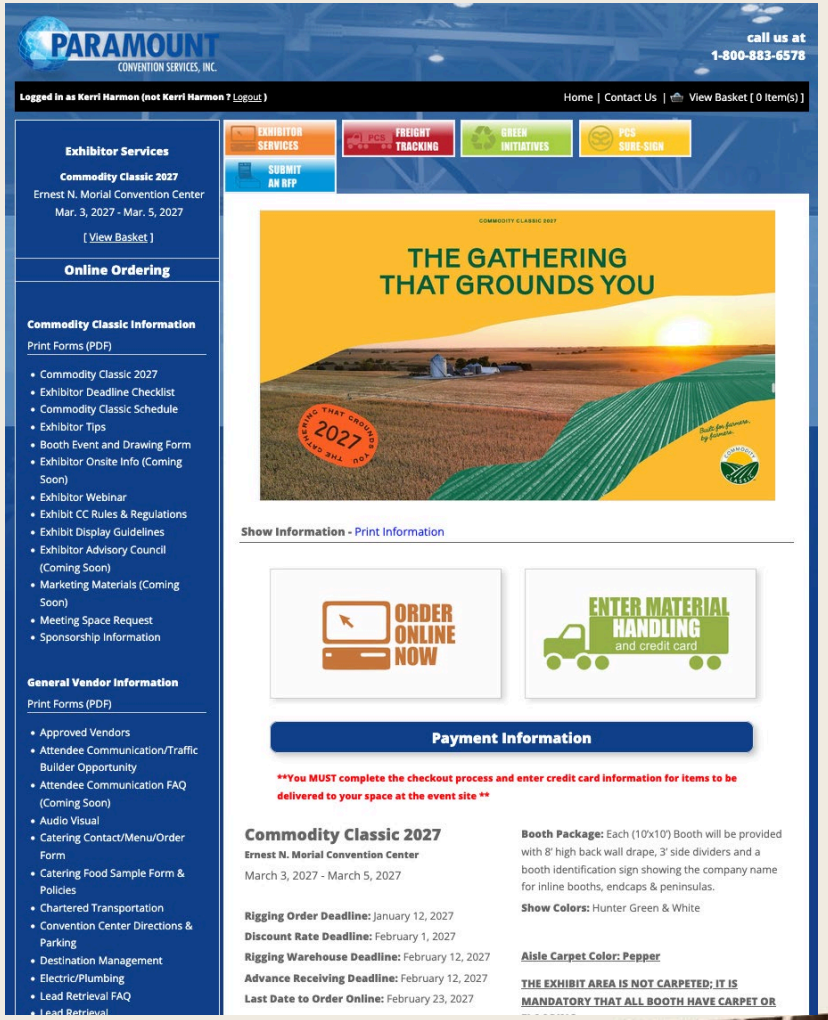
- Shipping
- Large Equipment
- Rigging
- Flooring/Utilities
- Advance-Order Deadlines
- Important New Orleans-Specific Considerations



Drive Attendees to Your Booth Before Classic



RESOURCES & PLANNING FOR YOUR BOOTH

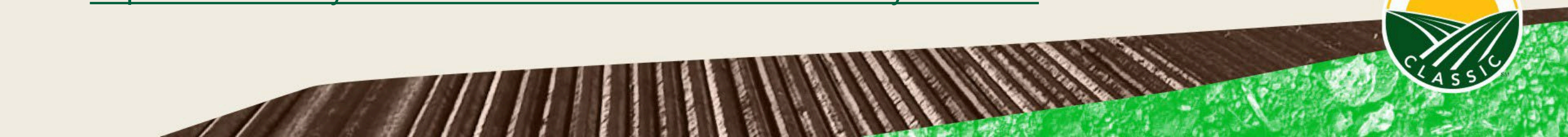


The main booth contact received a service kit log-in from Paramount on September 9 or as space was confirmed later.

https://www.paramountcs.com/commodityclassic2027

Tips to Increase Return on Investment

- Deadline checklist and exhibitor tips for success documents can be found in the exhibitor service kit
- Certificate of insurances are due by January 15th unless your policy renews after this date to be current through show dates. Show date only insurance is also available for purchase through a form in the exhibitor service kit. See exhibitor application for details on certificates to be emailed to tradeshow@commodityclassic.com.
- FREE BASIC WI-FI will be provided by Commodity Classic throughout the hall with a password provided to all attendees and exhibitors closer to the show dates. If you need a more robust internet, you may order through the convention center with their order form located on the exhibitor service kit.
- For approved vendor assistance, refer to the contact list on the website: https://commodityclassic.com/for-exhibitors/exhibitor-key-contacts



Tips to Increase Return on Investment

Ways to maximize your exposure with the top media attending during the **Media Preview on Wednesday 11:30 a.m. – 1:00 p.m.:**

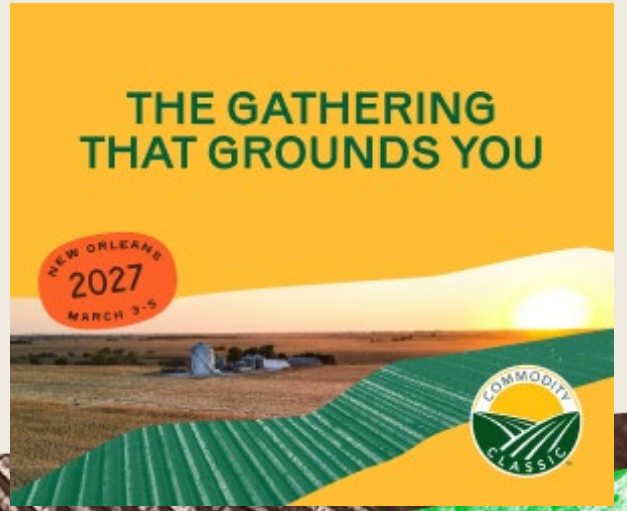
- Have top leaders in your booth to field questions and network with registered media admitted on the floor during this time.
- Proactively encourage your own media contacts to come to your booth
- Drop off new product press releases in the media room on-site in New Orleans



DRIVE ATTENDEES TO YOUR BOOTH

- Commodity Classic partners with Native Digital who created digital marketing images for your use. These can be found on our exhibitor services kit or at: https://commodityclassic.com/media-creators-and-marketing/2027-marketing-assets





Attendee Communication Opportunity

- Due to privacy policies the attendee list cannot be shared. Instead Maritz works as a 3rd party to communicate with targeted emails to attendees (who opt in to receiving communications) on your behalf.
- Emails are full customizable and can be sent to select target demographics.
- Maritz will work with you to create and schedule your email to be sent prior, during, or even after the show.
- Order form can be found on the exhibitor service kit.

Maritz

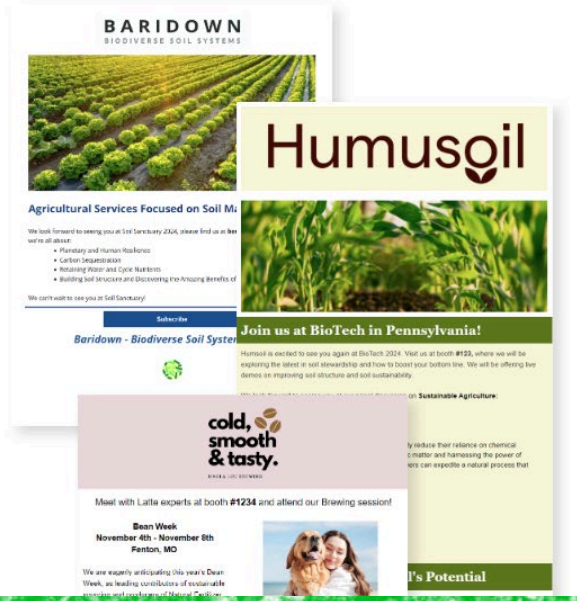
Email Marketing
Powered by
SWAP Reach



Introducing Email Marketing Powered by SWAP Reach. This powerful tool allows exhibitors to engage with their audience with strategically timed eblasts that build brand awareness and position themselves top-of-mind as attendees plan their booth visits.

EMAIL MARKETING INCLUSIONS

1. **Email Design**
   - Selection of email design templates (mobile-friendly)
   - Company branding (logos, colors, fonts)
   - Visuals (images, graphics, icons)
   - Call-to-action (CTA) button design
   - Review & approval of final design
2. **Content**
   - Subject line development
   - Email copywriting (introduction, key highlights)
   - Products/services descriptions
   - Links (exhibitor website, trade show website, etc.)
   - Proofreading and editing
3. **Target Segment**
   - Selection of target list
   - Personalization tags
   - Schedule send date & time
4. **Testing**
   - Link function testing
   - Spam filter check
5. **Distribution**
   - Email send to targeted list(s)
   - Delivery confirmation
   - Address bounces and unsubscribes



Lead Retrieval Services from Maritz

- Exhibitors have the opportunity to purchase through the order form located on the exhibitor service kit.

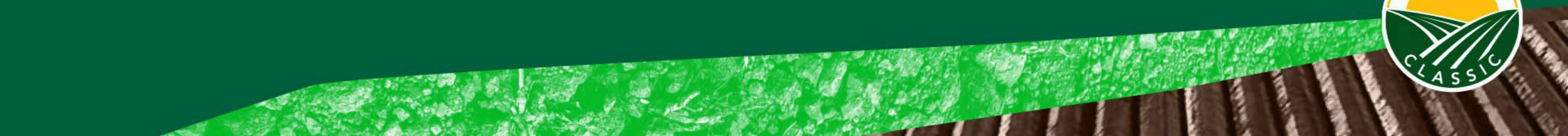
- Scan attendee badges in your booth to receive their contact information (name, email, address, phone number, demographics) through your lead retrieval dashboard.

- Early discount rate is available through January 20th.



COMMODITY CLASSIC

Make the Most of Your Time on the Show Floor



MAKE THE MOST OF YOUR TIME ON THE FLOOR

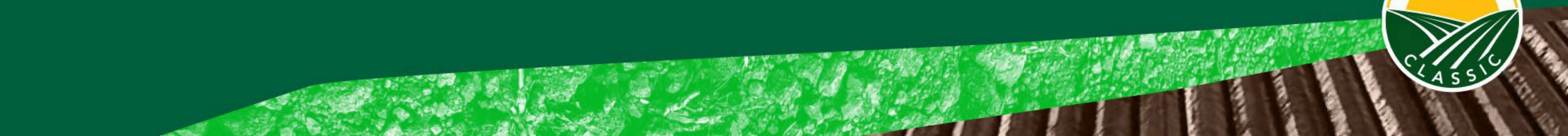
- FREE booth drawing/event forms are due by February 4th

- Exhibitors may host bars in their booth during the following dates/times:
  - **Wednesday, March 3rd** **1:00 pm to 5:00 pm**
  - **Thursday, March 4th** **1:00 pm to 3:00 pm**
  - **Friday, March 5th** **1:00 pm to 3:00 pm**

- The catering order form is available in the exhibitor service kit. All costs of the hosted bar are at the expense of the exhibitor.



2028 Commodity Classic Pre-Sell

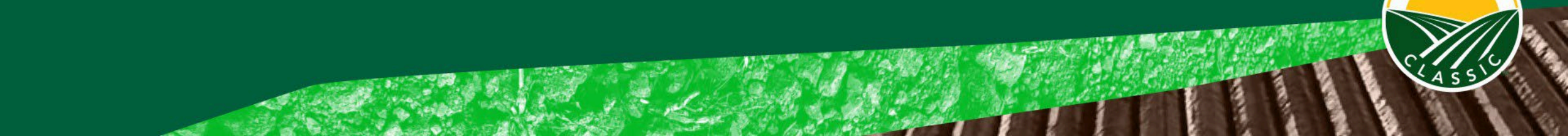


Commodity Classic 2028 Presell

- Make plans to join us for Commodity Classic 2028 in Atlanta on March 1-3.
- Presell for all paid in full 2027 exhibitors will begin after the 2027 show concludes.
- A schedule with assigned dates, times, and instructions will be distributed closer to that time.
- Presell will again be on a point basis of one point per booth per year.
- 2028 booth rates are under consideration and will be published later this winter when finalized.



Sponsorship Opportunities



EXTEND YOUR PRESENCE BEYOND YOUR BOOTH WITH SPONSORSHIP

- How does the sponsorship program work?
- What's in it for me?
- Benefits
- Sponsorship opportunities



SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities page on
www.CommodityClassic.com



SPONSORSHIP OPPORTUNITIES – a few to call out

- Banner Ad in Show Emails
- Beverage Greetings
- Closing Party at Mardi Gras World
- First-Time Attendee Meet-Up
- Hotel Shuttles
- LEGO® Creation
- Main Stage
- NOOK Event Pods
- Outdoor Display
- Program Booklet Back Cover Ad
- Trade Show Courtesy Rides
- Video Wall Advertising

Sponsorship Opportunities page on
www.CommodityClassic.com



LEGOs & NOOKs

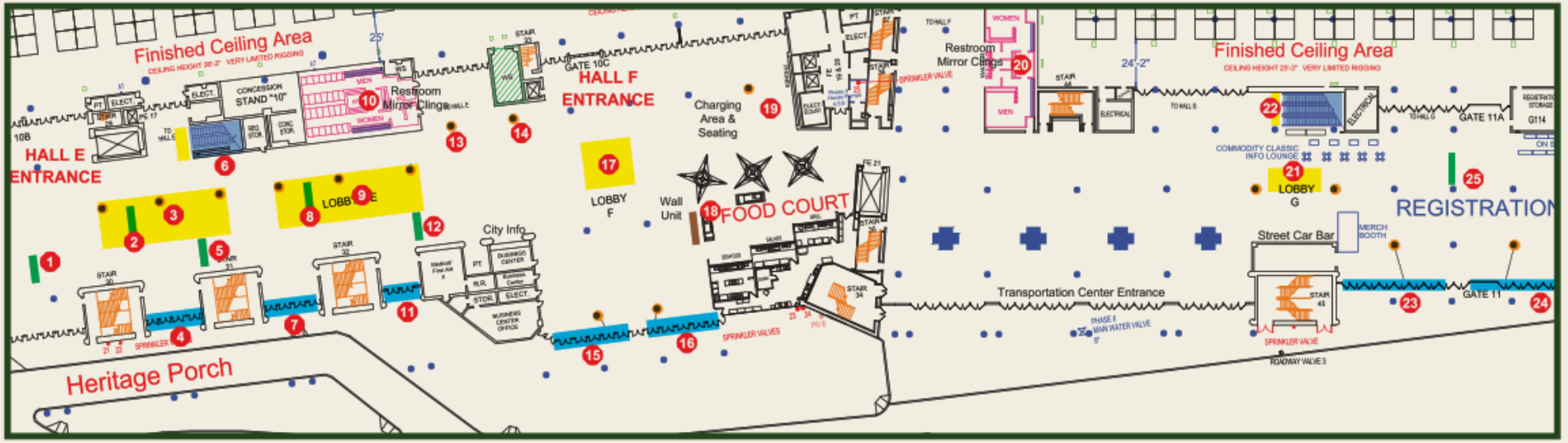




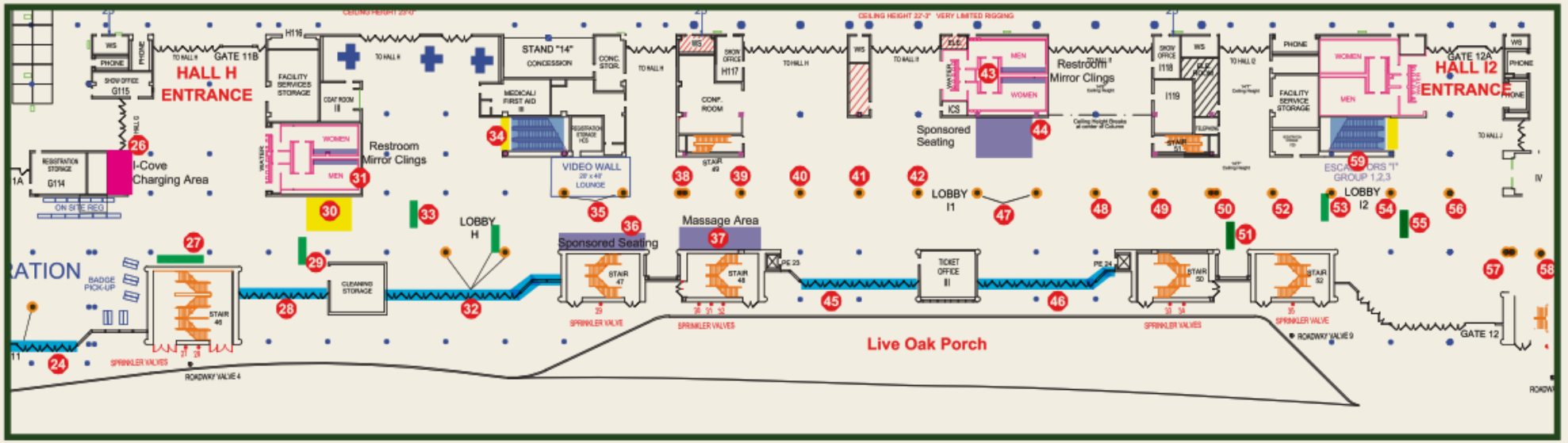
SPONSORSHIP OPPORTUNITIES **MAP**

NEW ORLEANS CONVENTION CENTER LEVEL 1

BRANDED SIGNAGE



- Window Clings
- Column Wrap
- Floor Cling
- Banner
- Escalator
- Wall Cling
- Wall Panels/SEG
- Other

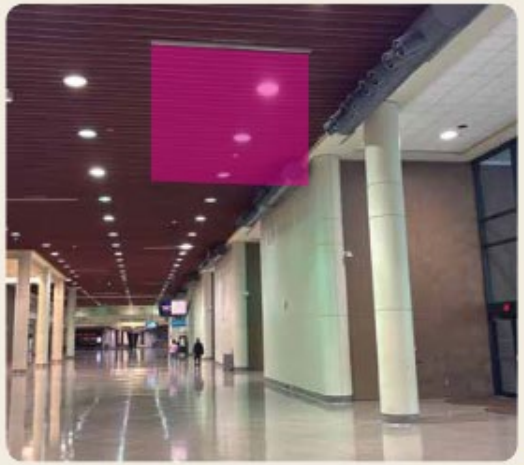


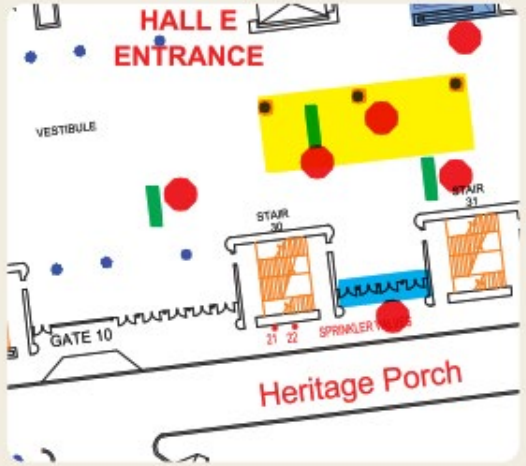
BRANDED SIGNAGE EXAMPLE

HANGING BANNER

HALL E LOBBY

OPPORTUNITY 1





Sponsorship Location Fee

$5,000

Printing & Installation Fee

$3,040

Hanging Banner *Double Sided*

120" x 96"



Sponsorship Opportunities page on www.CommodityClassic.com

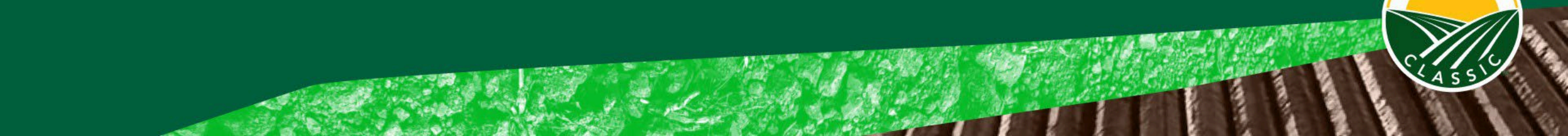
GATHERING THAT GROUNDS YOU 2027

EXTEND YOUR PRESENCE BEYOND YOUR BOOTH WITH SPONSORSHIP

Abby Podkul
314-514-5971 (call/text)
apodkul@soy.org



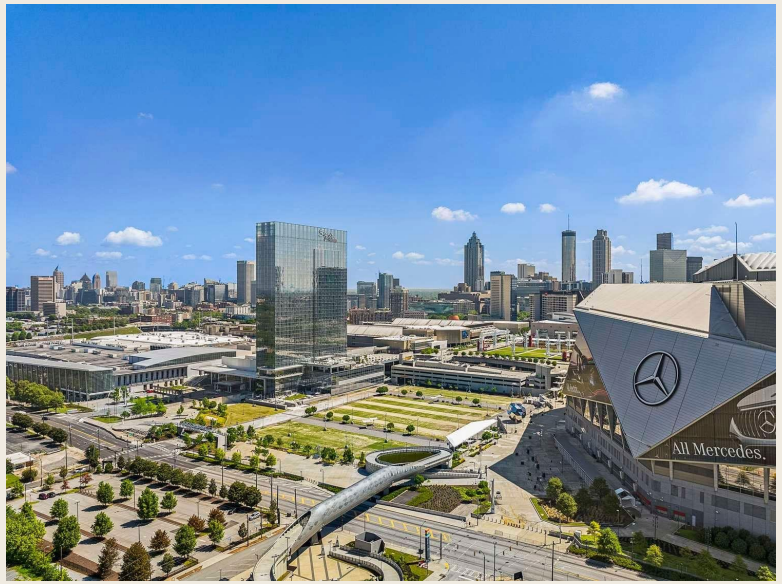
2028 Commodity Classic
Atlanta, Georgia



2028 Commodity Classic – Atlanta

- March 1 – 3
- Georgia World Congress Center - Atlanta, Georgia
- First time Commodity Classic will go to Atlanta!





Atlanta: A World-Class Destination for Major Events

- Host city for the 2026 FIFA World Cup
- Host city for Super Bowl LXII in February 2028
- Home to the Georgia World Congress Center, one of the nation's largest convention facilities



2028 Commodity Classic – Atlanta

- Headquarters Hotel Offering – Two hotels directly connected to the Georgia World Congress Center
- Walkability – Thousands of hotel rooms are located within an easy walk of the convention center
- Convenient Dining & Entertainment – Attendees are surrounded by restaurants, attractions, and nightlife within walking distance
- Easy Airport Access – Hartsfield-Jackson Atlanta International Airport offers nonstop service from virtually every major U.S. market, with convenient MARTA rail service directly to downtown



2028 Commodity Classic – Atlanta

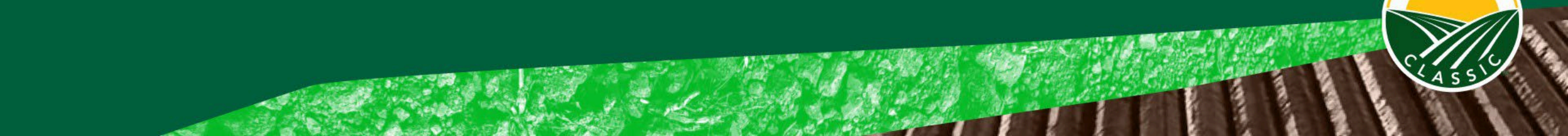
- Exhibitor Meeting Opportunity

- Optional exhibitor meeting
- Opportunity to tour the convention center
- Meet with Commodity Classic service providers
- Learn more about Atlanta

- More information coming soon!



Wrap Up



THINGS TO DO AFTER THIS WEBINAR

- Now: Review the Exhibitor Service Kit and identify upcoming deadlines
- Now: Review sponsorship opportunities
- November 5: Register booth personnel and book housing through Maritz
- January 20: Order lead retrieval before the early discount expires
- February 4: Submit booth drawing or event forms, if applicable

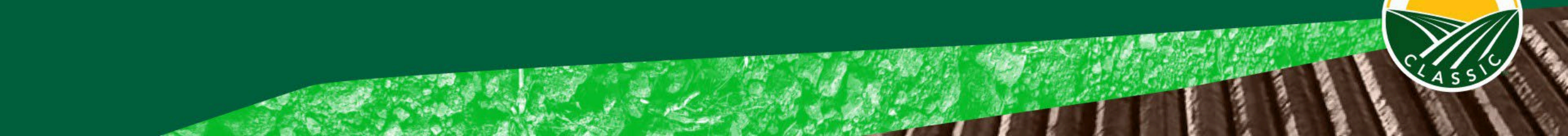


Questions?



Thank You!

We are looking forward to seeing you in New Orleans!



NEW ORLEANS 2027 MARCH 3-5

THE GATHERING THAT GROUNDS YOU



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