

Commodity Classic – ASSIGNMENT OF EXHIBIT SPACE

Commodity Classic is America's largest farmer-led, farmer-focused convention and trade show produced by the National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and the Association of Equipment Manufacturers Association.

Refer to Exhibitor Application Rules and Regulations Regarding Space Assignment

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

1. Commodity Classic Joint Venture and Affiliate Association Advance Placement

The National Corn Growers Association, American Soybean Association, National Association of Wheat Growers, National Sorghum Producers and Agricultural Equipment Manufacturers Association and approved association-related entities receive advance placement on the trade show floor based on the direction of the Commodity Classic Joint Venture Committee leaders and space needs of the associations as received.

2. Advance Sign-up for Current Exhibitors For Next Year

Advance presell for **current** exhibitors is based on the number of exhibitor paid booth points throughout the exhibit history (1 point per 10 x10/100sf) = Total Points

Commodity Classic Joint Venture Committee Floor Plan Development and Booth Placement Policy

• Exhibitors qualified to be on the presell schedule are:

Current year Commodity Classic exhibitors (total accumulated Commodity Classic points)

- Company subsidiaries, including different exhibiting divisions of a same government agency, may sign-up together at the same time of the parent company, or highest point subsidiary, but points may NOT be added.
- If a company acquires another company(ies) with a point history, the highest point level may be used. While points are NOT added together, if the acquired company has MORE points than the parent company, the parent company may choose to instead use the acquired company(ies) total points.
- In the case of a total point tie, order in an even year show will be based on alphabetical sort from A – Z and odd years from Z – A.
- Points are based solely on paid accumulated exhibit spaces and are not impacted by association membership, sponsorship, number of participants brought to the meeting or other factors.
- A pre-designated “association” area (in addition to Commodity Classic Joint Venture and Affiliate Association advance booth placement) is reserved for selection solely by pre-approved ASA and NCGA affiliated organizations on a first-come selection based on total points assignment order. This may include areas reserved initially for renewable fuel, USDA and conservation-related booths to reserve together.
- Space available after the presell meeting sign-up time schedule concludes may be reserved on a first-come, first-served basis by a current exhibitor with an exhibitor application. Above noted qualified presell exhibitors have first priority for space until the date published that space opens for new exhibitors. Payment is not due until exhibitor confirmation/invoices are distributed with payment terms as stated.
- New prospective exhibitors may submit an exhibitor application as space is available first-come on the date published that space opens for new exhibitors. Payment is due as stated on the exhibitor confirmation/invoice.

Commodity Classic reserves the right to prioritize assignments of companies matching the Commodity Classic vision statement prioritizing products and services marketed primarily direct to row crop farmers.