



2020

FEB 27-29

San Antonio

SEE YOUR FUTURE CLEARLY

The early adopters. The thought-leaders. The innovators.

2019 ATTENDANCE STATISTICS

Total Registrants

9,120

(3rd Largest Ever)

Total Farmer Attendees

4,528

(2nd Largest Ever)

Total Non-Exhibitor First-Time Attendees

1,918

(Largest Ever!)

- Average age of farmer attendees: 52.3 years
- 139 key ag media representatives

2019 Trade Show

- 405 exhibiting companies
- 2,105 booth spaces

The Top Reason Farmers Attend:

TO LEARN ABOUT NEW PRODUCTS!

Your customers of the future

72%

 plan to farm another 10 years or more!

Source: 2019 Farmer Attendee Survey

REACH THE INFLUENCERS!

The typical farmer-attendee says that **9+ other farmers** in their area ask their opinion on new agricultural products and practices.

Total farmers* attending the 2019 Commodity Classic represented:

- \$3.55 billion in total gross farm income
- \$872 million in total annual equipment purchases
- \$678 million in total annual seed and crop protection purchases
- \$481 million in total annual fertilizer purchases

The average individual farmer* at 2019 Commodity Classic represented:

- \$1.63 million in total gross farm income
- \$400,707 in total annual equipment purchases
- \$311,644 in total annual seed and crop protection purchases
- \$221,063 in total annual fertilizer purchases

Big acres. Big purchasing power. Big influence.

The average farm operation† at 2019 Commodity Classic represented:

- 3,136 total acres
- 1,260 corn acres
- 1,070 soybean acres
- 1,045 wheat acres
- 473 sorghum acres
- 998 cotton acres
- 538 hay/forage acres
- 610 peanut acres
- 1,513 specialty crops acres
- 827 rice acres
- 696 vegetable acres
- 702 feedlot cattle
- 398 cow/calf pairs
- 1,026 sows
- 1,329 feeders
- 5,658 finishers

* Based on Commodity Classic registration, Commodity Classic surveys, USDA NASS February 2019, USDA WASDE March 2019 and USDA ERS December 2018

† For attendees completing the demographic data with registration.

Exhibit Space Investment per 10' x 10' booth space

1-5 spaces	\$1,375 ea.
6-13 spaces	\$1,250 ea.
14-20 spaces	\$1,150 ea.
21-50 spaces	\$1,025 ea.
51+ spaces	\$975 ea.

Premium booth locations are an additional \$325 per 10'x 10' booth space.



Space is already limited and **opens May 15 to new exhibitors**

Discover more about exhibiting in San Antonio:

636.745.3008 • tradeshow@commodityclassic.com • CommodityClassic.com

Established in 1996, Commodity Classic is America's largest farmer-led, farmer-focused agricultural and educational experience—presented annually by these associations:



Read what exhibitors say about Commodity Classic [see other side!]

What companies say about the value of exhibiting at Commodity Classic

“The farmers we interact with here at this show are **more informed**, ask deeper questions, do research beforehand, **fully engaged**. They are fully invested in their operation to maximize every acre.”—*Ag Technology Company*



“The **quality of conversations** here are significantly better than what we see as a percentage against the other big national shows or even local shows. A larger farmer base, **larger acreage, higher horsepower**—and that’s really where we want to have these kind of conversations.”
—*Ag Tire Company*

“The **ability to concentrate those interactions in a couple of days** so I can get back to my company is very effective.”
—*Ag Software Start-Up*

“**It is a different grower profile** that comes to this event. Certainly they’re active in their operations; but what we really appreciate is how active they are as **a voice for our industry.**”

—*Seed Genetics Company*

“The farmer we see at Commodity Classic is one that **knows their income statement**, knows their cash flow. They know their cost of production; they know there are a number of ways to impact their cost of production, and **that’s the farmer we enjoy interacting with.**”

—*Ag Equipment Company*



“It’s a really large show, but you can still get **a lot of access to growers** and really progressive thinking. We really liked the size and the **level of engagement** we could get here.”—*Ag Input Company*

“You have this very interesting cross section of farmers—very **strong, innovative, exploratory farmers** that come to this show who are interested in learning and engaging; and they do it on their time.”—*Ag Services Company*

“The quality of the grower conversations that we can have here and engage with are **just topnotch.**”

—*Ag Technology Start-Up*

“Yesterday we were full in the booth throughout the day with media. I think we knocked out maybe **eight, nine interviews yesterday** with different media types...so it’s been **great media exposure.**”—*Ag Technology Start-Up*

“We’ve had some very solid conversations with **potential strategic partners**, as in the OEM space, but really complement our product and our distribution strategy.”

—*Ag Technology Start-Up*

“At this show you’re getting **the real buyers**, the farmers who are making the purchase decisions.”

—*Ag Equipment Company*



“**This is a great B2B connection show.** We’re making contacts every single day with partners that can have mutually beneficial goals.”

—*Ag Technology Company*

“The **future customer** is very similar to the farmer that attends Commodity Classic, so you can create relationships today that put your business in a sustainable place **five or ten years down the road.**”—*Ag Equipment Company*