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*San Antonio*



2020


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in agriculture.”**

New York Farmer

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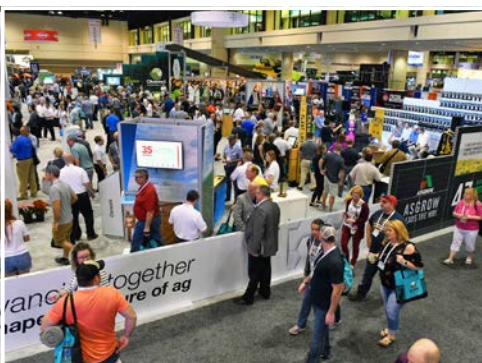
**FEB 27-29**

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632 Cepi Drive  
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Commodity Classic is the premier convention and trade show of the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers. Published information is current as of 10/2019. Please visit [www.CommodityClassic.com](https://www.CommodityClassic.com) for updated schedules and information.



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**SEE YOUR FUTURE CLEARLY**

**FEB 27-29**



Commodity Classic is the premier convention and trade show of the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

[CommodityClassic.com](https://CommodityClassic.com)

# SEE YOUR FUTURE CLEARLY

Sharpen your vision for the future of your farm.

February 27-29, 2020 • San Antonio, Texas

**In today's uncertain ag environment, it can be easy to lose your focus.** At Commodity Classic, you'll get the answers, solutions and information you need to gain greater clarity—and create a vision for your farm's success for years to come.

**Incredible insight** through a full slate of educational sessions designed to keep your sights set on efficiency, profitability and continual improvement.

**Eye-opening innovation and technology** showcased in the huge trade show—where you can see the latest advancements and talk directly with the people behind them.

**Visionary thought leaders** and innovators in agriculture who will challenge the way you think about your farm.

**The spectacular energy** of being around thousands of positive, talented farmers who share your passion for agriculture and your thirst for knowledge.

Commodity Classic is unlike any other event in agriculture. Because it's created by farmers, for farmers.

There's no doubt. The 2020 Commodity Classic will help you See Your Future Clearly.



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Enjoy some R&R in beautiful San Antonio!

“It has paid off every time we come.” Maryland Farmer

COMMODITY CLASSIC 2020 Schedule at a Glance

TUESDAY, FEBRUARY 25

Various Times	Optional Tours (See page 14)
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WEDNESDAY, FEBRUARY 26

Various Times	Optional Tours (See page 14)
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8:00 a.m. – 7:00 p.m.	Registration Desk Open
5:00 p.m. – 7:00 p.m.	Welcome Reception

THURSDAY, FEBRUARY 27

6:00 a.m. – 7:00 a.m.	Optional Tour (See page 14)
6:45 a.m. – 5:30 p.m.	Registration Desk Open
7:00 a.m. – 8:00 a.m.	Education: Early Riser Session
8:15 a.m. – 9:30 a.m.	Education: Learning Center Session
8:15 a.m. – 9:45 a.m.	Education: Mini What's New Presentations
9:00 a.m. – 10:30 a.m.	Trade Show: Media-Only Preview
9:45 a.m. – 11:00 a.m.	Education: Learning Center Session
10:15 a.m. – 10:30 a.m.	Trade Show Grand Opening Ceremony
10:30 a.m. – 4:30 p.m.	Trade Show: Open (with Lunch 11:30 a.m. – 1:00 p.m.)
10:45 a.m. – 12:15 p.m.	Education: Main Stage in Trade Show–Mini What's New (Repeat)
12:30 p.m. – 4:15 p.m.	Education: Main Stage in Trade Show

FRIDAY, FEBRUARY 28

6:45 a.m. – 6:00 p.m.	Registration Desk Open
7:00 a.m. – 8:15 a.m.	Education: Early Riser Session
9:00 a.m. – 11:00 a.m.	General Session
11:00 a.m. – 4:30 p.m.	Trade Show: Open (with Lunch 11:30 a.m. – 1:00 p.m.)
11:45 a.m. – 4:15 p.m.	Education: Main Stage in Trade Show
12:30 p.m. – 4:10 p.m.	Education: What's New Sessions
1:00 p.m. – 4:30 p.m.	Education: Learning Center Sessions
6:00 p.m. – 8:30 p.m.	NCGA Awards Banquet
6:00 p.m. – 9:00 p.m.	ASA Awards Banquet

SATURDAY, FEBRUARY 29

Various Times	Optional Tours (See page 14)
7:00 a.m. – 8:00 a.m.	Education: Early Riser Session
7:00 a.m. – 12:00 p.m.	Registration Desk Open
8:15 a.m. – 9:15 a.m.	Education: Learning Center Sessions
8:30 a.m. – 12:00 p.m.	Trade Show: Open (with Morning Snack 8:30 a.m. – 9:15 a.m.)
8:45 a.m. – 11:30 a.m.	Education: Main Stage in Trade Show
9:30 a.m. – 10:10 a.m.	Education: What's New Sessions
12:30 p.m. – 2:00 p.m.	Education: Closing Learning Center Session
5:30 p.m. – 6:00 p.m.	Worship Service
8:30 p.m. – 9:45 p.m.	Evening of Entertainment

COMMODITY ASSOCIATION SCHEDULE

Schedule for business meetings, banquets and other activities involving the four commodity associations: American Soybean Association (ASA), National Corn Growers Association (NCGA), National Association of Wheat Growers (NAWG), and National Sorghum Producers (NSP).

WEDNESDAY, FEBRUARY 26

8:00 a.m. – 7:00 p.m.	NAWG Committee Meetings
12:30 p.m. – 2:45 p.m.	NCGA Issues Briefing, Open Forum & Policy Discussion
12:30 p.m. – 5:00 p.m.	NSP Board of Directors Meeting
2:00 p.m. – 4:30 p.m.	ASA State Caucuses
3:00 p.m. – 4:30 p.m.	NCGA State Caucuses
7:00 p.m. – 9:00 p.m.	NCGA CornPAC Auction & Hors d'oeuvres Reception

THURSDAY, FEBRUARY 27

8:00 a.m. – 11:00 a.m.	ASA Resolutions Subcommittees Meetings
8:00 a.m. – 11:00 a.m.	NSP Board of Directors Meeting
8:00 a.m. – 11:30 a.m.	NCGA Corn Congress: Session I
8:00 a.m. – 12:00 p.m.	NAWG Board of Directors Meeting

THURSDAY, FEBRUARY 27 (continued)

11:00 a.m. – 12:00 p.m.	ASA Government Policy Update
6:00 p.m. – 7:30 p.m.	NWF National Wheat Yield Contest Reception
6:00 p.m. – 9:30 p.m.	ASA Soy Social & Auction
7:30 p.m. – 9:00 p.m.	NAWG President's Reception & WheatPAC Auction

FRIDAY, FEBRUARY 28

7:00 a.m. – 8:30 a.m.	National Corn Yield Contest State Award Winners Breakfast
6:00 p.m. – 8:30 p.m.	NCGA Awards Banquet
6:00 p.m. – 9:00 p.m.	ASA Awards Banquet & 100th Anniversary Celebration
8:00 p.m. – 10:30 p.m.	NSP PAC Auction & Casino Night

SATURDAY, FEBRUARY 29

1:00 p.m. – 4:30 p.m.	NCGA Corn Congress: Session II
1:30 p.m. – 5:30 p.m.	ASA Voting Delegates Session



# Henry B. González Convention Center

Site of the 2020 Commodity Classic

Please note: Some events may be scheduled at nearby hotels. You can attend the General Session, Trade Show, Evening of Entertainment and any of the educational sessions and association policy meetings at no extra charge. See page 16 for a list of everything included with your registration fee.

## WEDNESDAY, FEBRUARY 26

### Welcome Reception

5:00 p.m. – 7:00 p.m.

*Sponsored by Syngenta® (Ticket required)*

Kick off your 2020 Commodity Classic experience by attending the lively Welcome Reception sponsored by Syngenta. You'll enjoy beverages and light snacks—while reconnecting with old friends and networking with new ones before you head out to dinner after the reception. It's a great start to a great time in San Antonio!

**This reception is a ticketed event** for registered farmers and family members, state and national commodity association staff and media. Your entry ticket and drink ticket—compliments of Syngenta—will be included in your registration packet. Anyone under the age of 21 must be accompanied by an adult.

## NCGA CornPAC Auction & Hors d'oeuvres Reception

7:00 p.m. – 9:00 p.m.

There will be food, socializing with your fellow growers, and information regarding what CornPAC has done in the last year to fulfill its mission to support members of Congress who support the interests of corn growers.

## THURSDAY, FEBRUARY 27

### Early Riser Session

7:00 a.m. – 8:00 a.m.

### How to Profit from Chaos: Strategies for a New Marketing World

*Sponsored by Corn & Soybean Digest and Farm Futures, Farm Progress, Channel Seed*

**SPEAKERS:** **Bryce Knorr**, Senior Grain Market Analyst for Farm Futures magazine and Farm Futures Daily newsletters; **Edward Usset**, Grain Marketing Economist, Center for Farm Financial Management, University of Minnesota; **Matt Bennett**, Channel Seed grain marketing consultant, farmer and former grain elevator manager, Windsor, Illinois

After six continuous years of above-average yields that suppressed market prices, in 2019 many grain farmers saw millions of corn and soybean acres planted at record late dates or not planted at all. Rising from these misfortunes, our panel of expert analysts will share the opportunities they see for grain producers. Panelists will provide concrete, specific ideas on how farmers can capitalize on a market that is suddenly price- and supply-sensitive. They will share insights on simulated market responses based on similar past growing seasons, as well as offer a closer look at factors that could influence a shift in more or fewer corn or soybean acres in 2020. They will share tips on influences for future rallies, including a look at domestic politics, trade, interest rates, and government programs.

## Learning Center Session

8:15 a.m. – 9:30 a.m.

### Farm Management Strategies in Times of Rising Volatility

*Sponsored by Purdue University Center for Commercial Agriculture*

**SPEAKERS:** **Jason Henderson**, Associate Dean and Director of Purdue Extension; **Michael Langemeier**, Professor, Department of Agricultural Economics, Purdue University; **James Mintert**, Professor, Department of Agricultural Economics, Purdue University and Director, Center for Commercial Agriculture; **Fred Seamon**, Executive Director of Commodity Research and Product Development, CME Group

In this session, a panel of experts will share key lessons from 2019 and help producers plan for the financial and risk management realities of 2020. The discussion will feature the latest data from the Purdue/CME Group Ag Economy Barometer. These results will have a specific focus on what farmers see happening with regard to their current financial situation, expected profitability in 2020, the desirability of making large investments in their farms, plans for expansion, and their approach to risk management during current challenging times.

## Mini What's New Sessions

8:15 a.m. – 9:45 a.m.

During this fast-paced 90-minute window, exhibitors will provide brief, five-minute introductions to their newest innovations. Listen to their presentations and then be sure to visit these companies on the trade show floor to learn even more. Presenting companies will be listed on the Commodity Classic website in February. This session will be repeated on the Main Stage at 10:45 a.m.

## Learning Center Session

9:45 a.m. – 11:00 a.m.

### Taking Your Yields to the Next Level: Hear from the Yield Masters

*Sponsored by AgriGold*

**SPEAKERS:** **Randy Dowdy**, NCGA Corn Yield Champion and Soybean World Record Holder, Valdosta, Georgia; **David Hula**, Corn Yield World Record Holder, Charles City, Virginia

The most successful growers have more in common than just the high-yielding seed they use. They all know maximizing their acres is a team effort. It takes a combination of the best genetics, know-how, and true partnership to be a Yield Master. If you're interested in and committed to trying something new—and are willing to be a student of the crop—don't miss this Yield Master session to learn the approach that the nation's top corn growers take to growing high-yielding corn.



### Trade Show Grand Opening

10:15 a.m. – 10:30 a.m.

*Sponsored by United Soybean Board/Soy Checkoff*

Join us for the Trade Show Grand Opening Ceremony as we officially open the 2020 Trade Show.

Register for  
COMMODITY  
CLASSIC by  
**January 9**  
and save \$\$\$!

### Trade Show Open

10:30 a.m. – 4:30 p.m.

*Sponsored by United Soybean Board/Soy Checkoff*

The soy checkoff is honored to once again sponsor the opening day of the trade show. Since 1991, the soy checkoff has been working diligently to grow profit opportunities that help impact the bottom line of the U.S. soybean farmers we serve. We work with the U.S. Soybean Export Council, which grows export markets, and the American Soybean Association, which advocates on domestic policy. And our soy family of highly committed, specialized organizations continue to improve the lives of our nation's 515,008 soybean growers — proudly working as hard as the farmers

### Trade Show Lunch

11:30 a.m. – 1:00 p.m.

*Sponsored by United Soybean Board/Soy Checkoff*

Trade Show lunch is included with full-conference registration packages and Thursday one-day registration packages. No additional ticket required.

## COMMODITY CLASSIC MAIN STAGE

*Presented by Successful Farming and Commodity Classic*

### Mini What's New Presentations

10:45 a.m. – 12:15 p.m.

*Repeat of 8:15 a.m. session*

### Successful Farming Talk

12:30 p.m. – 1:15 p.m.

### Strategies for Success in 2020

*Sponsored by Successful Farming*



Al Kluis

**SPEAKER: Al Kluis**, Marketing Columnist, Successful Farming

Al Kluis will review the marketing plan he presented at last year's Commodity Classic and provide his fundamental and chart outlook for this year. He will also

provide his specific price and time plan for marketing your corn and soybeans for what promises to be another exciting year in grain marketing.

### Learning Center Session

1:30 p.m. – 2:15 p.m.

### Economic Factors Impacting Your Machinery Purchases: Is Your Equipment an Asset or Liability?

*Sponsored by CLAAS of America*



Manda Patrick



Cameron Hurnurd

**SPEAKERS: Manda Patrick**, Director of Sales & Business Development, Iron Solutions; **Cameron Hurnurd**, Director of Data Services, Iron Solutions

**Invited:** CLAAS/University Professional and an Ag Machinery Dealer

Machinery expense continues to be farmers' largest capital expense. Understanding how machinery values change over time along with technology advancements of new machinery can have a significant impact on your bottom line. We will explore used machinery trends, efficiency gains with new product introductions, and the cost to maintain.

### Learning Center Session

2:30 p.m. – 3:15 p.m.

### Investing in Profitability through 4R Nutrient Stewardship and Conservation

*Sponsored by The Fertilizer Institute, NACHURS Alpine Solutions, and Certified Crop Adviser Program*



Sally Flis



Calvin Haile



Bruce Knight

**MODERATOR: Sally Flis**, PhD, CCA, Senior Director of Agronomy, The Fertilizer Institute

**SPEAKERS: Calvin Haile**, Co-Owner, Haile Farm, LLC, Dunnsville, Virginia; **Bruce Knight**, Owner/Founder,

Strategic Conservation Solutions, LLC; **2020 Certified Crop Adviser of the Year** (to be named at the session)

Come meet the 2020 Certified Crop Adviser (CCA) of the year awarded by the American Society of Agronomy. Following the award presentation, a panel including the award winner, 4R Advocate farmer, and sustainable agriculture specialist, will discuss the adoption of 4R Nutrient Stewardship and conservation practices. The 4R Nutrient Stewardship considers the Right fertilizer source at the Right rate, at the Right time and in the

Right place. The panel will cover impacts of practice adoption on farm profitability, nutrient and soil losses, and using practice data to meet consumer company sustainability goals and open new markets to farmers.

### Ag Keynote

3:30 p.m. – 4:15 p.m.

### Fertility Secrets of High Yield Fields

*Sponsored by Successful Farming*



Brian Hefty



Darren Hefty

**SPEAKERS: Brian Hefty** and **Darren Hefty**, Co-hosts of Ag PhD TV & Radio

How can you take your yields from good to great? The answer is likely this...by improving your fertility program. Best of all, you don't necessarily have to spend more money. You just need to invest your dollars wisely. We'll show you the data on which nutrients pay and which ones don't, along with the ratios and the soil test levels you need to achieve to maximize the genetic potential of your crops. Higher yields and greater profits could be right around the corner for your farm!

**MAIN STAGE**  
Presented by



Successful  
Farming

&



### ASA Soy Social & Auction

*(Ticket required)*



6:00 p.m. Dinner & Silent Auction

7:00 p.m. Live Auction Begins

ASA members are invited to continue the celebration of ASA's 100th Anniversary at the Annual Soy Social and Auction! Event ticket required. Casual attire. For more information and to purchase tickets, please visit [www.soygrowers.com](http://www.soygrowers.com).

### NWF National Wheat Yield Contest Reception

6:00 p.m. – 7:30 p.m.

The National Wheat Foundation (NWF) will recognize the 2018-2019 winners of the National Wheat Yield Contest with a cocktail hour beginning at 6:00 p.m. prior to NAWG's President's Reception and WheatPAC Auction. You won't want to miss the opportunity to interact with some of the best wheat growers in the nation!



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@ComClassic  
#Classic20

### NAWG President's Reception & WheatPAC Auction

*(Ticket required)*



WHEATPAC

7:30 p.m. – 9:00 p.m.



Please join the National Association of Wheat Growers (NAWG) for an evening honoring NAWG's outgoing and incoming Presidents. The event will be combined with the 2020 auction and with countless great items up for auction, plenty of hors d'oeuvres—you won't want to miss this! Ticket required. For more information regarding sponsorship opportunities and tickets, please call Josh Tonsager at (202) 547-7800 or email at [jtonsager@wheatworld.org](mailto:jtonsager@wheatworld.org).







## Learning Center Sessions

2:15 p.m. – 3:15 p.m.

### Leading Economic and Agronomic Decisions (LEAD)

Sponsored by John Deere



Pauley Bradley



Brad Van De Woestyne



Scott Schadler

**SPEAKERS:** **Pauley Bradley**, Manager, Customer Outcome Marketing, John Deere; **Brad Van De Woestyne, PhD**, Manager, Agronomic Innovation, John Deere; **Scott Schadler**, Manager, Production System Field Research, John Deere

How likely is it that you can replicate yield claims made in the marketplace on your own farm? In this session, you'll see a vision for how you can use advanced technology and analytics to accelerate your learning about practices and approaches that may work best on your farm. In the process, you enhance your ability to unlock higher yields and reduce the cost of producing corn and soybeans. You'll also discover how participating in John Deere on-farm research may be right for your operation.

Early Bird  
REGISTRATION  
DISCOUNT Ends  
January 9!

## Learning Center Sessions

3:30 p.m. – 4:30 p.m.

### Farm State of Mind: Addressing Mental Health on the Farm

Sponsored by Bayer SeedGrowth™



Adrienne DeSutter



A.J. Hohmann



Katie Lyons



Rick Peterson

**SPEAKERS:** **Adrienne DeSutter**, Behavioral Health Consultant and Illinois farmer; **A.J. Hohmann**, United States Marketing Manager for Bayer SeedGrowth; **Katie Lyons**, Mental health advocate and Illinois farmer; **Rick Peterson, PhD**, Family Life Specialist with Texas A&M AgriLife Extension Service

This past year has brought an unprecedented level of pressure on America's farmers. As members of the ag community, we recognize the need to help address the larger issues of mental health facing farmers and their families.

The Farm State of Mind initiative provides farmers relief by sharing resources and reducing the stigma surrounding this critical topic. Join us for this informative panel discussion including mental health experts featuring stories, tips, strategies and resources.

## Ag Technology: Sorting Through the Opportunities for Your Farm

Sponsored by United Soybean Board



Robert Brunner



Jay Myers



Deb Gangwish



Kent Martin



Steve Lacey

**MODERATOR:** **Robert Brunner**, Associate Dean for Innovation and Chief Disruption Officer, Gies College of Business, University of Illinois; Principal and Founder of Innodative, LLC

**FARMER PANEL:** **Jay Myers**, Farmer from Colfax, North

Dakota; **Deb Gangwish**, Farmer from Shelton, Nebraska; **Kent Martin**, Farmer from Alva, Oklahoma; **Steve Lacey**, Farmer from Wendell, Minnesota

Innovation is at the heart of American agriculture. And as farm technology rapidly develops, it's only natural that farmers will feel the pressure to adapt. With so many options and companies to choose from, how can farmers determine what's going to be viable and beneficial to their farm? A panel of progressive farmers, representing a cross-section of commodities including soy, corn, wheat and sorghum, will discuss how integrating today's technology led to more informed management decisions about their farms. You'll hear about real experiences from fellow farmers on a topic that can be difficult to navigate.

## COMMODITY CLASSIC MAIN STAGE

Presented by Successful Farming and Commodity Classic

### Lunchtime Presentation

11:45 a.m. – 12:10 p.m.

### Insights and Strategies for Our Current Ag Environment

Sponsored by CGB Enterprises, Inc.

A panel of industry experts discuss the current ag environment and share their insights and strategies to help you navigate the markets and benefit your operation.

### Learning Center Session

12:30 p.m. – 1:15 p.m.

### Ag Equipment Safety on Public Roadways

Sponsored by Association of Equipment Manufacturers



John Fisher

**SPEAKERS:** **John Fisher**, Vice President of Technical Affairs (Retired), Alamo Group; **Dale Dobson**, Farm and Home Safety Program Administrator, Kentucky Dept. of Agriculture (invited)

Lighting and marking standards and regulations (e.g. the AMISA Bill) can be difficult to interpret and understand. Product Safety and Compliance Engineer, John Fisher, will counsel attendees using the AEM "Visual Guide to Lighting and Marking," which he was instrumental in developing. This session will provide guidance as you prepare your equipment for on-road travel. Topics will include the appropriate use of the often-misapplied SMV and SIS symbols and a brief explanation of recent changes to North American ag field equipment braking performance standards to accommodate the increased operational speed and mass of ag equipment.

### Successful Farming Talk

1:30 p.m. – 2:15 p.m.

### African Swine Fever: The Next New Plague

Sponsored by Successful Farming

**MODERATOR:** **Betsy Freese**, Executive Editor, Successful Farming

**PANELISTS** (invited): **Christine McCracken**, Executive Director, Rabobank; **Joel Haggard**, Senior Vice President for Asia, U.S. Meat Export Federation; **Dermot Hayes**, Economist, Iowa State University

African swine fever (ASF) is spreading rapidly in Asia and Eastern Europe, disrupting grain trade and carrying the potential to devastate the swine industry in North America. This panel will discuss the impact of ASF on trade, grain markets, and swine farms in the U.S. if this deadly virus arrives.

### Successful Farming Talk

2:30 p.m. – 3:15 p.m.

### Ag Tech: Investing in the Future

Sponsored by Successful Farming

**MODERATOR:** **Megan Vollstedt**, Agronomy & Technology Editor, Successful Farming

**FARMER PANELISTS:** To Be Announced

Agriculture is no stranger to technology. While innovations in software, hardware and bio-based solutions offer increased precision, they can be challenging to adopt. Attend this panel discussion to hear successes and lessons learned from growers who have incorporated ag tech on their operations. Did they see returns? If not, why not?

## Friday, February 28

### Successful Farming Talk

3:30 p.m. – 4:15 p.m.

### Your Vote Matters! Ag and the DC Landscape

Sponsored by Successful Farming



Dave Kurns



Mary Kay Thatcher



Chandler Goule

**MODERATOR:** **Dave Kurns**, Editor, Successful Farming

**PANELISTS:** **Mary Kay Thatcher**, Senior Lead, Federal Government Relations, Syngenta; **Tara Smith**, Executive Vice President, Michael Torrey Associates; **Chandler**

**Goule**, CEO, National Association of Wheat Growers

In a general election year, we'll talk with experts about the trends and influences of the political landscape that impact agriculture. We will not discuss specific candidates. Instead, the focus will be on getting issues about farming and ranching on the table in Washington, DC.

### MAIN STAGE

Presented by



friday



## National Corn Growers Association Awards Banquet

Sponsored by John Deere, Corteva Agriscience™ and BASF Corporation.

6:00 p.m. – 8:30 p.m.



NCGA again celebrates the winners of the ever-popular annual National Corn Yield Contest, as well as all those who helped break membership records for the organization. You'll also get an update from NCGA leadership and industry representatives. Then, Scott Pepper will captivate you in a world of magic with his unique illusions, which have amazed audiences across the world ever since he won his first talent competition at only ten years old. Prepare to be a-maize-d!

## American Soybean Association Awards Banquet & 100th Anniversary Celebration

Sponsored by United Soybean Board/Soy Checkoff, Corteva Agriscience, John Deere and FMC

6:00 p.m. – 9:00 p.m.



It's a celebration! ASA is 100 years old in 2020. This special evening promises a fresh and energetic program of fun, engagement, humor and recognition of achievement. Join us for a great meal, time with friends old and new, and a gala celebration of ASA's 100th anniversary and the century that built the U.S. soybean industry.

## Sorghum PAC Auction & Casino Night

8:00 p.m. – 10:30 p.m.



Back by popular demand! Join National Sorghum Producers (NSP) for a fun-filled evening at the annual Sorghum PAC Auction & Casino Night. Tickets can be purchased in advance by calling NSP at (806) 749-3478 or on-site at the Sorghum PAC Booth near Commodity Classic registration.

## SATURDAY, FEBRUARY 29

### Early Riser Session

7:00 a.m. – 8:00 a.m.

### Some of You Have Never Experienced a Good Marketing Meeting...and It Shows!

Sponsored by Advance Trading, Inc.



**MODERATOR:** **Tommy Grisafi**, *Commodity Broker, Advance Trading, Inc.*

**SPEAKERS:** **Brian Basting**, *Commodity Research Analyst, Advance Trading, Inc.;* **Dave Fogel**, *Commodity Broker, Advance Trading, Inc.;* **Nathan Mangold**, *Merchandising Consultant/Broker, Advance Trading, Inc.*

Panelists combine a top-level understanding of flat price, expertise in trading basis and spreads, and unbiased research to give you the tools you need to execute sound marketing decisions. Advance Trading, Inc. brings together the experience of the farmer, the market and the elevator—highlighting needs of each business in order to thrive in today's marketplace. The moderator will lead the discussion in a panel focused on education and preparing today's farmer for current and future success in ag marketing.

SAVE YOUR  
name  
badge!

It's your ticket to the online video library of educational sessions from the 2020 Commodity Classic after you get home!

### Learning Center Sessions

8:15 a.m. – 9:15 a.m.

### Need for Narrow: The Future of Corn Production

Sponsored by Calmer Corn Heads



**SPEAKERS:** **Fred E. Below, PhD**, *Professor of Crop Physiology, Department of Crop Sciences, University of Illinois;* **Randy Bales**, *Manager, Fairholme Ag, LLC;* **Brad Bales**, *Assistant Manager, Fairholme Ag, LLC*

Increases in corn yields have been closely associated with increases in planting population. Too high a population, however, can cause competition for resources and decrease yield. Narrow row spacing (anything less than 30 inches) is a good strategy for managing higher plant populations, allowing for greater light interception, better availability of water and mineral nutrients, and the potential for substantial increases in yield. This session will educate growers on the value of narrow rows for corn production, why they work, and what additional management factors will be necessary to realize the full economic value of switching to narrow rows.

### A Deeper Understanding of Soil Characteristics: Improving Seed and Management Decision-Making

Sponsored by WinField United

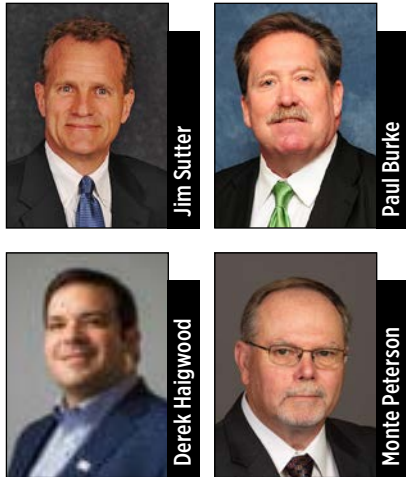


**SPEAKERS:** **Jonathan Zuk**, *Agronomist, WinField United;* **Jason Weller**, *Senior Director of Sustainability, Land O'Lakes*

Proper soil health is a key component in growing a successful crop. But a basic baseline may not be enough. Understanding the chemical makeup of the soil—as well as its physical and biological characteristics—can have a powerful, positive impact on decision making. This session will cover new research, data and technology that will make deeper soil analysis possible in order to help you make the best seed and management decisions on every acre—helping you identify where data-backed profit potential lies.

### Emerging International Markets for U.S. Soy

Sponsored by U.S. Soybean Export Council



**SPEAKERS:** **Jim Sutter**, *CEO, USSEC;* **Paul Burke**, *Senior Director, U.S. Soy Marketing, USSEC;* **Derek Haigwood**, *Chairman, USSEC;* **Monte Peterson**, *Vice Chairman, USSEC*

The U.S. Soybean Export Council (USSEC) actively works to build preference for U.S. soy in new and existing markets where there is a significant opportunity. During this session, USSEC leaders will discuss the organization's "Emerging International Markets for U.S. Soy" strategy, which identifies new markets where there is considerable potential for U.S. soybeans. Learn how USSEC looks at factors such as growing populations, improving economic conditions, protein deficiencies in humans, and meeting demands for plant-based oils, among other market signals, to build new demand for U.S. soy.

### Trade Show Open

8:30 a.m. – 12:00 p.m.

Sponsored by USA Poultry & Egg Export Council and Commodity Classic

Make the most out of your time at the trade show. Leading agribusiness decision makers and industry experts are eager to meet with you, take your questions and discuss your experiences with their products and services. Make sure your must-see exhibitor checklist has all the boxes marked! And don't forget to sign up for the many booth drawings that take place during these final hours of the trade show.

### Trade Show Morning Snack

8:30 a.m. – 9:15 a.m.

Sponsored by USA Poultry & Egg Export Council and Commodity Classic

Trade Show morning snack is included with full-conference registration packages and Saturday one-day registration packages. No additional ticket required.



## What's New Sessions

9:30 a.m. – 10:10 a.m.

What's New Sessions offer exhibitors an opportunity to showcase their latest innovations and services. Attend these in-depth 40-minute presentations and ask questions of company representatives. Check the Commodity Classic website in February, your on-site program booklet, and the mobile app for a list of presenting companies and their topics.

## Closing Learning Center Session

12:30 p.m. – 2:30 p.m.

### Grain Marketing 101: Creating a Plan that Works

Sponsored by Farm Futures and Channel Seed



Matt Bennett

**SPEAKER: Matt Bennett,**  
*Channel Seed grain marketing consultant, farmer and former grain elevator manager*

Discover the nuts and bolts of starting a grain marketing plan that works. Learn how to

develop a business-minded approach for your grain marketing to remove the emotional roller coaster of market shifts and world influences. Learn to evaluate your farm's marketing plan the same way an investor looks at an investment portfolio. The end result: A more effective marketing plan. Learn and realize at what levels you can safely market, based on your individual farm's break-even points. By knowing your costs of production and typical production levels, you can target incremental price levels that, if reached, will ensure you maximize the opportunities presented by the markets.

## Worship Service

5:30 p.m. – 6:00 p.m.

Sponsored by Commodity Classic

Fellowship of Christian Farmers nondenominational service. All are welcome.



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#Classic20

## The different ways to learn at Commodity Classic

**Early Riser Sessions** Eye-opening early morning sessions on market trends and key issues.

**Learning Center Sessions** In-depth discussions of current issues and topics that have a direct impact on your farm.

**Closing Learning Center Session** An extended educational session to cap off the week's educational programming.

**Mini What's New Sessions** A quick overview of key innovations and products presented in back-to-back 5-minute presentations over a 90-minute period.

**What's New Sessions** Concurrent 40-minute presentations showcasing innovations and services from leading agribusinesses.

**Commodity Classic Main Stage** Located on the trade show floor, the Main Stage features a great schedule of diverse programming and presentations. Presented by Successful Farming and Commodity Classic.

**See PAGE 10 for additional information on Commodity Classic Education!**

## COMMODITY CLASSIC MAIN STAGE

Saturday, February 29

Presented by Successful Farming and Commodity Classic

8:45 a.m. – 9:45 a.m.

### Cooking Demonstration

Sponsored by USA Poultry & Egg Export Council



Mary Alice Cain

**SPEAKER: Mary Alice Cain,**  
**MS, RD, LD**

Registered Dietitian Mary Alice Cain of the USA Poultry & Egg Export Council joins the cooking stage showing us her favorite healthful recipes using U.S.

poultry and eggs. A Gulf Coast native now living in Atlanta, Mary Alice focuses on promoting well-balanced, wholesome meals, as well as the benefits of consuming fresh, local ingredients. Mary Alice will teach home chefs of all levels how to make cooking healthy, simple, approachable—and DELICIOUS!

### Successful Farming Talk

10:00 a.m. 10:45 a.m.

### Time to Retire: Transitioning the Farm to the Next Generation

Sponsored by Successful Farming

**MODERATOR: Laurie Bedord,** *Executive Editor, Successful Farming*

**FARMER PANEL:** Two generations of farmers from two different farming operations that have successfully transitioned responsibility

Handing over the responsibilities for a farm's assets from the older to the younger generation can take many years. It's a complex process that requires much thought and planning to ensure a smooth transition. If done correctly, a wonderful legacy can be left to future generations. This session will feature the story of how two generations are coming together to ensure a transition plan is in place.

### Successful Farming Talk

10:45 a.m. – 11:30 a.m.

### Fine Tune Your Marketing Plan in 2020

Sponsored by Successful Farming



Al Kluis

**SPEAKER: Al Kluis,** *Marketing Columnist, Successful Farming*

The seasonal odds charts are much different in even and odd years. Volatility has always increased in the election years (think 2008 and 2012!) This year,

Al has some different recommendations on the timing of when you should sell your cash and new crop corn, soybeans, and wheat.

**MAIN STAGE**  
Presented by



Successful Farming



## EVENING OF ENTERTAINMENT

Sponsored by Bayer

8:30 p.m. – 9:45 p.m.

**Visit the Bayer booth during trade show hours for an opportunity to win front row seats!**



Award-winning Montgomery Gentry closes the 2020 Commodity Classic with a flourish. With hits such as "Roll With Me," "Where I Come From," "Something to Be Proud Of" and dozens more, Montgomery Gentry have been chart-toppers for two decades. Eddie Montgomery continues the band's legacy after Troy Gentry's tragic death in 2017. The band will play hits from their 20-year catalog as well as tunes from the new "Here's to You" album, the last to feature Troy.



**MONTGOMERY GENTRY**

SEE SCHEDULE AT A GLANCE ON PAGE 3

Commodity Classic 2020

9



## Commodity Classic Education

Every educational session is selected by farmers, for farmers.

The quality and scope of education at Commodity Classic keep farmers coming back year after year. Your registration fee gives you access to every session during the days for which you are registered—at no extra charge!

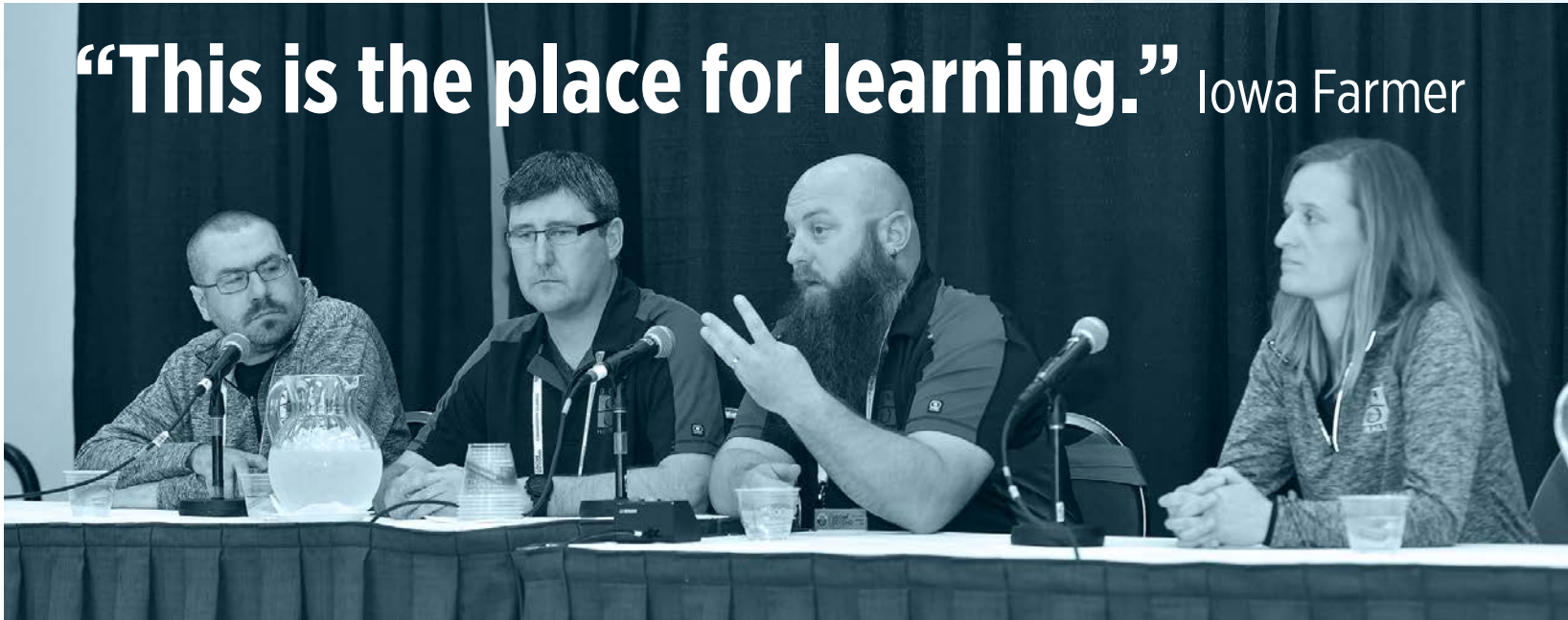
- Get a clearer view of the future of agriculture—and gain insights that could have a tremendous impact on your farm this season and beyond
- Hear from an impressive line-up of experts, thought leaders and top farmers from across the country on a wide range of topics critical to your success

**You can walk into any session without pre-registering.** All you need is your name badge. Many sessions are concurrent. If a session isn't quite what you expected, feel free to excuse yourself and attend another.

### There are many ways to learn at Commodity Classic:

- 3 EARLY RISER SESSIONS
- 18 LEARNING CENTER SESSIONS
- 15 MINI WHAT'S NEW PRESENTATIONS
- 10 WHAT'S NEW SESSIONS
- NETWORKING WITH THOUSANDS OF OTHER FARMERS

*See page 9 for definitions of these educational opportunities.*



**“This is the place for learning.”** Iowa Farmer

## Commodity Classic Trade Show

Acres of innovation all under one roof!

Your registration fee includes admission to the huge trade show on the days for which you're registered. Wear comfortable shoes—because this trade show is HUGE!

### See what's new before it hits the farm media

Commodity Classic is an early adopter's paradise—where companies showcase their newest innovations, technology and equipment.

**Deep discussion with the top people** Exhibiting companies bring their best people to Commodity Classic—and they make time to talk with you about what you need from them and what they can do for your farm.

**Big ideas in the small booths** Be sure to browse among the hundreds of smaller exhibitors. They may not have a big footprint on the floor, but they just might have a big idea that could have a big impact on your profitability.

### Powerful presentations on the Commodity Classic

**Main Stage** This educational venue is located right on the trade show floor with an incredible line-up of speakers that will leave you informed and inspired.

**“The people in the booths really understand their product.”** Kentucky Farmer





# Helpful TRAVEL & GENERAL Information

## LOCATION

The 2020 Commodity Classic will take place at:

**Henry B. González Convention Center**  
**900 E. Market St.**  
**San Antonio, TX 78205**

Please note: Some ancillary events may be scheduled at nearby hotels.

## About San Antonio

Centrally located in the heart of Texas, San Antonio offers a blend of charm, vibrancy, and hospitality. As exciting as a major city, but as intimate as a small town, San Antonio has it all: cuisine, golf, history, architecture, vibrant arts and culture, museums and theme parks, just to name a few of its many charms. This is where Tex-Mex meets Old West. So round up the gang and come savor San Antonio!

## Travel Information

Travel Leaders travel agency is available to assist with your air transportation and car rental needs. Please call Debbie Marvin at Travel Leaders:

**(800) 627-9258**

**Monday through Friday**

**8:30 a.m. to 5:00 p.m. (Central Time)**

**Email: [debbiem@travellleaders.com](mailto:debbiem@travellleaders.com)**

After-hours emergency contact information will be provided after tickets have been issued. A transaction fee will apply: \$25 per ticket.

## Air Transportation

The San Antonio International Airport (SAT) is located approximately 15 minutes from most Commodity Classic hotels. San Antonio International Airport offers flights from most major airlines. Travel leaders has access to discounts on American and United. Restrictions may apply, contact Travel Leaders for details.

## Ground Transportation

**Taxi:** Estimated taxi cab fare to Commodity Classic hotels from the San Antonio Airport is approximately \$25-\$30 per taxicab. For travel within the downtown area, there is a minimum charge of \$5.

**Rideshare:** San Antonio offers rideshare services from Uber, Lyft, Wingz and Get Me Ride. Passengers can make a request once they are on the terminal curb. Always confirm that you are getting in the correct vehicle with the designated driver displayed in your mobile app. Meet drivers on the outer commercial curbside lower level Terminal A or B.

An airport fee applies to both a drop-off trip and to a pick-up trip. Look for signs designating “Rideshare Pick-Up” areas to facilitate meeting points.

**Rental Car:** There are several companies to choose from when renting a car in San Antonio. Car rental counters are located in the lobby of the Consolidated Car Rental Facility at the San Antonio Airport. Take the elevator or escalator to the Mezzanine Level in Terminal B and cross the Sky Bridge. Discounts for several car companies are available for Commodity Classic attendees by booking through Travel Leaders.

## Getting Around Town

You'll find San Antonio to be a very walkable city. The River Walk's cobblestone paths, located just steps from the Convention Center and one level below the busy city above, wind gently through the city center, offering scenic pathways and waterways leading to restaurants, shops, and cultural and historic sites.

If you'd rather ride than walk, you'll find several unique, fun options for getting around downtown San Antonio. The River Taxi stops at various locations on the River Walk. One-way, one-day, and multiple-day passes are offered. The historic Streetcars, the Sightseer Special (Bus 7), and the B-Cycle Bike Share System are available to explore the downtown streets.

For maps of San Antonio, including River Walk accessibility, please see the Commodity Classic website.

## Hotel Shuttles

Commodity Classic will run complimentary hotel shuttle transportation between the Convention Center and many Commodity Classic hotels. See Hotel Accommodations on page 12 for more details. Sponsored by NACHURS.

## Tours

Commodity Classic has arranged for several tours of unique destinations in the San Antonio and surrounding areas. Be sure to check out these optional tours on page 14 as you plan your schedule. All tours are an additional fee and are not included with Commodity Classic registration fees.

## Weather

With 300 days of sunshine a year, San Antonio is an ideal destination year-round. Daytime temperatures in late February/early March are typically in the 50s and 60s.

## Commodity Classic Registration Desk

The Registration Desk will be located in the Henry B. González Convention Center inside Hall 1 near the Main Lobby. Stop by the Commodity Classic registration area starting Wednesday, February 26, to pick up your registration packet and event program. If you have any questions, the registration staff will be happy to assist.

## Kids Corner

This special place is designed for the youngest Commodity Classic attendees. Kids Corner is a parent and child resting area with activities and entertainment for children ages 2-7. Kids Corner is available Thursday-Saturday during show hours and is located inside the Trade Show. An adult must accompany a child at all times.

## Childcare Service

Please check with your hotel for local companies that provide in-room childcare services.

 [facebook.com/CommodityClassic](https://facebook.com/CommodityClassic)

 [@ComClassic](https://twitter.com/ComClassic)  
[#Classic20](https://twitter.com/ComClassic)

## SAN ANTONIO A great place to create memories!



From the incredible River Walk to the historic Alamo. From exciting theme parks to unique attractions and wonders. From unmatched dining variety to unbelievable shopping. San Antonio is a one-of-a-kind American city—rich in history, bursting with culture, and booming with a wide variety of experiences. It's the perfect place for family fun, a couples getaway or just a little R&R before you hit it hard back on the farm. Make the most of your time at Commodity Classic by including some time exploring the beauty and diversity of San Antonio!

**Discover more: [VisitSanAntonio.com](https://www.VisitSanAntonio.com)**

**VISIT**  **SAN ANTONIO**



# HOTEL ACCOMMODATIONS

The 2020 Commodity Classic will be held at the Henry B. González Convention Center, in San Antonio, Texas. Make your reservation at [www.CommodityClassic.com](http://www.CommodityClassic.com)

## Support Commodity Classic and Win!

**Win a two-night stay at next year's Commodity Classic!**

You could win a two-night stay at one of the Commodity Classic hotels in San Antonio, Texas, site of the 2021 Commodity Classic, and a gift inspired by the exciting San Antonio location.

**The one and only way to win:** Reserve your hotel room through Experient, Commodity Classic's official housing bureau, and your name will be entered into the drawing. One winner will be drawn on Thursday, February 27, just before the Trade Show Grand Opening.

**Booking your hotel through Commodity Classic is the smart thing to do!**

- You receive discounted hotel rates negotiated exclusively for Commodity Classic attendees
- You keep the cost of registration affordable; Commodity Classic guarantees the number of room reservations in order to negotiate and reduce the costs of events for attendees
- You reduce the risk of financial penalties to the presenting commodity associations

**Experient is the official housing services company for Commodity Classic. If any company other than Experient contacts you regarding your hotel accommodations, please inform show management immediately by email: [ShowDirector@CommodityClassic.com](mailto:ShowDirector@CommodityClassic.com)**



### Reservations

The hotel reservation process is managed by the Commodity Classic housing services company, Experient. Reserve your hotel room through Experient at [www.CommodityClassic.com](http://www.CommodityClassic.com). Online reservations allow you to see up-to-the-minute hotel availability.

Housing availability is on a first-come, first-served basis. Hotel group rates are guaranteed through January 29. Reservations received after January 29 will be accepted on a space-available basis and may be at the hotel's prevailing rate. Use your Commodity Classic Housing Bureau confirmation upon check-in. Hotels will not send confirmations.

A valid credit card through March 2020 is required to complete your reservation.

### Changes, Cancellations and Cutoff Dates

**January 9:** Cancellations must be received by January 9, 2020, in order to avoid Commodity Classic's one-night room and tax cancellation fee.

**January 29:** Hotel group rates guaranteed through this date. All hotel changes and cancellations must be made through the Housing Bureau through this date.

**January 30:** Any reservations made on or after this date will be based on availability and may be at the hotel's prevailing rate. Experient will be available between Thursday, January 30, 2020 and Friday, February 1, 2020 to assist with additional guest room inquiries via email or phone. Please note that during this time, requests for additional guest rooms are not guaranteed and will be based on availability.



**Starting February 7:** Hotel changes and cancellations must be made directly with the hotel. Please hold all changes and cancellations until **Friday, February 7, 2020** at which time you can contact the hotel directly for assistance.

Please note that transferring the reservation information from the housing bureau to the hotel system will take a few days and will be available starting February 7. Rest assured, the hotel will honor the booking with a confirmation number from Experient.

### Cancellation Policy

- If you do not cancel your reservation within the hotel's cancellation policy and/or do not arrive at the hotel on the check-in date specified above, the hotel's first night's room and tax will be charged to your credit card — in addition to Commodity Classic's one night's room and tax cancellation fee — and your entire reservation will be cancelled.
- Guests must inform the hotel front desk upon arrival if departure date has changed to avoid possible early departure fees.

### Questions?

(800) 465-0482

Email: [CommodityClassic@experient-inc.com](mailto:CommodityClassic@experient-inc.com)

Experient Office Hours:

9 a.m.–6 p.m. Eastern Time, Monday–Friday

Reservations cannot be accepted by phone or email. Rates do not include tax. Amenities and fees are subject to change.

### CONVENTION CENTER:

Henry B. González Convention Center  
900 East Market Street  
San Antonio, TX 78205

### Convention Shuttles

*Sponsored by NACHURS and Commodity Classic*

Complementary convention shuttle transportation, sponsored by NACHURS and Commodity Classic, will be provided between the Henry B. González Convention Center and the following Commodity Classic hotels:

#### Shuttle Service:

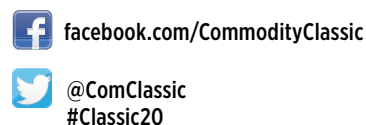
*All hotels that are on the shuttle route are within 0.5 - 0.7 miles of the Center.*

- Courtyard San Antonio Riverwalk
- Crockett Hotel
- Drury Inn & Suites San Antonio Riverwalk
- Drury Plaza Hotel San Antonio Riverwalk
- The Emily Morgan
- Hampton Inn San Antonio Downtown Riverwalk
- Holiday Inn San Antonio Riverwalk
- Hyatt Place San Antonio Riverwalk
- Hyatt Regency San Antonio Riverwalk
- Menger Hotel
- Omni La Mansion del Rio
- Residence Inn San Antonio Downtown/Alamo Plaza
- The Westin Riverwalk San Antonio

#### Hotels without Shuttle Service:

*These hotels are within 0.4 miles of the Center.*

- Grand Hyatt San Antonio
- Hilton Palacio del Rio
- La Quinta Inn & Suites San Antonio Riverwalk
- San Antonio Marriott Rivercenter
- San Antonio Marriott Riverwalk





#	Hotels <i>(100% smoke free)</i>	Rates**	Amenities***	
1	<b>Courtyard San Antonio Riverwalk</b> 207 N. St. Mary’s Street 0.7 miles to Convention Center*	\$187 Single/Double/Triple/Quad <i>(plus 18.21% tax)</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$37/overnight with in/out privileges</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Business Center</li> <li>• Outdoor Pool</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Refrigerator &amp; Microwave in guest rooms</li> </ul>
2	<b>Crockett Hotel</b> 320 Bonham Street 0.6 miles to Convention Center*	\$160 Single/Double \$170 Triple \$180 Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$28/overnight with in/out privileges</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Complimentary breakfast</li> </ul>
3	<b>Drury Inn &amp; Suites San Antonio Riverwalk</b> 201 N. St. Mary’s Street 0.7 miles to Convention Center*	\$169 Single/Double/Triple/Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Self-Parking \$23/overnight with in/out privileges</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Indoor Pool</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness Center</li> <li>• Complimentary breakfast and evening reception</li> <li>• Refrigerator &amp; Microwave in guest rooms</li> </ul>
4	<b>Drury Plaza Hotel San Antonio Riverwalk</b> 105 S. St. Mary’s Street 0.6 miles to Convention Center*	\$169 Single/Double/Triple/Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$23/overnight with in/out privileges</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Indoor Pool</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness Center</li> <li>• Complimentary breakfast and evening reception</li> <li>• Refrigerator &amp; Microwave in guest rooms</li> </ul>
5	<b>The Emily Morgan</b> 705 E. Houston Street 0.6 miles to Convention Center*	\$199 Single/Double/Triple/Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$39/overnight with in/out privileges</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> </ul>	<ul style="list-style-type: none"> <li>• Business Center</li> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Restaurant on property</li> </ul>
6	<b>Grand Hyatt San Antonio</b> 600 E. Market Street Adjacent to Convention Center*	\$214 Single/Double \$240 Triple/Quad <i>(plus 18% tax)</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$43/overnight; Self-Parking \$33/overnight; with in/out privileges for both</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Business Center/FedEx</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Refrigerator in guest rooms</li> </ul>
7	<b>Hampton Inn San Antonio Downtown Riverwalk</b> 414 Bowie Street 0.5 miles to Convention Center*	\$165 Single/Double/Triple/Quad <i>(plus 18% tax)</i>	<ul style="list-style-type: none"> <li>• Parking: Self-Parking \$20/overnight with in/out privileges</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Business Center</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Complimentary breakfast</li> <li>• Refrigerator &amp; Microwave in guest rooms</li> </ul>
8	<b>Hilton Palacio del Rio</b> 200 S. Alamo Street 0.4 miles to Convention Center*	\$204 Single/Double \$229 Triple \$254 Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$44/overnight; Self-Parking \$29/overnight; with in/out privileges for both</li> <li>• Internet: \$12.95/day in guest rooms &amp; complimentary wireless in public areas</li> </ul>	<ul style="list-style-type: none"> <li>• Business Center</li> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Refrigerator in guest rooms</li> </ul>
9	<b>Holiday Inn San Antonio Riverwalk</b> 217 N. St. Mary’s Street 0.7 miles to Convention Center*	\$199 Single/Double/Triple/Quad <i>(plus 18% tax)</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$30/overnight; Self-Parking \$25/overnight with in/out privileges for both</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> </ul>	<ul style="list-style-type: none"> <li>• Business Center</li> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Refrigerator in guest rooms</li> </ul>
10	<b>Hyatt Place San Antonio/Riverwalk</b> 601 S. St. Mary’s Street 0.5 miles to Convention Center*	\$199 Single/Double/Triple/Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Self-Parking \$17/overnight with in/out privileges</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Business Center</li> <li>• Outdoor Pool</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Complimentary breakfast for World of Hyatt Members</li> <li>• Refrigerator in guest rooms</li> </ul>
11	<b>Hyatt Regency San Antonio Riverwalk</b> 123 Losoya Street 0.5 miles to Convention Center*	\$210 Single/Double \$235 Triple \$260 Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$46/overnight; Self-Parking \$36/overnight with in/out privileges for both</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> </ul>	<ul style="list-style-type: none"> <li>• Business Center</li> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Refrigerator in guest rooms</li> </ul>
12	<b>La Quinta Inns &amp; Suites San Antonio Riverwalk</b> 303 Blum Street 0.3 miles to Convention Center*	\$165 Single/Double/Triple/Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$30/overnight; Self-Parking \$25/overnight with in/out privileges for both</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Business Center</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Complimentary breakfast</li> <li>• Refrigerator &amp; Microwave in guest rooms</li> </ul>
13	<b>Menger Hotel</b> 204 Alamo Plaza 0.4 miles to Convention Center*	\$169 Single/Double/Triple/Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$25/overnight with in/out privileges</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Business Center</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness Center</li> <li>• Spa Services</li> <li>• Restaurant on property</li> <li>• Refrigerator in guest rooms</li> </ul>
14	<b>Omni La Mansion del Rio</b> 112 College Street 0.7 miles to Convention Center*	\$235 Single/Double/Triple/Quad <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$42/overnight with in/out privileges</li> <li>• Internet: \$9.95 in guest rooms/Complimentary in public areas</li> <li>• Business Center</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Spa Services</li> <li>• Restaurant on property</li> </ul>
15	<b>Residence Inn San Antonio</b> Downtown/ Alamo Plaza 425 Bonham Street 0.6 miles to Convention Center*	\$187 Single/Double/Triple/Quad <i>(plus 18.21% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Self and Valet-Parking \$32/overnight with in/out privileges for both</li> <li>• Internet: Complimentary wireless in guest rooms &amp; public areas</li> <li>• Business Center</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Complimentary Breakfast daily and evening reception (Monday-Wednesday)</li> <li>• Refrigerator &amp; Microwave in guest rooms</li> </ul>
16	<b>San Antonio Marriott Rivercenter</b> 101 Bowie Street 0.3 miles to Convention Center*	\$214 Single/Double \$234 Triple \$254 Quad <i>(plus 18.21% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$42/overnight; Self-Parking \$37/overnight with in/out privileges for both</li> <li>• Internet: \$14.01 guest rooms; Complimentary wireless in public areas</li> <li>• Business Center/ UPS</li> </ul>	<ul style="list-style-type: none"> <li>• Indoor and Outdoor Pool</li> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Refrigerator in guest rooms</li> <li>• Hertz Rental Car on property</li> </ul>
17	<b>San Antonio Marriott Riverwalk</b> 899 E. Market Street Across the street from the Convention Center*	\$214 Single/Double \$234 Triple \$254 Quad <i>(plus 18.21% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$42/overnight with in/out privileges</li> <li>• Internet: \$14.01 guest rooms; Complimentary wireless in public areas</li> <li>• Business Center/ UPS</li> <li>• Indoor and Outdoor Pool</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness Center</li> <li>• Restaurant on property</li> <li>• Refrigerator in guest rooms</li> <li>• Hertz Rental Car located in San Antonio Marriott Rivercenter</li> </ul>
18	<b>The Westin Riverwalk San Antonio</b> 420 W. Market Street 0.6 miles to Convention Center*	\$214 Single/Double/Triple/Quad <b>(City View)</b> <i>(plus 18% tax)</i> \$234 Single/Double/Triple/Quad <b>(River View)</b> <i>(plus 18% tax)</i> <i>Children under 18 stay free with an adult</i>	<ul style="list-style-type: none"> <li>• Parking: Valet-Parking \$39/overnight with in/out privileges; Self-Parking \$18/overnight does not include in/out privileges</li> <li>• Internet: \$16.25/day wireless in guest rooms &amp; complimentary wireless in public areas</li> </ul>	<ul style="list-style-type: none"> <li>• Business Center</li> <li>• Outdoor Pool</li> <li>• Fitness Center</li> <li>• Spa Services</li> <li>• Refrigerator in guest rooms</li> <li>• Restaurant on property</li> </ul>

**\*HOTEL DISTANCE:** Distance shown is to the Henry B. González Convention Center and to the Commodity Classic Registration Desk. The Registration Desk is located inside of Hall 1 within the Convention Center.

**\*\*RATES:** Rates do not include tax. Tax rate subject to change.

**\*\*\*AMENITIES:** Hotel amenities and hotel amenities’ prices are subject to change. Rates do not include tax.



TUESDAY, FEBRUARY 25	
LBJ Ranch	8:00 a.m. – 4:30 p.m.
Day Trip to Magnolia Market/Waco, TX	8:00 a.m. – 7:30 p.m.
WEDNESDAY, FEBRUARY 26	
Toyota Plant	8:00 a.m. – 11:30 a.m.
Central Market Cooking Class	10:00 a.m. – 1:00 p.m.
San Antonio Sampler	10:00 a.m. – 2:00 p.m.
Sandy Oaks Olive Orchard	10:00 a.m. – 2:00 p.m.
Seersucker Distillery	11:00 a.m. – 3:00 p.m.
Missions & Markets	12:30 p.m. – 4:30 p.m.
THURSDAY, FEBRUARY 27	
Running Through Town	6:00 a.m. – 7:00 a.m.
SATURDAY, FEBRUARY 29	
Heritage Tour	12:30 p.m. – 4:30 p.m.
Afternoon in Boerne	12:30 p.m. – 5:00 p.m.
Scavenger Hunt Walking Tour	1:30 p.m. – 5:00 p.m.
Drink Up History Walking Tour	3:00 p.m. – 5:30 p.m.
Sisters Grimm Haunted Walking Tour	4:00 p.m. – 5:30 p.m.

Experience the variety that the San Antonio area has to offer with these optional tours. Check out the schedule below and visit [CommodityClassic.com](http://CommodityClassic.com) for more details about each tour and to make your reservations with our official tour provider.

**TOUR REGISTRATION INFORMATION** Tours may be reserved online, by mail or via fax. Use the tours registration form at [CommodityClassic.com](http://CommodityClassic.com). **Deadline to pre-register for tours is January 29, 2020.** Tours are not included with convention registration.

**Out and About Events is the official tour provider for Commodity Classic.** We encourage you to register early in case tours fill up. Incomplete order forms cannot be processed (online or otherwise). Registration received on-site at Commodity Classic will be accommodated subject to space availability.

**Out and About Events reserves the right to cancel any tour if the required minimum number of participants is not met by January 29.** Refunds for any tour cancelled by Out and About Events will be mailed to registrants without penalty. Changes and cancellations must be received in writing by Out and About Events no later than January 29. No refunds will be issued after this date. Confirmation will be sent via e-mail within 3 business days of receipt of tour order.

**For question pertaining to tours**, please contact Out and About Events at (210) 778-6909 Monday–Friday, 8:30 a.m.–5:30 p.m. Central or email at [cctours@outandaboutTX.com](mailto:cctours@outandaboutTX.com). Tours may not be reserved by telephone.

All tours include transportation unless stated otherwise. **Tour prices are not inclusive of local 8.25% sales tax.**

LBJ Ranch \$134.00, includes lunch



Explore the scenic back-roads of the Texas Hill Country and learn about the Great Trail Texas cattle drives from South Texas to midwestern markets which shaped this area along with the German migration of the 1840's. Our first stop is the Lyndon B. Johnson State Park and Historic Site, once known as the “Texas White House” and now a part of the National Park Service. You will also visit a living history farmstead of pioneers at the

Tuesday, February 25 8:00 a.m. – 4:30 p.m.

Sauer-Beckmann Farm that recreates rural farm life from 1900-1918.

Enjoy lunch at an authentic German biergarten in the historic town of Fredericksburg, where you can also visit the Nimitz Museum and National Museum of the Pacific War. We'll return via Luckenbach, made world-famous by Willie Nelson, Waylon Jennings and many others!

Day Trip to Magnolia Market/Waco, TX \$88.00; Lunch on your own



Magnolia Market at the Silos, owned by Chip and Joanna Gaines of the HGTV show *Fixer Upper*, is designed to inspire you to love the space you're in.

We'll depart the convention center at 8:00 a.m. to arrive in downtown Waco at 11:30 a.m., where you can visit the Magnolia Market gardens, bakery, silo shop, and get lunch on your own. A free trolley covers some 8 blocks of the downtown Waco footprint. Highlights include the

Tuesday, February 25 8:00 a.m. – 7:30 p.m.

Dr Pepper Museum, Salvage Sisters, and Junque Queens. Pick up to-go food items for our return trip. We'll leave Waco at 3:00 p.m. for a stop at Harp Design Company as seen on *Fixer Upper*, filled with furnishings made with re-claimed wood and other custom design elements. We'll leave at 4:00 p.m. to arrive at the convention center at 7:30 p.m.

Toyota Plant \$39.20



A tour of the 2.2 million square foot Toyota Tundra Manufacturing Plant reveals what goes into the manufacturing of the truck before it rolls off the assembly line. Explore areas of the state-of-the-art facility that includes the body weld shop, where stamped steel pieces are welded together using computer-controlled robots. Visit the plastics shop where critical components such as bumpers and instrument panels are made. Overhead,

Wednesday, February 26 8:00 a.m. – 11:30 a.m.

you will see conveyors transporting the trucks to the final assembly line. Note: Closed shoes and long pants are required on this tour. Guests must be at least 6 years of age for this tour.

Central Market Cooking Class \$99.00 includes lunch



HEB's expert cooking school staff will focus on creating Southwest Cuisine in a hands-on, small-group format. Sharpen your knife skills, perfect your pairings, and learn cutting-edge culinary techniques!

Learn the numbers behind HEB's Central Market: how many tons of produce they process in a day, number of shoppers they service, etc.—staggering numbers to process.

Wednesday, February 26 10:00 a.m. – 1:00 p.m.

Tour the aisles and meet with various departments who will share the incredible lengths they go through to protect their providers and to maximize the product. This might include the butcher, fish monger, wine purveyor or bakery. We are then off to the classroom which overlooks the entire market.

San Antonio Sampler \$73.00 includes lunch



Discover the sights, sounds and flavors of San Antonio! Enjoy a privately chartered barge ride through its famous waterways featuring a century of history, legend and lore. Nothing defines San Antonio quite like The Alamo, so to appreciate the significance of that great battle you'll see the IMAX film “Alamo: The Price of Freedom.” Enjoy a

Wednesday, February 26 10:00 a.m. – 2:00 p.m.

great buffet lunch at the Historic Menger Hotel, used by Teddy Roosevelt to recruit his famed Rough Riders. Our final stop is at the Alamo herself, where 189 defenders fell to Santa Anna's army of more than 2,000 on March 6, 1836.

Sandy Oaks Olive Orchard \$103.00 includes lunch & wine



Sandy Winoker, owner of Sandy Oaks Olive Orchard, leads you through an introductory sampling of olive oils. Get acquainted with their flavor complexities—fruitiness, bitterness and pepperiness! Learn how to prepare the perfect salad dressing, as well as other culinary tips.

Wednesday, February 26 10:00 a.m. – 2:00 p.m.

Enjoy a delicious lunch featuring salad with olive loaf bread, chicken and beef kabobs with puttanesca sauce, olive oil gelato and Texas wines. Each guest will receive a gift upon departure, hand-picked by Sandy.



Seersucker Distillery \$84.00 includes lunch



Learn about the distilling and production processes behind Seersucker Southern Style Gin and Cinco Vodka. Cinco Vodka is produced with wheat and distilled in a hand-hammered copper still with no filtration. Founders Kim & Trey Azar also produce Seersucker Southern Style Gin, currently the only gin produced in San Antonio.

Wednesday, February 26 11:00 a.m. – 3:00 p.m.

Our tour will be led by the head distiller and you'll see the process from start to finish. Their supreme mixologist will bring the finer points of creating the perfect gin cocktail for your enjoyment. Buffet lunch from Texas Pride Barbeque is included.

Missions & Markets \$50.00; Lunch not included



San Antonio is home to one of the few national parks located within an urban setting—the Mission Trail, now a UNESCO World Heritage Site. At Mission San Jose, located just south of downtown, you'll enjoy an informative film followed by a walk through the grounds of the largest and best restored of all the missions. The church is one of the most beautiful in the country with its elaborate carvings on the chapel façade.

Wednesday, February 26 12:30 p.m. – 4:30 p.m.

A quick driving tour of downtown San Antonio will include the Spanish Governor's Palace (a national historic landmark) and San Fernando Cathedral, the original church of the Canary Island settlers built in 1731. El Mercado, or Historic Market Square, our next stop, is the largest Mexican-style marketplace outside Mexico.

Running Through Town \$22.00



A professional running instructor will guide our group on a 3.5-mile run from the Grand Hyatt into the historical King William neighborhood, then into Southtown, an up-and-coming artist community, and finally start the path of the Museum Reach along the Riverwalk. What a great way to

Thursday, February 27 6:00 a.m. – 7:00 a.m.

get to see the architecture, culture and people that live in our host city, and get some exercise before the start of the day's events.

Heritage Tour \$70.00; Lunch not included



One of the most beautiful neighborhoods in all of Texas, the King William Historic District, with its tree-lined avenues and picturesque homes, recalls a more gracious era. Prosperous German merchants who made their mark in San Antonio in the late 1800's built the grand homes of this area.

You'll visit The Guenther House, built in 1876, carefully restored, and now a museum, store and restaurant.

Saturday, February 29 12:30 p.m. – 4:30 p.m.

It's then on to the "Queen of the Missions," Mission San Jose. Established in 1720, this is the largest and best restored of all five missions. Discover the Briscoe Western Art Museum, a collection of art and artifacts that tell the vast and multifaceted story of the American West.

Afternoon in Boerne \$47.00; Lunch NOT included



The historic town of Boerne, Texas is a delightful German community filled with antique stores and boutiques galore. Many shops have merchandise indigenous to the Texas Hill Country and Texas folklore. Your guide will acquaint you with popular spots for browsing and shopping as well as our favorite, the Boerne Wine Company, where you can journey through their wonderful wines. The hands-on discovery

Saturday, February 29 12:30 p.m. – 5:00 p.m.

begins with generous samples in a casual, comfortable setting featuring their unique Enomatic wine dispenser with many wonderful choices.

Scavenger Hunt Walking Tour/Competition \$55.00



Discover your inner sleuth in this fun, fast-moving, authentically San Antonian team challenge—part city tour, part energetic competition. You and your group will zip around town stopping at major landmarks and offbeat spots to take photos, solve clues, decipher riddles, play games, and gather items.

Saturday, February 29 1:30 p.m. – 5:00 p.m.

It's so much fun you won't even realize that by the end you'll have seen many of San Antonio's main attractions. A lighthearted awards ceremony will include prizes for the winning team.

Drink Up History Walking Tour \$45.00



There are only "four unique cities in America: Boston, New Orleans, San Francisco, and San Antonio," according to a quote attributed to both Mark Twain and Will Rogers. There's no better way to fully experience what makes San Antonio unique than by bypassing ubiquitous chains in favor of drinking in some of the most historic bars in Texas!

Saturday, February 29 3:00 p.m. – 5:30 p.m.

In this truly unique boutique pub crawl, join our tour guide Emzy, a passionate Texas history buff and fan of spirits, for a fun and interactive TASTE of San Antonio. Emzy will share history, stories, and a drink with you at three different pubs during this walking tour. One beverage per person at each of the three stops is included. Must be 21 to partake. Identification must be presented.

Sisters Grimm Haunted Walking Tour \$26.00



It's said that "Dead men tell no tales." Or do they? From its humble beginnings as a Spanish settlement in 1691 to the bloody battle at the Alamo, San Antonio's history is rich in haunting tales. Discover Old San Antonio's most haunted places and uncover the history that lies waiting for those who dare to enter their doorways.

Take a peek inside the Menger Hotel, the "Most Haunted

Saturday, February 29 4:00 p.m. – 5:30 p.m.

Hotel in Texas," and just a block away, peer into the Emily Morgan Hotel, one of the city's first hospitals and where many men and women lost their lives. Explore the San Fernando Cathedral, where people are buried within the walls and visitors claim to see faces mysteriously appear. Uncover the legends behind Bexar County Jail. You'll be fascinated by the stories shared during this unique walking tour!





# REGISTRATION

## CommodityClassic.com

### REGISTRATION COSTS & DEADLINES

FULL REGISTRATION	BY JAN 9	JAN 10-JAN 29	AFTER JAN 29
Member	\$190	\$215	\$240
Non-Member	\$290	\$315	\$340
Spouse	\$145	\$165	\$190
Youth/College (Age 15-22)	\$50	\$50	\$50
Child (Age 14 and under)	N/C	N/C	N/C
ONE-DAY REGISTRATION <sup>†</sup>			
Thursday Member	\$105	\$120	\$140
Thursday Non-Member	\$150	\$160	\$180
Friday Member	\$105	\$120	\$140
Optional Banquet*	\$50	\$50	\$65
Friday Non-Member	\$150	\$160	\$180
Optional Banquet*	\$50	\$50	\$65
Saturday Member	\$75	\$75	\$75
Saturday Non-Member	\$105	\$105	\$105

\* ASA and NCGA banquets are being held concurrently and availability is limited, on a first-come, first-served basis.  
<sup>†</sup> One-day registration includes program events scheduled for that day excluding association banquet tickets.  
Optional banquet tickets are available for Friday's program and may be purchased on a first-come, first-served basis.

#### Full Registration Includes:

- Trade Show access, including lunch on Thursday and Friday and a morning snack on Saturday in the Trade Show
- General Session
- Educational Sessions: Learning Center sessions, Early Riser sessions, What's New sessions, Mini What's New sessions, and Closing Learning Center session
- Education Main Stage Presentations in the Trade Show
- Complimentary access to video recordings of the 2020 Learning Center sessions, What's New sessions, Closing Learning Center session and some Early Riser sessions (keep your badge ID for access)
- ASA or NCGA Banquet (based on space availability and is not guaranteed)
- Evening of Entertainment
- Welcome Reception, including a free drink ticket, available to farmers, farmer-family members, media or commodity organization national or state staff

#### One-Day Registration:

One-day registration includes the events above, with the exception of association banquets. Educational session recordings are complimentary only for the day that you are registered.

#### Important Registration Dates:

- ASA or NCGA Banquet tickets are subject to availability and are not guaranteed
- January 9:** Early registration discount ends
- January 10-29:** Regular registration rates apply
- After January 29:** Late registration rates apply
- January 29:** Registration cancellation must be requested in writing by this date
- January 29:** Tours pre-registration deadline, no tour refunds after this date
- February 19:** Pre-registration closes
- February 26:** Convention on-site registration begins

#### Important Housing Dates:

- January 9:** Cancellations must be received by January 9, 2020, in order to avoid Commodity Classic's one-night room and tax cancellation fee.
- January 29:** Hotel group rates guaranteed through this date. All hotel changes and cancellations must be made through the Housing Bureau through this date.
- January 30:** Any reservations made on or after this date will be based on availability and may be at the hotel's prevailing rate. Experient will be available between Thursday, January 30, 2020 and Friday, February 1, 2020 to assist with additional guest room inquiries via email or phone. Please note that during this time, requests for additional guest rooms are not guaranteed and will be based on availability.
- Starting February 7:** Hotel changes and cancellations must be made directly with the hotel. Please hold all changes and cancellations until Friday, February 7, 2020.

#### Join and Save!

Save \$100 on the non-member Full Registration by joining one of the presenting commodity associations today. In some cases, these savings may be more than the cost of membership!

- American Soybean Association: (314) 576-1770
- National Corn Growers Association: (636) 733-9004
- National Association of Wheat Growers: (202) 547-7800
- National Sorghum Producers: (806) 749-3478

#### Convention Registration Cancellation Policy

Full refund, less \$25 per person administration fee, will be granted on written request through January 29, 2020. Questions: Call (800) 465-0482. Email: [CommodityClassic@experient-inc.com](mailto:CommodityClassic@experient-inc.com)

#### Visit CommodityClassic.com for:

- Convention Registration
- Housing Reservations
- Tour Reservations

**NOTE:** You must register for each of the above separately.



REGISTER ONLINE OR DOWNLOAD  
REGISTRATION FORM  
**CommodityClassic.com**

Send completed form and payment  
(check or credit card information) to:

Commodity Classic  
5202 Presidents Court  
Frederick, MD 21703  
FAX: (888) 772-1888

#### QUESTIONS?

Call **(800) 465-0482** or email  
[CommodityClassic@experient-inc.com](mailto:CommodityClassic@experient-inc.com)

Registration packets will be available at the Commodity Classic Registration Desk beginning Wednesday, February 26. Your packet will include your name badge, event program and banquet tickets. The Registration Desk will be located in the Henry B. Gonazáles Convention Center inside Hall 1.

### Tell us about your farm and be entered to WIN \$2500 CASH!

When you complete your farm demographics on the registration form, you'll automatically be entered to win \$2500 cash from Commodity Classic. This offer is open to farmers only.

**Why are farm demographics important?** The more we know about the farmers who attend, the better experience we can provide you through innovative programming, relevant education and a greater impact on the success of your farming operation. See complete Official Rules at [CommodityClassic.com](http://CommodityClassic.com).

#### What is RFID?

Radio-frequency identification (RFID) is used at Commodity Classic to track attendance at educational sessions and other events. Your name badge contains coded information unique to you that is read by the RFID technology. Some exhibitors may use RFID technology to capture your demographic information at their trade show booths to eliminate the need for you to take time to fill out a form. By registering for Commodity Classic, you consent to the use of RFID by Commodity Classic and its exhibitors. Your email address is your connection to Commodity Classic!

When you share your email with us as part of your registration, you are assured of receiving the latest updates and information you need to ensure the best experience possible. It's the best way for us to stay in touch with you— and for you to stay up-to-date.

#### Canadian Anti-Spam Legislation

To our Canadian attendees: we would like to stay in touch with you. As per the Canadian Anti-Spam Legislation, please provide your consent to receive email communications from Commodity Classic. Please visit [CommodityClassic.com](http://CommodityClassic.com) for a consent form.

Whether you're a veteran attendee or if you've never been to the show before, Commodity Classic offers exciting, new experiences for everyone. Register by January 9th to receive the early registration rate at [CommodityClassic.com](http://CommodityClassic.com)