



# Silver Celebration

March 4-6, 2021 | San Antonio

THOUSANDS OF DECISION MAKERS. INNOVATORS. EARLY ADOPTERS.

## 2020 A REAL RECORD-BREAKER!

### RECORD FARMER ATTENDANCE

# 4,669

### RECORD NON-EXHIBITOR FIRST-TIME ATTENDEES

# 2,095

# 9,335

**2ND LARGEST TOTAL ATTENDANCE**

### AVERAGE AGE OF FARMER ATTENDEES

# 49.3

**YEARS**

# 144

**KEY AG MEDIA REPRESENTATIVES**

### 2020 TRADE SHOW

- 399 exhibiting companies
- 209,700 net sq. ft. of exhibit space

### The Top Reason Farmers Attend:

### TO LEARN ABOUT NEW PRODUCTS!

Farmer attendees say they are

# 85%

**DECISION-MAKERS on their own farms.**

Your customers of the future plan to farm another

# 73%

**9 years or more!**

Source: 2020 Farmer Attendee Survey

**REACH THE INFLUENCERS!**  
The typical farmer-attendee says that **6+ other farmers** in their area ask their opinion on new agricultural products and practices.

### Total farmers\* attending the 2020 Commodity Classic represented:

- \$4.24 billion in total gross farm income
- \$1.07 billion in total annual equipment purchases
- \$798 million in total seed & crop protection purchases
- \$524 million in total annual fertilizer purchases

### The average individual\* farmer at 2020 Commodity Classic represented:

- \$1.59 million in total gross farm income
- \$401,411 in total annual equipment purchases
- \$298,962 in total annual seed & crop protection purchases
- \$196,421 in total annual fertilizer purchases

### BIG acres. BIG buying power. BIG influence.

### The average farm operation† at 2020 Commodity Classic represented:

- 2,844 total acres
- 543 sorghum acres
- 509 peanut acres
- 146 cow/calf pairs
- 1,248 corn acres
- 1,357 cotton acres
- 458 vegetable acres
- 1,988 sows
- 1,094 soybean acres
- 549 rice acres
- 804 specialty crops acres
- 2,251 feeders
- 886 wheat acres
- 270 hay/forage acres
- 744 feedlot cattle
- 6,588 finishers

\* Based on Commodity Classic registration, Commodity Classic surveys, USDA NASS February 2020, USDA WASDE March 2020 and USDA ERS December 2019

† For attendees completing the demographic data with registration.

### Exhibit Space Investment per 10' x 10' booth space

1-5 spaces	\$1,450 ea.
6-13 spaces	\$1,325 ea.
14-20 spaces	\$1,200 ea.
21-50 spaces	\$1,075 ea.
51+ spaces	\$1,025 ea.

Premium booth locations are an additional \$350 per 10'x10' booth space.



Space is already limited and opens May 11 to new exhibitors

Discover more about exhibiting during the Silver Celebration of Commodity Classic in San Antonio:

636.745.3008 ■ [tradeshows@commodityclassic.com](mailto:tradeshows@commodityclassic.com) ■ [CommodityClassic.com](http://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 page 2]

# THE VALUE OF BUILDING YOUR BRAND AT



“We’re focused on the **business-minded professional**. We find that grower at Commodity Classic. It’s why we keep coming back time and time again.”

*Daryl Theis • CLAAS*



“The **quality of conversations** we have here are well worth the time and energy that we put into the show.”

*Laurel Caes • John Deere*

“We can really have **long, meaningful conversations**. That’s what really has made Commodity Classic special for us.” *Mike Hogan • CGB Enterprises*

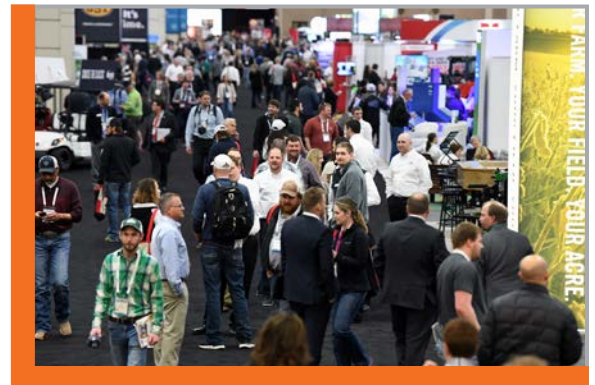
“What sets this show apart is the **advocacy level of the growers**. They’re here with their commodity groups to ensure that agriculture stays strong.”

*Colby Mower • BASF*

“When somebody shows up here, you know that they’re **serious about learning**.”

*Phil McCutcheon • AgriGold*

“I believe the **top 10 to 20 percent of growers** in the country come to Commodity Classic. Those are the ones you want to do business with.” *Pat Kroese • GrainBridge*



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

*Roger Lewno • Case IH*



“It’s really a great chance to meet **growers from all over the country**.\* We have growers from New York, Connecticut, Maryland, Washington, so it’s not just the Midwest.” *Charles Baron • Farmers Business Network*

\*Go to [www.commodityclassic.com/for-exhibitors/show-statistics](http://www.commodityclassic.com/for-exhibitors/show-statistics) to view the 2020 farmer attendee geographic distribution map.

Hear what exhibitors say at: [CommodityClassic.com/for-exhibitors/why-exhibit](http://CommodityClassic.com/for-exhibitors/why-exhibit)