



MARCH 10-12, 2022
NEW ORLEANS

THOUSANDS OF DECISION MAKERS. INNOVATORS. EARLY ADOPTERS.

WELCOME BACK TO THE EVENT EVERYONE'S BEEN WAITING FOR

**OUR LAST LIVE SHOW IN 2020
WAS A RECORD-BREAKER:**

4,669 **RECORD
FARMER
ATTENDANCE**

2,095 **RECORD
NON-EXHIBITOR
FIRST-TIME
ATTENDEES**

9,335 **SECOND
LARGEST TOTAL
ATTENDANCE**

**AVERAGE AGE
OF FARMER
ATTENDEES** **49.3** **YEARS**

144 **KEY AG MEDIA
REPRESENTATIVES**

THE TOP REASON FARMERS ATTEND:

TO LEARN ABOUT NEW PRODUCTS

72% of farmer attendees say
Commodity Classic is the
MOST VALUABLE EVENT
they attend all year

73% of your customers
plan to farm another
9 years or more

REACH THE INFLUENCERS

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

Source: 2020 Farmer Attendee Survey

BIG ACRES. BIG BUYING POWER. BIG INFLUENCE.

BE IN NEW ORLEANS WHEN WE RETURN FOR AMERICA'S
LARGEST FARMER-LED, FARMER-FOCUSED EDUCATIONAL
AND AGRICULTURAL EXPERIENCE.

Total farmers* attending 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 farm operation[†] at 2020 Commodity Classic represented:

- 2,844 total acres
- 886 wheat acres
- 1,248 corn acres
- 543 sorghum acres
- 1,094 soybean acres

* 2020 was our last in-person show for which statistics are available. Based on Commodity Classic registration, Commodity Classic surveys, USDA NASS February 2020, USDA WASDE March 2020 and USDA ERS December 2019

For additional data on average farmer income, purchasing, crop, and livestock data, go to:
<https://commodityclassic.com/for-exhibitors/show-statistics>

† 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' x 10' booth space.



SPACE IS LIMITED. The 2021 show sold out early with a wait list prior to going digital.

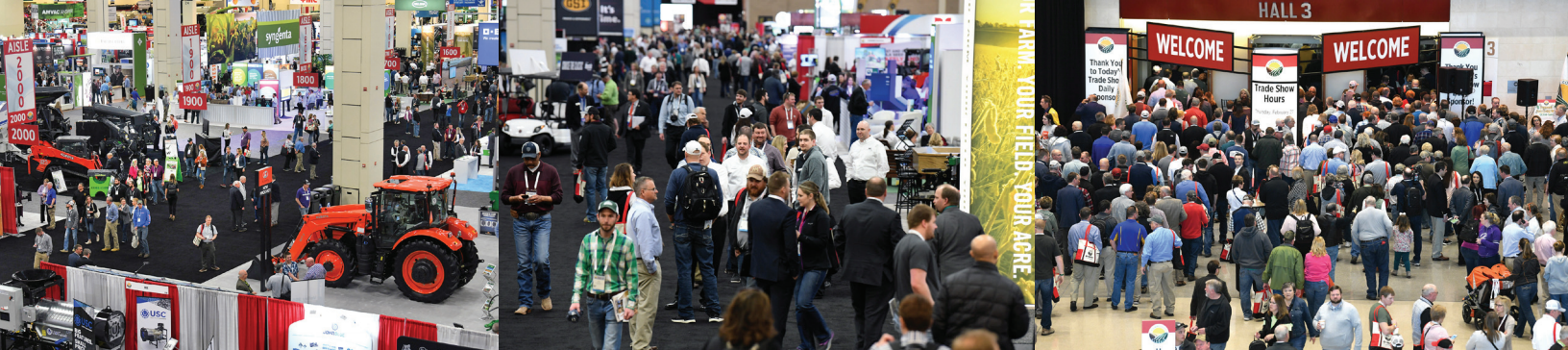
Discover more about exhibiting during Commodity Classic in New Orleans:

636.745.3008 • tradeshow@commodityclassic.com • CommodityClassic.com

Established in 1996, Commodity Classic is presented annually by these associations:



Read what exhibitors say about Commodity Classic



BUILD YOUR BRAND IN NEW ORLEANS WITH THE NATION'S TOP GROWERS



WHAT EXHIBITORS SAY:



"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

"If you want the opportunity to get in front of **some of the best producers**, this is the show you want to be at."

Todd Sears · AGI SureTrack

"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

"We can really have long, meaningful conversations. That's what really has made Commodity Classic special for us."

Mike Hogan · CGB Enterprises

"When somebody shows up here, you know that they're serious about learning."

Phil McCutcheon · AgriGold

"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

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

Laurel Caes · John Deere

"At this show, you're getting the real buyers, the farmers who are making the purchasing decisions."

Roger Lewno · Case IH

Hear what more exhibitors say at: CommodityClassic.com/for-exhibitors/why-exhibit

*Go to www.commodityclassic.com/for-exhibitors/show-statistics to view the 2020 farmer attendee geographic distribution map.