



MEDIA ADVISORY

TO: Media Professionals
FROM: Mark Lambert, NCGA, (636) 733-9004
Jordan Bright, ASA, (314)754-1344
DATE: February 17, 2017
RE: 2017 Commodity Classic Reminder

Thousands of the country's top corn, soybean, wheat and sorghum growers and representatives from leading agribusinesses will come to San Antonio, Texas for the 2017 Commodity Classic, agriculture's premier trade show and convention.

This is a once-a-year opportunity to access many of Agriculture's premiere leaders from farmers, to industry to government. Throughout the convention, you will have interview access to decision makers from many top agriculture companies and organizations, in addition to being able to report on new products, technologies and services.

Registration

If your participation is sponsored by a corporation, you must still register for Commodity Classic. On-site registration opens Wednesday, March 1. If you have already registered, your packet will be available in the Media Center. Also, please note section on Page 2 below, regarding complimentary registration for working media.

Media Center (Henry B. Gonzalez Convention Center, 2nd Floor, Rooms 206-207)

DuPont Crop Protection once again is presenting the Commodity Classic Media Center, which will be fully equipped with high-speed Internet access (wired and wireless), telephones, a fax machine and workstations to facilitate coverage of Commodity Classic.

Media Center Hours and Meals

Wednesday, March 1:	8:00 a.m. – 5:00 p.m.
• Breakfast served	8:00 a.m. – 10:00 a.m.
• Lunch served	11:30 a.m. – 1:30 p.m.
Thursday, March 2:	7:00 a.m. – 6:00 p.m.
• Breakfast served	7:00 a.m. – 9:00 a.m.
• Lunch served	11:30 a.m. – 1:30 p.m.
Friday, March 3:	7:00 a.m. – 5:00 p.m.
• Breakfast served	7:00 a.m. – 9:00 a.m.
• Lunch served	11:30 a.m. – 1:30 p.m.
Saturday, March 4:	8:00 a.m. – 1:00 p.m.
• Breakfast served	8:00 a.m. – 10:00 a.m.
• Lunch served	11:30 a.m. – 1:00 p.m.

Scheduled News Conferences (Convention Center, Room 205)

Thursday, March 3

1:40 p.m. – 2:00 p.m.	American Soybean Association
2:20 p.m. – 2:40 p.m.	National Corn Growers Association
3:00 p.m. – 3:20 p.m.	Association of Equipment Manufacturers
3:30 p.m. – 3:50 p.m.	National Sorghum Producers
4:00 p.m. – 4:20 p.m.	Monsanto
4:30 p.m. – 4:50 p.m.	National Association of Wheat Growers

Friday, March 4

7:30 a.m. – 7:50 a.m.	Syngenta
8:00 a.m. – 8:20 a.m.	Syngenta
8:30 a.m. – 8:50 a.m.	Bayer
10:00 a.m. – 10:30 a.m.	USDA
12:30 p.m. – 12:50 p.m.	United Soybean Board
1:00 p.m. – 1:20 p.m.	DuPont

In the event of a schedule change, notification will be posted in the Media Center.

Other Highlights

Media-only Trade Show Access: Thursday, March 2: 12:30 p.m. – 1:30 p.m. Optional Media Exhibitor Time:
Friday, March 3*: 8:00 a.m. – 11:00 a.m.
(Convention Center, Main Floor Exhibit Hall)

** Note: Media will need to schedule interview times in advance as exhibitors are not required to staff booths during this time.*

Media Reception: Thursday, March 2: 5:00 p.m. – 6:30 p.m.
(Convention Center, Parkview Lobby/Patio area at end of 2nd floor)
General Session: Friday, March 3: 9:00 a.m. – 11:00 a.m.
(Convention Center, Stars at Night Ballroom with optional simulcast viewing in media center)
Evening of Entertainment: Saturday, March 4: 8:30 p.m. – 9:45 p.m.
(Convention Center, Stars at Night Ballroom)

Complimentary Media Registration

We are pleased to provide complimentary registration to working journalists and news broadcasters only. Spouses and family members must have paid registrations, as well as other company managers, sales representatives and their spouses. For further details, visit <http://bit.ly/1opY4ky> **Need updated link**

Media Trade Show Access Policy

Please familiarize yourself with policies regarding access to the Commodity Classic trade show and photography, taping and interviewing protocols. Click here for information: <http://bit.ly/1KqsYDL> **Need updated link**

Housing

Please make housing reservations, changes and cancellations directly with the Commodity Classic hotels:

Courtyard by Marriott Riverwalk	210-223-8888
Crockett Hotel	210-225-6500
Drury Inn & Suites Riverwalk	210-215-5200
Drury Plaza Hotel San Antonio Riverwalk	210-270-7799
Emily Morgan Hotel	210-225-5100
Fairfield Inn & Suites Downtown/Alamo Plaza	210-212-6262
Grand Hyatt San Antonio	210-224-1234
Hampton Inn San Antonio Downtown Riverwalk	210-225-8500
Hilton Palacio del Rio	210-222-1400
Holiday Inn Riverwalk	210-224-2500
Hotel Valencia	210-227-9700
Hyatt Place San Antonio Riverwalk	210-227-6854

Hyatt Regency San Antonio Riverwalk	210-222-1234
La Quinta Inn & Suites Convention Center	210-222-9181
Marriott Plaza San Antonio	210-229-1000
Marriott Rivercenter	210-223-1000
Marriott Riverwalk	210-224-4555
Menger Hotel	210-223-4361
Omni La Mansion del Rio	210-518-1000
Residence Inn Alamo Plaza	210-212-5555
Springhill Suites Downtown/Alamo Plaza	210-222-2121
Westin Riverwalk San Antonio	210-224-6500
Wyndham San Antonio Riverwalk	210-354-2800

Shuttle service is available between the Convention Center and hotels that are not walking distance.

We look forward to seeing you in San Antonio!