

2012 COMMODITY CLASSIC OPPORTUNITY CHECKLIST (11/27/11)

Trade Show and Registration • 3260 Upper Bottom Rd., St. Charles, MO 63303
Phone • 636-922-5551 • Fax 636-244-1650 • e-mail tradeshow@commodityclassic.com

December

- ___ Make hotel reservations at www.commodityclassic.com when housing opens.
- ___ For sponsorship, contact Peggy Findley 636-677-4157 <showdirector@commodityclassic.com>
- ___ Contact Kristi Burmeister <tradeshow@commodityclassic.com> or 636-922-5551 if changes on your pre-sell meeting sign-up time due to merger/acquisition or changes in an ISLAND booth size before the 2013 floorplan is finalized.

January

- ___ 13 Form to receive complimentary exhibitor drawing and/or special event publicity in program book due (found in decorator kit).
- ___ 13 Go to www.commodityclassic.com under exhibits to review the information is current for program printing (ie sign name, product description, Web site).
- ___ 13 Pre-show data and mailing label form due (found in decorator kit). To receive grower attendee data electronically for a pre-show mailing, final pre-show list and/or after show follow-up, return data form with payment anytime.
- ___ 13 Non-gold sponsors interested in submitting an RFP to purchase a press conference, contact Cassandra Langley <clangley@soy.org> 314-754-1344.
- ___ **19 Certificate of Insurance due** to trade show office.
- ___ 20 Deadline for early discount for paid registrations. NCGA and ASA banquet tickets are only guaranteed through this date. Exhibitors may register up to two free for first booth and one additional free for each additional booth. The link for complimentary registrations will be emailed directly to each primary exhibitor contact.
- ___ 26 Hotel group rates are guaranteed through this date based on availability. Hotel reservations after are based on availability. Changes and cancellations must be made through housing bureau by this date and with hotel after January 30.

February

- ___ anytime Purchase grower registrant data for pre-reg and post follow-up (form in kit).
- ___ 6 Registration packet inserts due from participating gold, silver, bronze or Mini-WIN Session sponsors. Insert needs approval prior to printing/sending. Refer to form in kit or contact <registration@commodityclassic.com> 636-922-5551.
- ___ 15 Requests for distribution of printed ad materials other than in exhibitor space need approval by Peggy Findley 636-677-4157 <showdirector@commodityclassic.com>.
- ___ 15 Tour pre-registration deadline, no refunds after this date.
- ___ 15 Convention pre-registration deadline. Later registrations may be done onsite starting February 29.
- ___ 15 Internet, phone and electrical advance order discount deadline with Gaylord.
- ___ 17 Paramount Convention Services advance order discount deadline.
Non-official contractor forms due Paramount. **All non-official contractors must send a certificate of insurance to Paramount.**
- ___ 20 PSAV advance order discount deadline.
- ___ 22 Capture lead retrieval advance order discount deadline.
- ___ 24 Advance warehouse receiving deadline.

March

- ___ 2 - 2013 Pre-Sell Meeting held onsite during the 2012 Commodity Classic at the Gaylord Opryland Hotel. Be sure to assign a representative to sign-up for space.

COMMODITY CLASSIC CONTACTS

Commodity Classic Trade Show and Registration – Burmeister & Associates, Inc.

Trade Show: Kristi Burmeister E-mail tradeshow@commodityclassic.com
Registration Staff: E-mail registration@commodityclassic.com
PH 636-922-5551 FAX 636-244-1650 Address: 3260 Upper Bottom Rd., St. Charles, MO 63303

Commodity Classic Management – Strategic Resource Services, Inc.

Peggy Findley/Meeting space and sponsorship requests
PH 636-677-4157 FAX 636-677-4799 E-mail showdirector@commodityclassic.com
Address: 2725 Wild Valley Dr., High Ridge, MO 63049

Commodity Classic Housing Bureau - Experient

Secure individual rooms online at www.commodityclassic.com
For questions call 866-229-3691 or 301-694-5243 E-mail housing@commodityclassic.com

Gaylord Opryland Resort – Convention Services

Dusty Watts PH 615-458-1355 E-mail dwatts@gaylordhotels.com

Gaylord Opryland Resort – Catering

Diane Skrabec* PH 615-458-1325 E-mail dskrabec@gaylordhotels.com
*If you are already working with Gaylord catering for a side-event, that contact will handle your exhibit catering.

Gaylord Opryland Resort – Airport Shuttle

PH 866-972-6779 - \$40 round trip/\$30 one way, go to Gaylord Welcome Desk in airport lower level

Gaylord Opryland Resort – Exhibit Hall Services – Electrical/Plumbing, Phones/Internet

Betty Powell PH 615-458-6390 FAX 615-458-6094 E-mail bpowell@gaylordhotels.com

Audio Visual – PSAV

Stuart Wood PH 800-966-4498, direct 214-210-8111 FAX 866-312-4004 E-mail swood@ps-av.com

Decorator –Furniture/Carpet/Floral Paramount Convention Services, Inc.

Erin Brady PH 314-621-6677 FAX 314-621-6416 Email ebrady@paramountcs.com

Lead Retrieval Rental Service – Capture Technologies

Sales Steve McWilliams PH 1-877-LeadMgt E-mail smcwilliams@captureleads.com
Technical Support PH 800-201-2588 E-mail support@captureleads.com

Power Washing – Fleetwash

Darrell Gibbs PH 615-405-8817

Tours/Destination Management Company

Meg Baird, DMCP, CMP PH 615-851-9190 E-mail mbaird@destinationnashville.com

Travel Agency- Great Southern Travel

Call Great Southern Travel for Commodity Classic discounts on air and car rental PH 800-325-4792

Association Headquarters *(Request staff responsible for the nature of your call)*

American Soybean Association

PH 314-576-1770 FAX 314-576-2786 1215 Woodcrest Executive Dr., Ste. 100, St. Louis, MO 63141

National Corn Growers Association

PH 636-733-9004 FAX 636-733-9005 632 Cepi Dr., Chesterfield, MO 63005

National Sorghum Producers

PH 806-749-3478 FAX 806-749-9002 4201 N Interstate 27, Lubbock, TX 79403

National Wheat Growers Association

PH 202-547-7800 FAX 202-546-2638 415 S Second St NE, Ste 300, Washington, DC 20002

Web site for exhibitor info www.commodityclassic.com

COMMODITY CLASSIC GROWER DATA/LABEL ORDER FORM

Trade Show and Registration • 3260 Upper Bottom Rd., St. Charles, MO 63303
Phone • 636-922-5551 • Fax 636-244-1650 • e-mail registration@commodityclassic.com

Contact Name: _____ Exhibitor: _____
Company Name: _____ Exhibitor Agency
Mailing Address: _____
City/State/Zip: _____
Phone: _____ E-mail: _____

Increase the results of your marketing efforts by sending pre-show information to grower attendees. On-site observation and attendee feedback indicate Commodity Classic exhibitor pre-show mailings are welcomed and used on-site. Prepare your marketing material to be ready to mail as data is available the first of February to ensure receipt prior to Commodity Classic (1,200 growers were pre-registered to get mailings last year.)

PURCHASE Electronic Data for Pre, Onsite and Post Use – Order any time

Attending grower data will be emailed to your contact **THREE** times for your OWNERSHIP:

1. Advance pre-show data file of growers registered by early-registration date (1/20)
2. Show data file of all growers registered directly before the convention begins
3. Post-show data file of all final attending growers for your follow-up and future use

Data includes primary grower registrants (one per family) with information as provided on the grower's completed registration. *Commodity Classic policy prohibits releasing e-mail addresses.*

- total acreage •corn acreage •soybean acreage •wheat acreage •sorghum acreage
- # of cattle •# of poultry •# of hogs •reference # printed on name badge
- age •name •address •city/state/zip •phone •fax

This electronic data file includes ALL ATTENDING GROWERS with information provided. Lead Retrieval is purchased separately and only provides data on attendees scanned. While Lead Retrieval does not require purchasing this data as it utilizes a name badge 2D Data Matrix bar code, if you are using Lead Retrieval, the purchase of the full electronic data file enables you to have pre-show data and a post-list of all attendees.

Payment An Excellent Investment To Maximize Your Return. **Cost \$500.**

- Check Enclosed (Payable to Commodity Classic) Gold-Level sponsor –No charge
 VISA MasterCard American Express

Card # _____ Expiration Date _____

Signature _____

COMPLIMENTARY Labels of Pre-Registered Growers - Order by January 13

To qualify, this form must be received by JANUARY 13

Adhesive Labels (1" x 2 5/8" labels) Limit of one set of labels per exhibit company. If you are not purchasing the total grower attendee demographic data but would like to do a one-time pre-show mailing to promote your booth location to growers registered by the early-deadline (1/20), check here to receive adhesive labels by mail. Since this **complimentary mailing label set remains the property of Commodity Classic**, you will receive labels by first-class mail around the first of February. Use of labels other than for pre-show Commodity Classic promotion is prohibited and monitored for compliance.

2012 REGISTRATION PACKET INSERT OPPORTUNITY

*Insert must be pre-approved in advance • Printed inserts must be received by **Feb. 6***

Information: Available only to Gold, Silver, Bronze or Mini-Win Session Sponsors

Inserts must be one flat piece no larger than 8 1/2 x 11" to fit into packets

Insert must be pre-approved by Commodity Classic Management - Peggy Findley

Approval: Fax/email copy of this form and of insert for approval PRIOR to printing to:

Burmeister & Associates, Inc.

3260 Upper Bottom Rd., St. Charles, MO 63303

Ph: 636-922-5551 Fax: 636-244-1650

Email: registration@commodityclassic.com

Due to the large quantity of packets, we cannot insert on-site and must insert prior to shipping.

Appropriate number of copies of the insert must be delivered to above address by **Feb. 6.**

** If this form is received in advance we will email estimated printing numbers after Jan. 25.*

PLEASE CHECK THE BOX BY EACH CATEGORY TO RECEIVE YOUR INSERT:

Check each category needed below or all boxes if intending to place your insert in all packets

General attendees - growers, family members, industry leaders, state and national staff

** Approximately 3,500 in 2011 - everyone BUT media and exhibitors*

All registered media

** Approximately 125 in 2011*

All registered exhibitors

** Approximately 1,300 in 2011*

Any additional requests to insert into packets are based upon mutual consent, which may incur an additional fee.

If inserts are needed other than above, you must include a specific list of names in alphabetical order.

FEE & PAYMENT

Fee per packet: \$1.00

Invoice will be mailed after the convention, based on number of inserts.

Organization Name: _____ Contact Name: _____

Phone: _____ Fax: _____ E-mail: _____

Billing Name/Address: _____

Authorizing Signature:

Please note: Authorizing Signature Required

FAX TO 636-244-1650 and include copy in inserts shipped.

Office Use:

_____ Sent to Commodity Classic _____ Approved by Commodity Classic

2012 COMMODITY CLASSIC GENERAL INFORMATION

Listed by alphabetical order of topic

For updated information, go to www.commodityclassic.com 11/17/11

Admittance/Badges – Commodity Classic contracted security guards will be at the entrances and dock to control admittance:

Prior to Registration Desk Opening Wednesday – Exhibitor work personnel may get a temporary admittance sticker at Paramount's Service Desk to work in the hall.

Wednesday and Thursday prior to show opening – Exhibitor personnel who will be working inside the hall during open hours may pick-up their name badge (recommend advance registration) from the Commodity Classic registration desk that opens Wednesday. Set-up only personnel hired directly by the exhibitor that will not be in the booth in open hours must pick-up a daily work sticker at the registration desk for admittance to the hall.

Open hours - A Commodity Classic exhibitor badge is needed for all personnel on the floor during open hours. If you need temporary admission for hired booth entertainment or exhibitor family members (admitted Friday 2:00 - 4:00 p.m. only), ask about details at the exhibitor window of the Commodity Classic registration desk onsite.

Aisle Carpet – Speckled blue and black aisle carpet (10' wide) will be laid starting Wednesday afternoon so please have the aisle cleared of crates. No equipment or heavy load movement will be allowed on the aisle carpet once it is laid.

Animals – Service animals are to remain on a leash or stay within voice command. Otherwise, only animals in conjunction with an exhibit that have proper insurance coverage and advance approval are allowed inside the hall. Owners are responsible for pet's actions and cleanup.

AudioVisual – PSAV is Commodity Classic's contractor provider. See form in kit.

Badges – All exhibitor personnel inside the hall during open show hours must have an official Commodity Classic name badge produced through Commodity Classic registration. In order to assist exhibitors in the hall, all producers and their spouses have a colored bar on the bottom of their badge noting "grower." Exhibitors purchasing grower data from Commodity Classic will receive pre-registered, show departure and post-show data by e-mail of registered grower demographic info, including their badge ID number for tracking. If you are purchasing Lead Retrieval services, you will access the same demographic information but only on the growers you scan through the 2D Data Matrix bar code on the name badge. For details on the name badge or Classic data purchase, contact Dave Burmeister at the Commodity Classic registration office at <registration@commodityclassic.com> or 636-922-5551.

Balloons – Helium balloons are prohibited in the hall.

Booth Construction and Fire Marshall Guidelines – All materials used must be non-flammable to conform with the Fire Regulations of Nashville, Tennessee. Electrical wiring and equipment installation must conform to appropriate Nashville, Tennessee codes. Refer to the Exhibit Hall Fire Regulations and Gaylord Terms and Conditions pages in the decorator kit for details.

Note ceiling height in Hall C is 19' and Hall B is 16'. Any enclosed or double deck booths require advance approval from Commodity Classic trade show management, as well as review with the Gaylord Opryland Hotel and fire marshal.

Booth Set-up – The Exhibitor Advisory Council requests that the Commodity Classic fully enforce the exhibitor contract rules and regulations in order to maintain the Commodity Classic as a premier show. Please read the contract rules and regulations (enclosed in the decorator kit) and especially avoid these most common violations:

1. Overhead/Aisle Space - **No overhead signage/materials may be hung from the ceiling.** All materials in booth must have a base from the ground-up. No materials may extend into or over the aisles, unless aisle space is purchased. The aisles, passageways and overhead spaces remain strictly under the control of Commodity Classic. **All exhibit and activities must be confined to the leased exhibit space.**
2. Inline Booth Height - **Inline (ie 10 x 10 booth) exhibitors may not extend their display/materials over the 8' drape line (yes that includes flying flags, banner wavers, extra-tall booths, etc.).**
3. End-Cap Set Violations - As an inline, even **end-cap exhibitors can not exceed 8' in height AND you must leave a 4' site line on each side of the booth back wall** (back can not be more than 12' wide). See details under "end cap."

Business Center - The FedEx Office Print and Ship Center® located in the Gaylord Opryland Resort and Convention Center is full-service with current hours from 6:00 am to 9:00 pm Monday through Sunday, phone 615-391-0381. For shipping, also refer to the decorator kit shipping information regarding Paramount Convention Services FedEx or UPS Outbound Shipping option at no additional charge for labeled FedEx and UPS packages.

Cancellation - Other than circumstances set forth in rules and regulations, refunds shall be given only if Commodity Classic has been notified in writing prior to July 29, 2011.

Ceiling Height - Ceiling height is 19' in Hall C and 16' in Hall B.

Certificate of Insurance is due by January 19, 2012. All exhibitors and display houses must provide this for hall admittance. Certificates of Insurance are to name the Commodity Classic as additional insured to Commodity Classic, 3260 Upper Bottom Rd., St. Charles, MO 63303, fax 636-244-1650.

The policy effective date must be through March 3, 2012. Coverage should include comprehensive general liability insurance, including contractual liability with limits of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence. Workmen's Compensation should be for full compliance of federal and state laws covering all of the exhibitor's employees for any work done on the exhibitor's behalf. Paramount Convention Services, Inc. also requires a certificate of insurance from subcontractors and display houses for admittance.

Children - For safety reasons, children are not permitted in the hall or on the dock during move-in/out. Check with your hotel for child care services.

Cleaning - Refer to the order form for services by Paramount Convention Services.

Colors - Aisle carpet color is blue and black. Draping is royal blue and white.

Concealed Weapons - Concealed weapons of any type are prohibited.

Data - Exhibitors purchasing grower data from Commodity Classic will receive pre-registered, show departure and post-show data by e-mail of registered grower demographic info, including their badge ID number for tracking. If you are purchasing Lead Retrieval services, you will access the same demographic information but only on the growers you scan through the 2D Data Matrix bar code on the name badge. For details on the name badge or Classic data purchase, contact Dave Burmeister at the Commodity Classic registration office at <registration@commodityclassic.com> or 636-922-5551.

Decorating - No materials may be affixed or attached to walls, columns, doors, ceilings or floors. This includes but is not limited to adhesive backed decals, stickers, tape, nails, pushpins and staples.

Decorator/Exhibitor Services - Paramount Convention Services is the official decorator. The direct link to download the decorator kit, with access code, will be sent by them to exhibitor contacts. Contact Paramount Convention Services Inc. at 314-621-6677.

Dock/Doors - Refer to the floor plan for dock door (18' 7" high x 24' 6" wide) and the decorator kit for driving directions to access the back dock. If questions or unique needs, call Tom Kelly or Sean Hoffert at Paramount Convention Services Inc. at 314-621-6677.

Drawings - See "promotional opportunities".

Dress - Exhibitor dress during open show hours varies from logo corporate shirts to business or business casual. Attendee dress varies from business attire (coat/tie) for grower association board/leaders to western wear/jeans.

Driving Directions - Refer to the map and directions in the decorator kit.

Electrical - Services are provided by the Gaylord Opryland. Refer to the form in the decorator kit.

Equipment Clean-up - To contract power washing services locally, call Darrell Gibbs at Fleetwash at 615-405-8817. Fleetwash is the recommended vendor by the Gaylord Opryland Resort as the hotel enforces water regulation guidelines.

As the case with all non-official contractors, if you are outsourcing your detailing and equipment cleaning to another vendor other than the official contractor:

1. You must file a certificate of insurance and the non-official contractor forms with Paramount Convention Services by the deadline stated (see form in kit). Failure to provide these items will prohibit these firms from providing services.
2. You must file an "Intent to Use Non-Official Contractors" form with Paramount Convention Services by the deadline stated on the form (see form in kit). Failure to provide these items will prohibit these firms from providing services.
3. All representatives of the non-official contractor must obtain an "exhibit crew" temporary badge at Paramount Convention Services exhibitor service center for admission to work on the floor.
4. Please work directly with your contractor making sure they are staffed adequately to service all clients. This will avoid delays that would impact the decorator and show management.

Equipment Display Fire Regulations - Fuel level must be no more than 1/8th tank, battery cables must be disconnected and gas caps must be taped shut or locked. Keys to vehicles must be left on-site with Paramount Convention Services.

Equipment Move-in and Off-loading - Exhibitors bringing large equipment onto the floor should coordinate off-loading and staging times directly with Tom Kelly or Sean Hoffert at Paramount Convention Services, Inc. at 314-621-6677. Paramount Convention Services will be sending an e-mail to large equipment exhibitors directly with details on move-in and off-loading area directions. Cars and smaller vehicles can be driven in between Tuesday Noon and Wednesday Noon before aisle carpet is laid. Lot E is the equipment off-loading lot.

Emergency Number - Pick up any house phone or dial 911 on your cell phone.

End-Cap Set Regulations - In accordance with industry standards and the Commodity Classic exhibitor rules and regulations outlined on the back of your signed exhibitor contract, you must leave a 4' viewing area on each side of your booth in order to provide a site line for the booth directly behind you. If you have a 20' wide end-cap location, your back display wall can not be more than 12' wide in order to allow for a 4' view on each side of the aisle for the inline behind you.

Exhibitor Advisory Council - You are encouraged to provide feedback to your representative of the Exhibitor Advisory Council before the EAC meets Saturday 8:00 - 9:00 am prior to the trade show opening in the Ryman Studio ABC at the 2012 Commodity Classic with grower committee, staff and suppliers.

2012 Commodity ClassicSM Council Members

Chemical	DuPont Crop Protection – Kelly Schulenberger	Term 2010 - 2012
Major Equipment	John Deere – Steve Detrick	Term 2010 - 2012
Seed	Channel – Amy Rolfe	Term 2010 - 2012
Shortline Equipment	Trimble – Rebecca Hopkins	Term 2011 - 2013
Misc./Services	AGROTAIN Int'l. (Koch) – Carrie Doza	Term 2011 - 2013
	PrecisionAg Inst. – Elliott Nowels	Term 2011 - 2013

EAC Mission - To provide a forum for objective exhibitor input on maintaining and enhancing the quality of the Commodity Classic trade show to meet the needs of both participating exhibitors and attendees. **EAC Structure** - Council is to be made up of six company representatives from a variety of industry subcategories. Each appointed company representative may serve up to a two-year term with terms rotating to maintain a balance of continuity.

Food and Beverage - The Gaylord Opryland Resort has a variety of restaurants that will be open during set-up, show and dismantling hours for exhibitors to have easy-access while working. Please see signage in the exhibitor service desk area for restaurants and hours. Food and beverage service in the hall is provided exclusively by Gaylord Opryland. For additional information on food/beverage options to serve from your booth, and food sample requirements, refer to the catering form in the kit. **NO OUTSIDE FOOD OR BEVERAGE IS ALLOWED.** To request permission in writing to serve exhibitor company product samples, contact Diane Skrabec, senior catering manager, at <dskrabec@gaylordhotels.com> or 615-458-1325. Prior written approval from the Show Management must be given as well for food samples distributed on the show floor.

Hours For 2012 Commodity Classic Trade Show -

Monday, February 27 *Paramount Set-Up and Large Booth/Equipment Staging*

*Large booth/equipment exhibitors with special needs contact Paramount directly.

Tuesday, February 28

8:00 a.m. - 8:00 p.m. Trade Show Move-in

Wednesday, February 29

8:00 a.m. - 8:00 p.m. Trade Show Move-in

Thursday, March 1

7:00 a.m. - 10:00 a.m. Trade Show Move-in

11:30 a.m. - 1:00 p.m. Show Open for Media Private Admission

1:00 p.m. - 5:30 p.m. Trade Show Grand Opening

Friday, March 2

7:30 a.m. - 10:30 a.m. 2013 Pre-Sell Meeting

**a specific sign-up time will be assigned to current exhibitors*

11:00 a.m. - 4:00 p.m. Trade Show Open

Saturday, March 3

9:15 a.m. - Noon Trade Show Open

Noon - 9:00 p.m. Move-out

Housing – Once housing opens, reservations can be made at www.commodityclassic.com or by faxing the form available on the web or in the registration brochure to 301-694-5124. Call the housing company if questions directly at 866-229-3691 or 301-694-5243.

Internet/Phone – Services are provided by the Gaylord Opryland Resort. Refer to the form in the decorator kit.

Lead Retrieval – Services are provided by Capture Technologies. Refer to the form in the decorator kit.

Literature Storage – If you need storage for literature, brochures or give-aways, refer to the accessible storage service form with Paramount Convention Services, Inc.

Meals – Full registrations (including exhibitor) include complimentary food and beverage in the hall with snacks at Thursday's Grand Opening Reception, lunch on Friday and refreshments Saturday. Please be aware for your staff that alcoholic beverages will be available during the Thursday evening reception inside the hall from 4:00– 5:30 p.m.

Media - Commodity Classic is considered to be one of the key gatherings of the nation's top national media leaders with representatives of all mediums including print editors, farm broadcasters and electronic/TV reporters. Companies who plan to entertain media or other Commodity Classic attendees CANNOT conduct any event or activity that would create conflicts with any scheduled Commodity Classic events. The following opportunities are available through Commodity Classic to maximize your investment in this event through the contact of media:

Press Conferences – Exhibitors at the Gold sponsorship level qualify for a Commodity Classic news conference. Upon finalization and scheduling of all Gold sponsor press conferences, interested non-Gold sponsor exhibiting companies can request an RFP to purchase a remaining open press conference slot for \$5,000. All requests for news conference or media events are subject to the review and approval of the Commodity Classic management. Contact Cassandra Langley at ASA at 314-754-1344.

Media Lists - Gold-level sponsors may request a list of attending media by contacting registration at <registration@commodityclassic.com> or 636-922-5551.

Media Interviews - Your trade show exhibit is an excellent opportunity to give attending media "hands-on" information on the latest products and services you are providing. Those with media badges will be allowed on the show floor for a private showing to allow you to set-up one-on-one media interviews prior to the show's opening on Thursday from 11:30 a.m. - 1:00 p.m. Communication to media about this "preview" time encourages their attendance for media interviews but restricts advertising solicitation. We recommend you have your company media representatives on hand at the booth at this time. You may also choose to connect with your key media contacts in advance to invite them to visit your booth at Commodity Classic. Some exhibitors have chosen to include food and beverage with an advance invitation for media to stop by their booth at this time. Media registration is complimentary to pre-approved media.

Meeting Space Requests – Contact Peggy Findley with Commodity Classic at <showdirector@commodityclassic.com> or 636-677-4157 to request meeting space.

Move-in – Exhibitors may hand-carry items in the front entrance doors or drive/deliver to the back dock area.

Non-Official Contractors – The form in the decorator kit and certificate of insurance must be on file for all non-official contractors with Paramount Convention Services. Requirements for those contractors are the same as those for exhibitors.

Overhead Materials/Inline Booth Height Regulations – **No overhead signage/materials may be hung from the ceiling. Signage/materials may not exceed the 8' in-line booth height limit without prior authorization, unless an island booth.**

Parking – Parking is available at a fee at the Gaylord Opryland Resort. Hotel self-parking for guests is currently \$18 per night with in/out privileges and \$26 overnight for valet. For unique oversize needs, refer to the truck stop options listed in the decorator kit or contact Paramount Convention Services directly.

Permits – A temporary business license (Transient Vendor License) is required to sell items from a booth or display. You may apply for a license online by visiting www.dcclerkonline.com, to to Farms tab, click Business Tax, and click Application for Transient Vendor License. This license is good for up to 14 days. You may contact the Davidson County Clerk's Office at phone 615-862-6254. A Tennessee resident can get a business license in their county of residence which will be for one year. Individual exhibitors selling merchandise on the show floor are responsible for remitting sales tax to the appropriate state agency.

Pre-Sell Meeting - Be sure to assign a rep to reserve your preferred location for the 2013 Commodity Classic trade show during the pre-sell meeting to be held on Friday from 7:30 a.m. – 10:30 a.m. in the Gaylord Opryland Resort in the Tennessee Ballroom C. Please contact Kristi Burmeister at <tradeshow@commodityclassic.com> or 636-922-5551 as soon as possible if you are anticipating a change in your ISLAND booth size, sign-up status (ie merger with an existing exhibitor), or need special arrangements before the floor plan and pre-sell sign-up times are released.

Promotional Opportunities - Consider these numerous options to increase results:

1. Ads and Press Release Information in Customer Communication - Run an ad or press release information about Classic in your company's dealer or customer publication encouraging customers to talk to your top management at your Classic booth. To download these items, go to www.commodityclassic.com under "media."

2. Data and Pre-Show Mailing- Refer to the attendee data order form for details. Each exhibiting company may request one set of complimentary mailing labels of pre-registered grower families if requested by January 13. **Only exhibitors submitting this form by January 13 will receive advance free mailing labels — no exceptions.** If you have purchased the post-show demographic data by this date, you will receive this data by e-mail for a pre-show mailing, an update directly before the show and for follow-up after the show. On-site observation and attendee feedback indicate pre-mailings to grower attendees are welcomed and used. Have 1,200 copies of your piece ready to mail by the end of January. For details on electronic data, contact Commodity Classic at <registration@commodityclassic.com> or 636-922-5551

3. Data and Post Follow-up - Data of all grower attendees is available after the show for purchase by exhibitors (complimentary to Gold level sponsors) for post-show follow-up. Data will include primary grower registrants' (one per family, including on-site registrations) total acreage, corn acreage, soybean acreage, wheat acreage, sorghum acreage, # of cattle, # of poultry, # of hogs and age as completed on their registration form with name, address, city/state/zip, phone, fax and badge identification number. You can target specific attendees by making note in your booth of the badge ID number. *Commodity Classic policy prohibits releasing e-mail addresses.*

4. Booth Drawing and Event Promotion – Take advantage of a FREE opportunity to increase booth traffic by listing your drawing or booths' special event in the program booklet distributed onsite. Refer to the program book publicity form due by January 13 to be included in the special exhibit event schedule in the onsite program book. Only Gold level sponsor, association or trade show event sponsor drawings/events may also be featured in the program booklet's main chronological schedule and/or have one announcement on-site. A white board will be available at the hall entrance for all exhibitors to post their drawing winners' names. Exhibitors are also encouraged to promote booth activities in advance with a pre-show mailing (see data form).

5. Educational Sessions – While WIN sessions, Mini-Win sessions and Learning Centers are finalized for this year, include this in your marketing budget and planning for next year. If questions on these sessions, contact Abby Podkul, American Soybean Association, phone 314-576-1770.

6. Media – Refer to “Media” above for information on media opportunities.

7. Program Booklet Advertising is available to gold and silver-level sponsors. Contact Peggy Findley by e-mail <showdirector@commodityclassic.com> or phone at 636-677-4157 or go to www.commodityclassic.com for deadlines and details under sponsorship.

8. Program Booklet Exhibitor Listing - Exhibitors paid-in-full with a completed contract and certificate of insurance on file by January 13 will automatically be listed in the program booklet. A 10-word description of products/services may be included if provided on your contract. **Go to the exhibitor listing at www.commodityclassic.com to see what is on record for your company.** If you have changes, let us know at <tradeshow@commodityclassic.com> or 636-922-5551.

9. Registration Packet Inserts – Gold, silver, bronze and Mini-WIN Session_sponsors have the opportunity to put an insert at \$1 per piece into reg packets if form and pre-approved insert is received by February 6. Refer to packet insert form in this kit.

10. Room Drops - Distribution of printed advertising materials other than at exhibit space must be pre-approved by Commodity Classic in advance — including room drops. Contact Peggy Findley at <showdirector@commodityclassic.com> or 636-677-4157.

11. Sponsorships Opportunities – Go to www.commodityclassic.com under sponsorships or contact Peggy Findley at 636-677-4157 for more information.

12. Web Site Hotlinks - Hotlink your site to www.commodityclassic.com and encourage your customers to visit you at your booth. If you provided your Web site address on your Commodity Classic contract, there is also a hotlink from your exhibitor listing on Classic's Web site to your home page.

Property Damage - All property destroyed or damaged by the exhibitor must be replaced in its original condition by the exhibitor or at the exhibitor's expense.

Registration – January 20 is the deadline for early discount for paid registrations. NCGA and ASA banquet tickets are only guaranteed through this date. Exhibitors may register up to two free for first booth and one additional free for each additional booth. The link for complimentary registrations will be emailed directly to each primary exhibitor contact. All complimentary exhibitor registrations will need to be made online at this link. The number in parenthesis indicates how many complimentary registrations are available to utilize. When the number reaches (0) all complimentary registrations have been used by your company and additional registrations will need to be made on the general Commodity Classic registration Web site or by registration form with payment. All complimentary registrations will have the official company exhibitor name on their name badge. Complimentary exhibitors must be employed by and/or working in the exhibit as a company representative. Questions, contact <registration@commodityclassic.com> or 636-922-5551.

Set-Up and Dismantling - See “hours” for move-in and dismantling times.

Set-Up and Heights - Exhibits, (especially end caps) may not obstruct the general view or hide others' exhibits. Except for islands and by special permission, exhibitors may not erect a back wall higher than 8' or a side wall higher than 3'. Side walls shall not extend more than 4' from the back of the booth (see “end caps”). **No signs, decorations, banners, advertising matter or special exhibits will be permitted in the aisles, inlines over the 8' limit or overhead spaces. Aisle space can be purchased with special permission from Commodity Classic.** Aisles are 10' and may not be obstructed.

Dismantling - Exhibits may not be dismantled until after show closing at Noon Saturday. All booth items not arranged for after 9 pm Saturday will be disposed of or handled at official contractor's discretion at exhibitor's expense.

Security - While the Commodity Classic will provide 24-hour security in the trade show hall from set-up through dismantling, show management does not guarantee security and urges exhibitors to take necessary precautions. If you need to hire individual security for equipment outside the hall, or specific booth coverage inside, contact Peggy Findley at 636-677-4157.

Shipping - *The Convention Center will not accept packages and freight prior to Commodity Classic taking possession of the hall.* Address shipments to Paramount Convention Services as noted on the shipping forms in the decorator kit. Refer to the decorator kit shipping information regarding Paramount Convention Services FedEx or UPS Outbound Shipping option at no additional charge for labeled FedEx and UPS packages. For shipping questions, contact Paramount Logistics at 314-621-6677. **Items left on the show floor will be force shipped through ABF for return at the exhibitor's expense.**

Signage - The Commodity Classic provides aisle and general informational signage and one identification sign per booth (based on what you listed as "sign name" on contract). Signs or banners may NOT be placed outside the exhibit hall or assigned booth space without prior approval by Commodity Classic. **No exhibitor signage or materials may be hung from the ceiling. Signage can not be above 8' for inline booths.**

Smoking - There is no smoking allowed in the Gaylord Opryland Resort.

Solicitation by Non-Exhibitors - No persons other than the exhibitors' employees or agents may solicit business in the assigned space. Advertising and solicitation of orders by persons not registered to exhibit at the Commodity Classic is not permitted.

Sound and Music Licensing - Excessive booth noise is not permitted. Audiovisual, electrical and other mechanical sounds must not disturb other exhibitors. Exhibitors playing copyrighted music must arrange for and be able to show the appropriate licenses from organizations such as ASCAP and BMI. Live performance needs special permission.

Sponsorship Opportunities - Go to www.commodityclassic.com under sponsorships to determine open sponsorship opportunities or contact Peggy Findley by e-mail <showdirector@commodityclassic.com> or 636-677-4157 for more information.

Seating - Tables shown on the floor plan in Hall B will provide some seating for attendees.

Stage Area - The stage shown on the floor plan in Hall B near the food lines and table seating area must be coordinated in advance as a sponsored activity by contacting Peggy Findley by e-mail <showdirector@commodityclassic.com> or 636-677-4157 for more information.

Travel -

Air: Nashville International Airport (BNA) is located approximately ten minutes from the Commodity Classic Hotels: Gaylord Opryland Resort and the Radisson Hotel at Opryland. A special discount has been negotiated with American Airlines for Commodity Classic attendees. Call Great Southern Travel, the official travel company for Commodity Classic, at 800-325-4792 for information and refer to file number 1322AW. There is a \$22 per person or \$30 per family (on same itinerary) service fee charged by Great Southern Travel. Or, if you choose to call the airline directly, you must refer to the file number to receive the discount.

Car Rental: Hertz is offering car rental discounts. Call Great Southern Travel, the official travel company for Commodity Classic, at 800-325-4792 and refer to discount number CV #022Q5056. If you prefer, call Hertz directly at (800) 654-2240, and refer to the discount number above. Hertz has rental locations at the airport and Gaylord Opryland.

Taxi: Fare is approximately \$25 one way from the airport to the Gaylord Opryland or Radisson Hotel at Opryland.

Airport Shuttle: Gaylord Opryland and Radisson Hotel at Opryland offer airport shuttle service for \$40 round trip or \$30 one-way. Tickets can be purchased onsite at the Gaylord Opryland Welcome Desk located on the lower level of the airport or call 866-972-6779 (press 0) if questions.

Commodity Classic Shuttles: Commodity Classic is providing complimentary shuttle services between the Gaylord Opryland Resort and the Radisson Hotel at Opryland.

Web Site - Go to www.commodityclassic.com for *current updates and to check your booth location and listing* as it will be shown in the program.

Hold These Future Dates

February 28 – March 2, 2013

Gaylord Palms Hotel & Convention Center • Kissimmee, Florida

Space will be tight in 2013 so be sure to attend the pre-sell meeting!

February 27 – March 1, 2014

San Antonio Convention Center • San Antonio, Texas

February 26 – 28, 2015

Phoenix Convention Center • Phoenix, Arizona