

2023 COMMODITY CLASSIC EXHIBITOR CHECKLIST v.09.01.22



Commodity Classic Info: www.CommodityClassic.com

Exhibit Service Kit Access: www.paramountcs.com

Vendor Contacts: www.CommodityClassic.com/for-exhibitors/exhibitor-key-contacts

Key contacts include:

Trade Show -Exhibit Mgt.	Kerri Harmon, Kristi Burmeister	tradeshow@CommodityClassic.com
Decorator	Paramount Convention Svcs.	leverett@paramountcs.com
Sponsorship/Education	American Soybean Association	apodkul@soy.org
Exhibit Reg./Housing	Maritz Global Events	CommodityClassicExh@maritz.com
Attendance Builder	Maritz Global Events	ExhibitorServices@maritz.com
Lead Retrieval/Booth Visitor Data (eventBit)	Maritz	ExhibitorServices@maritz.com
Show Director -Mtg. Space	Maureen Feck	feck@commodityclassic.com

September

23 **Corporate Priority Meeting Space Request due.** Contact feck@commodityclass.com See link in service kit.

October

14 **2023 What's New and Mini What's New Session RFPs due.** Contact apodkul@soy.org Go to <https://commodityclassic.com/sponsorship/sponsor-education>

November

15 **Registration and Housing Open**

Exhibitors may receive up to two complimentary registrations for their first booth and one for each additional booth. Exhibitors will receive an email directly from Maritz Global Events on November 15 with instructions and a unique code to make registration and housing. Contact CommodityClassicExh@maritz.com. Refer to link in service kit to request meeting space or contact Commodity Classic Show Director Maureen Feck at feck@commodityclassic.com.

NOTE: Maritz Global Events is the only official Commodity Classic housing and registration company. For your own protection, please do not make reservations through any hotel provider or travel company other than Maritz Global Events.

January

Early **Sponsors receive news conference RFP** email from Jordan Bright jbright@soy.org.
9 Exhibitors with **multiple-story and enclosed booths must submit plan** to AVictor@paramountcs.com by this date to gain Commodity Classic, convention center, and fire marshal approval before move-in.
13 **Deadline to apply for Optional Exhibitor General Liability Show Insurance.** Contact Kendra Reilly Monahan at Buttine Exhibition kmonahan@risk-strategies.com

- 13 **Program booklet exhibitor listing** update requests due to tradeshow@CommodityClassic.com. See current listing and floor plan on website.
- 13 **Free listing of booth special event or booth drawing in program booklet.** Return form in service kit to tradeshow@CommodityClassic.com
- 13 **Sponsorship commitments finalized** to be recognized in program booklet. Contact apodkul@soy.org
- 13 **Program booklet ad commitment** from sponsors. Contact apodkul@soy.org
- 13 **Meeting request submission deadline** based on availability. Other charges may apply to requests received after this date. See link in service kit. Contact feck@CommodityClassic.com
- 20 **Program booklet ad file due** from sponsors. Contact apodkul@soy.org
- 20 **Registration packet insert request and artwork file submissions** due from sponsors. See form in kit or contact CommodityClassicInserts@maritz.com
- 20 **Video wall airtime package commitment due.** Contact apodkul@soy.org
- 20 **Early registration discount deadline.** Contact CommodityClassicExh@maritz.com
- 20 **Last day to cancel registration for a refund.** Convention registration refunds, less \$25 per person administration fee, granted by this date upon written request. Contact CommodityClassicExh@maritz.com
- 20 **Last day to cancel hotel reservations** to avoid Commodity Classic cancellation fee.
- 31 **Video wall materials due** from exhibitors purchasing. Contact apodkul@soy.org
- TBA **Attendee Communication / Traffic Builder opportunity** advance order deadline. See form in service kit. Contact ExhibitorServices@maritz.com
- TBA **Lead Retrieval and Booth Visitor Data (eventBit)** advance order deadline. See form in service kit. Contact ExhibitorServices@maritz.com

February

- 3 **Preprinted inserts for registration packets must be received at registration office.** See form in service kit or contact CommodityClassicInserts@maritz.com
- 4 **Rigging request deadline.** See form in kit. Contact leverett@paramountcs.com
- 8 **Certificate of Insurance** must be received by this date to be current through March 11, 2023 and name National Corn Growers Association, American Soybean Association, and the Orange County Convention Center to tradeshow@CommodityClassic.com
- 10 **Paramount, AV, Electric and Internet incentive order deadline.** See forms in kit.
- 15 **Last day to change or cancel hotel reservations prior to rooming lists turned over to hotels.** Contact CommodityClassicExh@maritz.com while reservations are in the process of being turned over to hotels if questions in the interim.
- 22 **Housing changes/cancelations** go direct to assigned hotel this date and after.
- 24 **Paramount advance receiving deadline.** Contact leverett@paramountcs.com

March

- 3 **Last day for online Paramount orders.** Contact leverett@paramountcs.com

Early **Hotel reservation cancellations** must be made **72-hours prior to scheduled arrival** to avoid the hotel's cancellation fee.

7 **Onsite registration fee applies.**

Show Hours and Staffing Tips

Refer to service kit or <https://commodityclassic.com/for-exhibitors/exhibitor-faqs> for latest.

Move-in

Sunday, March 5 – Monday, March 6 Targeted Equipment/Large Booth move-in
Refer to service kit *EQUIPMENT SECTION* for date/times or contact AVictor@paramountcs.com

Tuesday, March 7 – Wednesday, March 8 All exhibitor move-in

Show Open

Thursday, March 9 **9:00 a.m. – 4:30 p.m.**

Media preview (top staff for media interviews) 8:00 a.m. – 9:00 a.m.

Option to order adult beverages in booth 3:30 p.m. – 4:30 p.m. (see catering form)

Platinum/Gold or 20+ Booth Post Reception 4:30 p.m. – 5:30 p.m.

Platinum or Gold sponsors, and/or 20+ size booths, may choose to have your own private reception for registered attendees in your booth after the show closes. Orders must be made at your own expense with the official convention center cater (form in the service kit). Contact tradeshows@commodityclassic.com in advance for approval/security clearance.

Friday, March 10 **10:30 a.m. – 4:30 p.m.**

Optional media for scheduled appointments 8:00 a.m. – 10:30 a.m.

Exhibitors MAY schedule with registered media directly for additional interviews or photo/video in your booth at this time, but exhibitors do not need to staff booth for media.

Option to order adult beverages in booth 3:30 p.m. – 4:30 pm. (see catering form)

Saturday, March 11 **8:00 a.m. – Noon**

A hosted lunch is offered to all registrants in the show Thursday/Friday and snack Saturday.

Move-out

Saturday, March 11 – Sunday, March 12*

Move-out may begin after the show closes Saturday Noon.

**Large equipment and island booths may contact Andy Victor at Paramount Convention Services if additional time is needed for move-out on Sunday, March 12.*

Tips to Increase Your Return on Investment

Booth Drawing/Event Listing in Onsite Program / App - Return the Booth Special Event Publicity Form in the exhibit services kit by January 13 to tradeshows@CommodityClassic.com for a **FREE** listing in the Commodity Classic program book and app with your booth drawing

and/or a special event in your booth.

Hosted Adult Beverages in Booth – Order with catering Thursday/Friday 3:30–4:30 p.m.

Media Networking – Maximize your exposure with the top media attending:

8:00 – 9:00 a.m. THURSDAY MEDIA PREVIEW FOR ALL EXHIBITORS

Have your top leaders in your booth to field questions and network with registered media admitted on the floor during this time in advance of the show opening.

8:00 – 10:30 a.m. FRIDAY OPTIONAL MEDIA ADMIT FOR APPOINTMENTS

Exhibitor and Media badges may also gain admittance at this time as needed for pre-scheduled media interviews or photo/video footage to be taken inside your booth.

Review the media trade show access policy at <https://commodityclassic.com/for-media/media-credentials-qualification> and report suspicious activity onsite to show management.

Premium Giveaways and Promotions in Booth - You may see more premium giveaways and promotions at this high-end event since attendees are qualified, top buyers. Giveaways and literature must be distributed from the exhibitor booth or sponsored events only.

Sponsorship Opportunities – To sponsor an event and distribute materials outside your booth, go to <http://www.CommodityClassic.com> under sponsorships or contact Abby Podkul, American Soybean Association, apodkul@soy.org or phone 314-754-1345 for specific sponsor benefits and opportunities.

Attendee Traffic Building Marketing – Promote your presence at Commodity Classic. Communicate with registrants through options available through Maritz as outlined on the **Attendee Communication / Traffic Builder opportunity** form in the service kit. Contact ExhibitorServices@maritz.com

Lead Retrieval & Booth Visitor Data (eventBit) – Follow-up post show with your customers visiting your booth at Commodity Classic through options available through Maritz as outlined on these forms in the service kit. Contact ExhibitorServices@maritz.com

Social Media & Marketing On Your Own -- Increase traffic on the show floor by utilizing existing Commodity Classic marketing materials in the “marketing assets library” on www.commodityclassic.com or by contacting Commodity Classic’s marketing provider at kris@martinezcreativegroup.com

Web Site Link your site to <http://www.commodityclassic.com>

Facebook <https://www.facebook.com/CommodityClassic>

Twitter <https://twitter.com/comclassic> | 2023 official hashtag: #Classic23

Tip for Successful Booth Setup

Commodity Classic is a premier indoor show that enforces the rules and regulations stated based on the Farmer Committee and fire marshal guidelines to keep the show appearance and aisles clean. See the “Booth Set Guidelines” for details. Especially note:

Overhead/Aisle Space - No overhead signage/lighting may be hung from the ceiling unless your booth is 6+ in size (20x30 island or larger) and complies with guidelines and approved through Paramount Convention Services. The aisles, passageways, and overhead spaces

remain strictly under the control of Commodity Classic. All exhibits and activities must be confined to the leased exhibit space.

Inline and End Cap Booth Height – Display materials for ALL inline and end cap booths may not exceed 8’ tall (including flags, banners, etc.) **End caps must leave a 4’ site line** on each back side (refer to diagram emailed to contact and included in service kit).

Carpet/Flooring- All booths are required to have flooring or carpet. Show Management reserves the right to “force carpet” in any exhibit area that is without flooring by 4:00 p.m. on Wednesday. The exhibitor is responsible for flooring costs billed by Paramount.

Pre-Sell for 2024 Commodity Classic in Houston, Texas

Watch for details to be emailed after the 2023 show concludes to your primary booth contact for first opportunity to reserve space for the 2024 Commodity Classic February 29 – March 2 in Houston. Current exhibitors will have first opportunity to reserve space starting late spring based on presell point order. Contact tradeshow@CommodityClassic.com