



## **2023 Commodity Classic Attendance Communication/Traffic Builder Opportunities Frequently Asked Questions**

### **How may I connect with farmer pre-registrants in ADVANCE of Commodity Classic?**

Commodity Classic understands the importance of reaching attendees and has contracted with a third-party company, Maritz Global Events, who can send email(s) to registrants on the behalf of exhibitors. There is also an option for a postcard direct mailer to be sent to registrants through 3<sup>rd</sup> party mailing houses. Lists for mailers cannot be provided directly to exhibitors in order to comply with current global data privacy restrictions. An informational flyer and form for these services is included below.

### **When can attendance building communications be sent?**

Exhibitors can select when they would like to send a communication. To maximize the number of attendees on the mailing list, it is recommended that exhibitors wait until after the early registration deadline before sending a communication. **The link to place orders for attendance building communications will be available starting on Monday, January 23<sup>rd</sup>.** The opportunity to send communications to attendees will continue to be available after Commodity Classic through at least early April.

### **Am I able to target farmer registrants to receive a communication?**

Yes. Exhibitors can elect to send communication to specific groups of farmers and crop advisors/farm advisors who opt into receiving communication by geography and type of commodity produced. Keep in mind that the less specific of a group that you choose to target will result in a larger audience that will receive your communication.

### **For email communications, what address will emails be sent from?**

Emails will be sent from the no-reply email box [donotreply@experient-inc.com](mailto:donotreply@experient-inc.com). Exhibitors can add their company name so that the sender will be listed as the exhibiting company, but the email address will always be [donotreply@experient-inc.com](mailto:donotreply@experient-inc.com). Exhibitors can also determine the subject line of the email.

### **How may I capture information, including email addresses, to communicate with attendees coming to my booth AFTER Commodity Classic?**

Lead retrieval is available for purchase through Maritz Global Events. Through lead retrieval, you can scan attendees who visit your booth and AFTER Commodity Classic will have access to their contact information including name, address and email address.

### **Who can I reach out to with additional questions?**

The Exhibitor Services team at Maritz Global Events is available to provide support and answer all questions about the attendance building opportunities. For assistance, please contact Maritz Global Events at [ExhibitorServices@maritz.com](mailto:ExhibitorServices@maritz.com) or 877-623-3487.

**Scroll down for link to order attendance building communications  
through Maritz Global Events.**

# Attendee Communication/Traffic Building

## 2023 Commodity Classic

March 9 - 11, 2023

Orange County Convention Center | Orlando, FL



Attendee Communication/Traffic Building Lists are a minimum of \$250.00 plus \$0.50 per name for any list(s) that exceed 500 attendee records.

Attendee List via Email

Attendee List via Direct Mail

## Terms and Conditions

All orders must be **paid in full** prior to processing and execution.

All requests will be subject to review and approval by Commodity Classic on an individual basis, prior to execution.

Commodity Classic does not sell or share any attendee lists.

List rental is for a **one-time use only**. Second and/or multiple usage rates are the same as initial rates; no discounts apply.

**DELIVERABILITY:** Commodity Classic does not guarantee the deliverability of emails on this list.

**EXHIBITORS ONLY:** This list rental is available for show relevant outreach by 2023 Commodity Classic.

**CANCELLATION OF ORDERS:** No refunds will be issued on paid orders.

Purchasers agree to comply with all applicable state and/or federal laws and regulations.

[CLICK HERE TO ORDER ONLINE](https://exhibitor.swap.mge360.com)

<https://exhibitor.swap.mge360.com>



Upon registration for this event, all guests (foreign and domestic) agreed to Terms of Use which include voluntarily sharing their personal information with exhibiting companies via lead retrieval. Maritz Global Events recommends all customers seek their own expert advice for GDPR Compliance concerns.

For assistance please contact:  
[ExhibitorServices@maritz.com](mailto:ExhibitorServices@maritz.com)  
877-623-3487

 **Maritz Global Events**<sup>®</sup>  
(formerly Experient)

NCG231

# Attendee List Selections

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Select who you wish to contact from the demographics below:

### Type of Commodity on Farm

Corn  
Soybean  
Sorghum  
Wheat  
Cotton  
Hay  
Peanut  
Rice  
Specialty Crop  
Vegetable  
Cow/Calf Pairs  
Feeders  
Dairy Cattle  
Finishers  
Feedlot Cattle  
Sows

### Select State(s)

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Iowa

Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Mississippi  
Missouri  
Montana  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New Mexico  
New York  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Rhode Island  
South Carolina  
South Dakota  
Tennessee  
Texas  
Utah  
Vermont  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming

### International

Yes