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Fieldays^{NZ}

Exhibitor Prospectus

Discover the benefits of exhibiting at Fieldays. Learn about visitor demographics, exhibiting areas, site information and pricing, and the support we offer to help enhance your overall experience.

Why Exhibit

Fieldays is the largest agricultural event in the Southern Hemisphere and has been providing an annual opportunity for exhibitors to showcase their innovations, products and services to a targeted audience for the past 55 years. Fieldays draws over 100,000 visitors and buyers from around New Zealand, Australia and further afield, who are seeking the best deals and first-hand information from the Primary Industry's most reputable suppliers and organisations.

Why do business at Fieldays?

Fieldays is the ultimate launch platform for cutting-edge technology and innovation, and it's where buyers come to find the largest range of agricultural products in one place. Fieldays caters to a vast B2B and B2C audience comprising of farmers, lifestyle block dwellers, corporates, investors, city folk, families and more. It's where conversations turn into profits, and business relationships are built and maintained.

Industries exhibiting at Fieldays

Fieldays welcomes exhibitors from all Food and Fibre Sector areas: Dairy, Meat and Wool, Forestry, Horticulture - including Viticulture, Seafood - including Aquaculture and Fishing, Arable, and Agri Tech - including Food Tech and Green Tech.

“Fieldays is a given for us. It's good value for money and we get good lead generation and customer liaison out of it. Our competitors are there so we need to be there, bigger and better!”

Feedback from post-event Anonymous Exhibitor Survey 2023.

Maximise your market exposure

Take advantage of over 100,000+ visitors expected to attend Fieldays in 2024.

Make the most of a unique customer-oriented selling environment where consumers are open to new experiences and purchasing opportunities.

- Make immediate sales and generate new customers and sales leads for ongoing business post-Fieldays.
- Rapidly expand your database of sales leads.
- Build brand awareness in new markets.
- Develop brand loyalty.
- Educate and offer demonstrations of the features and benefits of your product.
- Speak directly with new and existing customers.
- Strengthen your relationship with existing customers.

“Thanks very much for providing a great platform to launch our brand further across New Zealand. Very happy first timer at Fieldays.”

Feedback from post-event Anonymous Exhibitor Survey 2023.

Who you'll meet at Fieldays

Fieldays' ability to appeal to such a diverse range of audiences is a testament to its significance in the New Zealand agricultural sector and its role in promoting innovation, education, and networking within the industry.

At Fieldays, you can expect to meet:



Farmers and Growers on-farm



Students and Future Farmers



Primary Sector Professionals



Investors and Entrepreneurs



Rural Business Owners



Urban Dwellers



Government and Regulatory Agencies



International Delegations

Apply to exhibit at Fieldays 2024 by [registering here](#), or head to fieldays.co.nz

Where do you fit in

With a range of exhibition areas, allocation to an area is dependent on the nature of your business and type of product/s you provide.

Agribusiness Indoor and Agribusiness Outdoor

Large spaces for exhibitors of agriculture, horticulture, aquaculture, apiculture, food production, cropping and relevant primary production businesses and services.

Motor Vehicle Precinct

An outdoor area dedicated to the display of light commercial vehicles and utilities, leisure craft and engines, as well as a comprehensive selection of accessories.

Heavy Machinery

An outdoor area with large sites suitable for displaying large, heavy-duty vehicles and machinery, and for executing construction tasks, earthwork operations and more.

Rural Living Outdoor and Rural Living Marquee

Spaces for retail merchants with products or services aimed at the rural home, leisure and lifestyle audience.

The Pantry

An indoor retail space for showcasing quality premium New Zealand made food, beverage, and food related products.

Food Courts

Outdoor locations for food truck-style self contained vendors, with visitor seating areas provided nearby.

Fieldays Hauora Taiwhenua Health & Wellbeing Hub

Sites dedicated to educate and provide visitors with access to a wide spectrum of health and community wellbeing services.

Fieldays Innovation Hub

An indoor space for inventors/businesses to showcase their ideas to the primary industries. Sites are available to Fieldays Innovation Awards Entrants only.

Fieldays Sustainability Hub, Fieldays Forestry Hub, Fieldays Opportunity Grows Here Careers Hub, Fieldays Digital Futures

Separate indoor spaces overseen by a main exhibitor, offering sites available for sublet to exhibitors who meet certain criteria.

What is subletting

Subletting is where an exhibiting company shares part of their site with another company. We offer standard Sublets for exhibitors that meet the relevant area's criteria, as well as Registered Charity Sublet opportunities for charities with a pre-existing affiliation to a Main Exhibitor. All sublet applications are subject to approval by the main exhibitor and the Society.

For full details on subletting see [HERE](#)



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BIG D

“The 2023 Fieldays provided a fantastic sponsorship activation opportunity for our brand that enabled us to create strong brand awareness for a huge audience. Our location gave us very strong engagement with our customers and clients and allowed us to interact on a more casual basis. The event’s well-organised set-up and high attendance translated into a highly valuable opportunity that saw mutually beneficial outcomes that added to the value of the event. We are excited to continue to collaborate with Fieldays to strengthen our brand presence and event engagement.”

Matthew Keely - Corson Maize

Agribusiness Indoor

Centrally located at the heart of Fieldays, this highly desirable exhibition space is the preferred site location for many agribusinesses.

A core visitor destination, The Pavilion features over 200 indoor sites incorporating an ecosystem demonstrating commercial innovation, technology and on-farm agri advancement.

The Pavilion is the right place for you to exhibit if your products and services are associated with the business of:

- Agriculture
- Horticulture
- Aquaculture
- Apiculture
- Food production
- Cropping
- Relevant primary production



Agribusiness Indoor

Fees starting from \$3,733.56 for a 12m² (corner site) and from \$3,889.05 for a 15m² (non-corner) site. All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	✓	✓	✓	✗
Allocation based on site size	Upgrades available	Upgrades available	Carpet Tiles	2.3m high black panels	General overhead lighting	N/A

Does not include marquees, gazebos and signage.

Agribusiness Outdoor

Uncovered outdoor sites provide a versatile and fully customisable space to promote your products or services. Build or set up structures, get creative with landscaping, incorporate hosting or entertainment areas in your site design - the sky's the limit!

With a variety of site sizes ranging from 9m² to over 700m², there is an outdoor area to suit your requirements if your products and services are associated with the business of:

- Agriculture
- Horticulture
- Aquaculture
- Apiculture
- Food production
- Cropping
- Relevant primary production



Agribusiness Outdoor

Fees starting from \$1,516.86 (non corner) for up to 40m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10, 15 or 16 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	✗	✗	✗	✓
Allocation based on site size	Upgrades available	Upgrades available				Grass site (unless otherwise stated)

Does not include marquees, gazebos and signage.



CASE IH

0.9%
FINANCE
3YR / 3000HRS
WARRANTY

CASE

CASE IH

Motor Vehicle Precinct

Large uncovered outdoor sites for motor vehicle and leisure craft exhibitors. A versatile and fully customisable space where you can set up structures, get creative with landscaping, incorporate hosting or entertainment areas in your site design - the sky's the limit!

The Motor Vehicle Precinct is the right place for you to exhibit if your products and services are associated with:

Vehicles that are predominantly light commercial vehicles and utility vehicles (including sport utility vehicles/suburban utility vehicles)

Vehicles with an emphasis on promoting innovation, technology and education (accessories and merchandise must be the exhibitor's brand only).

Leisure Craft Vehicles such as campervans, caravans, motorhomes, boats, or rooftop camping attachments.

Motor Vehicle Fees starting from \$1,445.31 (non corner) for up to 40m² site.

All fees are in NZD and exclude GST



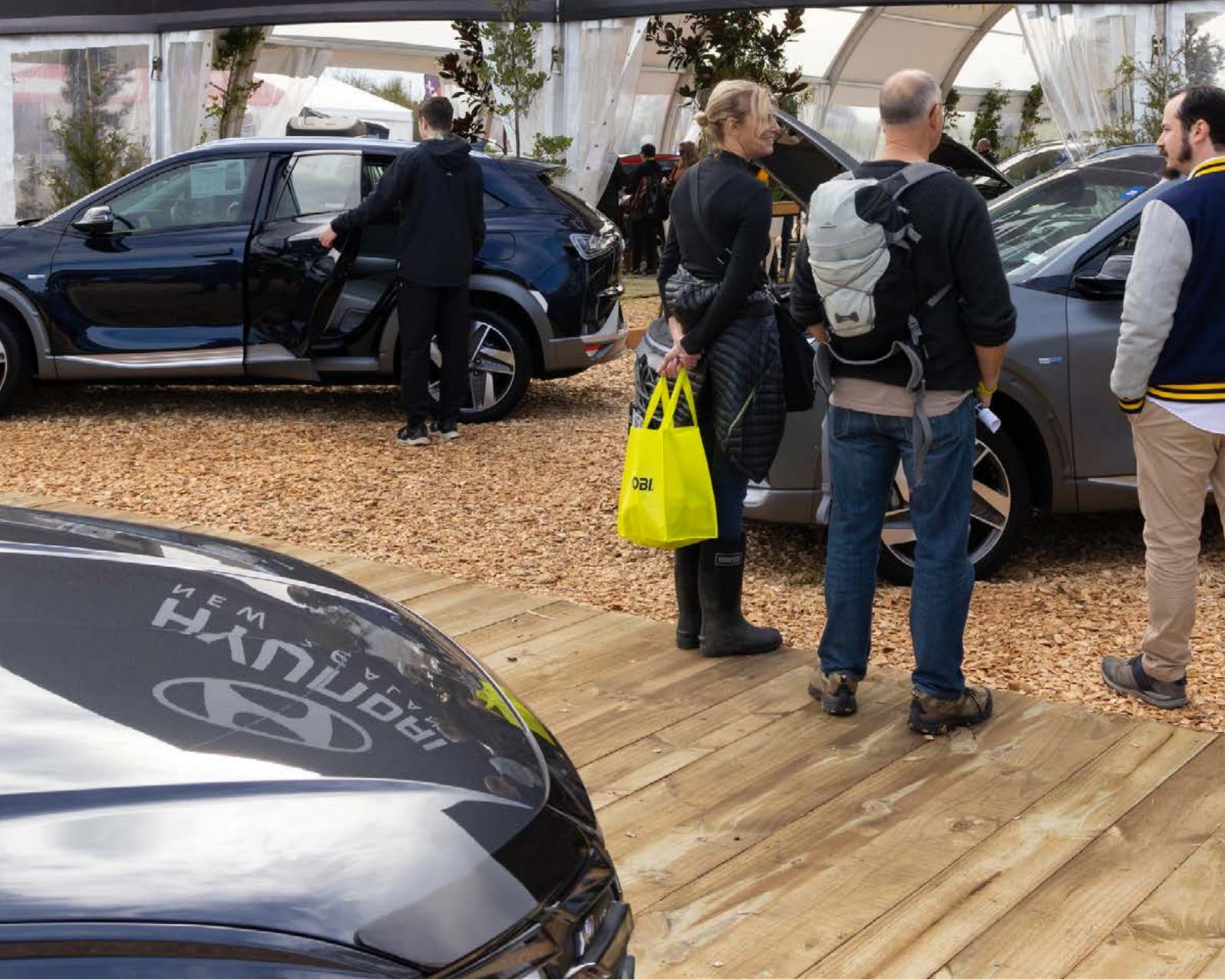
Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10, 15 or 16 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	×	×	×	✓
Allocation based on site size	Upgrades available	Upgrades available				Grass site (unless otherwise stated)

Does not include marquees, gazebos and signage.



HYUNDAI
NEW ZEALAND



Heavy Machinery

An outdoor area, with large sites designed to house heavy machinery of all shapes and sizes for display and demonstration.

Heavy Machinery is the right place for you to exhibit if your products and services are associated with the business of:

- Heavy machinery/equipment used in the agricultural sector (does not include tractors)
- Contracting and construction
- Engineering, hydraulics and associated heavy equipment industries



Heavy Machinery
Fees starting from \$1,516.86 (non corner)
for up to 40m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10, 15 or 16 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	×	×	×	✓
Allocation based on site size	Upgrades available	Upgrades available				Grass site (unless otherwise stated)

Does not include marquees, gazebos and signage.

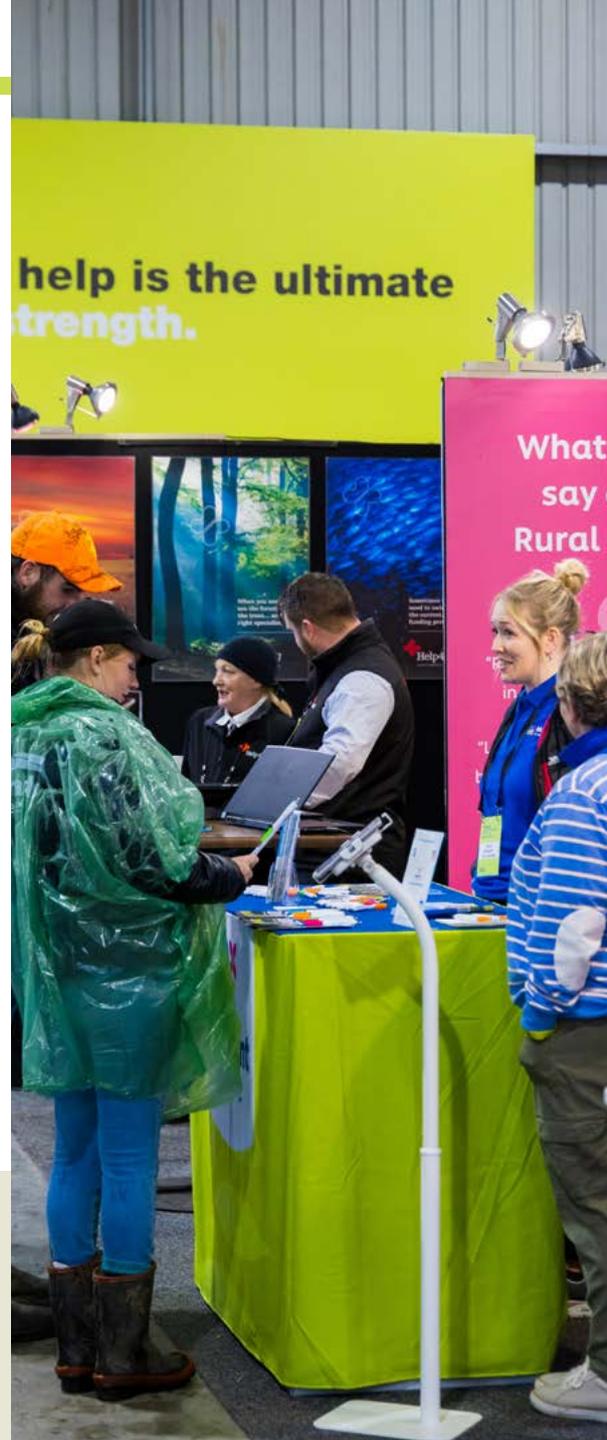
Fieldays Hauora Taiwhenua Health & Wellbeing Hub

An important part of Fieldays, these indoor and outdoor sites offer exhibitors the chance to connect with the community through free health checks, educational activations and one-on-one sessions.

Registered Charities allocated a site in this Hub receive a donation in the form of site credit, an amount of which is 20% of the site fee.

The Fieldays Hauora Taiwhenua Health & Wellbeing Hub is the right place for you to exhibit if your products and services are associated with the business of:

- Healthcare
- Wellness
- Mental health
- Preventive healthcare
- Community wellbeing



Fieldays Hauora Taiwhenua Health & Wellbeing Hub - Indoor
Fees starting from \$1,221.08 (\$1,013.66 for Registered Charities) for a 4m² site. For outdoor pricing, please enquire. All fees are in NZD & exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	✓	✓	✓	✗
Allocation based on site size	Upgrades available	Upgrades available	Carpet tiles	Custom back wall, with 1m dividers	Overhead and two spotlights	N/A

*please note - design work for custom-printed back wall not included

The Pantry

A dedicated space for showcasing premium New Zealand made food, beverage, and food related products.

The Pantry exhibitors are encouraged to demonstrate their products' provenance through sampling, demonstrations and interactive engagement.

The Pantry sites are indoors apart from one large grass site situated outside the front entrance.

The Pantry is the right place for you to exhibit if you are a New Zealand company selling or promoting:

- a NZ made food, beverage (including alcohol) or

- Food/beverage related product or equipment.

Alcohol

Strict guidelines apply to the exhibiting, sampling and sale of alcohol. All sales are for off-site consumption only. Sale of alcohol is permitted by approval, under the conditions as set out by Waipa District Council; strict conditions and licensing applies. All conditions contained within the granted licence must be adhered to, without exception. Exhibitors are required to have at least two Duty Managers on their site each day.

Storage

The Pantry offers limited dry or refrigerated storage facilities.

Wash station facilities

A wash station is located within The Pantry for exhibitors to clean equipment as required.



The Pantry Indoors

Fees starting from \$1,380.32 (non corner) for a 4m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	✓	✓	✓	×
Allocation based on site size	Upgrades available	Upgrades available	Carpet tiles	Custom back wall, with 1m dividers	Overhead and two spotlights	N/A

The Pantry Outdoors

Fees starting from \$1,749.42 for a 9m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	×	×	×	✓
Allocation based on site size	Upgrades available	Upgrades available				Outdoor surface will be confirmed at allocation

Does not include marquees, gazebos and signage.

Rural Living Marquee

Popular indoor exhibition space offering a variety of site sizes with excellent traffic flow, this exhibition area sits alongside Rural Living Outdoor and is ideal for exhibitors selling products and services related to a rural lifestyle.

Rural Living Marquee is the right place for you to exhibit if your products and services are associated with the business of:

- Home, leisure and lifestyle
- Bridging the gap between town and country

*no alcohol or R18 products



Rural Living Marquee
Fees starting from \$3,105.72 (non corner)
for a 9m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	✓	✓	✓	✗
Allocation based on site size	Upgrades available	Upgrades available	Carpet tiles	2.3M high Black Panels	Overhead and two spotlights	N/A

Rural Living Outdoor

Rural Living is dedicated to bringing town and country together, an outdoor shopping village dedicated to impressive housing options, products and services which offer an incredible variety of rural, and home lifestyle audience appeal. This popular destination always attracts a high volume of rural and urban visitors and offers a variety of site sizes from 9m² to over 500m².

Rural Living Outdoor is the right place for you to exhibit if your products and services are associated with the business of:

Home, leisure and lifestyle

Bridging the gap between town and country

*no alcohol or R18 products



Rural Living Outdoor
Fees starting from \$1,749.42 (non corner)
for a 9m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10, 15 or 16 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	✗	✗	✗	✓
Allocation based on site size	Upgrades available	Upgrades available				Outdoor surface will be confirmed at allocation

Food Courts

Food courts are strategically located throughout the venue and allow for off-road queueing, seating and convenience facilities nearby.

Food court sites will be allocated to provide visitors with a diverse selection of quality food options. We do not guarantee that food vendors will be allocated the same site or location held previously. Food Vendors are limited to exhibiting in one location at the event.

Sustainability

Fieldays works closely with Instep to ensure we adhere to best practices for ISO 20121 Sustainable Event Management. As such, priority will be given to food vendors who commit to the use of sustainable products at Fieldays and provide details in their application.

This is the right place for you to exhibit if your products and services are associated with the business of:

- Food
- Beverages (non-alcoholic)

Exclusive Coffee Vendor

Nomad Espresso is the exclusive coffee vendor for Fieldays, meaning they are the only vendor allowed to sell coffee at the event.

Food Courts

Fees starting from \$2,556.72 for up to an 18m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10, 15 or 16 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	✗	✗	✗	✓
Allocation based on site size	Upgrades available	Upgrades available				Outdoor surface will be confirmed at allocation

Innovation Awards, Hub and Trail

A marquee with sites available to those who have entered a product into the Fieldays Innovation Awards.

The Fieldays Innovation Awards are a renowned platform for individuals or businesses to launch an idea. The three categories available are:

- **Prototype**
- **Early-Stage**
- **Growth & Scale**

For more information

INNOVATION AWARDS

Please direct any enquiries via email to innovation@fieldays.co.nz

Fieldays exhibitors can enter the awards from their site, and are invited to further showcase their entries by joining the Fieldays Innovation Trail. Visitors can access the Trail on the Fieldays App, which leads them to Innovation Award entrants who are displaying their innovations on their site.

This opportunity is open to Fieldays Innovation Awards entrants only.



Innovation Hub

Fees starting from \$400 for a 9m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor Staff Tickets	Exhibitor Listing - Starter	10 Amps of Standard Power	Flooring	Partitions	Lighting	Outdoor Grass/Sealed/ or Gravel Site
✓	✓	✓	✓	✓	✓	×
Allocation based on site size	Upgrades available	Upgrades available	Wooden aisles with carpeted tile sites	2.3m high black panels	Overhead and two spotlights per site	N/A

Fieldays works with a partner/main exhibitor on each of the following Hubs. As the partner/main exhibitor manages the subletting applications, additional criteria will need to be met. If you're interested in learning more about exhibiting in one of these four Hubs, please contact the team by emailing hubs@fieldays.co.nz

Fieldays Sustainability Hub and Trail - Sublet Opportunity

A marquee with sites available to sublet, for exhibitors with products and services primarily focussed on improving sustainability.

The Fieldays Sustainability Hub is a collaboration between Fieldays and the Environmental Protection Authority (EPA), supported by the Ministry for the Environment, which aims to provide easy access to information about sustainability and how to take action through a range of activities to stimulate conversations for better environmental outcomes. The Fieldays Sustainability Hub will facilitate conversations between visitors, exhibitors, and sector research agencies.

Apply to showcase what your business/organisation is doing in the sustainability space by joining the Fieldays Sustainability Trail. The Trail is accessed via the Fieldays App, and aims to lead visitors to exhibitors who are demonstrating sustainability practices, products, and initiatives. This opportunity is open to Fieldays

Fieldays Opportunity Grows Here Careers Hub and Trail - Sublet Opportunity

A marquee with sites available for sublet, for exhibitors with products and services focussed on building education and developing careers in agriculture and the food and fibre sector.

Apply to showcase your business/organisation by joining the Fieldays Opportunity Grows Here Careers Trail. This trail is available to Fieldays exhibitors (criteria applies). The Trail is accessed via the Fieldays App, and aims to lead visitors to exhibitors with career opportunities. This Trail is open to Fieldays exhibitors who meet specific eligibility criteria.

Fieldays Forestry Hub - Sublet Opportunity

A marquee with sites available to sublet, for exhibitors with products and services primarily focussed on forestry in New Zealand.

Under the theme of 'Wood – our low-carbon future', the Fieldays Forestry Hub is a dedicated space where visitors can explore the many facets of the forestry and wood processing sector and discover how the sector has a vital role in mitigating climate change.

Fieldays Digital Futures - Sublet Opportunity

A space in the Pavilion among Agri exhibitors with sites available to sublet. Suitable for exhibitors with products and services primarily focussed on digital technology.

Fieldays Digital Futures is a partnership with AgriTechNZ, the Ministry of Primary Industries and the Ministry of Business Innovation and Employment to create conversation and engage with farmers about rural data, and digital adoption. It's a chance for visitors to talk first-hand to key players in the data landscape, discuss the way forward, and identify where they are on their digital journey.



Brand Opportunities

SPONSORSHIP

Take your exhibition to the next level by becoming a Sponsor of Fieldays!

Use bespoke benefits tailored to your individual organisational needs to ramp up your presence, offering and brand engagement activity.

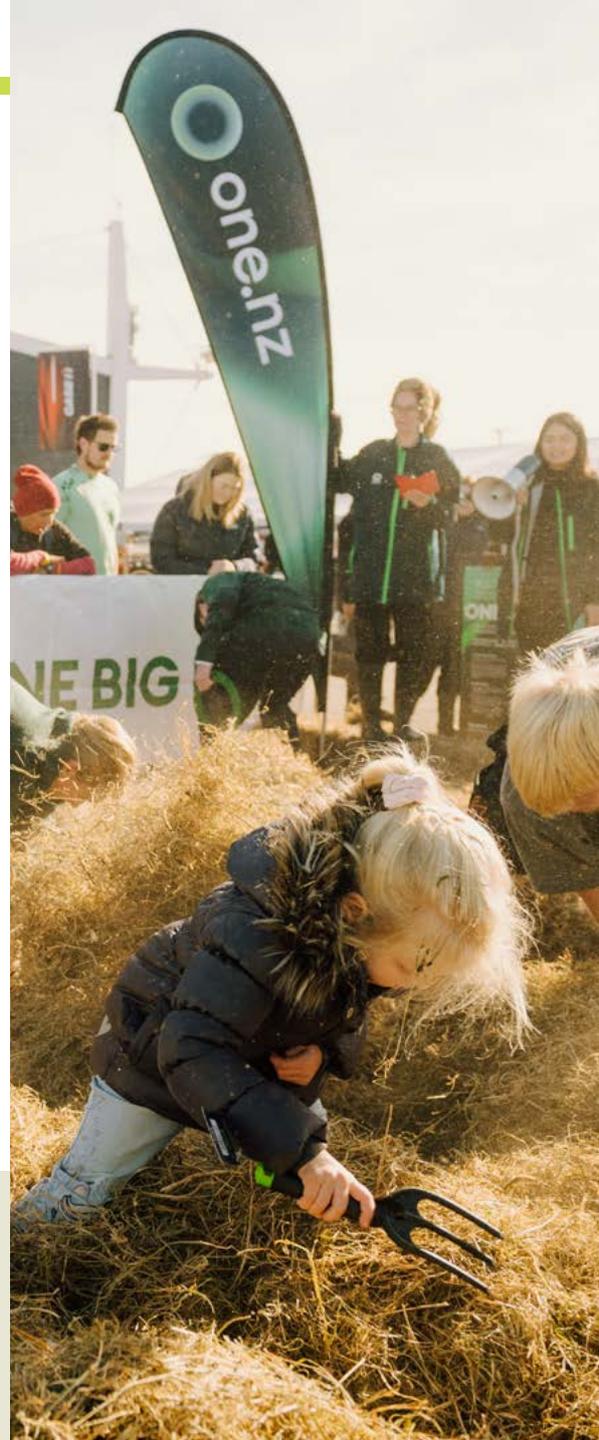
Join industry professionals, sector leaders, ministers, growers, suppliers and innovators at Fieldays VIP events and take your B2B networking further.

Get the edge over your competitors and elevate your position with our visitors before they arrive at the gates.

Secure naming rights alignment or own an event property or programme.

Our partnership Starts Here... talk to us about how we can help you promote your brand, tell your story, generate a genuine database and make the most of this unique event platform.

Emma Langman | Sponsorship Manager
M +64 21 267 8869
E emma.langman@nzfnfs.co.nz



Brand Opportunities

MARKETING

Achieve your business objectives with Fieldays Marketing Products, exclusive to exhibitors.

Every year, our products are trusted by hundreds of exhibitors to reach tens of thousands of users. They are the key to enhancing brand recognition, building trust, and driving sales. Whether you're launching a new product, running competitions and activations, or focusing on lead generation, we've got you covered.

We can help you boost your brand with our innovative range of print and digital advertising and marketing options, designed for businesses of all sizes.

For more information on the Marketing Products available please reach out to the Marketing Team.



Marketing
E marketing@znfs.co.nz



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Fieldays^{NZ}

12 - 15 JUNE 2024

Fieldays is owned and operated by the New Zealand National Fieldays Society. The Society is a not for profit organisation that encourages the growth and development of agriculture in New Zealand.