

Fieldays® 2024 Exhibitor Guidelines

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1.0 Definitions

1.1 The following meanings will be given to these words in the below Exhibitor Guidelines:

- a) **Exhibitor Portal** refers to an online portal containing essential information for exhibitors;
- b) **Fieldays** means the Fieldays event;
- c) **Food Vendor** refers to an exhibitor that is selling food and/or beverages to patrons at the event in one of the designated Food Courts or Bar & Eatery;
- d) **Main Exhibitor** refers to an exhibitor who has been allocated and invoiced for the site in the first instance;
- e) **MCEC Event Grounds** refer to full Mystery Creek Events Centre site including the carparks;
- f) **Precinct** refers to a specific area of the MCEC Event Grounds;
- g) **Site** or **Sites** refers to a specific area of the MCEC Event Grounds that is allocated to you as an exhibitor;
- h) **Society** refers to the New Zealand National Fieldays Society Inc;
- i) **Sublet Exhibitor** refers to a separate exhibitor sharing a Site with the Main Exhibitor;
- j) **You** and **Your** means the person or entity that is the exhibitor at the Fieldays event.

2.0 Guidelines that apply to all Precincts

2.1 Meeting the criteria for an area/precinct does not guarantee allocation.

2.2 The Society reserves the right to accept or decline any application at its sole discretion.

- 2.3 The Society reserves the right to negotiate specific criteria with its Partners and Sponsors at their sole discretion.
- 2.4 All items exhibited must be in an as new condition. The offering for sale of second-hand equipment (including tractors and other vehicles) is not permitted within any area of the event.
- 2.5 The sale and display of any type of knife must comply with clause 9.8 of the [Fieldays 2024 Exhibiting Terms and Conditions](#).
- 2.6 The following exclusions apply to all areas/precincts:
 - a) guns and ammunition
 - b) products or services deemed by the Society in their sole discretion to be offensive or overly confrontational for visitors.
- 2.7 Fundraising activities including any form of donation gathering must be approved in writing by the Society prior to site acceptance, and;
 - a) must be secondary to the main purpose of exhibition; and
 - b) must remain within the bounds of the allocated site.
- 2.8 Any mascot or other promotional activity must remain within the site boundary of one designated exhibitor at all times.

3.0 Agribusiness

- 3.1 Fieldays intends to showcase products and services that will assist primary sector activities and production. As such, products and services exhibited on Agribusiness sites must be appropriately related to the business of agriculture, horticulture, aquaculture, apiculture, food production, cropping or relevant primary production.
- 3.2 The Agribusiness areas include the Mystery Creek Pavilion, Heavy Equipment Precinct, Motor Vehicle Precinct and all other non-specified outdoor Sites.
- 3.3 Both outdoor and indoor Agribusiness exhibitors must:
 - a) exhibit products and/or services that are utilised within the core business of agriculture, horticulture, aquaculture, apiculture, food production, cropping, or relevant primary production;
 - b) have a main visual display that focuses on the agribusiness application of their product/service(s); and
 - c) only display a minimal amount of products/services that do not meet the precinct criteria. This is only permitted if it is not part of the main visual sales activation display, does not compete for prominence with your sites main products, and is not

highlighted via marketing anywhere on your site. Those wishing to have a larger or more prominent display of products/services that do not meet the criteria may apply in writing to sales@fieldays.co.nz for consideration.

- 3.4 Exhibitors whose primary products are specifically designed for residential/non-commercial use are not eligible to exhibit within the Agribusiness areas.
- 3.5 In the Mystery Creek Pavilion, a maximum of four sites (which can include a maximum of one corner site) per company can be booked.
 - a) These restrictions do not apply to Society or Event Partners and Sponsors.
 - b) Exceptions may be considered at the sole discretion of The Society where an Exhibitor has more than one confirmed sublet exhibitor included in their allocation.

4.0 Heavy Equipment Precinct

- 4.1 In addition to the Agribusiness criteria outlined in clause 3, exhibitors in this precinct must:
 - a) exhibit products directly related to the heavy machinery/equipment sector. Heavy equipment or heavy machinery refers to heavy-duty vehicles, specifically designed for executing construction tasks, most frequently ones involving earthwork operations or other large construction tasks;
 - b) have a visual display that focuses on the agribusiness application of their product(s); and
 - c) not exhibit tractors or tractor attachments.

5.0 Motor Vehicle Precinct

- 5.1 The Motor Vehicle Precinct includes Motor Vehicle Exhibitors, Motor Vehicle Accessory Exhibitors, and Leisure Craft Exhibitors.
- 5.2 'Leisure Craft' Exhibitors may only exhibit in a select area of the Motor Vehicle Precinct, as outlined in the [Fieldays 2024 Exhibitor Portal Map](#).
- 5.3 'Motor Vehicle' Exhibitors must:
 - a) be a national brand company. Individual motor vehicle dealerships will not be permitted to exhibit as Motor Vehicle Exhibitors at Fieldays;
 - b) display and exhibit vehicles which are predominately light commercial vehicles, utilities (including sport utility vehicles/suburban utility vehicles);
 - c) ensure passenger vehicles, other than those listed in (b) above must be limited to 20% of the vehicles on display;

- d) ensure the display is clearly targeted at the commercial use of the vehicles;
- e) ensure non-commercial vehicles are excluded from the main visual sales activation display, must not compete for prominence with your sites main products, and must not be highlighted via marketing anywhere on your site;
- f) use best endeavours to display and exhibit vehicles with an emphasis on promoting innovation, technology and education;
- g) ensure only your brand specific accessories and merchandise where you offer for sale accessories and merchandise;
- h) ensure any vehicle displayed at Fieldays that is subsequently sold during the event is not removed for delivery until after 5pm on the final day of the event, noting that the removal must be completed by you and not the customer as visitors are not permitted on Site after the event has closed;
- i) not display or exhibit second-hand or repurposed vehicles of any type; and
- j) not sell or display heavy motor vehicles and/or motorcycles (including all-terrain vehicles and quad bikes).

5.4 'Motor Vehicle Accessory' Exhibitors must:

- a) display and exhibit motor vehicle accessories that have a direct application to the business of agriculture, horticulture or relevant primary production;
- b) not display accessories for boats; and
- c) ensure residential versions of the product or accessory does not make up more than 20% of the overall display.

5.5 'Leisure Craft' Exhibitors must:

- a) have a main visual display featuring either campervans, caravans, motorhomes, boats, or rooftop camping attachments.
- b) ensure that any products not listed in clause 5.5a are secondary to the main display and sufficiently related to outdoor leisure.

6.0 Health and Wellbeing

6.1 The Health and Wellbeing Hub is designed to educate and inform visitors about health and wellbeing issues in an interesting and interactive way.

6.2 To be considered for this area, exhibitors must:

- a) have direct involvement in the delivery of health services or a core focus on community wellbeing;

- b) have services/cover available to rural areas or have active strategies in place to be working towards this;
- c) be focused on education rather than sales;
- d) be a national organisation and/or able to refer if regional or local for follow up care;
- e) be providing their services to visitors for free at the event; and
- f) not partake in fundraising at the event.

7.0 The Pantry

7.1 The Pantry is a dedicated space for showcasing premium New Zealand made food, beverage, and food related products.

7.2 To be considered for this area, exhibitors must:

- a) be selling or promoting a New Zealand made food, beverage (including alcohol) or food/beverage related product or equipment; and
- b) be a New Zealand company representing its own New Zealand made product.

7.3 Priority allocation will be given to exhibitors:

- a) that have new and innovative products;
- b) who have products where ingredients are predominantly grown/sourced in New Zealand; and
- c) whose products offer variety for the visitor.

7.4 Food in The Pantry cannot be sold for immediate consumption, those wishing to sell food for immediate consumption must apply as a food vendor.

7.5 Exhibitors in The Pantry can provide samples of their food and beverages for immediate consumption; however, the samples cannot be sold.

7.6 Alcohol exhibitors:

- a) must have at least two Duty Managers on their site, in accordance with Waipa District Council regulations;
- b) may only exhibit within the defined Alcohol area of The Pantry;
- c) may only provide up to 15ml samples for beer or wine and up to 10ml samples for any spirits or liquors; and
- d) who breach their licence conditions will not be considered for the next event. Strict alcohol guidelines apply as outlined in Clause 13 of the [Fieldays 2024 Exhibiting](#)

8.0 Rural Living Precinct

- 8.1 The Rural Living Precinct includes the Rural Living Marquee and Rural Living outdoor.
- 8.2 Site booking restrictions:
- a) A maximum of two sites per company can be booked for Rural Living Outdoor sites.
 - b) A maximum of two corner sites (or one double corner), and a total of eight sites per company, can be booked in the Rural Living Marquee.
 - c) These restrictions do not apply to Society or Event Partners and Sponsors.
- 8.3 Products and services exhibited in the Rural Living Precinct must be sufficiently related to or complement a rural lifestyle.
- 8.4 Priority will be given to exhibitors that:
- a) have a core product that is made or manufactured in New Zealand;
 - b) demonstrate a commitment to environmental sustainability;
 - c) offer a product or service that is not otherwise easily accessible for the rural community;
 - d) align with the Society's pillars of innovation, education or globalisation; and
 - e) offer diversity from other exhibitors.
- 8.5 Exclusions:
- a) the sale or promotion of R18 products and services; and
 - b) the sale or sampling of alcohol is prohibited in this area.

9.0 Food Vendors

- 9.1 'Food Vendors' refers to any food or beverage vendor that is allocated a site for the sale of ready-to-eat food for immediate consumption. This excludes those privately arranged by a non-food vendor site holder for the purpose of providing complementary food or beverages to their visitors and/or customers.
- 9.2 Food Vendors are limited to exhibiting in one location at the event, with the exception of those under a specific contract.
- 9.3 Priority will be given to Food Vendors that:

- a) demonstrate a commitment to environmental sustainability in all areas, including preparation and packaging;
- b) offer diversity from other Food Vendors with their menu; and
- c) demonstrate a commitment to food and hygiene practices, including adequate and safe food storage.

9.4 Espresso coffee and other coffee drinks are not to be sold unless approved in writing in advance by the Society.

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