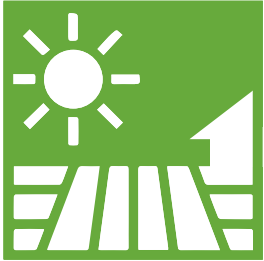

AgriShow



FARM FIELD DAY

30 - 31 AUGUST, 2024
MOSS VALE SHOWGROUND





“Being part of the AgriShow delivered more than we could have hoped for our business. The giant demo area combined with the organiser’s charisma put hundreds of visitors in the buying mood for our farming equipment. We will be back in 2024 with a bigger space!”

Armour Group

EVENT OVERVIEW

AUGUST 30 – 31, 2024
FRIDAY TO SATURDAY
MOSS VALE SHOWGROUND
SOUTHERN HIGHLANDS, NSW
www.agrishow.com.au

The AgriShow Farm Field Day is an event created to highlight the latest agricultural products, inspire attendees and foster knowledge. It’s a two-day, fun-filled event taking place in the Southern Highlands, dedicated to agriculture solutions.

AgriShow will be held over Friday and Saturday, August 30 - 31, 2024. The event has gained significant attention receiving extensive press and social media coverage and widespread sharing. The attendees are a diverse group and everyone relishes the two fantastic days. AgriShow isn’t just about selling products; it also includes educational sessions and demonstrations of farming machinery, tools, equipment and supplies. These sessions cover a wide array of items including tractors, vehicles, advanced technology, animals and crops. Moreover, there are dedicated spaces for demo arenas, a music stage and a wide variety of catering outlets.

Organised by:



T 61 2 9452 7575

E info@expertiseevents.com.au

EVENT ASPECTS



EXHIBITS



DEMO ARENA



SUSTAINABILITY



EDUCATION PROGRAMS



TECHNOLOGY



ACTIVITIES FOR THE FAMILY

THE OPPORTUNITY



Beyond the opportunities to sell and buy, a focus of the Expo is education. The event is designed to connect suppliers and the public with a greater emphasis on education and visitor engagement. Daily onsite exhibitor sessions will provide visitors with the right tools and knowledge to help them better their farming skills or the base to establish an agricultural pursuit.

Dedicated **Demo Arenas** will feature as the heart of the show, where big and small equipment will be live and operational. There is a space where visitors who farm crops, livestock, dairy, poultry, fish and fruit can see what's new. Learn tips, techniques and facts from the experts and be inspired to buy.



WHY EXHIBIT?

- **Build** brand awareness
- **Generate** sales at the show and for months to come
- **Interact** with a qualified audience
- **Communicate** with your target market
- **Build** a database
- **Create** opportunities, communities and relationships
- **Educate** as to why your products/services are solutions
- **Inspire** buyers to try and do more



OUR AUDIENCE

The **AgriShow Farm Field Day** has been developed specifically to bring together all areas of the small farms and broad acre sectors to promote awareness, innovations and solutions, from animal husbandry and crops to irrigation, maintenance and energy.

There will be a focus on...

Key buying opportunities

The event's education and demonstration activities will give exhibitors instant access to buyers.

Networking

The gathering of a variety of exhibitors in one location will offer a great opportunity for connection with peers and customers

AgriShow Farm Field Day

is suitable to those supplying:

- **Stock Feed**
- **Tractors, RTVs, Lawn Mowers**
- **Machinery**
- **Technology & Gadgets**
- **Self Sustainability Living**
- **Transport / Travel**
- **Herbicides, fungicides, adjuvants, insecticides**
- **Gates / Fencing / Home**
- **Agricultural supplies**
- **Insurance**
- **Energy**



INTRODUCING AGRISHOW'S NEW ENERGY + INNOVATION ZONE

Powering Agriculture with Tomorrow's Solutions!

ENERGY + INNOVATION ZONE

At AgriShow, we're committed to staying at the forefront of agricultural innovation, and we're excited to unveil our brand-new feature area: Energy + Innovation Zone. This dynamic space is dedicated to showcasing the latest advancements in energy solutions, with a special focus on battery powered equipment, hybrid solutions and alternative emerging energy solutions.

Why Choose the Energy + Innovation Zone at AgriShow?

- Future-Forward Farming
- Battery-Powered Revolution
- Harnessing Solar Energy
- Expert Insights
- Interactive Demonstrations
- Networking Opportunities
- Sustainability Showcase
- Stay ahead of the Regulations

At AgriShow's Energy + Innovation Zone, we're powering agriculture with innovation and sustainable energy solutions. Join us in showcasing the future of farming, where efficiency meets environmental responsibility. Together, we'll cultivate a greener, more prosperous tomorrow.

Don't miss out on this opportunity to be part of the agricultural revolution.

MARKETING ACTIVITIES



BANNERS

Signs and banners were displayed in towns including Mittagong, Moss Vale, Bowral and Robertson.



PRINT AND DIGITAL ADS

Print advertising in Farmer Magazine July and August issues, digital advertising in The Land, plus editorial in The Muster online by Farmer e-newsletter.



SOCIAL MEDIA

AgriShow's Facebook page was used to reach the general public, it reached approximately 83,000 people with over 460,000 impressions made.



WEBSITE

The website was a comprehensive resource for the event, detailing event content, music performances, show features, ticket sales, exhibitor highlights, and a pre-event portal for exhibitors.

[CLICK HERE](#)



PREVIEW MAGAZINE

Thousands of AgriShow preview magazines were printed and distributed to exhibitors, inserted in the Goulburn Post and Southern Highlands newspapers. The magazines were also placed at the Southern Highlands Visitor Centre.



[WATCH TV COMMERCIAL](#)

PAID ADVERTISING

Paid media advertising included 176 TV commercials, in addition to 143 radio commercials across The Southern Highlands, neighbouring regions and a Sydney radio station.

ADDITIONAL MEDIA RELEASES:

6 pieces of print and online coverage with total reach of 230,301.

6 pieces of radio coverage with a total reach of 127,600.

Broadcast Reach – 357,910.

There was also seven external listings through tourism databases and pitches.



A GLIMPSE OF ALL THE
FUN AND ACTIVITIES
AT THE SHOW

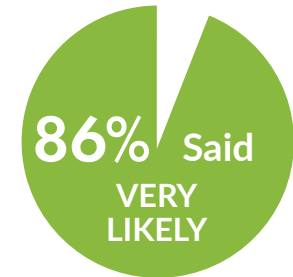
2023 AGRISHOW EXHIBITOR SURVEY

EXHIBITOR OUT-TAKES

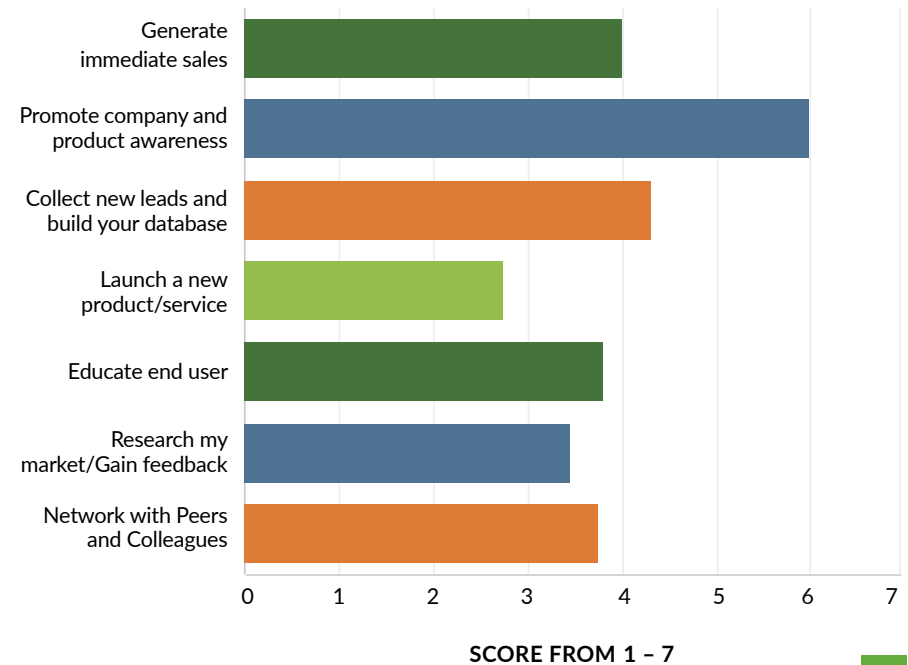
Expertise Events treat exhibitors as shareholders and as such a questionnaire was sent to exhibitors post event to get key feedback in shaping the future make up and direction of the event. The following are the results of the key information.



1 How likely are you to recommend the AgriShow to a friend or colleague?



2 Rank from Most Important (1st) to Least Important (7th) your objectives for exhibiting at the AgriShow.



3

How well do you believe you succeeded in meeting your objectives in exhibiting?

over 4 out of 5 people said
VERY WELL

4

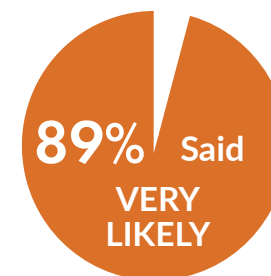
Which of the following do you find most effective in creating awareness for your stand at the AgriShow. Rank from most important (1st) to least important (8th).



SCORE FROM 1 - 8

5

What is the likelihood you will exhibit at the AgriShow next year?



6

When thinking about the days the event should run on, which do you feel are the best for you and the event?



70% thought that the show should be on Friday and Saturday

7

How do you rate sales you made onsite and the leads you collected?

92% of exhibitors rated sales and leads very good, fairly good or acceptable

STAND PRICES

Our paddock stand prices in 2024 ex GST are as follows:

3 x 3M – \$305

6 x 3M – \$485

6 x 6M – \$700

6 x 9M – \$805

9 x 9M – \$1000

12 x 12M – \$1175

Catering site (6M x 3M)

Exhibitors requiring larger spaces can be quoted on a per stand basis. Whether you're looking for a marquee, power, insurance, or furniture, our team would be more than happy to point you in the right direction.

We also promote all exhibitors with any special offers or news you have available. So please share these ideas with us so we can help you get the most out of the event!

Exhibiting is as easy as one, two three!

1 Call us and have a chat or send an email for more information.
Call 02 9452 7575 or email sales@expertiseevents.com.au

2 Give us your details!

Our events can accommodate many different needs and budgets... all you have to do is ask! To make exhibiting easy for you we have walk-on marquee or space only packages.

Not sure what to do for your stand? We can help! From the seasoned exhibitor to the first timer, we have a range of packages and spaces to suit.

3 Promote your presence at this unique sales opportunity.

There are a number of opportunities for exhibitors to gain additional exposure at the **AgriShow Farm Field Day** through demonstrations, workshops and public relations.

SPONSORSHIP – STAND OUT MORE!

Pre-show

- Your company branded as a 'Principal Sponsor' on marketing communications, including flyer invitations and event brochures.
- Your logo included in advertising campaigns appearing in trade and mainstream publications.
- Your logo appearing on the web homepage with hyperlink.
- Acknowledgement of your sponsorship in all online exhibitor communications.
- Your logo appearing on marketing emails.
- Your logo appearing in online-ticket confirmation messages for visitors.
- Your company name appearing in PR and media releases where appropriate.



SPONSORSHIP cont'd

At-show

- Your logo and an acknowledgement appearing in the show directory.
- Your logo on all advertising*
- Your logo appearing on all signage onsite.
- Your logo appearing at the entrance feature.
- An opportunity to conduct a workshop / demo.
- 2 x pull-up banners to be placed at show and kept by client after close of event.
- MC registration where possible

**unless space with advert does not permit.*



SPONSORSHIP cont'd

Post-show

- Your logo appearing in post-show media releases where appropriate
- Bespoke opportunity to provide pieces of content for distribution through our channels, relating to your participation at the event.
- Logo inclusion on all Post-Show Communications to attendees, exhibitors and stakeholders.
- First right of refusal for the continued principal sponsorship in the future.





GET IN TOUCH WITH US

BOOK NOW

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