

AUSTRALIA'S LARGEST & PREMIER  
PRIMARY INDUSTRY  
FIELD DAYS



50 YEARS

# AgQuip

SPONSORED BY

# AON



# 2023

## PROSPECTUS

TUESDAY - THURSDAY  
22 - 24 AUGUST 2023

Gunnedah NSW

[www.agquip.com.au](http://www.agquip.com.au) | [facebook.com/agquip](https://facebook.com/agquip)

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*Rural Events*

**Celebrate the extraordinary!** In AgQuip's 50th year, we're having a party and the Australian agricultural industry, rural and regional communities are invited.

It all started in 1973 with 63 exhibitors - and look at us today with representation of over 3,000 agri-brands and companies.

Celebrate this extraordinary agri-event - its early beginnings, its highlights, its resilience, its influence, its development as Australia's biggest rural marketing sales promotion.

Join us for a year-long celebration of the past, present and future of Australia's favourite field day.

50 years on .. and we're going to have a field day party!

**AgQuip's** size, diversity, marketing power and national positioning, provides agribusiness with an unparalleled opportunity to incentivise and generate sales and leads, demonstrate first-hand innovation and ideas, promote brand and connect with consumers

- and is committed to both the rural community and primary industry manufacturers alike.

**AgQuip** field days continue to increase its awareness as a major agricultural information source and the most commercially successful - with its relevance to the professionals of the land and primary industry entrepreneurs. It is acknowledged as the most influential agricultural event reflecting the economic climate of industry.

It has been at the forefront of displaying and demonstrating the latest in equipment, innovations and, of course, new technology as well as being widely regarded as being a highly effective sales and marketing opportunity for manufacturers and their dealers across Australia.

The **AgQuip** event organisers partner with key stakeholders to deliver world class, safe mass participation experiences, providing significant economic, cultural and social benefits to local rural and regional communities.



**AgQuip** is a unique opportunity and highly effective way to reach and network with the broad ranging demographic of visitors and exhibitors to AgQuip - in an environment conducive to listening, learning, demonstrating, engaging and selling.

## WHEN

AgQuip is held annually over three big days Tuesday, Wednesday and Thursday the third full week of August. The 2023 event will be held on **Tuesday, Wednesday and Thursday, 22, 23 and 24 August 2023.**

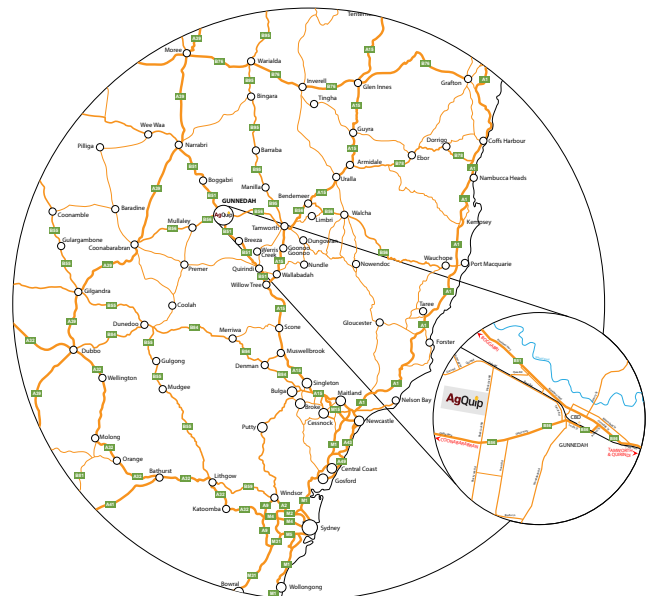
The public event opening times on **Tuesday and Wednesday are from 8.30am to 4.30pm and on Thursday from 8.30am to 4.00pm.**

## WHERE

AgQuip is staged in Gunnedah NSW - located on its own permanent, purpose built, dedicated field day site. The property is located eight kilometres west of Gunnedah off the Oxley Highway at 134 Black Jack Road - on the Liverpool Plains, in the heart of one of the richest and diverse rural areas of Australia.

## WHO

AgQuip attracts attendance from visitors all over Australia including New South Wales, Queensland, Victoria, South Australia, Western Australia, Tasmania and Northern Territory. It is estimated in excess of 100,000 farmers, primary producers, farmer's families, landholders, agricultural workers, industry representatives from local government, mining and construction attend the in-person event over three trade days and online visitors to the virtual event.



The AgQuip hybrid event will reach and connect all people seeking information and to purchase the latest agricultural related and general interest products and services.

This will be an exciting opportunity to be associated with a highly promoted sales and marketing milestone agri-event - which will widen brand awareness and expand the exhibitor's target audience.

Targeting rural Australians in the most effective way requires a combination and integration of this in-person event, virtual event, target marketing, and media. This unique group of Australians live their values with a hard work ethic, integrity, and honesty. They are not easily persuaded.

The organisers understand you must engage them, earn their trust and be consistent to be successful! The field day events, agricultural and regional newspapers and digital media have a strong and powerful connection with rural Australia. The commitment and relationship with AgQuip field days customers is strong and ongoing. The organisers consistently deliver an event that reflects the pride and passion in rural Australia and the communities in which they serve.



- Make immediate and ongoing sales
- Build brand awareness within new markets and consolidate in existing markets
- Demonstrate the features and benefits of your product or service face to face
- Deal directly with your customers and new customers
- Communicate and interact with a diverse range of targeted consumers
- Build a database of prospective customers
- Generate sales leads and locate new customers
- Educate consumers about your product or service
- Networking opportunity with business to business



**AgQuip** plays a vital role in Australian agriculture, showcasing and demonstrating a vast range of new products and services, highlighting new technology and innovation and providing information to professionals on the land.



over **\$30 million** estimated in sales generated **on-site** at the event <sup>1</sup>



**54%** of exhibitors attend based on expected sales leads post event <sup>1</sup>



over **\$75 million** estimated in sales generated **12 months** after event <sup>1</sup>



**45%** of farmers research and compare agricultural products, services or inputs at field days <sup>2</sup>

SOURCE: 1. AgQuip Visitor Profile & Event Study Survey (2022) conducted by Chi Squared Research | 2. IPSOS QARS Research 2023 - Understanding farmers media consumption



**AgQuip** is well known in the Australian agricultural industry for its dedication to Australian farming. The agri-event strives to secure quality exhibitors and targets farmers through significant and effective marketing strategies and is committed to both the rural community and the primary industry.



**90,000+** visitation on-site and online



over **3,000** companies represented on-site



established in 1973 celebrating **50 years**



**70%** of visitors are primary producers

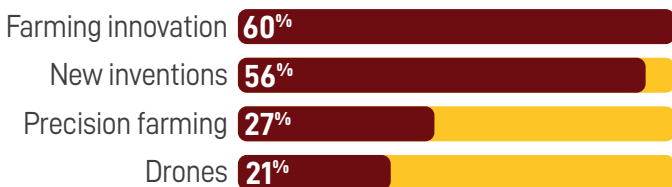


**63%** of visitors intend to purchase or seek information

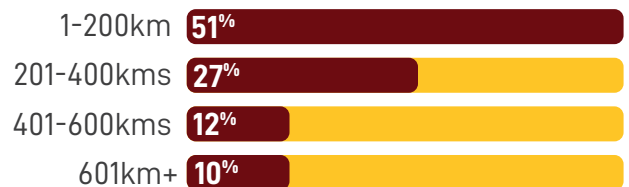


**26%** of visitors have attended **21+** times

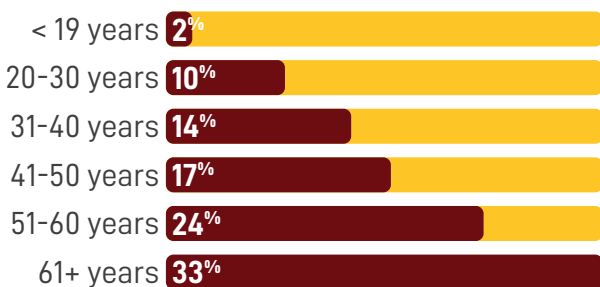
## INTEREST IN NEW TECHNOLOGIES



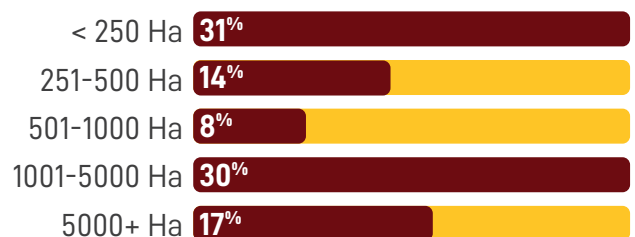
## DISTANCE TRAVELLED TO ATTEND AGQUIP



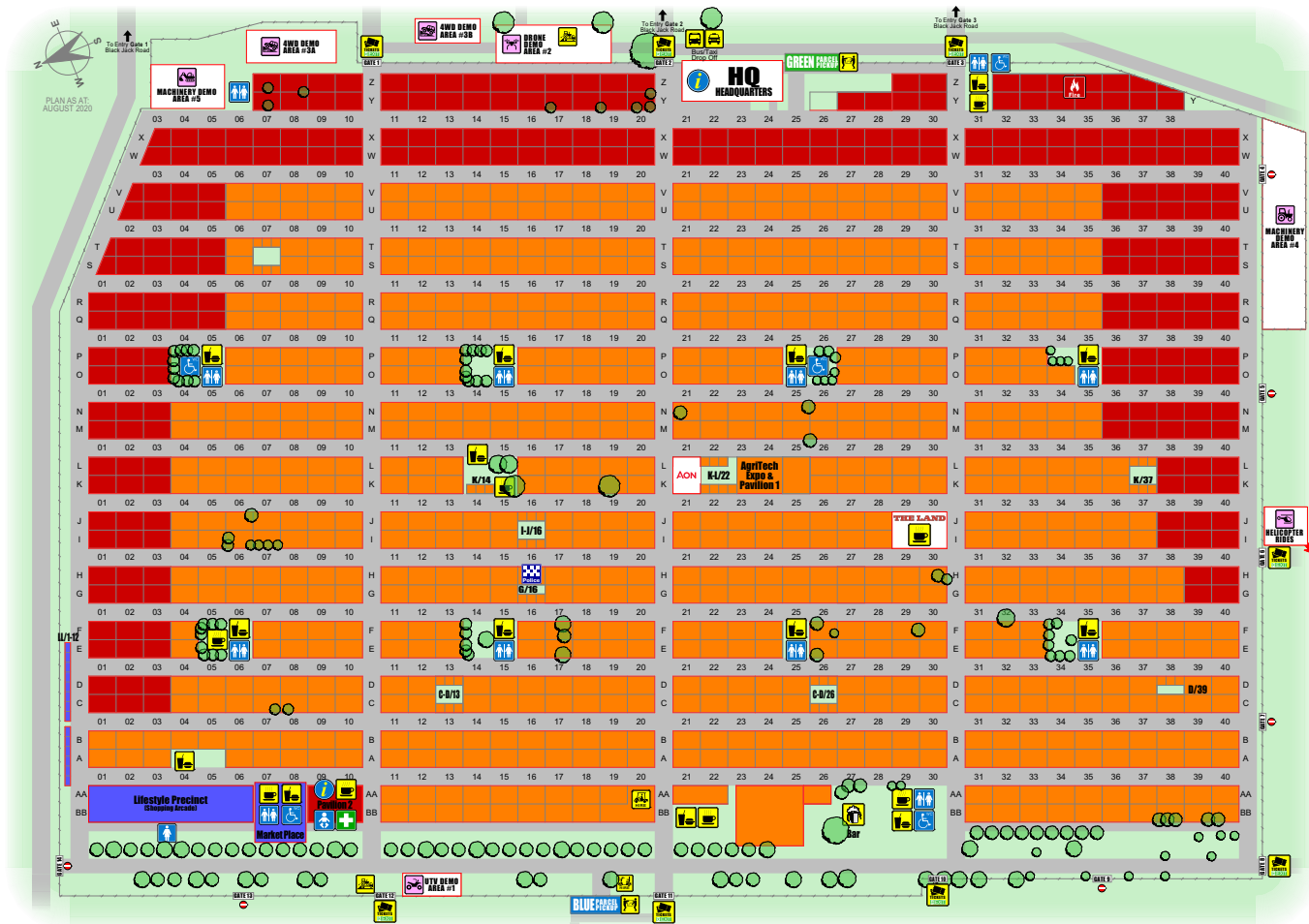
## AGE OF VISITORS TO AGQUIP



## FARMER LAND HOLDINGS



SOURCE: AgQuip Visitor Profile & Event Study Survey (2022) conducted by Chi Squared Research



The **AgQuip** field days site has been divided into activity zones reflecting not only the quality, but also the type of visitors to certain areas. The pricing structure offers a variety of site and field service options. The acceptance of applications and the allocation of sites is at the total discretion of the organisers. There is a limit on availability of sites with returning exhibitors (from 2022) having the first option on their sites for 2023 and new applications will be reviewed and approved on a 'first come - first serve' basis as suitable sites become available.

## ZONE 1 AGRICULTURAL EQUIPMENT & RELATED PRODUCTS

This is a proven high traffic area and represents agricultural machinery, equipment, agri-tech and related products and services. It includes \*free power to within 30m of the site, access to water, free lifting service and access to all field services.

**Zone 1** offers the choice of multiple outdoor sites including Full Sites (15m wide x 10m deep), Half Sites (7m wide x 10m deep), Small Sites (5m wide x 5m deep) and indoor sites including Pavilion Deluxe Sites (3m wide x 3m deep) or Agri-Tech Expo Pavilion Sites (3m wide x 3m deep). Indoor sites include panel booths, free power, fascia sign and lights.

**Outdoor Sites\***

1 x Full Site.....	\$3,995
2 x Full Sites.....	\$5,325
3 x Full Sites.....	\$6,320
4 x Full Sites.....	\$7,315
Half Site.....	\$3,350
Small Site.....	\$2,850

**Indoor Sites\***

Pavilion Deluxe Site.....	\$3,190
Agri-Tech Expo Pavilion Site.....	\$3,190

## ZONE 2 AGRICULTURAL MACHINERY & RELATED PRODUCTS

This is very successful for destination exhibitors of agricultural machinery and related products. It is predominantly larger agricultural machinery, equipment and vehicles or livestock-related products. The pricing structure reflects destination traffic flow rather than volume as reflected in Zone 1. It includes \*free power to within 30m of the site, access to water, free lifting service and access to all field services.

**Zone 2** offers the choice of multiple Full Sites (15m wide x 10m deep) and Half Sites (7m wide x 10m deep) and Education Expo Pavilion Sites (3m wide x 3m deep). Indoor Sites include free power, fascia sign and lights.

**Outdoor Sites\***

1 x Full Site.....	\$3,300
2 x Full Sites.....	\$4,390
3 x Full Sites.....	\$5,140
4 x Full Sites.....	\$5,890
Half Site.....	\$2,950

**Indoor Sites\***

Education Expo Pavilion Site.....	\$2,260
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## ZONE 3 LIFESTYLE

This area is for lifestyle and general interest exhibitors. Zone 3 offers indoor and outdoor sites located broadly in an area of similar product and services. It includes the Shopping Arcade which is designed to showcase a more family oriented exhibit with an assortment of products and services ranging from fashion, homewares, home services and craft. There is strictly limited space in this area. The indoor sites are housed in a hoeccker tent pavilion. All indoor sites include free power. Exhibitors will be required to confirm power requirements upon application.

**Zone 3** offers the choice of outdoor/ undercover standard Market Place (MP) Sites (3m wide x 3m deep - covered by an awning adjacent to the Shopping Arcade), outdoor Outside Shopping Arcade (OSA) Sites (3m wide x 3m deep - in front of the shopping arcade on the BB row), outdoor Lifestyle Lane (LL) Sites (6m wide x 6m deep) and indoor Shopping Arcade (SA) Sites (3m wide x 3m deep - with timber floor and back wall with small divider panels).

**Outdoor Sites\***

Market Place Site (MP).....	\$1,330
Outside Shopping Arcade Site (OSA).....	\$1,500
Lifestyle Lane Site (LL).....	\$1,995

**Indoor Sites\***

Shopping Arcade Site (SA).....	\$1,550
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\*CORNER SITES - All corner sites attract a premium - add 10%



Over 100 mastheads and 6.4 million readers nationally across print & digital

118% increase on website visitation yearly



10,000 total weekly average reach on Facebook

The marketing strategy undertaken by the organisers has successfully utilised rural weeklies, rural and regional digital media, social media and specific programming on television, radio and outdoor signage advertising to promote the in-person event.

Event participation offers significant and valuable promotional opportunities including product pointers in print, radio, digital media, social media associated with the AgQuip field days marketing.

## EVENT MARKETING

### DIGITAL MEDIA

The organisers carefully select a number of digital marketing channels to promote our sponsors, exhibitors and their products and services including AgQuip, The Land Newspaper, AgTrader, Livestock Connect and selected ACM rural and regional publication websites. In addition to AgQuip official social media, AgQuip Official App and Google ads.

### OFFICIAL APP

The AgQuip Official App is available for download on smartphones and carries all the information of the Official Guide. This will be available one month prior to the event through the Apple App Store and Google Play.

### OFFICIAL GUIDE BOOK

The AgQuip Official Guide is produced and published by The Land. It is designed specifically for visitor use and includes the site plan, pavilion plans, exhibitor listings, products on show, details of amenities and other key information.

This comprehensive guide is distributed free at the event and is essential for visitors.

Each exhibitor receives one free full company exhibitor listing and product listing reference. Additional listings can be purchased at the time of application or upon request.

Exhibitors also have the opportunity to advertise in this publication. For further details and pricing, all enquiries should be directed to The Land (02) 4570 4422.

### OFFICIAL PUBLICITY

If at AgQuip you are launching a new product or service, tell us about it. We may be able to obtain publicity opportunities for you. Media are always looking for a new angle, especially something new or ground breaking. For publicity package details see the application form.

### OFFICIAL RADIO

To further promote your business over the days of the event, AgQuip presents the official special events radio station broadcast on

106.7FM. For radio advertising details see the application form.

### OFFICIAL WEBSITE

The AgQuip Official Website is the online point of contact for exhibitors and visitors, providing a reflection of what AgQuip is all about and the ideologies guiding it. The organisers have created a new official digital advertising package to support the promotion of AgQuip and its exhibitors' products, services and super specials, with a unique virtual and digital advertising package designed for exhibitors only on the AgQuip Official Website.

### OUTDOOR ADVERTISING

The AgQuip organisers apply a marketing strategy which includes roadside billboard advertising. You'll see roadside billboard branding on the main road from Tamworth to Gunnedah, from Narrabri to Gunnedah and on the highway between Scone and Aberdeen.

### PRINT, TELEVISION, RADIO & DIGITAL ADVERTISING

Advertising for AgQuip on television and radio is extensive and includes placement in major regional television and radio markets, in line with our marketing plan.

The event is promoted through the Australian Community Media group including rural weekly publications The Land in NSW, Queensland Country Life, North Queensland Register, Stock & Land in Victoria, Stock Journal in South Australia and Farm Weekly in Western Australia.

### SOCIAL MEDIA

The organisers have a number of social media channels to promote the event including AgQuip facebook and ACM rural and regional social media pages.

## MEDIA ADVERTISING

All exhibitors will be entitled to advertising opportunities offered by AgQuip's media partners. This includes the Official Guide and special event publications in print, on television, radio, digital marketing in the Official App, Official Facebook Page and the Official Website - with prominent placement across all platforms.

AgQuip Media Partners have specially prepared AgQuip electronic, print and digital media advertising packages available for exhibitors.

### 2TM/92.9FM

02 6765 7055 | info@2tm.com.au

### AGTRADER

1300 681 938 | contactus@agtrader.com.au

### COUNTRY LEADER

02 6768 1200 | caroline.bew@austcommunitymedia.com.au

### LIVESTOCK CONNECT

0408 626 955 | enquiries@livestockconnect.com.au

### THE LAND NEWSPAPER

0417 678 840 | advertising@theland.com.au

### THE NORTHERN DAILY LEADER

02 6768 1200 | caroline.bew@austcommunitymedia.com.au

### WIN TELEVISION

02 6763 2700 | nnstamwsls@winnetwork.com.au

### ADVERTISE IN THE OFFICIAL GUIDE

As an exhibitor you have an exclusive opportunity to stand out and attract visitors to your site.

Ensure field day visitors don't miss you and advertise in the Official Guide!

To arrange your advertisement, contact The Land Newspaper: 0417 678 840 | advertising@theland.com.au



## HOW TO APPLY

Go to: [www.agquip.com.au/exhibitors](http://www.agquip.com.au/exhibitors)

Application Deadline: **Friday 26 May, 2023\***

\*Returning 'confirmed' exhibitors (ie. Exhibitors of AgQuip 2022) are to lodge their application to confirm their intent to return to exhibit by the above date or surrender any claim to their site(s).

## THE APPLICATION PROCESS

### 1. COMPLETE THE APPLICATION

Complete the AgQuip online application form and submit. You will receive an acknowledgement via email that your application has been received.

**\*Note:** Returning exhibitors will receive an email with a link to their application form (pre-filled with the previous year's application data. Please contact the event organisers if you have not received this email.

### 2. APPLICATION REVIEW & APPROVAL

Your application will be reviewed by the event organisers. Should your application be successful, you will receive confirmation via email and be sent a tax invoice.

### 3. SITE ALLOCATION

Site allocations will be released in July 2023. Returning exhibitors

have first option on their previous year's site and/or site change requests. Following this, new applicant sites will be allocated based on availability.

The organisers will work with you to achieve the best site location for your company.

### 4. PAYMENT DUE

Your full payment is due upon receipt of the tax invoice.

### 5. EVENT DATES

**Official Bump in commences:** Wednesday, 16 August 2023.

**Event:** Tuesday, Wednesday & Thursday | 22, 23 & 24 August 2023.

**Official Bump out commences:** Friday, 25 to Tuesday, 29 August 2023.

### APPLY NOW

Go to: [www.agquip.com.au/exhibitors](http://www.agquip.com.au/exhibitors)

**Application booking deadline: Friday, 26 May 2023.**

## ABOUT THE ORGANISERS

AON AgQuip field days is organised and promoted by ACM Rural Events, the organisers of nationally significant, safe and sales successful hybrid events in regional and rural Australia including Queensland's fastest growing and biggest field day event, Elders FarmFest in Toowoomba, Qld.

With over 100 years of event planning, management and marketing expertise, the organisers have a dedicated resource in regional print and online publishing, and digital content.

ACM Rural Events is a division of ACM (Australian Community Media), Australia's largest regional independent print and digital media company. ACM Rural Events produces an expanding calendar of agricultural premier in-person and virtual events staged in regional and rural Australia.

Dedicated to supporting rural and regional communities, ACM Rural Events has an appreciation and unique understanding of the agricultural marketplace.

Commercially focused and results driven, the hard-working team at ACM Rural Events always focus on the positive with safety and compliance, paramount at all times.



E: [agquip@austcommunitymedia.com.au](mailto:agquip@austcommunitymedia.com.au)  
T: 02 6768 5800



## ACCOMMODATION

Accommodation in Gunnedah and surrounding areas can be heavily booked around AgQuip, so it is recommended that you book well in advance.

### Gunnedah Visitor Information Centre

02 6740 2230 | [www.visitgunnedah.com.au](http://www.visitgunnedah.com.au)

### Tamworth Visitor Information Centre

02 6767 5300 | [www.destinationtamworth.com.au](http://www.destinationtamworth.com.au)

## ACCOUNTS

All tax invoices must be paid upon receipt of account. If you wish to direct debit online or pay by credit card, please refer to your statement/tax invoice for details. Please note the event organisers, ACM Rural Events, is a division of Agricultural Publishers Pty Ltd (ABN 55 000 560 430). Accounts will come from Rural Press Pty Limited.

Please note cancellations will incur a cancellation fee (see contract terms and conditions), in addition to an automatic charge \$250 administration fee.

## AGRI-TECH EXPO

The organisers have developed a new technology and innovation event - Agri-Tech Expo. It is designed to provide insights into the future of farming - displaying and demonstrating new agri-technologies including artificial intelligence, blockchain, big data, robotics, agri regulation and compliance, investment and the Internet of Things (IoT) to increase agricultural productivity and profitability.

## CHECK-IN

All principal exhibitors will be sent a Check-In QR code to register all staff, agents, sub-contractors, tent and event service suppliers and transport companies who will be visiting or working at the AgQuip field day site.

The Check-In attendance will enable ongoing access to the site during bump in, event days and bump out periods.

## COVID SAFE

The event organisers will be staging the AgQuip field days. The organisers are constantly monitoring the advice of federal and state health and government departments in relation to the COVID-19 pandemic and its impact on the health and safety of our community.

Exhibitors should expect that attending the event in a world of COVID-19 may look different and all exhibitors will be required to comply with all health and hygiene requirements outlined by government departments at the time of the 2023 event.

## DEMONSTRATIONS

Exhibitors who demonstrate on their site and/or in the designated demonstration areas will be required to complete

the Demonstration registration form. It is important to note your demonstration safe control measures on the Exhibitor Safety Plan and include Safe Work Procedures (SWP). There are official demonstration areas for drones, motorbikes, 4WD, heavy machinery and livestock. All demonstrations must work to COVID safe regulations.

## EXHIBITOR PASSES

Exhibitor passes are available for the principal exhibitor, their staff, agents, suppliers and sub-contractors to enable official access to the secured event static display grid during bump in, event and bump out periods.

The exhibitor passes include Check-In QR code pass and vehicle passes.

All exhibitors and their staff, agents, subcontractors, tent and event service suppliers and transport companies will be required to register their attendance on-site with a Check-In QR code. All exhibitors will be issued with vehicle passes in accordance with your zone participation. The vehicle pass will permit access onto the static display grid during bump in, event days and bump out periods. Exhibitors with your unique Check-In QR code will be enabled to access the grid via ticket booth entries from 7am daily. It is mandatory for all principal exhibitors to visit Headquarters (HQ) on your first visit to the field day site to collect your Welcome Kit and vehicle passes.

## FIELD SERVICES - LIFTING SERVICE

For bump in and bump out purposes a limited, free lifting service is offered to exhibitors at the discretion of the organisers. Crane, forklift, telehandler and tractor service with operators will be available for unloading and loading plant, vehicles, and equipment and strictly no assembly. **A strict time limit of 30 minutes will apply.** If a lifting service is required outside the organiser's nominated times, it will be at the exhibitor's expense. Exhibitors who require use of the lifting service will be required to complete the Lifting Service registration form.

## FIELD SERVICES - PARCEL PICK UP SERVICE

The Parcel Pick Up service is available to all exhibitors who require items to be delivered on behalf of a purchaser, to the Parcel Pick Up depots - both situated on the edge of the static display area at the Eastern Car Park (Green depot) and Western Car Park (Blue depot). It will be limited to products that are either too heavy or too difficult to carry. We recommend goods from 10kg to 80kg. Exhibitors who require use of the free Parcel Pick Up service will be required to complete the Parcel Pick Up registration form. Exhibitors will be issued with Parcel Pick Up instructions and dockets in your Exhibitor Welcome Kit.

## FIELD SERVICES - POWER

Exhibitors receive free power including 240V 10amp or 15amp as part of your site participation. Power boxes are located for access





to most sites within 30 metres. If you have a requirement for 32 amp 3 phase power, please nominate on the application. A fee may be charged for this supply. All exhibitors will be requested to nominate their power requirements upon application, a fee may be charged for this supply. All exhibitors will be requested to nominate their power requirements upon application.

## FIELD SERVICES - WASTE

Exhibitors receive free waste collection as part of your site participation. The waste collection service operates continually during the day and night of the event and exhibitors are requested to place all packaging and waste in the appropriate recycle or general waste bulky bins and sulo bins nearest your site.

## FIELD SERVICES - WATER

There is no reticulated water on the site. Water is available at amenities and food outlets or for exhibitor special requirements by water carrier. The transfer of water from the tap to your site is the responsibility of the exhibitor. The event organisers offer a delivery to exhibitors who have a requirement for potable water or large volumes of water over, please nominate this on your application (fees may apply). All exhibitors will be requested to provide their water requirements upon application.

## HEADQUARTERS

The AgQuip Headquarters (HQ) on-site office is located at Y-Z/21 on the eastern side of the field days site. It will open from 7:00am to 5:30pm daily during official bump in. The contact number is 02 6742 0000. Upon first arrival on-site, all exhibitors, agents, subcontractors, tent and event service suppliers will be required to collect your Welcome Kit including vehicle passes and safety information to gain ongoing access to site. **Outside the event period, the AgQuip site is a closed worksite and access arrangements must be made in advance by contacting the event organisers on 02 6768 5800.**

## INSURANCE

To comply with the company's insurance policy, the organisers require a copy of a current Certificate of Currency (COC) of Public and Property Liability Insurance to be supplied to cover the time and duration of exhibiting at the field days. It is mandatory to provide a copy upon confirmation of your application.

## LIVESTOCK

All livestock exhibited on the site must be identified with the National Livestock Identification System (NLIS) device prior to leaving the place of origin. All exhibitors are reminded when moving stock over the age of 12 months on the static display grid, a nose ring or nose clip must be fitted to the animal. The event organisers will be conducting the NLIS electronic transfer on-site on Tuesday morning of the event. Exhibitors must provide to the AgQuip scanning service the Property Identification Code (PIC) of where the livestock have come from. All livestock exhibitors must report all sales of stock which occur on-site during the event to Headquarters.

## OPENING TIMES

**AgQuip will open to the public on Tuesday and Wednesday from 8:30am to 4:30pm and Thursday from 8:30am to 4:00pm.**

## PARKING

Parking is free for all exhibitors and visitors to the field day in the designated exhibitor and visitor parking areas (as marked or directed by traffic officers) outside of the static display grid. During the event, no vehicles are permitted to be parked on-site unless the vehicles are a part of the display (ie sign written with company logo). Parking is prohibited where you see a 'No Parking' sign.

## PRIVACY POLICY

Information collected by the event organisers will be used for the purpose detailed on the Application terms and conditions or Official Website used for the submission of your information. All private information is subject to the ACM (Australian Community Media) Privacy Policy, a copy of which is available on request. You have the right of access to and alteration of personal information concerning yourself in accordance with the National Privacy Laws. This may be done by contacting the Privacy Officer on 02 6768 5800 or emailing the event organisers, ACM Rural Events at: [agquip@austcommunitymedia.com.au](mailto:agquip@austcommunitymedia.com.au)

## PRODUCT LISTING

To keep the visitors informed on what is being displayed on your site, it is important you have completed the Product Listing section within your Application. This Product Listing is included in the AgQuip Official Guide, AgQuip Official App and Official Media Publications including The Land, The Northern Daily Leader, Namoi Valley Independent and Country Leader. It is important to be clear and precise about the products and services to be showcased on your site and it helps the organisers with your site allocations. The principal exhibitor is responsible for listing products to be displayed on your site.

## SAFETY PLAN

Each exhibitor is required to complete an Exhibitor Safety Plan prior to participating at the event to ensure the exhibitor, their agents and contractors demonstrate they are working to the safety procedure while setting up, operating and dismantling their exhibition site. The Safety Plan will be made available to exhibitors following confirmation of application. It is mandatory for each exhibitor to submit a completed Safety Plan (health and safety risk management plan including COVID-19 compliance) prior to the field days, identifying the hazards potentially present on your site and ways in which you will minimise and control those hazards.

## SITE ALLOCATION

Exhibitors will be offered the same site as occupied in the previous year. Returning exhibitors are to lodge their Application to confirm their intent to return to exhibit by Application deadline or surrender any claim to their site. Sites are only allocated to returning and new exhibitors who have sent in a completed

Application form, confirmed by the event organisers. Every effort is made to allocate space according to the exhibitor's preferences. Please note the organisers reserve the right to allocate sites at their discretion and to alter allocations when necessary in consultation with the confirmed exhibitor.

## SITE APPEARANCE

Exhibitors are expected to keep their exhibit sites in good, clean, tidy order to eliminate/control hazards as identified on their Exhibitor Safety Plan. No vehicles or plant and equipment are to be located on-site, unless as part of the display. All vehicles on-site are to be sign written with their company logo. The organisers reserve the right to approve the character of all exhibits and check the exhibit is compliant and safe.

## SITE SHARING (PIGGY BACKING)

Please note that no space farming, subletting or piggy backing is permitted at the AgQuip field days. The exhibitor is not entitled to assign or sublet all or part of their site. The nominated exhibitor is to occupy the site for the duration of the event for the primary purpose of sales and promotion of the exhibitor's business. For the protection of the exhibitor's governance and compliance interests, only displays which have a genuine company link, can be shown on the exhibitor's stand. The organisers have the right to charge the exhibitor full participation fee for any additional legitimate company or supplier not registered with the organisers or business not aligned with the exhibitor's company.

## SPONSORSHIP

If you are interested in being a future sponsor of AgQuip, please contact ACM Rural Events on 02 6768 5800 or email [agquip@austcommunitymedia.com.au](mailto:agquip@austcommunitymedia.com.au).

## TENT & EVENT SERVICE SUPPLIERS

Exhibitors are able to utilise the services of the official Tent and Event Service supplier or your own. It is the responsibility of the exhibitor to ensure your equipment service supplier or their agents are aware of all underground water, power, sewage and telephone lines. In the event of damage to site utilities, the exhibitor will be held liable for repair, damage or personal injury. All tent or event suppliers must register with the organisers, prior to commencing any construction work on the event site. The organisers will provide exhibitors with a new Service Directory to assist with on-site display checklist, contacts and information - including woodchip, display hay, tents and structures, flooring/ carpet, display panels, furniture, lighting, fencing, sanitiser stations, sanitiser, signage, etc.

## TEST & TAG STATION

The exhibitors will have access to an on-site electrical power leads, power boards, electrical appliances and power equipment

test and tag station, which will operate during the official bump-in period. All power leads and power boards must display a current test and tag. All power boards should have individual circuit switches and a power overload safety switch featured. No double adaptors or piggyback plugs are to be used on the field day site. All small electrical items must display a current test and tag to comply with the Australian Standards 3760.

## TICKET ADMISSION

In 2022 AgQuip introduced an admission fee for public entry to the event. Tickets will be available at a **\$8** per person online or **\$13** at the gate. Children under 12 - **Free**.

## VEHICLES

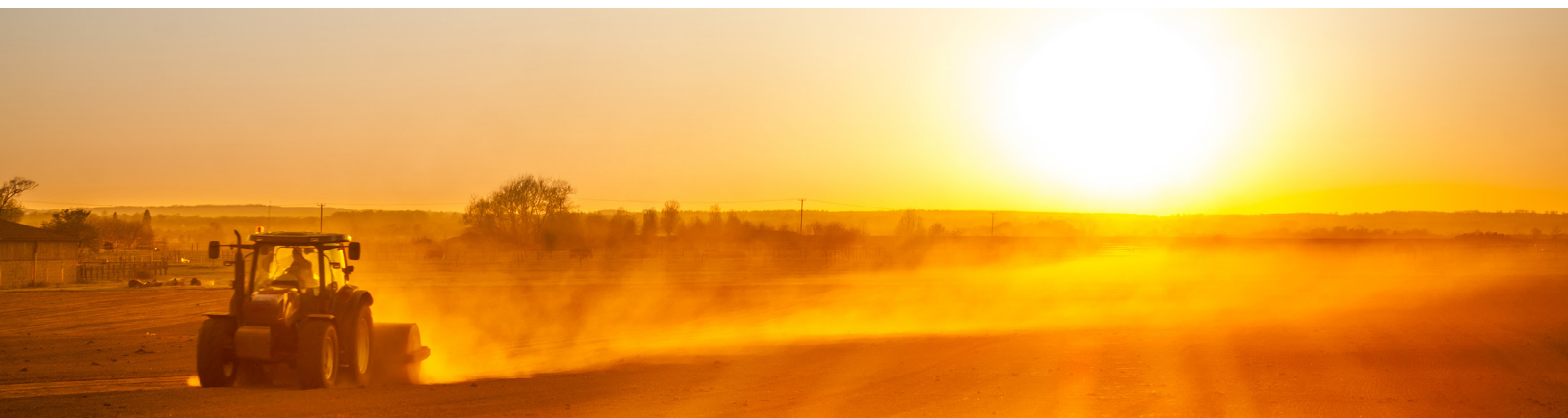
Vehicles are permitted on-site for bump in and bumpout with an appropriate registered vehicle pass. No vehicles, plant and equipment are to be located onsite during the event unless they are a part of the exhibitor's display. No vehicles are permitted to move from an exhibitor's stand on the grid from 8:00am to 5:00pm on Tuesday and Wednesday, and 8:00am to 4:30pm on Thursday of the event. All exhibitor vehicles must be off the grid and parked in the exhibitor car parks by 8:00am daily. For your convenience, shuttle buses will be operating to offer exhibitors a ride from exhibitor car parks to drop-off points on the grid.

## VIRTUAL EVENT

In 2023 the organisers will be introducing AgQuip as a virtual event offering the online viewing audience an opportunity to see live streamed seminars at the new Agri-Tech Expo, live demonstrations across the site, live auctions, pre-recorded exhibitor interviews and product launches planned exclusively for online participation. The virtual event will allow us to broaden our reach and draw in larger audiences.

## WELCOME KIT

Each exhibitor will receive a Welcome Kit which will include a safety induction to be completed by the field staff. This kit will include vehicle passes, parcel pick up instructions and vouchers (if ordered) and exhibitor's guide to safety. As required under compliance, all exhibitor's staff, agents, sub-contractors, tent and event service suppliers, transport companies will be required to register their Check-In QR code for each person attending the site each day during bump-in, event and bump-out.



**The Application together with these Terms and Conditions shall, on signed acceptance, form the Contract between the Exhibitor and the Organiser.** The Exhibitor must comply with all relevant laws affecting its participation. The confirmation of the Application and the allocation of sites is at the total discretion of the Organisers.

**1: CONTRACT** The Organiser grants to the Exhibitor a Contract to occupy the Site for the duration of the Event for the purpose of: **(a)** promoting the Exhibitor's business ("the primary purpose"); **(b)** erecting such temporary structures as are necessary to facilitate the primary purpose; **(c)** displaying products and services related to the primary purpose; and **(d)** subject always to the Organiser's prior approval and the Exhibitor's understanding their organisation's participation in AgQuip is subject to the terms and conditions and by submitting the Application it agrees to those terms.

**2: CANCELLATION - EVENT (a)** The Organiser reserves the right to cancel this Contract and to retain any money paid or to recover any money not paid in relation thereto without assigning any reason for such cancellation and retention or recovery. **(b)** The Organiser reserves the right, if it considers it to be necessary, expedient or desirable to do so, to cancel or to postpone the operation of this Contract by notice in writing in the event of any occurrence or happening which in the opinion of the Organiser justifies it in so doing. The Exhibitor may not make any claim for compensation or damages or any other action or demand whatsoever, whether on the ground of loss of profits or otherwise, arising from such cancellation or postponement and acknowledges that in such circumstances the Organiser is entitled to retain any money paid or to recover any money not paid by the Exhibitor in relation to this contract. **(c)** If, in the reasonable opinion of the Organiser, the Exhibitor breaches any of the terms and conditions of this Contract or if the Exhibitor does not occupy its space at the commencement of and during the full period of the exhibition, the Organiser reserves the right to expel the Exhibitor, cancel this Contract and retain any money paid or to recover any money not paid in relation thereto.

**3: CANCELLATION - EXHIBITOR** The Organiser must be advised of all cancellations in writing to [agquip@austcommunitymedia.com.au](mailto:agquip@austcommunitymedia.com.au).

The Exhibitor must complete a Cancellation form and submit to the Organisers, otherwise the Organiser will retain 100% of the Site fee. If the Exhibitor cancels this Contract the following fees apply:

- **More than 90 days** prior to commencement of the Event – **no charge**;
- **Less than 90 days** prior to commencement of the Event – **25% of the Site fee**;
- **Less than 60 days** prior to the commencement of the Event – **50% of the Site fee**;
- **Less than 30 days** prior to the commencement of the Event – **100% of Site fee**;

and if the Exhibitor fails to attend the event at all, the Organisers will retain **100% of the Site fee**. Last-minute bookings made less than 30 days prior to the event have a 24 hour cooling off period. After this time the Organiser will retain 100% of the Site fee.

**4: CODE OF CONDUCT (a)** The Exhibitor shall at all times comply with any directions that may be given by the Organiser or its employees, agents or contractors while the Exhibitor is on the Property. **(b)** The Organiser reserves the right to refuse admission or to eject Exhibitors from the Event, without compensation to the Exhibitor. This includes (without limitation) where the Exhibitor and its employees, agents, suppliers, contractors display conduct that unreasonably interferes with the enjoyment of the Event by others and/or contravenes this Contract, where an Exhibitor does not comply with the Organiser's terms and conditions. The Organiser may terminate without notice if: the Exhibitor commits a serious breach of this Contract; or the Exhibitor fails to remedy any other breach of this Contract within a reasonable time (being no more than 24 hours) of receiving notice of the breach from the Organiser,

and the Organiser shall not be liable to pay the Exhibitor any compensation whether on the grounds of loss of profit or otherwise or to refund any money paid by the Exhibitor as a result of termination, unless the amount held is less than the loss suffered by the Organiser.

**(c)** Use of amplifiers or loudspeakers by an Exhibitor is prohibited without the prior written approval of the Organiser, which the Organiser can withhold or withdraw at its absolute discretion.

**(d)** Notices to be given on the Exhibitor in accordance with this Contract may either be: given to the Exhibitor in person; or sent to the Exhibitor by electronic service of notices and other documents; or sent to the Exhibitor by prepaid post to the address shown in the Exhibitor's Application.

**5: COMPETITIONS** The Exhibitor must seek prior written approval from the Organiser if planning to conduct any competition, game or auction.

**6: DELIVERIES** The Exhibitor should make arrangements to have its own employees, agents, contractors at the Property to accept any delivery to the Site for its use. If the Organiser signs for goods delivered to the Site for use of the Exhibitor it accepts no responsibility for any discrepancy of any type (including type, quantity and condition of goods delivered) between what is described on the delivery docket and what is actually delivered.

#### **7: EMERGENCY PROCEDURES & EVACUATION PLAN**

Exhibitors and their employees, agents and contractors entering the Venue must undertake a Safety Induction and adhere to the Venue Emergency Procedures and Evacuation Plan including identifying exits, assembly points, location of emergency equipment and first aid service.

**8: HEALTH & SAFETY** Exhibitors and their employees, agents and contractors entering the Property must adhere to the Work Health and Safety (WHS) legislation, industry safe plan, as well as the Organiser's safety and compliance material and communications. The Exhibitor is responsible for the creation and maintenance of a safe environment for their employees, agents, contractors and attendees and compliance with the Work Health and Safety Act 2011.

**All power leads, electrical appliances and equipment brought onto the Property must be tested and tagged in accordance with Australian Standards AS 3760** and the Exhibitor must ensure compliance with the requirements of AS/NZS (3002:2002) 'Electrical Installation — Shows & Carnivals'. The Exhibitor must not exceed the rating of the provided power supply or overload any part of the electrical system. No double adaptors are permitted to be used on-site. The Organiser or its authorised electrical contractor has the right to disconnect any power leads, electrical appliances and equipment that fails to comply with the above standards, exceeds the rating of the power supply or that overloads any part of the electrical system - without notification. The Exhibitor is required to complete and provide to the Organiser a Safety Plan and implement inline with Safe Work Procedures (SWP) for tasks undertaken to ensure the Exhibitor, their employees, agents and contractors demonstrate they are working to safety procedures while bumping in, operating, demonstrating and bumping out of the Site(s). If conducting demonstrations, Exhibitors must register and submit the Safety Plan and Safe Work Procedures (SWP) to the Organisers. Any hot work including cutting, welding or grinding conducted on Exhibitor's Site will require a Hot Work Permit provided by the Organiser.

**9: INDEMNITY** The Exhibitor will indemnify, defend and hold harmless the Organiser its officers, directors and employees from any and all losses, liabilities, damages, and all related costs and expenses, including reasonable legal fees and disbursements and costs of investigation, litigation, settlement, judgement, interest and penalties paid or incurred, directly arising from third party claims, demands, actions (whether in law, equity or in an alternative proceeding) directly arising from: **(a)** the other party's breach of any obligations in this Agreement; **(b)** any infringement, violation or misappropriation of the Intellectual Property Rights of any third person; **(c)** any

breach of any of the confidentiality or privacy provisions in this Agreement; **(d)** the failure of the other party or any of its subcontractors or anyone acting on its or their behalf to pay any withholding or other employment-related taxes; **(e)** fraud, negligent, wilful or reckless acts or omissions, of or by the other party or on its behalf or **(f)** death, bodily injury, personal injury or property damage caused by the other party, in each case directly relating to this Agreement.

**10: INSURANCE & LIABILITY (a)** The Exhibitor and its employees, agents and contractors must have statutory workers compensation insurance and public and product liability insurance with a limit of liability of no less than ten million dollars (and an excess of no greater than \$5,000 for any one occurrence) for the full duration of their bump in, exhibition at the Event and bump out and in respect of the public and product liability insurance, must note the interests of the Organiser and the Event (with applicable location and dates) on the insurance certificate. The Exhibitor must also take out all risks property insurance for all of its assets located on the Property. **The Exhibitor must provide the Organiser with current certificates of currency for all required insurances listed in this Contract at the time it submits its Application.** **(b)** The roads and open spaces within the Property may be public roads for the purposes of motor vehicle compulsory third party liability legislation and all vehicles which are unregistered and capable of being registered or being permitted by state government roads and transport authority for use on public roads must be registered or permitted accordingly. The Exhibitor, its employees, agents, contractors will ensure that all vehicles it brings on the Property have current registration, compulsory third party insurance and comprehensive motor vehicle insurance. **(c)** All companies associated with the Exhibitor's Site or who will be occupying space must be named on the policy unless that company carries the same level of insurance (including noted interests) required by this Contract. **(d)** The Organiser has the right to reject the Exhibitor's Application on the grounds it does not meet the obligations contained herein or because the insurer is not acceptable to the Organiser. **(e)** The Exhibitor indemnifies and will keep indemnified the Organiser, its employees, agents and contractors from all actions, claims, demands, losses, theft, damages, costs and expenses arising from the Exhibitor and its employees, agents and contractors' use of the property and site but without limiting the generality of the foregoing against any loss, damage or injury from any cause whatsoever to the property or person caused by or contributed to by the use of the property by the Exhibitor or any employee, agent, contractor or other person duly authorised by the Exhibitor whether such loss, damage or injury occurs on the property or not and whether caused by any act, omission, neglect, breach or default of the Exhibitor or any other person. **(f)** To the maximum extent permitted by law, our liability to you is limited to the amount that you have paid to us in respect of your site for the Event.

**11: LICENSES & PERMITS** The Exhibitor warrants that it possesses the licenses and permits to provide the site Service and that no Works produced in provision of the Services by the Exhibitor, its employees, agents or contractors will breach laws, regulations and standards. The Exhibitor must provide to the Organiser a copy of all relevant licenses and permits of its employees, agents and contractors driving vehicles and operating plant and equipment at the Venue.

**12: PAYMENT (a)** Payment for the Event is due in advance. The Exhibitor must prepay all payment fees and additional costs before the booking can be secured. The Exhibitor agrees to pay in full all Site participation, sponsorship fees, field services and advertising charges incurred upon receiving an account of such charges. **(b)** The Exhibitor must pay no less than thirty (30) days in advance of the commencement of the event. If an Exhibitor's Application is received less than thirty days prior to the event, full payment is required immediately. **(c)** The Exhibitor acknowledges that the Organiser shall not be bound to reserve and/or supply site(s) or any services until payment

in full of all the required fees and additional costs is made by the Exhibitor, prior to the commencement of the event. The Organiser is responsible only for the provision of the services specified on the Application, and does not warrant to provide any other service whatsoever.

**13: PETS** No pets permitted on the Property at any time during the Event (including bump in and bump out). With the exception of guide dogs or assistance animals for the vision impaired, service dogs for medical or disability requirements and animals approved by the Organiser involved in official demonstrations and displays.

**14: PRIVACY POLICY** The Organisers are committed to protecting the Exhibitor's privacy. All private information is subject to the Australian Community Media (ACM) Privacy Policy. All personal information held by the Organiser will be governed by the most recently updated policy published on the Organiser's website, with any updates effective as of the date of publication. From time to time, the Organiser may review and update this policy, including taking account of new or amended laws, new technology and/or changes to the Organiser's operations. The primary purpose for which the Organiser collects information about the Exhibitor is to enable the Organiser to perform their business activities and functions and to provide the best possible quality of customer experience. The Organisers collect, hold, use and disclose Exhibitor personal information for the following purposes:

- to provide products and services;
- to provide news, information or advice about existing and new products and services;
- to communicate, including but not limited to, by email, mail, SMS or telephone;
- to manage and enhance the Organiser's products and services;
- to personalise and customise the Exhibitor's experience;
- to provide access to protected areas of the Organiser's websites;
- to conduct competitions or promotions on behalf ACM Rural Events and selected third parties;
- to verify the Exhibitor's identity;
- to provide as part of business data to third parties if the Exhibitor has authorised to do so;
- to conduct business processing functions for operation of the Organiser's business or websites;
- for administrative, marketing (including direct marketing), promotional, planning, product/service development, quality control and research purposes, or those of the Organiser's contractors or external service providers;
- to provide the Exhibitor's updated personal information to the Organisers, their contractors or external service providers;
- to provide the Exhibitor and its employees, agents, contractors and service suppliers contact record tracing registration of all people on-site at time of bump-in, event and bump-out;
- to investigate any complaints about or made by the Exhibitor, or if the Organiser has reason to suspect that the Exhibitor is in breach of any of the terms and conditions or that the Exhibitor are or have been otherwise engaged in any unlawful activity; and/or

as required or permitted by any law (including the Privacy Act).  
The Exhibitor's personal information will not be shared, sold, rented or disclosed other than as described in this Privacy Policy.

**15: PROPERTY, PLANT & EQUIPMENT (a)** All property, plant and equipment brought to the Event site must be in good working condition and fit for purpose, maintained, inspected and used in accordance with Safe Work Procedures (SWP). The Exhibitor must comply with any state, territory or Commonwealth WHS Regulator. **(b)** The Exhibitors must conform with the requirements of any legislation which governs the sale of machinery, vehicles, livestock and all other products or goods of the Exhibitor and the regulations by-laws and ordinances made under such legislation. **(c) No vehicular movement is permitted on the event site during public event opening times.** No vehicles, machinery, goods or other articles displayed may be removed from the site before 4.30pm on the third day of the Event. In accordance with the Work Health

and Safety Act 2011 no keys are permitted to be left in unattended plant and equipment on-site. **(d)** The Exhibitor must not fuel any vehicles, plant or other equipment within the Property and only be entitled to have such motor vehicles (other than for display purposes) on the site(s) as may be approved by the Organiser.

**16: SITES (a)** The Exhibitor must not allow its Site staff to occupy any space additional to the Exhibitor's allocated site while on duty, unless it has obtained the Organiser's prior written approval. The Exhibitor must not extend its display beyond the boundaries of the Site. This includes vehicles, signage and any other Exhibitor structures, property and equipment. The handing out of advertising leaflets or other printed material across the Event site or in car parks or other areas of the Property, other than the Exhibitor's allocated Site, is prohibited. **(b)** All structures, property and equipment on Exhibitor Site(s) must comply with the Australian Standards® including but not limited to, supply of fire extinguishers on the Exhibitor's Site. The Organiser or its agents or contractors have the power to enter the site at any time and remove any article, sign, picture or printed matter which is deemed either not eligible for display or may be the cause of offence. **(c)** All structures, property and equipment of the Exhibitor and its servants, agents, contractors is brought on to the Property at the risk of the Exhibitor and the Exhibitor hereby agrees to indemnify and keep indemnified the Organiser against any and all actions, claims, demands, losses, damages, costs or expenses in relation to any loss, damage, accidents, claims or injury caused by such equipment and property whether to the Organiser or third parties, however occasioned. **(d)** The Exhibitor must comply with the dates set out in the Event Prospectus and all reasonable directions given by the Organiser in respect of its Event site, bump in, participation in the Event and bump out. **(e)** The Exhibitor acknowledges that the Organiser shall not be bound to reserve and/or supply Site(s) or any services until payment in full of all the required fees is made by the Exhibitor, prior to the commencement of the event. **(f)** The Exhibitor acknowledges non-exclusive rights to exhibit at the Event and acknowledges that competitors may also exhibit. The Organiser accepts no responsibility for businesses who display any franchise brands or products outside of the terms of any franchise agreements.

**17: SITE ACCOMMODATION** No person is permitted to camp or stay overnight on the Property. Exceptions apply to Livestock Exhibitors, upon written consent of the Organiser.

**18: SITE ALLOCATION** The Organiser has the right to nominate the location of the Site(s) allocated to the Exhibitor. Site preferences will be considered, and every endeavor will be made to satisfy such preferences. However, no guarantee can be given that the site requested will be provided. Site allocations are only secured, and Exhibitors kits provided, when full payment of the Site fee is received and insurances received by the Organiser.

**19: SITE CLEANING (a)** The Exhibitor must keep the Site in a COVID clean and tidy condition during the Event. The Exhibitor must clear and reinstate the Site to its original condition as found at the commencement of the Contract, to the satisfaction of the Organiser by the conclusion of the Event bump out. In the event that the Site is not cleared and reinstated by the Exhibitor as required by this clause resulting in the Organiser cleaning the site then the Exhibitor must reimburse the Organiser for any costs incurred by it in cleaning and reinstating the Site. **(b)** The Organiser has the right to sell by public auction or private treaty, any structure or plant, equipment, goods or other articles that remain upon the Site after the period referred to in this clause and the Exhibitor irrevocably authorises the Organiser to effect such sale and on the Exhibitor's part to give full and clear title to the purchaser. The Organiser can recover its costs in selling those items (including any agent's fees and advertising expenses) together with any other cost or loss it has suffered from the proceeds whereupon it will remit any balance (if any) to the Exhibitor.

**20: SITE SHARING (a)** The Exhibitor must not permit, assign or sublet all or part of their Site without the prior acknowledgement and written consent of the Organiser. Unless an Exhibitor owns, sells or distributes a line of product or service on a normal, continuing basis then additional businesses occupying the Site are considered a site-sharer and are required to pay full participation. Only company products and services which have a genuine link to the principal Exhibitor and are listed for display may occupy the site or be displayed on the Exhibitor's Site. All companies occupying an Exhibitor's Site must be registered on the Exhibitor's Application. **The Exhibitor must submit contact listing details on the Application.** **(b)** Please note that no space farming, subletting or piggy backing is permitted at the Event. The nominated principal Exhibitor is to occupy the Site for the duration of the Event for the primary purpose of sales and promotion of the Exhibitor's business. Should these conditions not be observed, the Organiser reserves the right to execute immediate expulsion of the Exhibitor or charge full Site participation fee for basic package for each site-sharer or exercise any of its rights under this Contract.

**21: STRUCTURES (a)** The Exhibitor must not erect any permanent or semi permanent structures on the Organiser's Event site, without entering into a further written agreement with the Organiser in respect of that arrangement. It is the responsibility of the building owner to comply with the Work Health and Safety Act 2011 and create and maintain a safe environment for their employees, agents, contractors and attendees. **(b)** The Exhibitor must conform with the requirements of any legislation which governs the erection of structures and temporary buildings and the regulations by-laws and ordinances made under such legislation. **(c)** Any building structure, fence, signage, goods erected on any Site(s) by the Exhibitor shall be entirely at the responsibility of the Exhibitor, who shall be responsible for its safe installation, maintenance or protection from damage at all times and no action, claims or demands shall be made or taken against the owner of the Property or the Organiser and its employees, agents or contractors for any damage caused whatsoever including any action for negligence or trespass.

**22: GENERAL** In this Contract, unless the context requires otherwise:

- "The Organiser" wherever appearing includes Agricultural Publishers Pty Limited (Trading as Australian Community Media) ABN 55 000 560 430 its employees, agents and contractors;
- "The Exhibitor" wherever appearing means the applicant for exhibitor space at the Event, includes the company, person or persons specified on Application, as Exhibitor, its employees, agents, contractors and attendees. When two or more persons are parties to this Contract the terms and conditions herein contained bind them jointly and each of them separately and each of their respective executors, administrators and assignees and when a company is a party hereto the terms and conditions on its part herein contained bind the company, its successors and assignees. Include and its other grammatical forms are not words of limitation. The Exhibitor may not assign any of its rights under this Contract to any third party without the prior written permission of the Organiser;
- "The Event" wherever appearing means the AgQuip field days;
- "The Property" means the AgQuip property site at 134 Black Jack Road, Gunnedah NSW;
- "The Site" means the area within the AgQuip property static display grid allocated to the Exhibitor by the Organisers.