

SMALL FARM FIELD DAY

BOWRAL



2020 EXHIBITOR PACKAGES

Saturday 1st and Sunday 2nd February

Bong Bong Racecourse, Bowral



Join us for the Small Farm Field Day, now at the famous Bong Bong Racecourse, Bowral in the Southern Highlands region of NSW on the 1st and 2nd February 2020.

There are 1,803 farms and over 2,000 small farms in the Southern Highlands region ... this makes the Southern Highlands the perfect venue for this exciting event.

Last year we had over 110 exhibitors and many sold out of stock at the event, while others are still making strong sales. We are currently offering display space at this unique event. The Small Farm Field Day once again will be a huge two day event like never before seen in the Southern Highlands or surrounding regions.

We are anticipating crowd attendance of 4,000 or more over the two days, many of whom will be hot prospects and have a strong interest in their properties, farms, sustainability and environmental practices.

They will be attending to look for inspiration, learn the tips of the trade and purchase products that will help them to be more productive.

There are a variety of packages available or we can tailor a package that suits your needs.

This year will not only have the working dogs and the reptile talks returning, we will once again have The Man from Bogey Creek coming along with his horse skills and whip cracking show!

Here's what some of our previous exhibitors had to say about the Field Day ...

"Great event! I am still selling from it even six months later."

"We had great sales on the weekend and they are still going."

"Sold nearly all my stock on day one. Count me in for 2020."

"We had a great weekend. Looking forward to the next one."



Exhibitor Packages

We have value-for-money exhibitor packages – whether you are looking for something impressive to wow visitors or have all your own display equipment, we have a package to suit your needs – or we can tailor something just for you.

All packages include:

- ✓ Exhibitor site – various sizes available
- ✓ listing in the exhibitor floorplan that is given to each visitor
- ✓ opportunity to conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the schedule of events given to all visitors
- ✓ your logo and link to your website included on the dedicated Field Day website
- ✓ exhibitor passes and car spaces

For prices and inclusions, see the chart below.

Package	Site Size	Site Fee incl GST	Inclusions
1	3x3m	\$360	2 exhibitor passes, 1 car pass
2	6x6m	\$450	3 exhibitor passes, 1 car pass
3	9x6m	\$600	4 exhibitor passes, 1 car pass
4	9x9m	\$750	5 exhibitor passes, 2 car passes, power
5	12x12m	\$800	5 exhibitor passes, 2 car passes, power
6	9x18m	\$900	6 exhibitor passes, 2 car passes, power
7	18x18m	\$1,100	6 exhibitor passes, 2 car passes, power
Additional space above these sizes		\$3.50 per Sqm	

Site Extras:	Power	\$30
	Additional Passes	\$5 per pass
	Marquee	Price on application

To book your site simply visit our website – <http://www.smallfarmfieldday.com.au> and click on the Exhibitors button.

Once we have received your registration form we will send through confirmation and all other details. If you require a size that is not listed, please contact us and we can arrange something that suits your needs.

Media and Marketing

We will be promoting the event through all forms of traditional media including radio, television and print. This will be in addition to direct mail and letterbox drops within selected markets. Our footprint will be the Southern Highlands, Illawarra, South Coast, Canberra, the M5 corridor and surrounding regions.

An intensive online media campaign has already commenced including Facebook, Twitter, Instagram and Pinterest. Updates are being regularly posted and promoted.

All exhibitors will be encouraged to participate in these campaigns wherever possible. We will produce an email flyer that you could send to your database letting your customers know you will be attending the Field Day. We will also produce a small banner advert that you could add to your own website, again promoting your attendance.

These will be all included in your exhibitor package.

Want more exposure?

Then why not consider one of our sponsorship packages. They offer great value for money and will raise your profile at the Field Day. Packages start at only \$2,000. Visit our website or contact us for further information.

Further Assistance

All exhibitors will have a dedicate contact person at the event in case of any questions or need of assistance. Their contact details will be included in your exhibitor kit.

NB: If you require additional equipment please note it on the exhibitor form and we will get back to you with an estimate. Bump in and out times will be allocated depending on site location and requirements. Once we have your booking you will receive written confirmation. If at any time you need to make alterations, please let us know.

More information contact Elizabeth Nichols on (02) 4861 7100, mobile 0414 566 419 or email elizabeth@smallfarmfieldday.com.au

