

# South Island Agricultural Field Days 2009

## Information for Exhibitors

The South Island Agricultural Field Days aims to offer the farming public an opportunity to view the latest in agricultural developments in practical working conditions and static displays. It will be open to the public from 8.00am until 5.00 pm, from Wednesday 25 March to Friday 27 March 2009. It will be extensively advertised throughout the South Island, through press supplements, regional publications, TV and radio coverage. In addition, there will be publicity in national farming publications delivered to every rural box holder in the South Island.

## Exhibits

The main attraction of the Field Days is the machinery demonstrations. Exhibits pertaining directly to primary production or other commodities such as services, fencing, veterinary, chemicals or workshop tools, are also encouraged.

## Exhibitors

**Applications to exhibit must be made on the Site Contract.** Closing dates for sites is 31 December 2008. As allocations are made on the order of receipt of application, and sites are limited, exhibitors are encouraged to apply early.

## New Releases

Considerable publicity can be obtained by announcing new releases at the Field Days. Please let us and our marketing team know so we can use the information in press releases.

## Advertising in Official Programme

Exhibitors are encouraged to advertise in the official programme. Full page or half page B & W advertisements are available. Full page advertisements are 190 mm high and 110mm wide. Half pages are 90 mm high and 110mm wide. 10,000 copies of the programme will be printed and distributed free to all visitors. See Site Contract for rates.

## Public Admission charges

Adults                      \$10 including programme and parking  
Children under 15    Free

## Agri-Innovation Awards

Awards will be made in the following classes:

Class 1                    Imported Farm Machinery  
Class 2                    New Zealand Made Farm Machinery  
Class 3                    Farm Aids and Tools/Farm Inventions

## Best Comparative Demonstration Award

**Zuidberg Attachment Systems** sponsor a prize of **\$250** for the best-run demonstration and commentary. Safety and timing will be taken into account for the best performance.

## Best Site Award

**Rural News Group** sponsor a prize valued at **\$250** for the best large site. There will also be another prize of **\$250** from the Field Days Committee for the best small site. These awards are made to encourage exhibitors to erect stands that achieve the aims of the Field Days, i.e. the effective promotion and sale of machinery, services and/or other products. The winning sites will be those that attract a large number of genuine enquiries, are active stands with demonstrations likely to attract attention, and are tidy and staffed efficiently.

## Refreshments

There will be lunch and a full range of take-aways available on the site. A licensed

booth will be open for the duration of the Field Days. The Lions will have a lunch available on Tuesday 24 March for exhibitors who are setting up their stands.

### Sites

**Covered** sites (max. two per organisation) are presented as level pasture inside a clear-span marquee. Single-phase power is provided to each covered site and is included in the price.

**Uncovered sites** are presented as level pasture with a marked outline. Single and three-phase power is optional on uncovered sites.

**Water** is reticulated to fixed points around the grounds. Please let us know on your Site Contract if you are requiring a continuous supply of water.

### Telephones

If you wish to have a telephone line, please indicate on your Site Contract whether you will be using broadband, EFTPOS and/or voice calls.

### Insurance

Exhibitors must arrange their own public liability insurance cover.

### Setup

The Field Days site will be open from 8.00am on Wednesday 11 March to set up the site.

### Loading Bank

The Loading Bank will be available adjacent to the site in the Crop and Food Unit yard. Although the loading equipment will be operated by trained fork lift operators the committee accepts no liability.

### Security

Security will be employed to patrol the grounds on the nights of Sunday 22 March to Sunday 29 March 2009. **Security will cease at 8.00am on Monday 30 March 2009. After this, the gates will open 9.00am - 5.00pm.**

### Exhibitors' Passes

Please advise on the Site Contract how many Exhibitor Passes you will need for personnel staffing stands. Exhibitors without passes will be charged full admission.

### Day passes

Day Passes will be available for exhibitors' guests at \$7 from the Secretary, or the Office onsite.

### Publicity

Please mention in your pre-Field Days advertising that your product will be being demonstrated at the Field Days.

### Advantages of Exhibiting

- \* Direct access to thousands of South Island farmers.
- \* Equipment can be demonstrated under ideal conditions, weather permitting.
- \* Newspaper supplements will be published and television, radio and press coverage sought.
- \* New Farm Equipment Award winners gain considerable publicity.

### Site Conditions

The aim of the South Island Agricultural Field Days is to offer the farming public an opportunity to view the latest in agricultural developments in practical working conditions and static displays. The committee reserves the right to accept or decline applications that do not meet this aim, such as non-rural applications and fashion apparel.

## Sites

**Application for sites should be on the Site Contract and received by Wednesday 31 December 2008.**

Sites will be allocated by the Field Days Site Committee in order of receipt, taking into account the Siting Preferences indicated on the Site Contract. Therefore exhibitors are encouraged to send in their Site Contract early.

A GST receipt, confirmation of your Site Contract indicating the site(s) you have been allocated, and a site map will be sent to your postal address.

## Sub-letting

No sub-letting is permitted at SIAFD. Where a number of distributors/agents are represented on participant's stand, these distributors/agents should exhibit only those products/services they sell or distribute on behalf of the participant and not other products they might handle for non exhibitors. Final decisions will be made by the committee.

The organisers will check displays and where breaches in this rule occur the organisers have the right to charge the participant a full fee for each sub-letting. Only the official site holder can display signage outside the marquee.

## Exhibits

All exhibits must be in **as-new condition**, and have a direct application to primary production. Permission must be obtained from the Secretary prior to setup, or from the Site Office for:

- Spreading or planting seed of any nature into the site soil.
- Bringing straw, hay or material of a similar nature onto the site.
- Digging any large holes
- Driving any objects apart from tent pegs and signposts into the ground.

Exhibitors shall conform to the requirements of any local body by-law or requirement or Act of Parliament that may govern the erection of structures, the display and/or sale of machinery and/or other products or goods of the exhibitor and any regulations, by-laws or ordinances made under such Acts.

Exhibitors may provide meals or light refreshments but must not charge for these. Liquor must not be openly displayed. ***Lincoln Hospitality Ltd. has the only liquor license on site and is the preferred supplier of meals.***

## Security

The committee shall not be held liable for loss of or damage to the exhibitors' property when on the Field Days site. Exhibitors must organise their own Public Liability Insurance. Exhibitors are responsible for the condition of their site(s) covered by the Site Contract during the Field Days and, upon the completion of the Field Days, exhibitors shall clear their area to the satisfaction of the committee. Site holders who leave rubbish, holes etc. on their sites will be invoiced at the full cost of the cleanup.

## Safety

Ignition keys must be removed from all vehicles when not actually in use.

All tent and marquee pegs must be covered with bags or tins, as must other dangerous spikes, protruding objects, etc.

The burying of rubbish on-site is specifically prohibited.  
Exhibitors must have a fire extinguisher available on their site.

### **Site setup and dismantling**

The delivery of equipment and erection of displays can be started Wednesday 11 March 2009 and must be completed by 8 am on Wednesday, 25 March 2009. Nothing may be moved from sites before 4.00 pm on Friday 27 March 2009, and the sites must be cleared by Friday 03 April at 4.00pm unless arranged previously with the Director of Animal Programmes, Lincoln University. Organisations may be fined for items not removed at up to \$100 per item.

There will be an Exhibitors Briefing on site in the catering marquee at 5.30 pm on Tuesday 25 March followed by a barbecue, courtesy of the **Rural News Group**.

All cars on site at 9.00 am Wednesday will not be allowed off site until 4.00 pm Friday. The committee provides a service of delivering material to sites with the **Yamaha ATVs** and **Kea trailers**

### **Cancellations**

The committee reserves the right to cancel the Site Contract and to retain any money paid in relation thereto if there is, in the opinion of the committee, any infringement of any of the conditions, and/or if the exhibitor does not occupy the site at the commencement of and during the full period of the Field Days.

If the Field Days Committee finds it necessary to cancel or postpone the South Island Agricultural Field Days 2009, the Site Contract shall cease to operate upon notice to that effect in South Island metropolitan daily newspapers signed by the Chairman. The Field Days Committee shall not be liable to the exhibitor for any compensation whether on the grounds of loss of profit or otherwise in respect of such canceling or postponement, but the exhibitor shall be entitled to a refund of money paid by the exhibitor to the Field Days in relation to the Site Contract.

Exhibitors canceling the Site Contract after Friday 27 February 2009 are not eligible for any refunds. Cancellations prior to this date will incur an administration fee of \$75.

## Agri-Innovation Awards Conditions

AWARDS OF MERIT are for machines, implements or attachments, or tools for use in agriculture or other forms of primary production. Award winners gain considerable prestige and publicity and they may use the award in their marketing.

Awards will be made to any entries gaining a sufficient degree of merit.

A prize will be presented to the marketer of what is judged to be the most outstanding product of the year in each class. The judges reserve the right not to make an award.

CLASS TYPE	CLASS NO.
IMPORTED FARM EQUIPMENT	1
N.Z. MADE FARM EQUIPMENT	2
FARM AIDS AND TOOLS/ FARM INVENTIONS	3

Any entry where more than 50 per cent of the cost is imported components will be judged under Class 1; and any entry where more than 50 per cent of the cost is locally made components will be judged under Class 2.

### CONDITIONS OF ENTRY

- (a) Entries must either incorporate some new principle or do something new that is of specific benefit to the farmer. The new concept must not, to the knowledge of the judges, have been incorporated in any other item marketed at present.
- (b) Changes of design, construction or arrangement which do not involve any new working principle will not qualify for entry.
- (c) Entries must be available throughout New Zealand prior to 30 January 2009. Entries must not have been available prior to the previous South Island Agricultural Field Days 2007.
- (d) The item presented for testing must be taken from production stock, and must not be modified.
- (e) All entries must comply with all safety regulations. Failure to do so will invalidate entry.
- (f) If an award is given for only part of an item, then it must be made clear in advertising that the award applies only to that part.

### APPLICATIONS

- Entrants may submit more than one entry.
- Each entry should be on a separate entry form.
- Each entry can only be submitted for one Class.

Testing of entries will be done where possible. Entrants should supply an experienced operator to carry out demonstration and testing.

### JUDGING

**Entries MUST BE READY for judging by 9.00am Wednesday 25 March 2009, at the Agri-Innovation area adjacent to the Site Office.** Entrants must report to the award site at that time. They will be notified there of the time for their demonstration and explanation to the judges.

The Field Days Committee will appoint expert, independent and unbiased judges, with knowledge in agricultural engineering, mechanical engineering and practical farming. The judges' decision will be final.

### ISSUE OF AWARDS

Award winners will be announced at the Field Days at 3.00pm on Friday 27 March.

Awards of Merit stickers will be available during the Field Days and, after the event, may be obtained from the Secretary.