

# SOUTH ISLAND AGRICULTURAL FIELD DAYS

**MARCH 24-26  
2021  
KIRWEE**



**24-26 March 2021**

**Kirwee**

## **2021 EXHIBITOR SITE BOOKING GUIDE**

**[www.siafd.co.nz](http://www.siafd.co.nz)**

**The biggest  
agricultural  
demonstration field  
days in New Zealand**



WHY EXHIBIT AT SIAFD? ..... 2

IMPROVEMENTS FOR 2021 ..... 3

COMMUNICATION FROM SIAFD ..... 3

COVID-19 ..... 3

SITE ALLOCATION..... 4

SITE DIMENSION EXAMPLE ..... 4

SITE PRICING ..... 5

SITE PRICING ..... 6

AGRI COVERED MARQUEE SITES ..... 6

CATERING & FOOD VENDORS ..... 7

COMPARATIVE DEMONSTRATIONS ..... 7

CONSENTS FOR MARQUEE AND ANY LARGE STRUCTURE ..... 7

FRIDAY DEPARTURE ..... 7

GATE PASSES ..... 7

GENERATORS ..... 7

INSURANCE ..... 7

MARQUEES ..... 7

OPENING HOURS ..... 7

PAYMENT & CANCELLATION ..... 8

POWER TO YOUR SITE..... 8

SUBLETTING ..... 8

WATER..... 8

FURTHER INFORMATION ..... 8

CONTACT US ..... 9

KEY DATES ..... 10

Please note that all forms mentioned in this programme can be viewed on our website [www.siafd.co.nz](http://www.siafd.co.nz). Click on the blue links to be directed to the form or mentioned page.

South Island Agricultural Field Days has been referenced as SIAFD in this document.

**OUR VISION:**

Providing a progressive agricultural event whilst supporting our community and developing committee members

## WHY EXHIBIT AT SIAFD?

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SIAFD is one of the oldest and largest agricultural events in the South Island; going back nearly 70 years. It focuses on opportunities to view machines in their working state and reinforces the relationship between farmers, service providers, scientists and technical experts.

The main aim of the South Island Agricultural Field Days (SIAFD) is to give farmers and others in the rural sector the opportunity to see the latest in agricultural machinery and services that are available on the market, particularly home grown products.

In past years the event attracts over 30,000 visitors over the course of three days, and in 2019 we had over 600 exhibitors.

SIAFD is:

- New Zealand's longest running Field Days
- New Zealand's biggest demonstrative Field Days
- The South Island's largest 2021 Field Days
- A non-profit organisation – all surplus goes back into developing the site, running the event or are given away as community donations or scholarships
- One of the few Field Days to allocate sites based on industry – making it easy for visitors to find and compare products
- Committed to the development of its volunteer members

## IMPROVEMENTS FOR 2021

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We have listened to your feedback and have made the following improvements for the 2021 SIAFD event:

- Engaged with a professional PR and marketing contractor to manage advertising and social media
- Developed a short, medium and long strategic plan, focusing on the event as well as community and committee development
- Discounted site fees for multiple sites purchased
- More ticket allocation for exhibitors
- Larger demo area
- Electronic admission ticketing
- Better toilet servicing
- Smaller lifestyle sites in a more condensed area
- Exhibitor links on the website
- The ability for exhibitors to pay via credit card or invoice.

## COMMUNICATION FROM SIAFD

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To ensure you receive our important exhibitor information and newsletters, please add our sender email address [info@siafd.co.nz](mailto:info@siafd.co.nz) to your contacts or address books. All information will be emailed.

## COVID-19

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If the Field Days Committee finds it necessary to cancel or postpone the South Island Agricultural Field Days 2021 due to Covid-19, the Site Contract shall cease to operate upon notice to that effect in South Island metropolitan daily newspapers signed by the Chairperson. 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 cancelling or postponement, but the exhibitor shall be entitled to a full refund of money paid by the exhibitor to the Field Days in relation to the Site Contract.

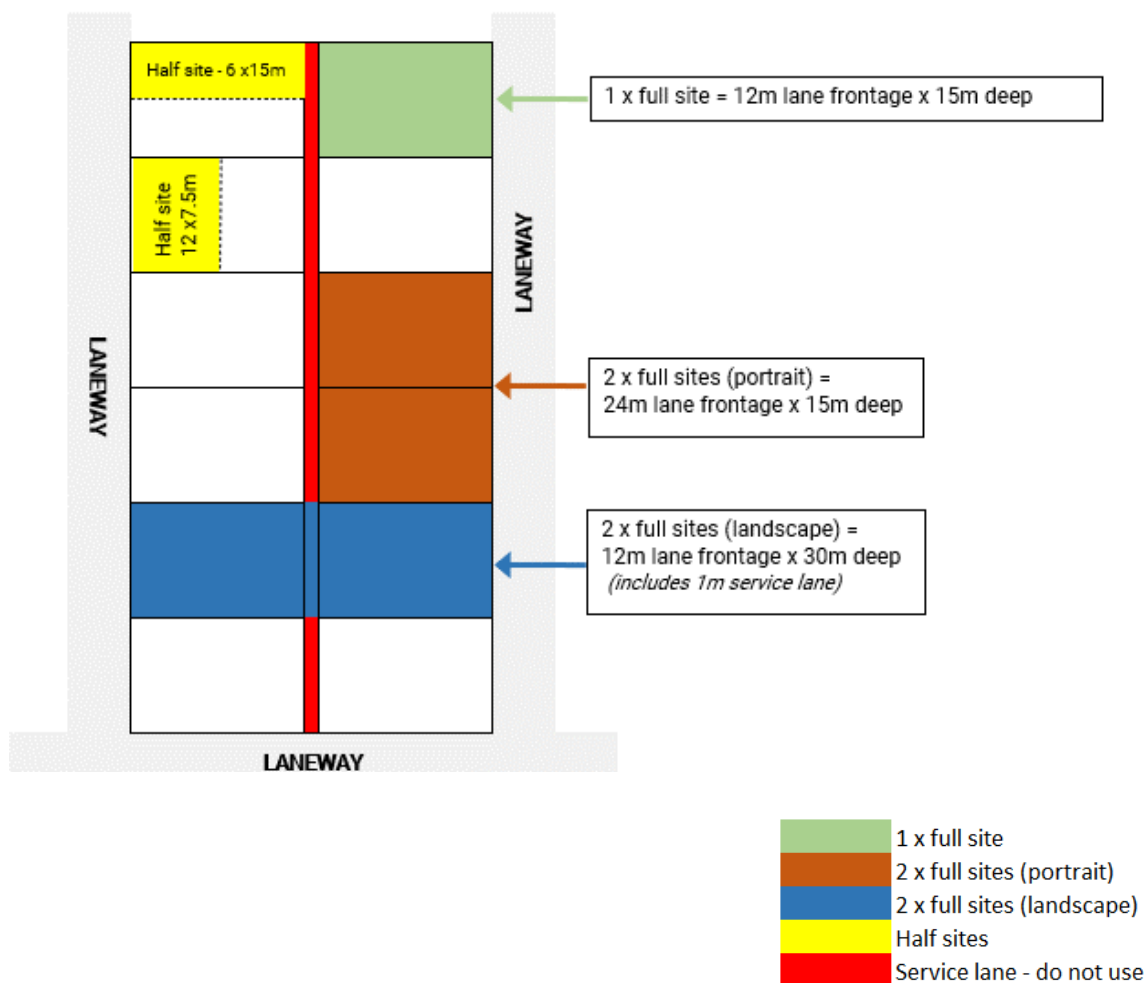
# HOW TO BE AN EXHIBITOR

## SITE ALLOCATION

SIAFD allocate their sites differently to most other Field Days. We plan our site allocation to ensure all the same industry exhibitors are around the same location so it is easier for the visitors to find sites that are all relevant to each other. Site allocation also depends on power and water needs as some sites don't have access to these utilities.

Because of this we wait until site registrations close (deadline 20 November 2020) and then allocate accordingly. This means you can request what area /industry you wish for your site to be placed, but not the actual site number. One of the main aims of the 2021 Field Days is to increase the range and number of the Comparative Demonstrations. If you are demonstrating, we will endeavour to place your site within easy access to the demonstrations area.

## SITE DIMENSION EXAMPLE



All of the above sites are uncovered, have a grass surface, and you will need to supply your own marquee or gazebo if required.

## SITE PRICING

SITE SIZE	SPECS	PRICE (GST Exclusive)	FREE PASSES
<b>AGRICULTURAL EXHIBITORS</b> – any company that sell products or services to the agricultural industry, e.g., machinery companies, rural professionals, rural contractors, engineering, rural clothing, etc.			
Full Site	12m front x 15m deep	\$800 + GST	12 x one-day passes
2 x full sites (portrait)	24m wide x 15m deep	\$1500 + GST	15 x one-day passes
2 x full sites (landscape)	12m wide x 30m deep	\$1500 + GST	15 x one-day passes
3 x full portrait	36m wide x 15m deep	\$2200 + GST	18 x one-day passes
4 x full portrait	48m wide x 15m deep	\$2900 + GST	21 x one-day passes
4 x full square shape	24m wide x 30m deep	\$2900 + GST	21 x one-day passes
5 x full portrait	60m wide x 15m deep	\$3600 + GST	24 x one-day passes
6 x full rectangle shape	36m wide x 30m deep	\$4300 + GST	27 x one-day passes
8 x full rectangle shape	48m wide x 30m deep	\$5700 + GST	33 x one-day passes
10 x full rectangle shape	60m wide x 30m deep	\$7100 + GST	39 x one-day passes
12 x full rectangle shape	72m wide x 30m deep	\$8500 + GST	45 x one-day passes
14 x full rectangle shape	84m wide x 30m deep	\$9900 + GST	51 x one-day passes
16 x full rectangle shape	96m wide x 30m deep	\$11,300 + GST	57 x one-day passes
18 x full rectangle shape	108m wide x 30m deep	\$12,700 + GST	63 x one-day passes
20 x full rectangle shape	120m wide x 30m deep	\$14,100 + GST	69 x one-day passes
<b>Half site - 12m front</b>			
	12m front x 7.5m deep	\$500 + GST	9 x one-day passes
<b>Half site – 6m front</b>			
	6m front x 15m deep	\$450 + GST	9 x one-day passes
<b>Agri Covered Marquee</b>			
	3m x 3m (including 10amp power, wall panels, grass floor)	\$1050 + GST	6 x one-day passes

## SITE PRICING

SITE SIZE	SPECS	PRICE (GST Exclusive)	FREE PASSES
<b>LIFESTYLE EXHIBITORS</b> – any company that sell lifestyle products e.g., food products, sunglasses, swimming pools, kids clothing and beauty products, etc.			
<b>Lifestyle Exhibitors - full site</b>	12m front x 15m deep	\$800 + GST	12 x one-day passes
Larger sites are then multiples as per the Agricultural Exhibitors price list			
<b>Lifestyle Exhibitors – half site 12m front</b>	12m front x 7.5m deep	\$500 + GST	9 x one-day passes
<b>Lifestyle Exhibitors – half site 6m front</b>	6m front x 15m deep	\$450 + GST	9 x one-day passes
<b>Lifestyle Exhibitors – quarter site</b>	6m front x 7.5m deep	\$350 + GST	6 x one-day passes
<b>Lifestyle Exhibitors – 6m x 3m</b>	6m front x 3m deep – no power or water available	\$250 + GST	6 x one-day passes
<b>Food vendors</b>	We are contracted to Moveable Feasts for our catering, but will be taking a small number of food vendors. Subscribe to our newsletter for updates.		
<b>AMENITIES – for both Agricultural and Lifestyle Sites</b>			
<b>Water</b>	Continuous water to your site	\$100 + GST	
<b>Power</b>	10amp power plug to your site 32amp power plug to your site Other power requirements	\$400 + GST \$600 + GST POA	No generators permitted.
<b>Subletting fee</b>	Sharing your site with another exhibitor	\$100 + GST	
<b>Cancellation fee</b>	If Exhibitor pulls out before the 5 <sup>th</sup> Feb 2021	\$100 + GST	
<b>Covid-19 Cancellation fee</b>	If the organisers make the call to cancel SIAFD	No fee	

## AGRI COVERED MARQUEE SITES

Covered sites are presented as level pasture inside a large marquee. Backing boards and partition boards of Velcro receptive material and single-phase electricity are provided to each covered site and are included in the price.

The wall panel measurements are 3m wide x 2.3m high and are grey in colour.

The floor is grass so please contact Peek Exhibition at [jessica@peek.co.nz](mailto:jessica@peek.co.nz) if you require flooring at your cost. The roof has clear panels so you should not require any further general lighting. You need to provide all of your own furniture.

## CATERING & FOOD VENDORS

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There will be a number of lunch, coffee, and food stalls available on site with Moveable Feasts being the SIAFD preferred caterers. They will be the only official licensed site and will be accepting a very small number of other food vendors. Please refer to our website for further information.

General exhibitors are not permitted to sell food or drink to their visitors, but they can offer it free of charge. All exhibitors offering food or drinks must operate within the food safety requirements which will be provided closer to the event.

## COMPARATIVE DEMONSTRATIONS

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Areas of crop available for demonstrations are as follows: 4ha barley stubble for cultivation, 3ha oats for bales/silage and cultivation, and 3ha of grass for bales/silage.

There will be an ATV demonstration course. If you wish to utilise this, please indicate this on registration and we will allocate your site close the ATV course.

To enter the comparative demonstrations, please click here: [2021 Comparative Demonstration Form](#).

## CONSENTS FOR MARQUEE AND ANY LARGE STRUCTURE

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You must apply for a consent under the SIAFD blanket exemption if your marquee is over 100m<sup>2</sup> or you are erecting a structure of any size. Further details will be sent closer to the event.

## FRIDAY DEPARTURE

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You can leave from the CAR PARK any time you like – however you cannot bring a car into the SIAFD site to pack up until at least 5:00pm or when the site is clear. This is a Health & Safety regulation and will be strictly enforced. You will be advised when the site is safe for pack up.

## GATE PASSES

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There is an admission pass allocation included in the site fee for the exhibitors. Additional admission passes are available only to exhibitors for a discounted price of \$11.50 (including GST, \$10 plus GST) per person per day. You will still require an admission pass for each person on your site to enter the gates. Passes will be scanned. If you forget your pass, general admission is \$20.00 (including GST) per person per day. Parking is free.

All admission passes will be sent electronically for 2021. More information will be sent to you closer to the event. Entry without a pass is \$20.00 per person per day, as there is no exception, please make this clear to all staff on your site. If you or your staff need to leave the site during the day, your hand will be stamped to be allowed back in on the same day. Don't leave without a stamp if you intend to return. Entry rules will be strictly enforced.

## GENERATORS

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Exhibitors are prohibited from bringing their own generators on site.

## INSURANCE

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All exhibitors must have public liability insurance cover. The committee will not be responsible for any claim.

## MARQUEES

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Marquees are not supplied with the uncovered outdoor sites. It is the exhibitor's responsibility to organise their own marquee if required.

## OPENING HOURS

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The gates are open to the public from 8.00am - 5.00pm, Wednesday 24 – Friday 26 March 2021.

You or a representative from your company are required to be available to the public for the entirety of this time.

## PAYMENT & CANCELLATION

Payment for the site is due in full upon receipt of invoice. The committee reserves the right to re-allocate the site to another exhibitor if payment in full is not received by the due date. The committee reserves the right to cancel the Site Contract, and to retain any money paid in relation there to, 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.

Exhibitors cancelling their Site Contract after Friday 5 February 2021 are not eligible for any refunds\*. Cancellations prior to this date will incur an administration fee of \$100 + GST.\*

*\*Unless under direction from the Government regarding COVID-19*

## POWER TO YOUR SITE

Your site allocation is dependent on this request so we may not be able to take additional orders for power after allocation. Please email [info@siafd.co.nz](mailto:info@siafd.co.nz) if your power needs change.

### **There is no power available to the Lifestyle 6m x 3m sites.**

Some sites will be supplied by generators. These will be sited to cause the least noise and disruption to exhibitors.

Daaron Reynolds is our on-site electrician.

## SUBLETTING

Agricultural exhibitors who invite other eligible organisations/distributors/agents to display on their site must ensure that the organisation/distributor/agent concerned has completed and signed the sub-letting registration form. This must be returned to the SIAFD secretary no later than 31 January 2021. This will enable us to include those organisations in the programme, site maps, website and other relevant information. A fee of \$100 +GST is payable by the sub-licensee, and their product and their position within the event is at the discretion of the SIAFD committee.

Any exhibitor found to have a sub-licence exhibitor on their site and who have not complied with the above conditions will have the sub-licence exhibitor removed or the \$100 +GST fee paid immediately. It is in everyone's interest for SIAFD to be aware of the companies displaying on sites and listed for the public to find them. Tickets for sub-letters will come under the primary exhibitors allocation.

## WATER

Continuous water to your site is \$100 + GST, which you need to order on application. If you require small amounts of water (filling water jugs etc) there is a tap at every power pole.

## FURTHER INFORMATION

Once you have registered you will be provided with the South Island Agricultural Field Days Exhibitor handbook. Please share this with your exhibiting team. This resource will help you plan everything you need for the event, and includes information on the following:

• Programme Advertising	• Alcohol	• ATM
• Best Site Award	• Campervans/ RV's	• Coffee
• Comparative Demos	• Marquee Consents	• Covered Marquee Sites
• Deliveries	• Dogs	• Eftpos
• Electricity	• Emergency Procedures	• Flyers on Vehicles
• Food & Refreshments	• Food Regulations	• Friday Departure
• Gate Passes	• Generators	• Health & Safety
• Innovation Award	• Insurance	• Loaders/ Loading Bank
• Marquees	• Mycoplasma Bovis	• Microphones on Site



• Mobile Coverage	• Opening Hours	• Parking – Onsite
• Parking – Overnight	• Payment & Cancellation	• Printing
• Promotion	• Security	• Set Up & Dismantling
• Sheep	• Site Dimensions	• Smart Farming Award
• Straw Bales	• Subletting	• Unloading
• Water	• Wifi	

## CONTACT US

### South Island Agricultural Field Days

[www.siafd.co.nz](http://www.siafd.co.nz)

To be held at 1191 Courtenay Road, Kirwee  
Wednesday 24 March to Friday 26 March 2021

Postal Address:  
South Island Agricultural Field Days  
PO Box 173, Kirwee  
Canterbury 7543

**Phone:** (03) 318 1845

**Email:** [info@siafd.co.nz](mailto:info@siafd.co.nz)

**Website:** [www.siafd.co.nz](http://www.siafd.co.nz)

**Chair:** Michaela McLeod  
**Vice Chair:** Hayden Dorman  
**Immediate Past Chair:** Rodney Hadfield  
**Secretary & Event Coordinator:** Tineka Johnstone

**Organising Committee:**

Martin Bates, Shane Brooker, Rory Burgess, Sarah Heddell, Robin Hornblow, David James,  
Dean Judson, Phil Lancaster, Hamish Maginness, Tony Redmond, Alastair Robinson,  
Alan Sadler, Daniel Schat, Daniel Sheat, Tim Sheat, Andrew Stewart, Nathan Stewart, Chris Watts,  
Richard Westaway, Henry Williams, Tim Wilson

## KEY DATES

## KEY DATES

SOUTH ISLAND  
AGRICULTURAL FIELD DAYSMARCH 24-26  
2021  
KIRWEE**Friday 20 November 2020**

- Site applications close online at [www.siafd.co.nz](http://www.siafd.co.nz)

*Because of the space limitations and the high demand for sites we are unable to guarantee sites after this deadline*

**Friday 15 January 2021**

- Comparative Demonstrations entry form due
- A PDF of the advertising copy due

**Wednesday 10 March 2021**

- Sites available for early set-up

**Tuesday 23 March 2021**

- 5.00pm Exhibitors completed site set up

**Wednesday 24 March 2021**

- All equipment to be on site by 7.30am

**24 – 26 March 2021**

- South Island Agricultural Field Days

**Wednesday 7 April 2021**

All equipment must have been removed from the property unless by prior arrangement. Items not removed become the property of SIAFD. Check the website for updates:

[www.siafd.co.nz](http://www.siafd.co.nz)