



Fieldays^{NZ} 2025

Exhibitor Prospectus



About us

The New Zealand National Fieldays Society is located at Mystery Creek Events Centre; a 114-hectare, multi-purpose venue renowned for its suitability for indoor and outdoor events of any size, scale or type. Since its inception in 1968, the Society has promoted innovation and global market exposure through its flagship event, Fieldays.

Fieldays is the largest showcase of agricultural products and technologies in the Southern Hemisphere, sitting within the top five outdoor events of its type in the world. It casts a global lens on New Zealand as the pinnacle of Agri-innovation and tech. The four-day event hosts 1,000+ exhibitors and has a base attendance of 100,000+ through the gate.

Fieldays has strong historical ties to the success of many New Zealand companies and their global expansion, investment funding and business growth. The contribution of Fieldays to the New Zealand economy over the last 56 years is estimated to fall within the billions of dollars in today's economic value.

Why exhibit

Fieldays is the largest agricultural event in the Southern Hemisphere and has been providing an annual opportunity for exhibitors to showcase their innovations, products and services to a targeted audience for the past 56 years.



Fieldays draws over
100,000
visitors

Buyers from around New Zealand, Australia and further afield, who are seeking the best deals and first-hand information from the Primary Industry's most reputable suppliers and organisations.

“We had an amazing time at Fieldays and really appreciate the business we got from it! We’d love to be back next year and on the same site!”

Anonymous feedback from Fieldays Exhibitor Survey 2024.

Why do business at Fieldays?

Fieldays is the ultimate launch platform for cutting-edge technology and innovation, and it's where buyers come to find the largest range of agricultural products in one place.

Fieldays caters to a vast B2B and B2C audience comprising of farmers, lifestyle block dwellers, corporates, investors, city folk, families and more. It's where conversations turn into profits, and business relationships are built and maintained.

Primary Industries exhibiting at Fieldays

- Construction & heavy machinery
- Rural living lifestyle product & services
- NZ made food & beverage consumables

Maximise your market exposure

Take advantage of over 100,000+ visitors expected to attend Fieldays 2025.

Make the most of a unique selling environment where consumers are open to new experiences and purchasing opportunities.

- Make immediate sales and generate new customers and leads for ongoing business.
- Rapidly expand your database of sales leads.
- Build brand awareness in new markets.
- Develop brand loyalty.
- Educate and offer demonstrations of the features and benefits of your product.
- Speak directly with new and existing customers.
- Strengthen your relationship with existing customers.

“For us, Fieldays is a brand awareness exercise. It’s a great opportunity to catch up with our customers - employers and learners in the primary sector - and for B2B development. For us, the networking is as important as anything.”

Anonymous feedback from Fieldays Exhibitor Survey 2024.

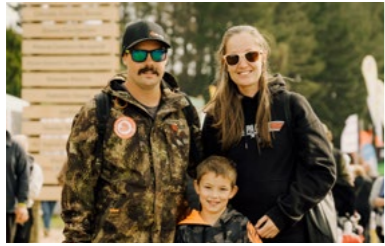
“It was our first time exhibiting and the support we got from everyone to ensure we were ready to go was brilliant. A massive thanks from us.”

Anonymous feedback from Fieldays Exhibitor Survey 2024.

Audience profile

Fieldays' ability to appeal to such a diverse range of audiences is a testament to its significance in the New Zealand agricultural sector and its role in promoting innovation, education, and networking within the industry.

At Fieldays, you can expect to meet:



Farmers and Growers



Students



Innovators



Primary Sector Leaders



Investors and
Entrepreneurs



Media



Business Owners



Urban Dwellers



Families



Government and
Regulatory Agencies



International Delegations



Lifestyle / Rural
Enthusiasts



Apply to exhibit at Fieldays 2025 by

[Registering here](#)

or head to fieldays.co.nz

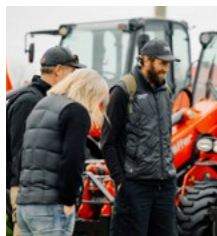
Where do you fit in

With a range of exhibition areas, allocation to an area is dependent on the nature of your business and type of products and services you provide.



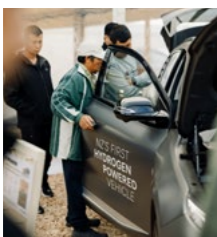
Agribusiness Indoor and Agribusiness Outdoor

Spaces for exhibitors of agriculture, horticulture, aquaculture, apiculture, food production, cropping and relevant primary production businesses and services.



Heavy Equipment

An outdoor area with sites suitable for displaying, heavy-duty vehicles and machinery, and for executing construction tasks, earthwork operations and more.



Motor Vehicle & Leisure Craft

An outdoor area dedicated to the display of light commercial vehicles, utilities and leisure craft, as well as accessories.



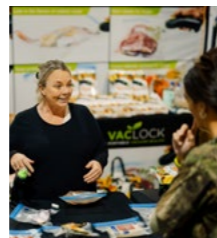
Fieldays Hauora Taiwhenua Health & Wellbeing Hub

Sites dedicated to educate and provide visitors with access to a wide spectrum of health and community wellbeing services.



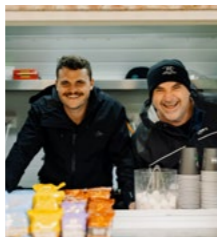
Fieldays The Pantry

A retail space for showcasing New Zealand made food, beverage, and food related products.



Rural Living Outdoor and Rural Living Marquee

Spaces for products or services aimed at the rural home, leisure and lifestyle audience.



Food Courts 1, 2, 3

Outdoor locations for food truck-style self contained vendors, with visitor seating areas provided nearby.



Fieldays Innovation Hub

An indoor space for inventors/businesses to showcase their ideas for the primary industries. Sites are available to Fieldays Innovation Awards entrants only.

What is subletting

Subletting is where an exhibiting company referred to as a 'Main Exhibitor,' shares part of their site with another company.

Main Exhibitors can sublet up to 49% of their total site footprint and can integrate their site with their sublet, or have clearly separated spaces.

For full details on subletting

*Exhibiting criteria apply

[Learn more](#)

Subletting Fieldays Hub Opportunities



Fieldays Careers & Education Hub

An indoor space with sites available for sublet, for exhibitors with products and services focussed on education and developing careers in agriculture and the food and fibre sector.

Fieldays exhibitors can apply to showcase their business/organisation on the Fieldays Careers & Education Trail. The Trail is accessed via the Fieldays App, and aims to lead visitors to exhibitors with career pathways and opportunities.



Fieldays Forestry Hub

A marquee with sites available to sublet, for exhibitors with products and services focussed on forestry in New Zealand.

Under the theme of 'Wood – our low-carbon future', the Fieldays Forestry Hub is a dedicated space where visitors can explore the many facets of the forestry and wood processing sector and discover how the sector has a vital role in mitigating climate change.



Fieldays Rural Advocacy Hub

An indoor space with sites available to sublet, for exhibitors who advocate for farmers and champion their interests. The Fieldays Rural Advocacy Hub is a platform for discussions with visitors on the challenges facing the primary industries and rural communities, and to talk about the future of farming in New Zealand.



Agribusiness Indoor

Agribusiness Indoor

Centrally located at the heart of Fieldays, this highly desirable exhibition space is the preferred site location for many agribusinesses.

A core visitor destination, The Pavilion features over 200 indoor sites incorporating an ecosystem demonstrating commercial innovation, technology and on-farm agri advancement.

The Pavilion is the right place for you to exhibit if your products and services are associated with the business of:

- Agriculture
- Horticulture
- Aquaculture
- Apiculture
- Food production
- Cropping
- Relevant primary production

Agribusiness Indoor

Fees starting from \$3,863.56 for a 12m² (corner site) and from \$4,009.05 for a 15m² (non-corner) site.

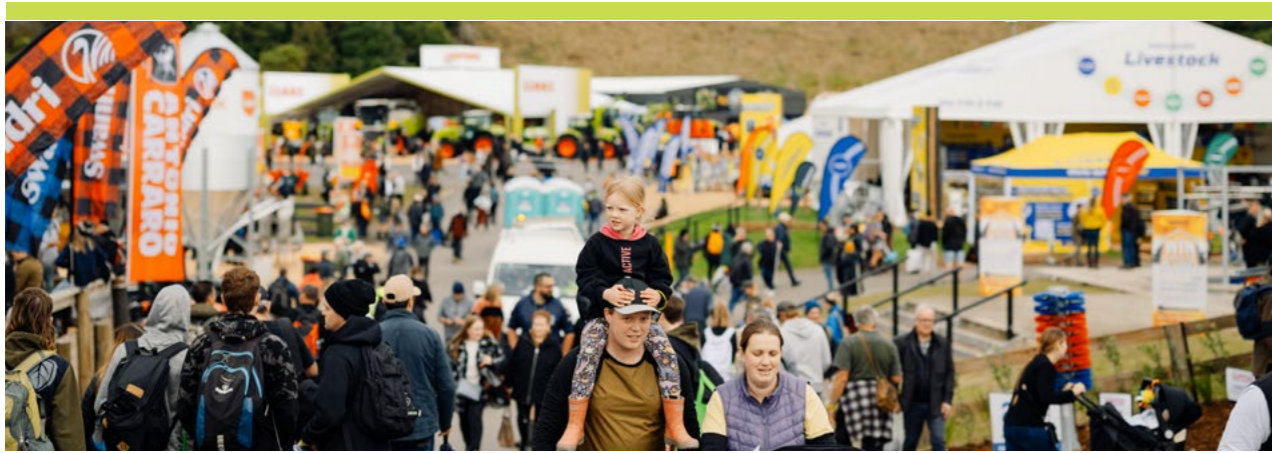
All fees are in NZD and exclude GST



Site Package includes:

Exhibitor staff tickets	Exhibitor listing - starter	16 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	✓	✓	✓	✗
Allocation based on site size	Upgrades available	Upgrades available	Carpet Tiles	2.3m high black panels	General overhead lighting	N/A

Does not include marquees, gazebos and signage.



Agribusiness Outdoor

Uncovered outdoor sites provide a versatile and fully customisable space to promote your products or services. Build or set up structures, get creative with landscaping, incorporate hosting or entertainment areas in your site design - the sky's the limit!

With a variety of site sizes ranging from 9m² to over 700m², there is an outdoor area to suit your requirements if your products and services are associated with the business of:

- Agriculture
- Horticulture
- Aquaculture
- Apiculture
- Food production
- Cropping
- Forestry
- Relevant primary production

Agribusiness Outdoor

Fees starting from \$1,636.86 (non corner) for up to 40m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor staff tickets	Exhibitor listing - starter	10, 15 or 16 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	×	×	×	✓
Allocation based on site size	Upgrades available	Upgrades available				Grass site (unless otherwise stated)

Does not include marquees, gazebos and signage.

Agribusiness Outdoor





Heavy Equipment

Uncovered outdoor sites offer a versatile, fully customisable space allowing you to build or set up structures and landscape as needed. These large areas are specifically designed to accommodate and showcase heavy machinery of all shapes and sizes for display and demonstration purposes.

Heavy Equipment is the right place for you to exhibit if your products and services are associated with the business of:

- Heavy equipment used in the agricultural sector (does not include tractors)
- Contracting and construction
- Engineering, hydraulics and associated heavy equipment industries

Heavy Equipment

Fees starting from \$1,636.86 (non corner) for up to 40m² site.

All fees are in NZD and exclude GST

Heavy Equipment



Site Package includes:

Exhibitor staff tickets	Exhibitor listing - starter	10, 15 or 16 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	✗	✗	✗	✓
Allocation based on site size	Upgrades available	Upgrades available				Grass site (unless otherwise stated)

Does not include marquees, gazebos and signage.



Motor Vehicle & Leisure Craft

Large uncovered outdoor sites for motor vehicle and leisure craft exhibitors. A versatile and fully customisable space where you can set up structures, get creative with landscaping, incorporate hosting or entertainment areas in your site design - the sky's the limit!

The Motor Vehicle & Leisure Craft area is the right place for you to exhibit if your products and services are associated with:

Vehicles that are predominantly light commercial and utility vehicles (including sport utility/suburban utility vehicles)

Vehicles with an emphasis on promoting innovation, technology and education.

Accessories and merchandise must be the exhibitor's brand only

Leisure Craft Vehicles such as campervans, caravans, motorhomes, boats, or rooftop camping

Motor Vehicle & Leisure Craft

Fees starting from \$1,565.31 (non corner) for up to 40m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor staff tickets	Exhibitor listing - starter	10, 15 or 16 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	×	×	×	✓
Allocation based on site size	Upgrades available	Upgrades available				Grass site (unless otherwise stated)

Does not include marquees, gazebos and signage.

Motor Vehicle & Leisure Craft





Fieldays® Hauora Taiwhenua Health & Wellbeing Hub

An important part of Fieldays, these indoor and outdoor sites offer exhibitors the chance to connect with the community through free health checks, educational activations and one-on-one sessions.

Registered Charities allocated a site in this Hub receive a donation in the form of site credit, an amount of which is 20% of the site fee.

The Fieldays Hauora Taiwhenua Health & Wellbeing Hub is the right place for you to exhibit if your products and services are associated with the business of:

- Healthcare
- Wellness
- Mental health
- Preventive healthcare
- Community wellbeing

Fieldays Hauora Taiwhenua Health & Wellbeing Hub

Indoor

Fees starting from \$1,341.08 (\$1,072.86 for Registered Charities) for a 4m² site.

Outdoor

Fees starting from \$1,636.86 (non corner)

All fees are in NZD & exclude GST

Fieldays Hauora Taiwhenua Health & Wellbeing Hub



Indoor Site Package includes:						
Exhibitor staff tickets	Exhibitor listing - starter	10 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	✓	✓	✓	×
Allocation based on site size	Upgrades available	Upgrades available	Carpet tiles	Custom back wall, with 1m dividers	Overhead and two spotlights	N/A

Please note: the site fee includes printing of a custom back wall. Design fee not included.

Outdoor Site Package includes:						
Exhibitor staff tickets	Exhibitor listing - starter	10, 15 or 16 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	×	×	×	✓
Allocation based on site size	Upgrades available	Upgrades available				Grass site (unless otherwise stated)

Does not include marquees, gazebos and signage.



Fieldays® The Pantry Indoors

A dedicated space for showcasing premium New Zealand made food, beverage, and food related products. The Pantry exhibitors are encouraged to demonstrate their products' provenance through sampling, demonstrations and interactive engagement.

The Pantry is the right place for you to exhibit if you are a New Zealand company selling or promoting:

- NZ made food, beverages (including alcohol) or
- Food/beverage related products or equipment.

The Pantry, Indoors

Fees starting from \$1,776.40 (non corner) for a 4m² site.

All fees are in NZD and exclude GST

Alcohol

Strict guidelines apply to the exhibiting, sampling and sale of alcohol. All sales are for off-site consumption only. Sale of alcohol is permitted by approval, under the conditions as set out by Waipa District Council. All conditions contained within the granted licence must be adhered to, without exception. Exhibitors are required to have at least two Duty Managers on their site each day.

Storage

The Pantry offers limited dry or refrigerated storage facilities.

Wash station facilities

A wash station is located within The Pantry for exhibitors to clean equipment as required.



Fieldays® The Pantry Market Stalls

A busy indoor space situated alongside The Pantry. These compact sites provide a display counter suitable for Exhibitors with NZ made food and non-alcoholic beverages to demonstrate their products' provenance through sampling.

The Pantry is the right place for you to exhibit if you are a New Zealand company selling or promoting:

- NZ made food, beverages (non alcohol) or
- Food/beverage related products or equipment.

The Pantry, Market Stalls

Fees starting from \$1,240.00 for a 4m² site, which include a market stall structure.

All fees are in NZD and exclude

Site Package includes:

Exhibitor staff tickets	Exhibitor listing - starter	10 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/or gravel site
✓	✓	✓	✓	✓	✓	✗
Allocation based on site size	Upgrades available	Upgrades available	Carpet tiles	Custom back wall, with 1m dividers	Overhead and two spotlights	N/A

Site Package includes:

Exhibitor staff tickets	Exhibitor listing - starter	10 Amps of standard power	Flooring	Partitions	Lighting	Market stall structure	Outdoor grass/sealed/or gravel site
✓	✓	✓	✓	✗	✓	✓	✗
8 x 1-day tickets	Upgrades available	Upgrades available	Carpet tiles	N/A	One strip light attached to unit	Hand made wooden stall	N/A



Fieldays® The Pantry Outdoors

Situated just outside the entrance to The Pantry Indoors, there are a limited number of sites available outdoors. Exhibitors are encouraged to provide sampling and demonstrations.

The Pantry is the right place for you to exhibit if you are a New Zealand company selling or promoting:

- NZ made food, beverages (including alcohol) or Food/beverage related products or equipment.

The Pantry, Outdoors

Fees starting from \$2,018.49 for a 12.5m² site.

All fees are in NZD and exclude GST

Alcohol

Strict guidelines apply to the exhibiting, sampling and sale of alcohol. All sales are for off-site consumption only. Sale of alcohol is permitted by approval, under the conditions as set out by Waipa District Council. All conditions contained within the granted licence must be adhered to, without exception. Exhibitors are required to have at least two Duty Managers on their site each day.

Storage

The Pantry offers limited dry or refrigerated storage facilities.

Wash station facilities

A wash station is located within The Pantry for exhibitors to clean equipment as required.

Fieldays® The Pantry Outdoors



Site Package includes:						
Exhibitor staff tickets	Exhibitor listing - starter	10 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	✗	✗	✗	✓
Allocation based on site size	Upgrades available	Upgrades available				Outdoor surface will be confirmed at allocation

Does not include marquees, gazebos and signage.



Rural Living Outdoor

Rural Living is dedicated to bringing town and country together, an outdoor shopping village dedicated to impressive housing options, products and services which offer an incredible variety of rural, and home lifestyle audience appeal. This popular destination always attracts a high volume of rural and urban visitors and offers a variety of site sizes from 9m² to over 500m².

Rural Living Outdoor is the right place for you to exhibit if your products and services are associated with the business of:

- Dwellings, tiny homes & portable home/office showcase
- Outdoor heating & BBQs
- Outdoor furnishings
- Pools, Spa pools & saunas
- Lifestyle block products & Services
- Street wear & apparel

*no alcohol or R18 products

Rural Living Outdoor

Fees starting from \$1,869.42 (non corner) for a 9m² site.

All fees are in NZD and exclude GST

Rural Living Outdoor



Site Package includes:

Exhibitor staff tickets	Exhibitor listing - starter	10, 15 or 16 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	✗	✗	✗	✓
Allocation based on site size	Upgrades available	Upgrades available				Outdoor surface will be confirmed at allocation



Rural Living Marquee

Popular indoor exhibition space offering a variety of site sizes with excellent traffic flow, this exhibition area sits alongside Rural Living Outdoor and is ideal for exhibitors selling products and services related to a rural lifestyle.

Rural Living Marquee is the right place for you to exhibit if your products and services are associated with the business of:

- Advisory services
- Residential Appliances & solutions
- Homewares
- Clothing & footwear
- Health & Beauty
- Petcare

*no alcohol or R18 products

Rural Living Marquee
Fees starting from
\$3,225.72 (non corner)
for a 9m² site.
 All fees are in NZD and
 exclude GST

Site Package includes:						
Exhibitor staff tickets	Exhibitor listing - starter	10 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	✓	✓	✓	✗
Allocation based on site size	Upgrades available	Upgrades available	Carpet tiles	2.3M high Black Panels	Overhead and two spotlights	N/A

Rural Living Marquee





Food Courts 1, 2, 3

Food courts are strategically located throughout the venue and allow for off-road queuing, seating and convenience facilities nearby.

Food court sites will be allocated to provide visitors with a diverse selection of quality food options. Food Vendors are limited to exhibiting in one location at the event.

Sustainability

Fieldays works closely with Instep to ensure we adhere to best practices for ISO 20121 Sustainable Event Management. As such, priority will be given to food vendors who commit to the use of sustainable products at Fieldays and provide details in their application.

This is the right place for you to exhibit if your products and services are associated with the business of:

- Food
- Beverages (non-alcoholic)
- Coffee (Food Vendors are now permitted to sell coffee.)

Food Courts

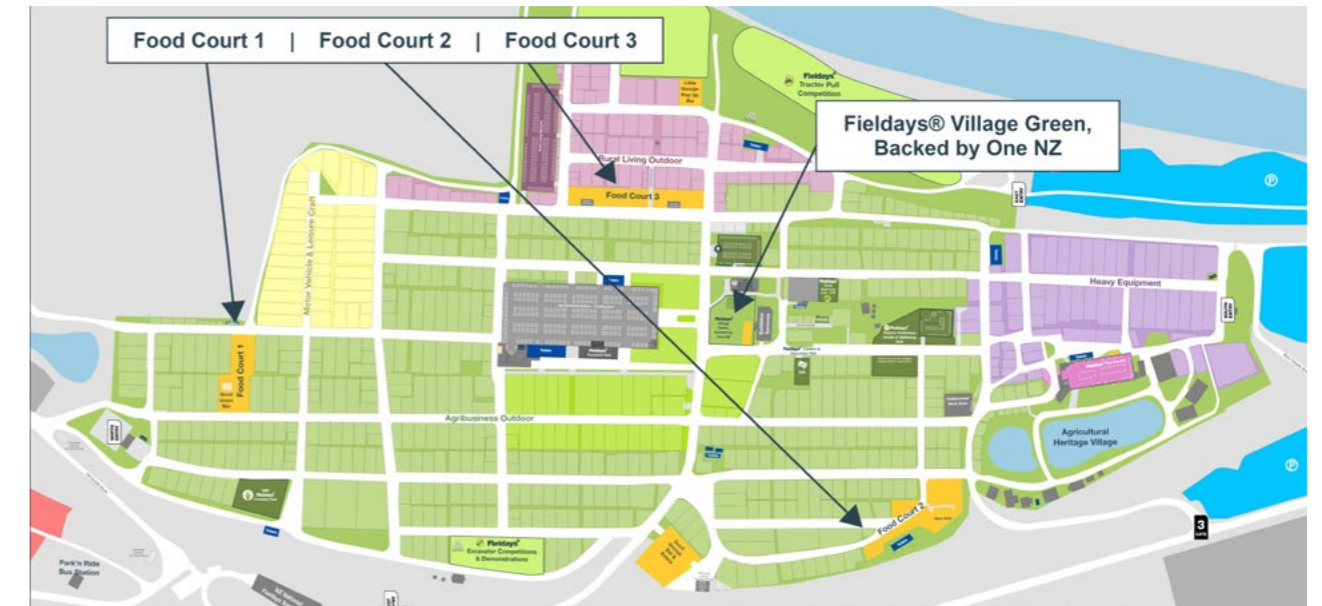
Fees starting from \$2,676.72 for up to an 18m² site.

All fees are in NZD and exclude GST

Site Package includes:

Exhibitor staff tickets	Exhibitor listing - starter	10, 15 or 16 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	✗	✗	✗	✓
Allocation based on site size	Upgrades available	Upgrades available				Outdoor surface will be confirmed at allocation

Food Courts 1, 2, 3





Fieldays® Innovation Hub

At the heart of Fieldays lies the dynamic Fieldays Innovation Hub, home to the Fieldays Innovation Awards showcasing the latest innovators, their inventions, and industry developments all aiming to improve operations within NZ's primary industries.

- The Fieldays Innovation Awards clearly represent the innovation lifecycle in three award categories: Prototype, Early-Stage, and Growth & Scale.
- Entries are encouraged from across the Primary Sector: Dairy, Meat, & Wool, Forestry, Horticulture (including Viticulture), Seafood (including Aquaculture and Fishing), Arable, and Agri Tech (including Food Tech and Green Tech).
- Special recognition is also given to younger innovators, with an award for the Fieldays Young Innovator of the year.
- All Innovation Awards participants are in the running for People's Choice Award.
- International entries are welcomed in the Early-Stage and Growth & Scale categories.
- Innovation Award participants can exhibit in the Fieldays Innovation Hub, or on a site elsewhere at the event. All participants are showcased on the Fieldays Innovation Trail.

Boost your visibility by joining the Fieldays Innovation Trail. Showcase your Fieldays Innovation Award entry to a wider audience, right from your primary location.

Sign up to receive 2025 Fieldays Innovation Awards

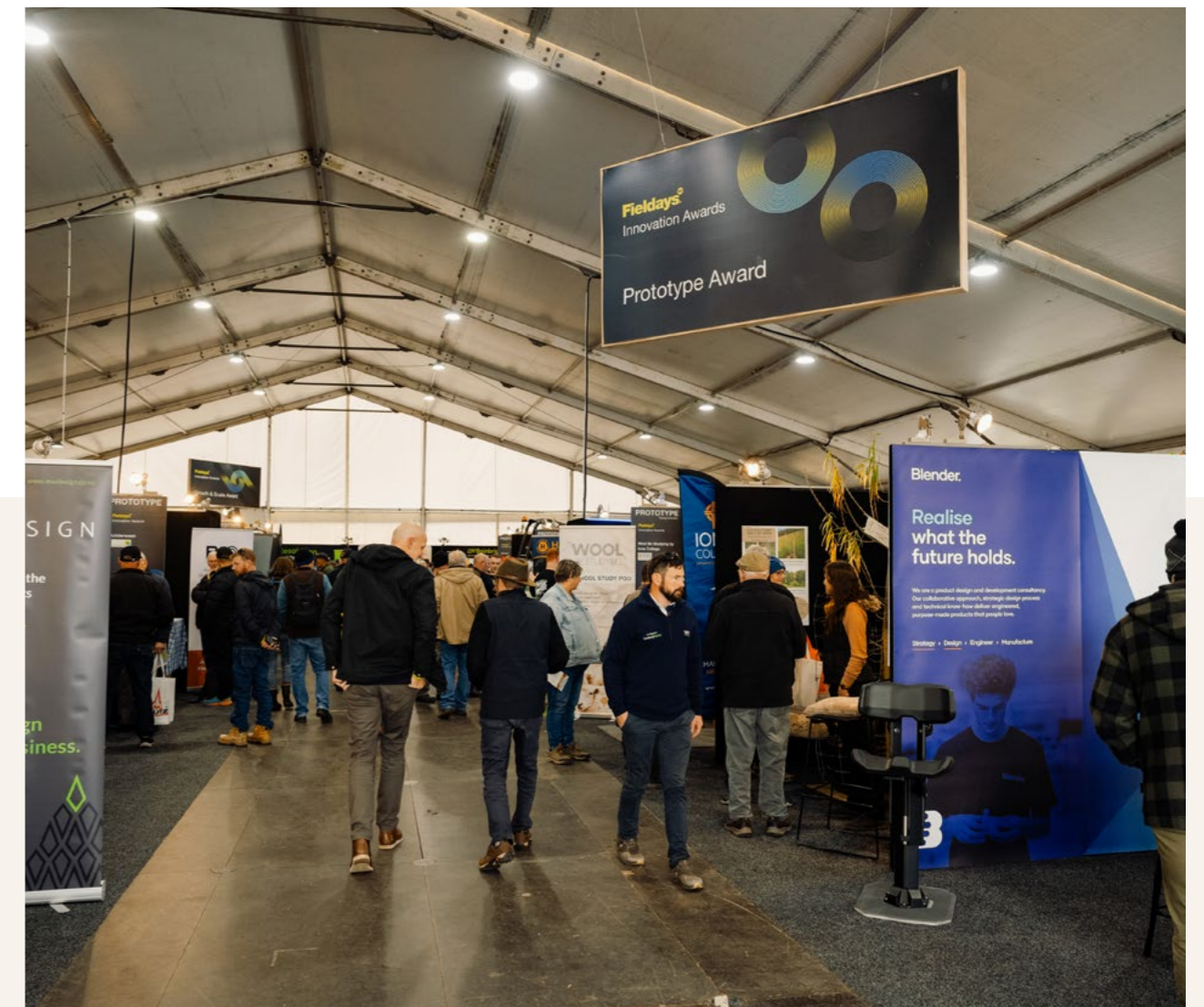
Fieldays Innovation Hub

Fees starting from \$400 for a 9m² site. All fees are in NZD and exclude GST

Site Package includes:						
Exhibitor staff tickets	Exhibitor listing - starter	10 Amps of standard power	Flooring	Partitions	Lighting	Outdoor grass/sealed/ or gravel site
✓	✓	✓	✓	✓	✓	✗
Allocation based on site size	Upgrades available	Upgrades available	Wooden aisles with carpeted tile sites	2.3m high black panels	Overhead and two spotlights per site	N/A

Fieldays® Innovation Hub

For more information [Fieldays Innovation Awards](#)





Sponsorship Opportunities

Take your exhibition to the next level by becoming a Sponsor of Fieldays!

Use bespoke benefits tailored to your individual organisations needs to ramp up your presence, offering, and brand engagement activity.

Join industry professionals, sector leaders, ministers, growers, suppliers and innovators at Fieldays VIP events and take your B2B networking further.

Get the edge over your competitors and elevate your position with our visitors before they arrive at the gates.

Secure naming association or own an event property or programme.

Talk to us about how we can help you promote your brand, tell your story, generate a genuine database and make the most of this unique event platform.

[Learn more](#)

Marketing Opportunities

Achieve your business objectives with Fieldays Marketing Products for exhibitors.

Every year, our products are trusted by hundreds of exhibitors to reach tens of thousands of users. They are the key to enhancing brand recognition, building trust, and driving sales. Whether you're launching a new product, running competitions and activations, or focusing on lead generation, we've got you covered.

We can help you boost your brand with our innovative range of digital advertising and marketing options, designed for businesses of all sizes.

For more information please reach out to the Marketing Team.

Marketing
E marketing@nzdfs.co.nz



“ Fieldays has always been a magnificent showcase of New Zealand’s primary sector, and the event really demonstrates the breadth and depth of our food and fibre industry. ”

Hon Mark Patterson, Minister for Rural Communities |
New Zealand



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New Zealand National Fieldays Society
Gate 2, 125 Mystery Creek Rd, Hamilton
Private Bag 3206, Hamilton 3240 New Zealand

Phone: +64 7 843-4497

email: sales@fieldays.co.nz

Fieldays^{NZ}
11 - 14 June 2025

Fieldays is owned and operated by the New Zealand National Fieldays Society. The Society is a not for profit organisation that encourages the growth and development of agriculture in New Zealand.

Partner and Premier Sponsor

