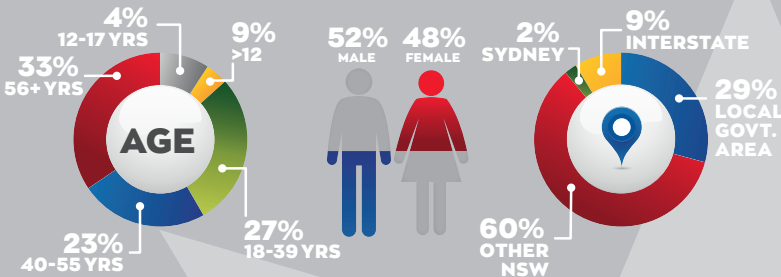


# THE GREAT AUSTRALIAN PRIMARY INDUSTRIES EXPO

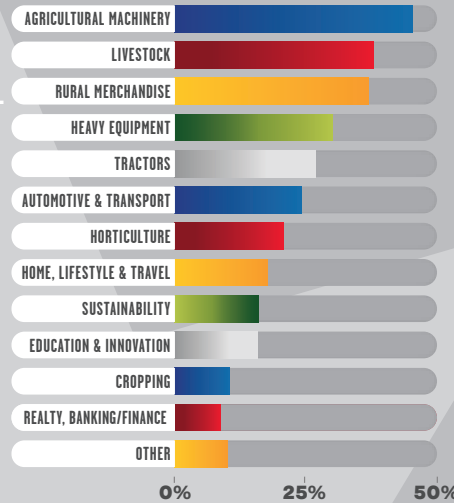


16-18 MAY 2019 | CASINO, NORTHERN RIVERS, NSW

## 22,500 VISITORS IN 2018



## TOP INTERESTS



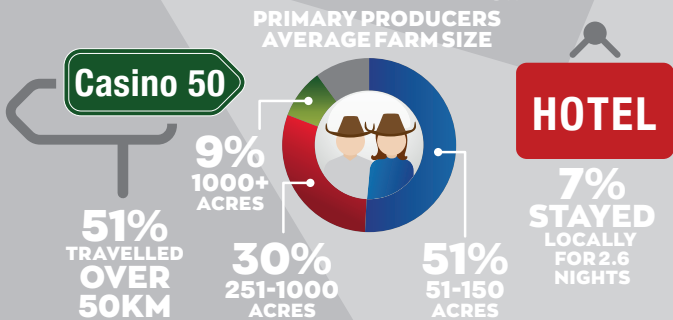
## SALES



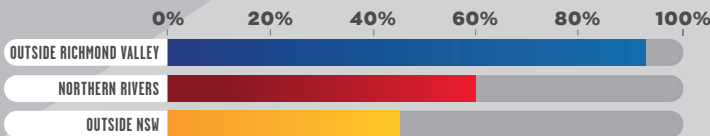
**24%** BOUGHT MAJOR PURCHASES OF TRACTORS, SADDLERY, WEEDERS, WATER TANKS ETC.

**AVERAGE SPEND \$8700 ON MAJOR PURCHASES**

SUPPORTING OUR AGRICULTURAL INDUSTRY WITH...



## 320 EXHIBITORS CAME FROM



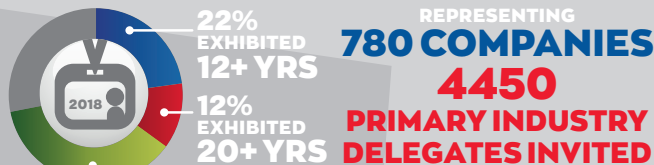
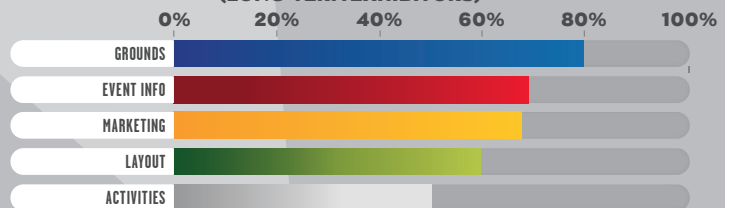
**VISITORS SPENT \$4.2 MILLION AT PRIMEX 2018**

**72% ARE LIKELY TO PURCHASE IN FUTURE BASED ON WHAT THEY SAW AT PRIMEX**

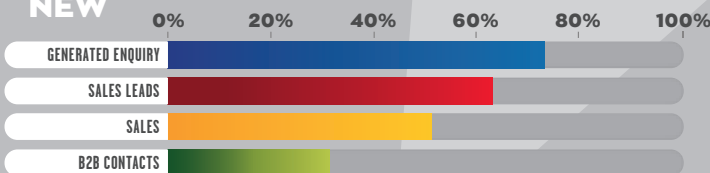
**ESTIMATED MAJOR SALES PROJECTED \$47 MILLION**

**60% LIKELY TO CONTACT AN EXHIBITOR**

## IMPROVEMENTS (LONG-TERM EXHIBITORS)



## TOP OBJECTIVES:



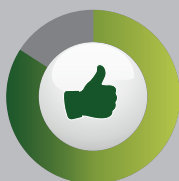
## SOCIAL

@PRIMEXAUS

**1950+ 700+ AND GROWING!**

**36% TALKING ABOUT PRIMEX AT PRIMEX**

## OUTCOMES



**84% OF VISITORS WILL COME AGAIN**

**78% RECOMMEND PRIMEX TO FRIENDS**



## NEW IN 2019

**Paddock to Plate**

*A grand celebration of the Northern Rivers world-class produce: fruit, vegetables, meats, beers, wines and spirits, dairy, olives, jams, relishes and more.*

**MORE DINING, SEATING, ENTERTAINMENT, NETWORKING, INNOVATION, MARKETING & COMPETITIONS**

Just keeps getting better.

**PRIMEX.NET.AU**

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