

## THE GREAT AUSTRALIAN PRIMARY INDUSTRIES EXPO



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

## Partnership & Advertising Packages

*"Primex Field Days is undertaking a refreshingly new direction, while at our core remaining a trade exhibition, bringing buyers and sellers together. Our focus is also where possible and appropriate, to identify new and innovative ways we can offer exhibitors and visitors a means of making contact and building customer relationships, through related events, programs and activities, in an environment that appeals to families, creating social and business interaction.*



*These opportunities are as diverse as the industries Primex Field Days covers. We also highly value and are dedicated to making a difference through our Community Engagement Programs, supporting groups and organisations throughout the Region and beyond, such as Westpac Rescue Helicopter, Drought Angels, Black Dog Institute (mental health), breast cancer nursing support, prostate cancer support, children's education areas .*

*Our partnerships are designed to be effective, worthwhile investments, creating positive experiences that offer sustainable and long-term relationships that meet your objectives. Within our new pathway, Primex Field Days offers a range of opportunities at several investment levels, to assist you in gaining a stronger presence and benefits from your support of Primex.*

*These are all points of difference, making this a unique and special event that remains focused on our core values, while creating exciting opportunities that benefit our exhibitors and visitors.*

*We encourage you to please give us a call to discuss how we can tailor a package to suit your market, needs and budget."*

*- Bruce Wright - Director*

*Just keeps getting better.*

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### PRIMEX FIELD DAYS PARTNERSHIPS

Primex Naming Rights



Primex Major Sponsor (x2)

one available



New Zealand National Field Days Business & Innovation Tour

on application

### COMMUNITY ENGAGEMENT CHARITY PARTNERSHIPS

Primex has an extensive program with opportunities to join us as a partner in supporting current Tier 1 and Tier 2 beneficiaries shown below. Call to discuss.

North Coast Area Service Breast Cancer Care Nurses



Black Dog Institute



Country Women's Association Children's Education Scholarships



### PRIMEX BUILDING & FACILITY NAMING RIGHTS FROM \$1500

Pavilion One	Livestock & Industry Suppliers	on application
Pavilion Two	Paddock to Plate - Local Produce & Chef Cooking Demonstration	on application
Pavilion Three	Home, Lifestyle & Living	on application
Pavilion Four	Business Optimisation, Invention, Innovation, Agtech, Next Gen & Sustainability	on application
Hospitality & Entertainment Centre	SITES C25, 26 & D5 - Big Screen, Live Performances & Major Presentations	on application
Food Court & Family Area - North	SITES P10 & P23 - Screen, Seating Area, Presentations & Family Attractions	on application
Food Court & Family Area - South	SITES I6 & I17 - Screen, Seating Area, Presentations & Family Attractions	on application
Primex Off-Site Events, Presentations & Awards		on application

### STUD & COMMERCIAL LIVESTOCK SALES COMPLEX FROM \$1000

Complex Sponsors (x3)	currently unavailable
Sales Ring Precinct Seating & Surrounds	on application
Primex Commercial Heifer Sale	on application
Individual Sales Programs (x4)	on application

### TRAIN SERVICE - PEDESTRIAN VISITOR TRANSPORT FROM \$750, PACKAGES FROM \$2500 includes signage & drop-off at sponsor sites

Carriage One	on application
Carriage Two	on application

### PRIMEX BRUXNER HIGHWAY BILLBOARD ADVERTISING PACKAGES FROM \$2000

Company, Product/Service Placement promotion with Primex association. Highlights your participation leading into event - 4 weeks minimum - includes artwork, production, installation & rental

**0499 888 905**  
sales@primexfielddays.com

- All prices exclude GST.
- Indicative value is provided and subject to change based on market price and availability
- Individual package opportunities can be combined and are negotiable
- Multiple year package agreements are preferable and negotiable



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### PRIMEX EVENTS & BUSINESS NETWORKING & COMPETITIONS

Meat Standards Australia (MSA) Pacific Beef Feedback Trials Partner Name Association Sponsors (x3)	\$5000 ea
Mid-Term Farm Visit & Industry Workshop Presentation	
Gold (x3)	\$1500 ea
Silver (x5)	\$1000 ea
Bronze (x7)	\$500 ea
Maximizing Your Marketing ROI Seminar & Networking Partner (x3)	\$1500 ea
Primex Australian Working Stock Dog Teams Competition 1 Major Sponsor	\$3000
Australian Working Stock Dog Teams Competition Supporters (x6)	\$500 ea
Innovation Hub & Breakout Presentations Supercharging Your Business Seminar & Networking Partner (x10)	\$1000 ea
Machinery Demonstration Program	on application
Pacific Beef Industry Dinner & Award Presentations	
Gold Package (x3)	\$1500 ea
Silver Package (x4)	\$1000 ea
Bronze (x5)	\$500 ea

### SPECIAL PRIMEX AWARDS & PRESENTATIONS FROM \$500 includes invitation to present and name association with media

Alf Fletcher Memorial	Best Spirit Exhibitor Presentation of Stand	on application
Earle Bulmer Memorial	Best Beef Breed Group /or Stud Presentation	on application
New Zealand	Innovation Scholarship Regional Innovation	on application

### DIGITAL & SOCIAL MEDIA ADVERTISING PACKAGES

available on Application - up to 3 onsite screens, website, social media & YouTube Channel

Big Screen Advertising Package Levels incl. branding, advertising TVC, demonstrations & interviews, website, YouTube channel, social media	
Platinum Package (x5)	\$2000 ea
Gold Package (x7)	\$1500 ea
Silver Package (x10)	\$1250 ea
Bronze Package (x15)	\$500 ea
Digital Production Services - full production services on premises of TVC	from \$850
Demonstration Package	
incl. camera, production & professional 2-3min digital presentation screened at Primex & associated media	from \$1250
Corporate Interview & Product Ad	
incl. camera, production & professional 2min digital presentation screened at Primex & associated media	from \$1250
Editorial Packages incl. copy writing for Exhibitor and Printed in official Primex Printed Media	from \$500
Social Media Packages incl. graphic design and placement on Primex social media and for use by exhibitor	from \$100

### HIGHWAY BILLBOARD PRIMEX ADVERTISING PACKAGES

Company, Product/Service Placement promotion with Primex association. Highlights your participation leading into event - 4 weeks min - includes artwork, production, installation & rental. Opportunities start from \$2000.

Bruxner Highway	on application
New England Highway	on application
Pacific Highway	on application

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## THE GREAT AUSTRALIAN PRIMARY INDUSTRIES EXPO



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# Primex in the Community

Primex Field Days Pty Ltd has a comprehensive and long-standing Community Engagement Program, supporting not-for-profit and charitable organisations with vital funds and exposure through the Primex Expo.

Primex provides ongoing opportunities to industry individuals and groups through numerous sponsorships and annually celebrates community engagement through a variety of industry competitions, seminars and presentations.

Primex supports many Northern Rivers businesses by using their services to assist in the successful delivery of Primex Field Days and its associated activities.

### TIER ONE



**Health**  
Northern NSW  
Local Health District

RICHMOND BREAST CARE NURSES



**Black Dog  
Institute**

### TIER TWO



NORTHERN RIVERS  
PROSTATE CANCER SUPPORT GROUP



### TIER THREE



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SCHOOLS & YOUTH ED PROGRAMS | LED STEER COMPETITION

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