



# LIVESTOCK ESSENTIALS CONGRESS

THE GREAT  
AUSTRALIAN  
PRIMARY INDUSTRIES  
EXPO



16-18 MAY 2019 | CASINO NORTHERN RIVERS NSW

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# PRIMEX LIVESTOCK ESSENTIALS CONGRESS

**THE LIVESTOCK ESSENTIALS CONGRESS FOCUSES ON GENETICS, PRODUCTION, MARKETING, PERFORMANCE, HEALTH, ENVIRONMENTAL AND CONSUMER FACETS.**

With over 2000 producer delegates invited to attend amongst an estimated 25,000 visitors and 400 trade exhibitors within a very strong and well-established Beef Industry (Stud & Commercial) coverage, we also welcome the Sheep and Goat industries into the event operating in conjunction with Primex Field Days, Casino, North Coast NSW – May 16-18, 2019.

## **THE LIVESTOCK ESSENTIALS CONGRESS OBJECTIVES INCLUDE;**

- ✓ Provide solutions-based resources to producers and highlight the quality of Australia's Red Meat Industry.
- ✓ Create the opportunity to challenge and discuss the topical issues facing Australia's Livestock Industry and create opportunities to industry forums, networking and advancement presentations covering the entire supply chain.
- ✓ Establish events and industry presentations with leading industry speakers and presentations offering innovative information and performance outcomes associated with improving the process of meat production and quality to market.
- ✓ Building awareness and representation in all Livestock sectors including Beef, Sheep and Goat and successfully delivering for the key production areas throughout New South Wales and Queensland.
- ✓ Provide a venue hosting the leading suppliers to the Livestock Industries with an education and innovation base of performance feedback, production, paddock to plate presentations to the culinary and consumer markets.





# PRIMEX FIELD DAYS

## 2019 INTRODUCTION

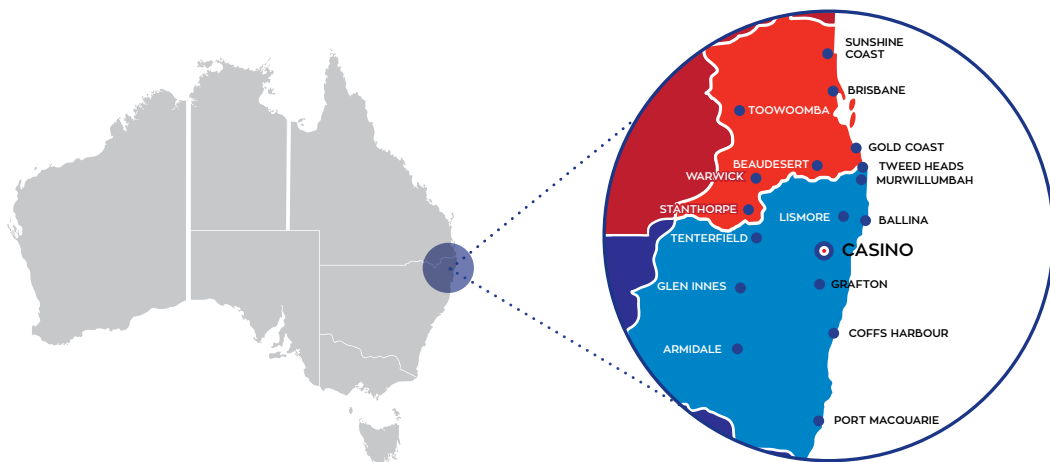
**PRIMEX FIELD DAYS IS ONE OF THE LARGEST AND MOST DIVERSE PRIMARY INDUSTRY EXHIBITIONS IN AUSTRALIA AND HAS BEEN AN INTEGRAL PART OF COUNTRY'S AGRICULTURAL FIELD DAYS CALENDAR SINCE 1985.**

Primex Field Days combines an extensive trade element with industry and grower/producer affiliations linked to leading peak industry bodies, grower associations and producer groups. Within the refreshingly new direction Primex Field Days is undertaking, we understand that events with such a strong trade focus, also need to incorporate where possible and appropriate, family, social and networking interactions, while presenting the latest innovation, education, equipment and services available.

This is a key point of difference between other similar events and Norco Primex Field Days and is the reason the event achieved an over 30% growth in exhibitor numbers in 2018 and is projected in 2019 to host almost 400 exhibitors, with 850 companies / organisations represented. There is also an anticipated 25,000+ visitors expected at the three-day extravaganza Primex Field Days attracts exhibitors nationally and internationally, with a strong emphasis on promoting and presenting the best local content in equipment, products, services and technology.

The event hosts key national features including the Innovation Hub, profiling inventions, innovation, agtech, sustainability and next generation. The coverage of Primex delivers for all primary and associated industries located throughout New South Wales (including Port Macquarie, Coffs Harbour, Armidale & New England, North Coast) and Queensland (Gold Coast, Sunshine Coast, Gympie, Bundaberg, Darling Downs, Scenic Rim, Warwick and Stanthorpe).

In presenting Primex Field Days in one of the most unique and diverse Regions in Australia, the event offers an extensive and regionally reflective range of exhibitors, immersing visitors in an amazing regional rural environment. These visitors are attracted to the interactive experiences through the range of demonstrations, activities, events, culinary promotions and entertainment available, with Primex annually guaranteeing a refreshing and evolutionary experience.





# UPCOMING OPPORTUNITIES

**THE AUSTRALIAN LIVESTOCK INDUSTRY CONTINUES TO FACE CHALLENGES DOMESTICALLY AND INTERNATIONALLY, WITH THE LIVESTOCK ESSENTIALS CONGRESS DESIGNED TO PROFILE AND CELEBRATE RED MEAT PRODUCTION AND OTHER LIVESTOCK RELATED INDUSTRIES, ALONGSIDE 400 TRADE EXHIBITORS AND A RANGE OF INDUSTRY SPECIFIC EVENTS, SOCIAL, NETWORKING, EDUCATIONAL AND INNOVATION-BASED OPPORTUNITIES.**

Key outcomes for Industry stakeholders incorporate gaining further knowledge in all areas of animal and where applicable red meat production, while providing a venue and environment to facilitate business and social opportunities with a family friendly destination amongst industry peers and representatives, ultimately designed in assisting producers increase productivity, sustainability and profitability of their business.

Opportunities to Partner with Primex and the Livestock Essentials Congress are currently available, with a range of events, functions and activations scheduled and planned for the 2019 event at one of the most comprehensive Livestock & Beef Industry specific events to be held in 2019 in conjunction with Primex.

Opportunities to Partner Primex, Livestock Essentials Congress and specific events and activations are currently available with the following schedule for the 2019 event, subject to change and items added.

Regional Launch  
—Affiliated Industry Organisations and Grower/  
Producer Members

Business Connections – Networking, Investment,  
Innovation & Education Launch

Paddock to Plate – Extensive Red Meat Culinary  
Program Presented by leading Chefs

MSA Performance Feedback Trials – Commercial  
Cattle Program

Commercial Heifer Sale

Innovation Hub Projects – Panel Presentation

Breed Society & Stud Displays

Beef Industry Stud Bull & Heifer Judging

400 exhibitors including Beef Industry Trade  
Suppliers with the latest equipment, products,  
technology & services

Business to Business Corporate & Industry  
Networking Cocktail Function

Red Meat Livestock – Lunch Forum & MSA &  
Industry Presentation & Networking Events

MSA Performance Feedback Trials – Mid-Term  
Field Day

Australian Teams Working Dog Trials

Red Meat Gala Dinner & Award Presentations

Women in Business Networking Breakfast

Stud Cattle Bull Sales





# Paddock TO PLATE

**IMAGINE A GATHERING AT THE GREAT AUSTRALIAN PRIMARY INDUSTRIES EXPO, WHERE YOU CAN SEE AND SHARE THE EXPERIENCES AMONGST ALL THOSE PEOPLE WHO PRODUCE AMAZING NORTHERN NSW FOOD, WINE, SPIRITS, COFFEE AND MORE.**

The North Coast is an outstanding place to visit and is one of our country's most diverse food bowls, with its wonderfully productive fertile volcanic soils surrounding Mt Warning and its abundance of world class produce of fruit, vegetables, meats, beers, wines and spirits, milk and gourmet products including cheeses, olives, jams, relishes and more.

See how farmers produce these culinary delights and then watch leading chefs demonstrating and making the tastes that you adore. This is the Paddock to Plate at Primex, where you will be immersed in the epicentre of the regions agriculture and tourism hub, with your only escape is to eat, stay and indulge in this celebration of what makes the Northern Rivers so unique.

**Please contact us for more information**



# PRIMEX SITE FEES

OUTDOOR SITES	LIVESTOCK (ANIMAL) DISPLAYS - OUTDOOR	EARLY BIRD RATE (Excluding GST)	NORMAL RATES 2019 (Excluding GST)
3m frontage x 10m	\$465*	\$520	\$625
5m frontage x 10m	\$610	\$680	\$830
6m frontage x 10m	\$810*	\$820	\$995
10m frontage x 10m	\$965	\$1,095	\$1,345
15m frontage x 10m	\$1,345	\$1,450	\$1,720
15m frontage x 20m	\$1,595	\$1,660	\$1,920

MULTIPLE SITE DISCOUNT	
2nd Site	25%
Discount 3rd Site	35%
Discount 4th & Subsequent Sites	45%

OUTDOOR POWER RATES (Excluding GST)		
Power 10 amp (designated sites only)	Max 3 per site	\$80 each
Power 15 amp (limited sites only)	Max 1 per site	\$145 each
Power 3 Phase (limited sites only)	Max 1 per site	\$195 each

INDOOR POWER RATES (Excluding GST)	
Power 10 amp	\$40 each

EXHIBITOR PASSES	
Passes Required Per Person	\$10 each

## PAVILION PRICING

SIZE (Frontage & Depth)	LIVESTOCK (ANIMAL) DISPLAYS - INDOOR	EARLY BIRD	NORMAL
<b>3m x 2m - Space Only</b> Standard space in all pavilions	\$490 (Ex. GST)	\$490 (Ex. GST)	\$690 (Ex. GST)
<b>3m x 2m - (space plus trade booth)</b> Includes booth, fascia, name plate (spotlight & power point included if power is booked)	\$490 (Ex. GST) + \$290 (Ex. GST)	\$490 (Ex. GST) + \$290 (Ex. GST)	\$690 (Ex. GST) + \$290 (Ex. GST)
<b>Option Power (1 x 10amp)</b>		\$40 (Ex. GST)	\$40 (Ex. GST)

\*Limited sites available in this category in selected locations

**Please Note:** Advertising & Sponsorship Packages are available starting from \$500 and provide extensive exposure before, during and associated with key event programs. Please refer to our Partnership and Sponsor Opportunities.

**BASIC  
BOOTH  
\$290  
(Ex. GST)**



\* Indicative image only.





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