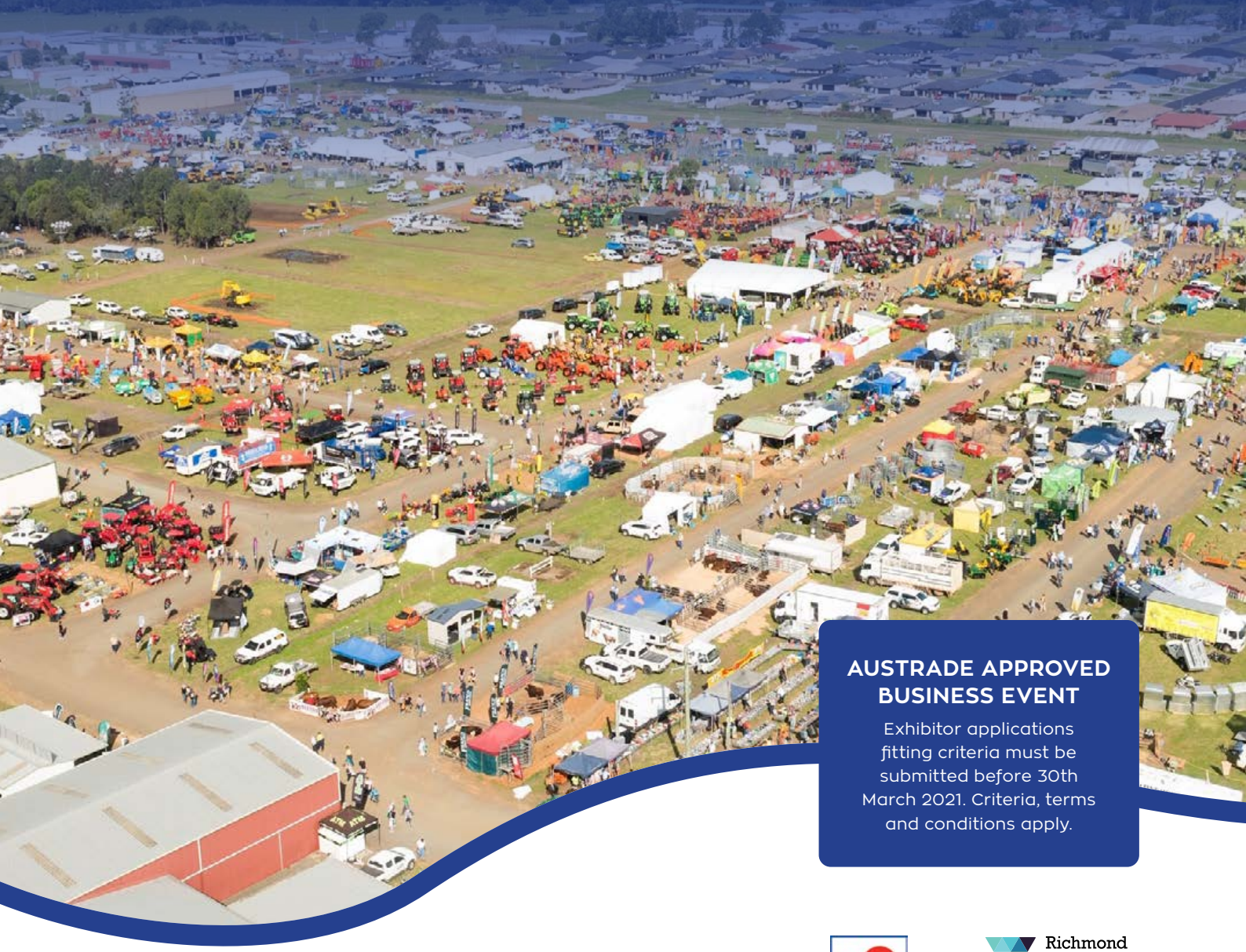




Australia's Sustainable
Farming and Primary
Industries Expo.

PROSPECTUS



AUSTRADE APPROVED BUSINESS EVENT

Exhibitor applications
fitting criteria must be
submitted before 30th
March 2021. Criteria, terms
and conditions apply.

20-22 May 2021

CASINO, NORTHERN
RIVERS NSW



Lismore Toyota



Introduction

PRIMEX IS ON! Established in 1985 and operating for 36 years the 2021 Primex is being held May 20-22, showcasing the largest and most diverse farming, machinery, primary industry and agribusiness exhibition anywhere in Australia.

PRIMEX, is a family-owned brand, located at Casino, in the Northern Rivers of NSW, proudly presenting more than 400 exhibitors, 1400 suppliers and a loyal and growing audience attending of over 25,000 visitors annually.

With such diversity of primary industry, Primex offers the most comprehensive range of agricultural and heavy machinery catering for larger broadacre farming through to small intensive and hobby farming.

Primex is built on relationships and has established a very highly valued and success in building connections throughout the dynamic range of industry, grower and producer organisations which provides strategic relevance for the event in its support of farming and primary production, for rural and regional communities located throughout New South Wales and Queensland.

A value-add not seen at almost all other field days, is the unique way Primex is a destination where you can see, taste, and share the experiences within one of the most diverse food production regions in Australia and home to the fastest growing producer hubs of world-class food, brewery, and distillery products.

We are Australia's leading sustainable farming and primary industries expo's, showcasing industry and production, connecting farmers and producers with chefs and food lovers, in one of the most economically stable productivity and innovation centres using the fertile soils surrounding Mt Warning to grow an abundance of produce and it is time you enjoyed the experiences Primex has to offer.

AUSTRADE GRANT NOW AVAILABLE TO EXHIBITORS

The Norco Primex Field Days has been listed on the Schedule of Approved Businesses Event's on Austrade's website. This means eligible businesses can apply for funding under the Business Events Grants Program to cover up to 50% of the costs of attending Norco Primex Field Days.

Grants from \$10,000 to \$250,000 per entity are available. Grant applications close at 5pm (AEDST) on 30 March 2021 or earlier if funding is exhausted. For further information or to apply go to business.gov.au.



Grant Factsheet



Grant Guidelines



Introducing our partners



Norco Rural have been serving customers since 1948. Our objective is to provide our customers with good value, convenient and trusted business solutions, which help add value to their businesses.

Our 28 stores carry a wide range of products from the everyday essentials to highly specialised products catering for the local market in which we operate. We stock the most highly respected brand names which include seed, fertiliser, fodder, agricultural and veterinary chemicals, fencing, irrigation supplies, horticultural products, cattle handling equipment, farm hardware and gardening requisites available in our stores to meet your farming needs. On-farm delivery of bulk fertiliser, manufactured stockfeeds and grains is an integral part of our customer service.

Our qualified sales staff provide a high level of technical product support and agronomic advice to customers requiring information on any part of our vast product range.

At Norco, we are not just 100% Aussie farmer owned, we are 100% committed to our local communities. For over 125 years our co-operative has given back to our farming families, who in turn support their local economy with jobs and business. When you choose to support Norco, you're choosing to help support regional Aussie communities.



Richmond Valley Council is proud of its long history of supporting Primex since its inaugural event in 1985. We take pride in our agricultural heritage. The very roots of this region relate to food production, and the Primex Field Days help keep the passion, the knowledge, and the experiences alive.

Richmond Valley Council plays a pivotal role in economic development, business assistance and tourism promotion. Our objective is to grow and enhance our towns and villages, and our rural areas. What's on offer at Primex fits nicely with these objectives.

With over 300 employees, Richmond Valley Council continues to think big and do big. This has been recognised by the New South Wales Government when they recently announced the Richmond Valley as Regional Jobs Precinct. The Jobs Precinct aims to create new jobs in agriculture, manufacturing and renewable energy sectors. The precinct will assist with business diversification by identifying

value-adding opportunities for existing industries and local producers. Council has a great track record for being 'shovel ready' and is working with proponents on a number of exciting proposed projects which leverage agricultural strengths to create more than 300 diversified employment opportunities.

Richmond Valley Council continues to promote our valley far and wide. Covering across 3050 square kilometres, with a population of 23,000, our Explore Next Door tourism campaign and Paddock to Plate initiative show our commitment of putting the Richmond Valley on the map as a great place to do business, to explore and to live.

Introducing our partners



Retail & Wholesale Quality Quarry Materials delivered to all Areas of Northern Rivers. Best prices on a wide range of aggregates, roadbase, gabion, sand, metal dust, gravel and general landscaping materials.

HXR can also supply an extensive range of Excavating Equipment for Hire with highly experienced operators. Whether you are just digging a trench or your project involves full scale industrial land development, HXR have the equipment and expertise to complete your project on time and at a great price. **Contact the HXR Office 02 6663 1441**



Southern Cross University is proud to partner with PRIMEX following the launch of its world-first university courses in Regenerative Agriculture.

Ranked number 1 in Australia for overall experience in Agriculture and Environmental Sciences by the Good Universities Guide 2021, Southern Cross is a critical bridge between the education sector and industry as we grapple with issues of drought and flood resilience and the realities of a changing climate in the agricultural sector.

Both the Bachelor of Science (Regenerative Agriculture) and the Graduate Certificate in Regenerative Agriculture represent a new generation of agricultural studies, part of a global movement that demands we re-think the way we produce food and how we look after the source that provides such food – our landscapes, our soils. Offered in flexible online mode with intensive on-farm workshops, the

courses have attracted students from across the country. At Southern Cross, collaboration is at the heart of how we create impact. The opportunity to partner with one of the Region's agricultural institutions in Primex, provides an important opportunity to grow awareness of the new and exciting opportunities emerging in agriculture. Southern Cross University has campuses along Australia's east coast with its foundation campus at Lismore, in the heart of the Northern Rivers region. More than 20,000 students study at Southern Cross University and our graduates live and work in more than 120 countries around the world. scu.edu.au/regenerative-agriculture



Introducing our partners



The famous Australian Made, Australian Grown logo is the true mark of Aussie authenticity. It's Australia's most trusted, recognised and widely used country of origin symbol.

It is underpinned by a third-party accreditation system, which ensures products that carry the logo are certified as 'genuinely Australian'. The demand for quality Australian Made agricultural machinery and clean green produce is continuing to grow. According to 2020 Roy Morgan research, 80% of Australians have a preference for Australian-made agriculture and garden equipment. The Australian Made Campaign is excited to partner with Primex Field Days to support and further promote the growth of the Australian agriculture sector. Primex Field Days has helped to shape

the success story that Australian agriculture has become today, and its partnership with the Australian Made logo will only help to enhance this story. Any other specific references and details for anyone wishing to join Does your business manufacture its products in Australia? Make sure they are certified with the iconic green and gold kangaroo. Apply here.

Enquiries: info@australianmade.com.au or (03) 9686 1500
www.australianmade.com.au



Meat & Livestock Australia (MLA) is a not-for-profit, producer-owned company acting as the marketing, research and development body for Australia's red meat and livestock industry.

MLA's purpose is to foster the long-term prosperity of the Australian red meat and livestock industry, by investing producer levies into research and marketing activities that contribute to profitability, sustainability and global competitiveness.

MLA membership

Membership is free to levy-paying producers of grass or grainfed cattle, sheep and goats. MLA members receive:

- Feedback magazine – practical on-farm information sent to your letterbox five times a year
- Weekly e-newsletters with the latest market and industry news
- Tools to help make informed decisions when selling, buying and managing livestock
- Voting rights at MLA's Annual General Meeting
- Invitations to events throughout Australia.

mla.com.au/membership

MLA subsidiaries

MLA Donor Company accelerates innovation across the value chain to ensure Australian red meat and livestock remain competitive on the world stage, by attracting commercial investment from individual enterprises that share a mutual interest to co-invest in beneficial industry innovation.

mla.com.au/about-mla/what-we-do/mla-donor-company/

Integrity Systems Company (ISC) manages the delivery of Australia's world-leading red meat and livestock quality assurance programs: the National Livestock Identification System (NLIS), Livestock Production Assurance program (LPA) and the National Vendor Declaration (eNVD).

integritysystems.com.au/

Community charities



Health
Northern NSW
Local Health District

Providing information, education and support to patients and their families. They work within the Community to see people in both public and private hospitals, in specialist clinics and in patients own homes, as well as working with a specialist team of Doctors and Allied Health Staff to support women with both early and advanced breast cancers. They also provide a valuable link to connect patients with other services they may need.



Scan to visit
website



Proudly supporting
**Black Dog
Institute**

Black Dog Institute is pleased to be a charity partner with PRIMEX for its fourth year. With 2020 being a difficult year for everyone, the mental health of Australians has been more prevalent than ever. Partnering with PRIMEX has meant Black Dog Institute have been able to connect with the wider northern NSW community and build relationships to help raise awareness on this very critical topic. Despite the postponed 2020 event, PRIMEX and Black Dog Institute were able to deliver a range of online mental health education programs and resources to the network and community.



Scan to visit
website

Westpac Rescue Helicopter Service



The Westpac Rescue Helicopter Service started in Ballina in 1982 and now serves the Northern NSW community from its helibase in Lismore. The Service has flown over 10,000 missions during this time and performs on average over a mission per day. As a registered charity the Service seeks to fundraise over \$3.5M each year to keep its operations flying. The support of Primex is truly significant and will help to ensure the Westpac Rescue Helicopter can continue to respond to those in need 24/7.



Scan to visit
website

Discover RICHMOND VALLEY



explore next door



Casino Visitor Information Centre - 02 6660 0325
Woodburn Visitor Information Centre - 02 6682 2032
Evans Head Visitor Information Centre - 02 6660 0308

tourism@richmondvalley.nsw.gov.au discoverrichmondvalley.com.au



We have all had to modify and rethink how we go about business due to COVID-19 and as a first for any field days event, in conjunction with our CRM developers Map Your Show, we launched PRIMEX ON AIR in 2020. This initiative uses our existing CRM lead generating platform, designed to support and offer an extension to the physical event by profiling and presenting each exhibitor effectively in the marketplace.

COLLABORATION BUILDS RELEVANCE

We continue to challenge ourselves to find new and innovative ways to promote Australian agriculture and support the diverse range of agribusiness involved with Primex Field Days.

Strategically, we need to continue being relevant and connected with many of the industry, grower and producer organisations that represent a wide range of the target market of the event. Through Membership, Collaboration and Communication, the information we receive creates the interface between farmers and suppliers and the benefits that come from connections with over 40 business, industry, government, grower, producer groups.

- NSW Farmers
- GrowCom
- Australian Berries
- Australian Passionfruit Growers
- Australian Macadamia Society
- NSW Cane Growers
- Sunshine Sugar
- North Coast Oil Seed Growers
- Australian Banana Growers
- Australian Blueberry Growers
- Timber NSW
- Australian Pecan Growers
- Australian Tea-Tree Industry Assoc
- Future Feeders
- Future Farmers Network
- NSW Department of Primary Industries
- Meat & Livestock Australia
- Hort Innovation
- Australian Forest Products Assoc
- Australian Boer Goat Association
- Dorper Society of Australia
- Australian Sweet Potato Growers Assoc
- Tweed Fruit & Vegetable Growers Assoc
- Dairy Connect
- Northern Rivers Food
- Clarence Valley Food Inc.
- Regional Development Australia Northern Rivers
- NSW Business Chamber & Regional Business Awards
- Lismore Chamber of Commerce & Industry
- Casino Chamber of Commerce
- Kyogle Chamber of Commerce
- AusIndustry
- Venture Organic
- Sourdough Business Pathways
- New Zealand National Fielddays Society
- Association of Agricultural Field Days of Australasia

Virtual event features with MYS platform event CRM



LEADS

Exhibitors can generate qualified leads and monitor them through the exhibitor portal. If a My Show Planner user agrees to share their information during the planner signup process, their contact information (name, email, title, and location) will be shared with any exhibitors they add to their show planner. Exhibitors can access this leads list at any time through their exhibitor portal and reach out to them to continue networking.

EXHIBITOR ICONS

Designated icons will display next to company names within attendee search results allowing them to easily identify exhibitors who are showcasing special offers or giveaways.

NEW PRODUCTS

Exhibitors can showcase details about their latest products and innovations through their online listings. Attendees who are My Show Planner users can view and save these new products within their planner.

New Products can include; product title, 1 x product category, description (500-character limit) and 1 x Image

COLLATERAL

Exhibitors can upload a variety of attendee resources through their exhibitor portal to display to attendees. Attendees who are My Show Planner users can view and save these new products within their planner.

Collateral can include; press releases, brochures, white papers, case studies, video URLs and other documentation URLs

SUB-BRANDS

Exhibitors can expand their exposure in keyword search results by listing all of their subbrands.

SCHEDULED EVENTS

Exhibitors can promote scheduled events specific to their brand such as guest speakers, webinars, live chats, Q&A sessions, and more.

SHOW SPECIALS

Exhibitors can promote special offers such as exclusive discounts and giveaways that are available throughout the duration of the online show.

VIRTUAL BUSINESS CARDS

Attendees with My Show Planner accounts can view exhibitor contact information and reach out to them via email.

ONLINE EDUCATION

Show management can use the Sessions section of the online directory to promote available online education. Handouts and links to videos can be added as well. Attendees can use the sessions search function to search for online education similar to the exhibitor search functionality.

SPONSORSHIP OPPORTUNITIES

MYS can assist with hosting a webinar or sending an attendee email on your behalf regarding your virtual event. You can offer exhibitors the opportunity to sponsor these webinars or emails for additional exposure and to generate additional revenue.

Norco 2021

PRIMEX

20-22 May 2021 in Casino NSW

Come & visit us on sites F1-F7



**KEEP AN
EYE OUT FOR OUR
NORCO FOOD VAN!**

**Paddock
to
Plate**
WHERE FARMERS & FOODIES MEET



100% Australian Farmer Owned



Norco Co-operative Ltd
Windmill Grove, 107 Wilson Street,
South Lismore
P: 02 6627 8000 | www.norco.com.au



Ticketing and tracing

All Visitors to the Event will be required to purchase their tickets online before presenting to the Event Entry.

No tickets will be sold at the gate for this Event as a result of COVID-19 contact tracing requirements of New South Wales Health. If anyone attempts to enter the Precinct without a pre-purchased ticket, they will be asked to move away from the Entry and apply for their online ticket via a personal mobile device.

Exhibitors and Visitors will be required to follow all Terms and Conditions for entering and exiting the site throughout the entire period including scheduled bump-in, during the event and bump-out. All associated staff, contractors and any person entering and exiting the grounds will be

required to register as per the NSW Public Health Order and restrictions set at the time of the Event. The Ticketing and Tracing requirements will also include use of QR Code registration (entering and exiting the site) once the ticketing process has been completed.



Covid-19 Safety plan

In signing the Terms and Conditions to participate at Primex Field Days, you are confirming you and the entity you represent, understand it is your responsibility as an Exhibitor to meet all the Safety requirements as required by the NSW Government [Public Health Orders](#).



The Exhibitor is responsible to follow all requirements as outlined by NSW Government, Primex Field Days and for the management of each individual Exhibitors [Covid-19 Safety Plan](#) as required for their site. Primex Field Days is responsible for the [Covid-19 Safety Plan](#) for all Common Areas of the Primex site.

The Order requires certain premises and events to have a COVID-19 safety plan that addresses the matters in a checklist approved by the Chief Health Officer. Primex Field Days is requesting all Exhibitors to complete a COVID-19 safety plan that addresses the matters in the relevant checklist.

A copy is to be supplied to Primex Field Days 10 days prior to access to site and Set Up of displays. In the case of the Richmond Valley Events Centre, the [Major recreation facilities, stadiums, showgrounds, racecourses](#) checklist may be helpful. All exhibitors and attendees should be aware of the NSW Government advice on [How to protect yourself](#) and others.

All exhibitors who fall under the Hospitality umbrella are required to have their own QR code for their allocated area. Primex Field Days will have a QR Code at the 2 Main Entry and Exit points to the Richmond Valley Events Centre (East and West).

Primex builds the experience

CIVIL, EARTH MOVING & FORESTRY

We pride ourselves as the only event servicing the needs of Civil, Earth moving, Trade & Forestry sectors throughout our Region. As they are specialist industries with specific needs, we work with each exhibiting company to support the identification, engagement and business development, with the event featuring leading national suppliers servicing these industry sectors throughout NSW & QLD. The latest technology, services and equipment are presented with machinery demonstrations and contractor, trade and operator network activities.



NEXTGEN

Southern Cross University is proud to partner with PRIMEX following the launch of its world-first university courses in Regenerative Agriculture. Ranked number 1 in Australia for overall experience in Agriculture and Environmental Sciences by the Good Universities Guide 2021, Southern Cross is a critical bridge between the education sector and industry as we grapple with issues of drought and flood resilience and the realities of a changing climate in the agricultural sector.

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4WD, RECREATION & LEISURE

One of the strongest aspects of the expo has continued to be our agricultural, rural, and recreational based coverage, with the events location appealing to the strongest market demographics. With the Westpac Rescue Helicopter Service recently announcing an exciting new partnership with Norco Primex Field Days, there are now a unique range of benefits available for any outdoor and leisure show exhibitors. Leading outdoor lifestyle brands and retailers including off-road camper trailers, caravans, and motorhomes, the latest 4WDs, recreational vehicles, aftermarket accessories, camping and fishing gear will all gain benefit and added exposure in the dedicated recreational section within the 30-acre exhibition space at PRIMEX. No matter whether you are an off-road enthusiast or enjoy the occasional weekend away, the Richmond Valley Events Centre in the Northern Rivers, will be a great place to see all your campers, trailers, tents, awnings, barbeques, boats, fishing gear, camping products becoming the Region's one-stop shop for anyone looking for their first introduction to the outdoors lifestyle.



Why you need to be at Primex 2021

PRIMEX has undertaken extensive research into its own product so existing and potential exhibitors know what they are buying into. Anecdotal evidence on PRIMEX since 1985, indicates it is an extremely successful market-place for both sellers and buyers. PRIMEX is the largest and most diverse coastal Field Days in Australia.



EXPENDITURE ON MAJOR PURCHASES

21% of visitors bought major purchases (over \$1000) such as tractors, saddlery, weeders and water tanks at an average of \$7,400 per visitor equating to major sales of over \$39 million generated for exhibitors and sponsors at the event.



ATTENDANCE

80% attended for 1 day, 14% for 2 days and 6% for 3 days. Most (45%) attended on Saturday. 10% stayed overnight or longer for an average of 3 nights.



VISITORS

25,500 visitors with. 87% saying they would come again and 85% would recommend the event to their friends. Consistent with previous years, the event attracts a wide range of age groups and segments, with the largest segment over 56 yrs. Visitors over the age of 40 years accounted for more than half (56%) of all visitors. Visitors attended in small family and social groups, with an average group size of 3.3. Almost half of visitors are primary producers (43%); with an average farm size of 51-150 acres.



PURCHASE INTENTION

57% suggested they are either likely, or highly likely to purchase in the future - based on what they had seen at Primex, and 52% likely to contact an exhibitor in the future.



VISITOR REGIONS

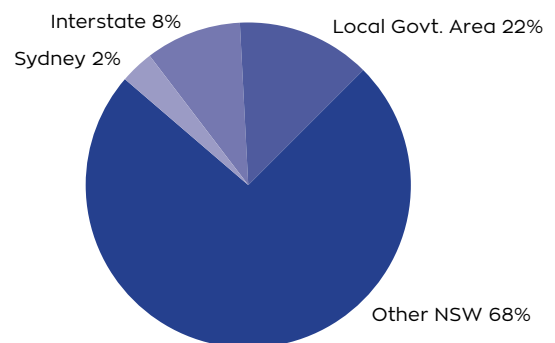
The event attracts exhibitors from a range of regions in NSW, Qld and Interstate. Half of visitors (50.4%) were attracted from more than 50 kilometres away.



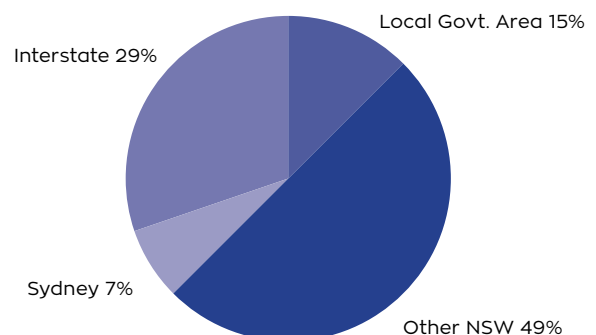
EXPENDITURE

\$4.2 million in immediate expenditure. In excess of \$39 million in sales generated.

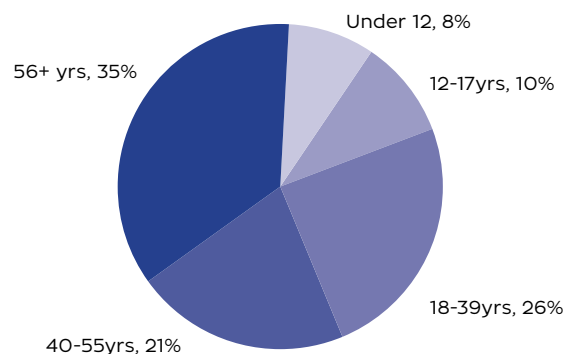
VISITOR PROFILE



EXHIBITOR PROFILE



AGE GROUPS



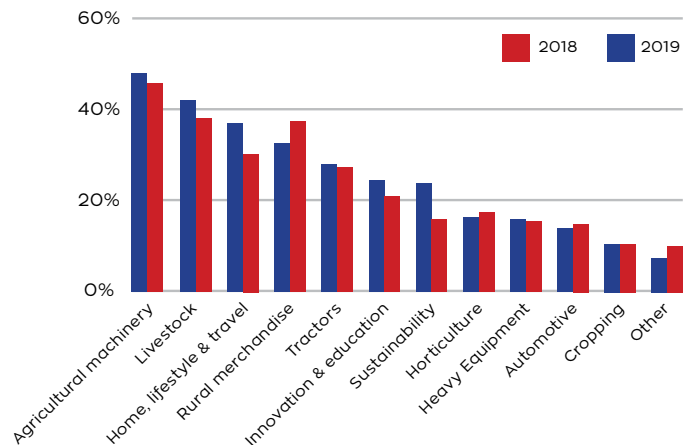
Why you need to be at PRIMEX 2021

MAIN INTERESTS

Visitors were asked for their three main interests at Primex. The results show that the top three are:

- **Agricultural machinery (48%)**
- **Livestock (42%)**
- **Home, lifestyle & travel (37%)**

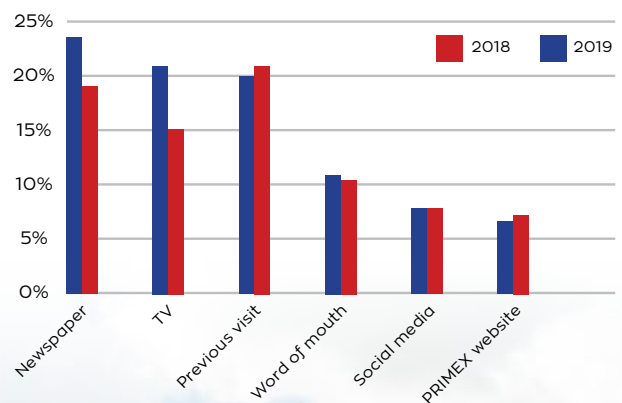
However, as shown in the chart (right), there is also strong interest in Rural Merchandise and Tractors and a range of other exhibits. Interest in sustainability has grown substantially over the past few years being a main interest to 24% of visitors this year, compared to 16% in 2018.



PROMOTION ANALYSIS

In 2019 the main ways that visitors accessed information about Primex was through newspapers (19%) as well as TV (15%) and previous visits (22%). The introduction of social media over the past few years has replaced some of the informal word of mouth information.

- **Northern Star (9%)**
- **Newspaper - other (5%)**
- **The Land (3%)**
- **Old Country Life (2%)**





Meat & Livestock Australia (MLA) is a not-for-profit, producer-owned company acting as the marketing, research and development body for Australia's red meat and livestock industry. MLA's purpose is to foster the long-term prosperity of the Australian red meat and livestock industry, by investing producer levies into research and marketing activities that contribute to profitability, sustainability and global competitiveness.

Not an MLA member?

MLA members receive:

- ✓ *Feedback* magazine delivered to your mailbox, five times a year
- ✓ weekly e-newsletters with the latest market and industry news
- ✓ the opportunity to vote at MLA's Annual General Meeting
- ✓ invitations to events throughout Australia
- ✓ access to a range of programs targeted at red meat producers.



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MLA Donor Company accelerates innovation across the value chain to ensure Australian red meat and livestock remain competitive on the world stage, by attracting commercial investment from individual enterprises that share a mutual interest to co-invest in beneficial industry innovation. mla.com.au/about-mla/what-we-do/mla-donor-company/

Integrity Systems Company (ISC)

Manages the delivery of Australia's world-leading red meat and livestock quality assurance programs: the National Livestock Identification System (NLIS), Livestock Production Assurance program (LPA) and the National Vendor Declaration (eNVD). integritysystems.com.au/

Join nearly 50,000 livestock producers and sign up at
mla.com.au/membership or call 1800 023 100

Paddock to Plate is where farmers and foodies meet!



The PRIMEX Paddock to Plate program showcases our regions locally produced foods and products to one of the largest audiences in the region. Unique to the Northern Rivers, **Australia's Sustainable Farming and Primary Industries Expo** creates the connection between farmers and foodies, where they can see, taste, and share a variety of food experiences and destinations.



Our food, brewery and distillery producers have a voice and a means of advocacy direct to consumers, building brand and product awareness, sampling and retailing to thousands of visitors attending. This is a wonderful opportunity to be a part of the growing network of farmers, producers, chefs, and food lovers, at a venue that assists in showcasing and profiling participating vendors while promoting the diversity of our food bowl, where the productive fertile soils surrounding Mt Warning grow an abundance of world-class, fresh, and easily accessible produce.

There is no better way for farmers and food/beverage producers to bring their culinary delights together, with the venue a place for Chefs and food experts to be celebrated, in front of a national audience including over 20,000 consumers.

PRIMEX is the source to highlight the fresh and regenerative produce foodies adore, all located right here in the Northern Rivers, Tweed and Clarence Valley and the surrounding environs.



Be a part of a growing movement.



Become immersed in the epicentre of our regions agricultural and tourism hub, where our farmers can meet face to face with the foodies who are looking to escape into a food lovers experience, where they EAT, STAY and INDULGE in this celebration of what makes our Region's Food Bowl so unique at PRIMEX.

Opportunities are available to gain exposure to tens of thousands of visitors. Join us and become part of this new revolution that presents our Region's best at one massive venue. Event Catering, Food Court & Market Stall Sites and Chef's Theatre profiling the best of the best.

RETAIL CATERING (priority local & surrounds produce) - OPEN OUTDOOR SITES - 3-day site within designated Food Court Area

5m x 5m	\$550 (ex GST)
10m x 10m	\$800 (ex GST)
5m x 5m (limited subject to availability)	\$250 per day

MARKET & SPECIALIST SUPPLIER STALLS - INDOOR PAVILION - Including concrete floor, lockable, tables and seating provided limited sites Supporting supply to Chefs On Stage Theatre and/or Retail of quality food experiences

3m x 3m	\$450 (ex GST)
---------	----------------

OPEN OUTDOOR SITES - Within designated high traffic area in close location to Paddock to Plate

3m x 3m (limited subject to availability)	\$180 per day or \$350 for 3 days.
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Designated Food Courts multiple vendors, power bookings & charges as required by vendor. CovidSafe Plan must be submitted by each vendor refer prospectus terms & conditions & NSW Health. Primex provide limited undercover and seated areas - restricted numbers and some scheduled music. Power charges apply and only available on designated sites - please refer to the services, power fees and terms and conditions within prospectus. All food applicants will be required to apply for appropriate permits and have all required health & safety certifications etc from local and state authorities.



Primex site fees

EARLY BOOKINGS MEAN BIG SAVINGS! BOOKING DATES AND PAYMENT SCHEDULES APPLY

OUTDOOR SITES	NORMAL RATES 2021 (Excluding GST)
3m frontage x 10m (as designated)	\$630
5m frontage x 10m	\$840
6m frontage x 10m (as designated)	\$1,005
10m frontage x 10m	\$1,295
15m frontage x 10m	\$1,810
15m frontage x 20m	\$2,175

MULTIPLE SITE DISCOUNT	
Discount 2nd Site	20%
Discount 3rd Site	25%
Discount 4th & Subsequent Sites	35%

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

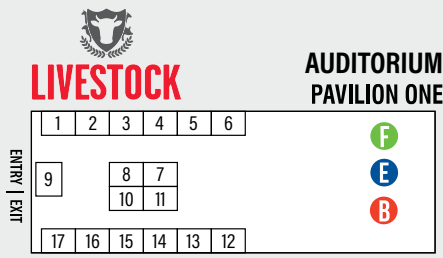
EXHIBITOR PASSES	
Passes Required / person	\$10 each

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

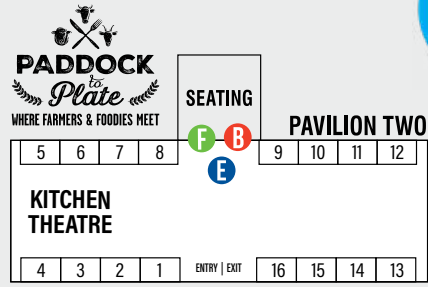
PAVILION PRICING

SIZE (Frontage & Depth)	NORMAL
3m x 2m – Space Only (Standard space in all pavilions)	\$720 (Ex. GST)
Indoor Option Power (1 x 10amp)	\$40 (Ex. GST)

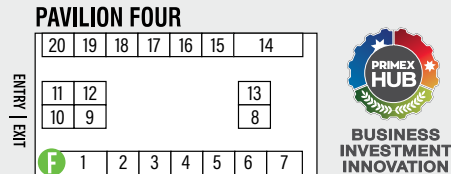
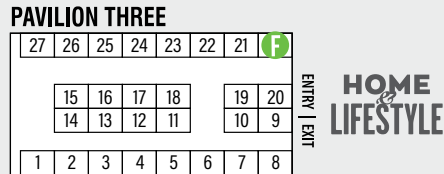
Primex site plan



Applications for this Pavilion will only be confirmed and allocated once the review and location are confirmed with exhibitors - priority of allocations will be based on date received.



Applications for this Pavilion will only be confirmed and allocated once a review and floorplan is confirmed - priority of allocations will be based on date received.

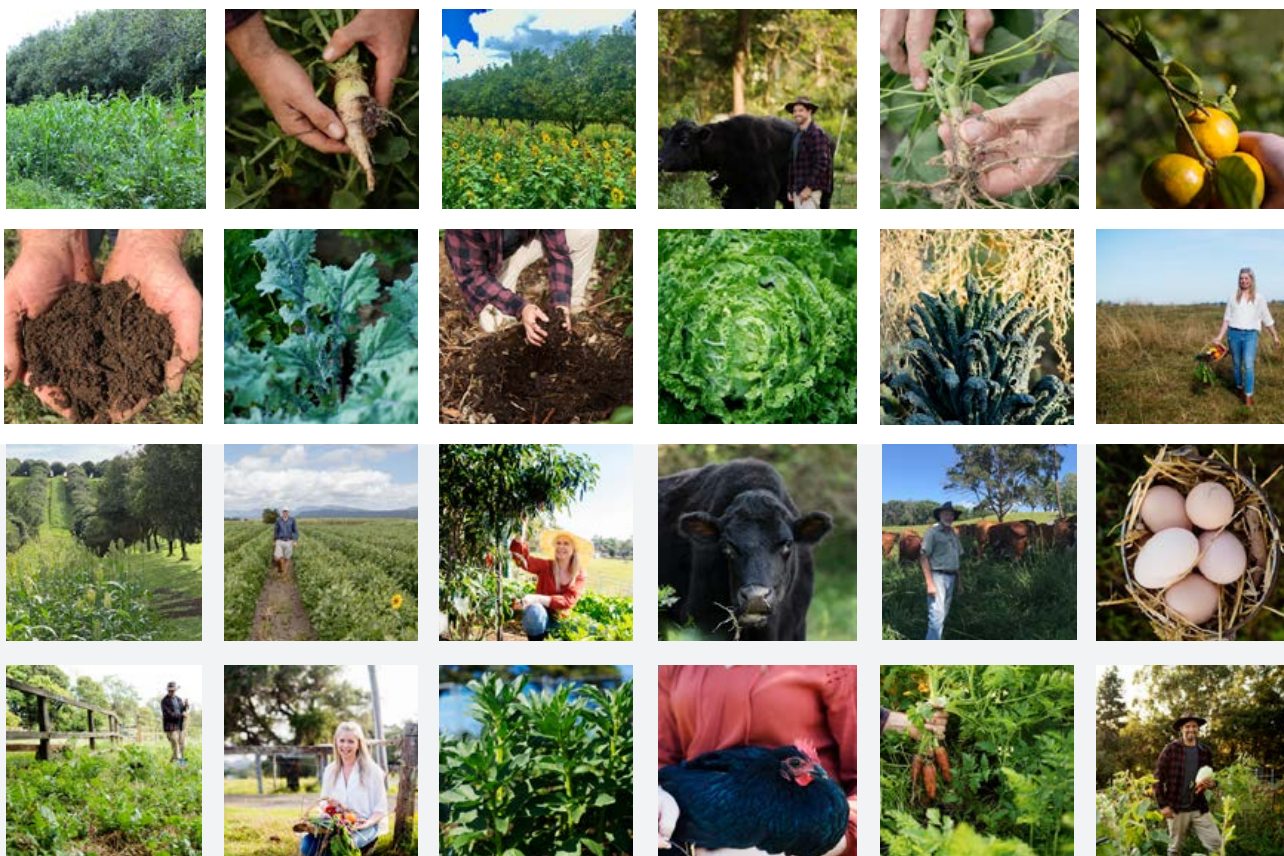


Please note. Due to NSW Government Public Health Order, changes to plan layout and allocation of sites for exhibitors may change without notice.





**Southern Cross
University**



Study Regenerative Agriculture at Southern Cross University

Be part of a new way of farming, building more resilient farms and farmers in a future of increased seasonal and weather variability. Developed with leading practitioners in regenerative

agriculture and drawing on the University's specialist expertise in plant science, agronomy, ecology, agroforestry, environmental chemistry and socio-ecological systems, our courses delve into

human ecology, agroecology, regenerative agronomy and soil management as well as the planning of rural landscapes.

Find out more

1800 626 481

scu.edu.au/regenerative-agriculture

APPLICATION FORM

20-22 MAY 2021 | NORTHERN RIVERS NSW



PRIMEX
AUSTRALIA'S SUSTAINABLE FARMING
& PRIMARY INDUSTRIES EXPO

PRIMEX
ON AIR

EXHIBITOR DETAILS

☐ New Exhibitor (Please tick if your company is a first time exhibitor)

Company Name:

(Registered business name)

ABN No:

Listing Name:

(Your preferred listing company name to be included in Exhibitor Directory & Product Listing. Any products to be indicated on Product Listing Form)

Site Contact Name:

(Name of person authorising application, to receive account, confirmation and exhibitor manual)

Phone:

Mob:

Email:

Website:

(All electronic correspondence will be sent to this address) @primexaus

ACCOUNT DEPARTMENT CONTACT DETAILS

Contact Name:

Phone:

Email:

Is your company on social media? @:



Please also connect with us: @primexaus (Instagram, Facebook, LinkedIn and Twitter)

SITE DETAILS

Preferred Site Number:

Site Size *Please indicate number requires

	Outdoor	Pavilion
___ 5m x 10m	___ 15m x 10m	___ 3m x 2m (space only)
___ 10m x 10m	___ 15m x 20m	

Power Required (Outdoor) *Please number for multiple site bookings/ refer power conditions

___ 1 x 10 amp outlet @ \$80.00 ___ 1 x 15 amp outlet @ \$145.00 ___ 1 x 3 phase outlet @ \$195.00

Power Required (Indoor) *Please number for multiple site bookings/ refer power conditions

___ 1 x 10 amp outlet @ \$40.00

EXTRAS

QTY TOTAL

Primex On Air:

- Supplier (Current)	\$
- Exhibitor	\$
Exhibitor Passes (\$10.00 each)	\$
VIP Passes (\$5.00 each)	\$
Total Site Cost	\$
Total Power Required	\$
Total Extras Required	\$
SUBTOTAL	\$
GST	\$
TOTAL PARTICIPATION COSTS	\$

Deposit Due Date

\$



Final Balance

\$



Primex On Air

\$



25% due within 7 days receipt of invoice

Due Friday 31st March 2021

Due now

DECLARATION

I hereby acknowledge having read the terms and conditions of this Application Agreement I agree to be bound by those terms and conditions. I agree to provide Public and Product Risk Insurance Certificate of Currency, signed Safety Plan, all electrical appliances and equipment tested and tagged and full payment. If I sign this Application as an employee, servant, contractor or agent of the Exhibitor, I warrant that I have the authority to enter into this Agreement on behalf of the Exhibitor and agree to be personally bound by the terms and conditions of the Agreement.

Authorised by (Print Name):

Position:

Signature:

Date:

Due to COVID-19 and NSW Government Public Health Orders a signed application by both parties will be required based on agreement. Tax invoices will be forwarded to successful applicants. Payment options including schedule and monthly installments are available on application. Exhibition sites will only be allocated on receipt of a signed Application Form, provision of Public and Product Liability Insurance Certificate of Currency, signed Safety Plan and upon completion of full payment.
Please return this Application immediately – Site Allocations only confirm once allocation and deposit received.

2021 Terms and Conditions

1. Interpretation and Definitions

(a) Interpretation

- (i) Words importing the singular shall be deemed to include the plural and vice versa.
- (ii) When the exhibitor is made up of two or more persons, these terms shall bind them jointly and each of them separately and each of their respective executors, administrators and assignees.
- (iii) When the exhibitor is a company, these terms shall bind the company, its successors and permitted assignees.

(b) Definitions

Business day means any day which is not Saturday, Sunday or a public holiday.
Claim means any or all claims, demands, debts, accounts, actions, expenses, costs, liens, suits, liabilities and proceedings of any nature whatsoever, whether known or unknown.

Delay event means:

- (i) A flood, cyclone, earthquake, bushfire or other act of nature or imminent threat of the same;
- (ii) Riot, war or terrorist act or imminent threat of the same;
- (iii) Pandemic, epidemic, public health emergency or infectious disease; or
- (iv) Compliance with any lawful direction or order by the federal, state or local government including their authorities or agencies.

Event means the annual Primex Field Days event.

Exhibitor means the exhibitor listed at Schedule 1 of these terms.

Exhibitor's personnel means any agents or employee's of, or contractors to, the exhibitor, or any other party that the exhibitor engages, on whatever basis, for the use of the site under these terms.

Organiser means Primex Field Days Pty Ltd A.C.N. 098 641 546 and includes its employees, agents, contractors, successors and permitted assigns.

Prospectus means Primex Prospectus Offer that contains these terms and includes any other marketing and sales material of the organiser. © copyright 2020 – Primex Field Days Pty Ltd

Venue means the venue located at Cassino Drive, Casino, in the Northern Rivers of New South Wales and includes private lanes and driveways, carparking and common facilities such as toilets.

Vehicles means any motor vehicle, four wheel drive vehicle, motorbike, caravan, campervan, truck, trailer or machinery.

Virtual event means the Primex Online Business Hub that the organiser may elect to hold on an annual basis in addition to the event.

2. All principals of a company, trust or partnership are required to sign a personal guarantee of the exhibitor's obligations in the form set out in these terms.

3. The observation of agreed time frames is an essential term.

4. The exhibitor shall comply with its statutory obligations with respect to:

- (a) Workplace health and Safety Act 2011 (NSW).
 - (b) Workers compensation insurance; and
 - (c) any other laws, regulations, approvals, consents and industry standards that apply to the exhibitor's delivery and operation of the exhibitors' business.
- The exhibitor must also comply with any directions of the organiser that are required due to the organiser's statutory or insurance obligations with respect to the event.

5. The exhibitor must, at its cost, obtain and maintain current policies of insurance for:

- (a) Compulsory third party insurance for vehicles to access the venue for the purposes of the event and to be parked within the carpark or immediately adjacent to the site, whether such vehicles are owned or operated by the exhibitor or the exhibitor's personnel;
- (b) All third party risks in relation to persons and property including public liability insurance to the amount of 20 million per event (noting the location and date of the event and the organiser as an interested party);
- (c) Workers compensation insurance for the exhibitor's personnel; and
- (d) Public liability and passenger liability aviation insurance for helicopters to access the designated helicopter pad (located at the northern boundary of the venue) for the purposes of the event, should the exhibitor or the exhibitor's personnel intend to use helicopters to access the event.

6. The organiser may require the exhibitor to produce suitable evidence of the policies of insurance required in accordance with clause 5 before the exhibitor is granted access to the site. The organiser acting reasonable, may deny access to the site.
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7. The exhibitor hereby indemnifies and will keep the organiser indemnified at all times against any claim for compensation, damages, losses or costs made against the organiser by any person (including, but not limited to, the exhibitor's personnel) arising directly or indirectly from the exhibitor or the exhibitor's personnel:

- (a) Use of the venue or the site;
- (b) Use of goods, supplies, property or equipment owned or operated by the exhibitor or the exhibitor's personnel at the venue or on the site;

- (c) Actions (negligent or otherwise); or
- (d) Breach of these terms.

8. The exhibitor releases the organiser, to the full extent permitted by law, for loss or damage to any property, or injury or death to any person, arising out of any action (negligent or otherwise), activity or involvement of the organiser pursuant to these terms.

9. The exhibitor must ensure that all vehicles located at the venue are registered and in a presentable and roadworthy condition.

10. The exhibitor shall not, without the prior consent of the organiser, permit any person other than the exhibitor and the exhibitor's personnel to occupy any part of the site. Should this condition not be observed, the organiser may charge additional fees to the exhibitor for the unpermitted persons occupying the site or exercising any of the other rights of the exhibitor under these terms.

11. If the organiser is unable to perform its obligation to hold the event solely as a consequence of a delay event:

- (a) The exhibitor will promptly notify the exhibitor in writing that due to the consequence of the delay event, the organiser's obligation to hold the event has been suspended and the organiser shall not be deemed to be in breach of its obligations under these terms.
- (b) The exhibitor's obligation to pay fees that are due for payment after the date of the organiser's notice at clause 11 (a) in accordance with Schedule 1 of these terms shall be automatically suspended. The exhibitor's obligation to pay fees that were due before the date of the organiser's notice at clause 11 (a) remain payable and are non-refundable.
- (c) The exhibitor's obligation to pay fees in accordance with Schedule 1 shall resume, if the exhibitor provides notice to the organiser that it will attend the © copyright 2020 – Primex Field Days Pty Ltd
new nominated date for the event in accordance with clause 11 (e), effective from the date of the exhibitor's notice.
- (d) The organiser will promptly notify the exhibitor in writing when it is no longer prevented from performing its obligation to hold the event due to the delay event and nominate, at its sole discretion, a new date for the event to be held, provided that the new date for the event is not more than 6 months from the date of the organiser's notice at clause 11 (a)
- (e) The exhibitor shall, within 14 days of receiving of the organiser's notice at clause 11 (d), elect to notify the organiser that it will attend the event on the new nominated date or notify the organiser that it will instead attend the event in the following year in which case the exhibitor's fees paid to date

will be credited against the exhibitor's account for the event to be held in the following year.

If the exhibitor does not provide a notice to the organiser in accordance with this clause 11 (e) (i.e. the exhibitor does not wish to attend the event to be held in the current year or in the following year), then the organiser shall forfeit any fees paid by the exhibitor to date.

- (f) And the organiser remains unable to perform its obligation to hold the event at 6 months after the date of the organiser's notice at clause 11 (a), then these terms shall be automatically terminated effective from the expiry of that 6 month period, the organiser shall forfeit any fees paid by the exhibitor before the date of the organiser's notice at clause 11 (a) and neither party shall any further obligation to the other party.
- (g) The organiser shall not be liable to the exhibitor for any claims for compensation, damages, losses or costs made against the exhibitor by any person due to the organiser being unable to perform its obligation to hold the event solely as a consequence of a delay event.

12. The organiser may notify the exhibitor that the date for the event is postponed or bought forward from that date of the event previously advertised and communicated to the exhibitor for reasons (including, but not limited to):

- (a) The request or needs of other exhibitors.
- (b) The availability of the organiser's employees and/or service providers.
- (c) The organiser assigning these terms and the event to a third party as assignee or a change of ownership of the organiser.
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- (d) Projected sales of sites and commercial viability of the event;

And the exhibitor must notify the organiser if the exhibitor is unable to participate at the event on the new date notified by the organiser in accordance with this clause 12 and upon receipt of the exhibitor's notice, the organiser will credit the exhibitor's fees paid to date under these terms to the fees payable for the event to be held in the following year.

13. These terms are terminated and the event cancelled if the organiser:

- (a) Goes into liquidation or is placed under insolvency administration.

14. The organiser may immediately terminate these terms and the exhibitor's participation at the event, and forfeit any fees paid to date, if the exhibitor:

- (a) Becomes bankrupt or goes into liquidation;
- (b) Is subject to a finding of guilt for a criminal or civil offence;
- (c) Ceases business; or
- (d) Fails to remedy, a breach of these terms, within 14 days of receiving a notice from the organiser identifying the breach and requiring the breach to be remedied.

15. Should the exhibitor fail to attend all or any of the days that the event is held for (due to no fault of the organiser), the organiser reserves the right to:

- (a) Forfeit all fees paid by the exhibitor to date;
- (b) Make legal demand for any fees remaining to be paid in accordance with these terms as against the exhibitor and/or the guarantor;
- (c) Make a claim against the exhibitor and/or the guarantor for compensation, damages, losses or costs arising directly or indirectly from the exhibitor's failure to attend the event.

16. All vehicles, aircraft (if applicable), goods, supplies, property and equipment brought on to the venue by the exhibitor, the exhibitor's personnel or any third party, is at the sole risk of the exhibitor.

17. The exhibitor and the exhibitor's personnel shall be solely responsible for arranging delivery of its goods, supplies, property and equipment to the site and receipt of those items at the site by the exhibitor's personnel. Any receipt of those items at the site by © copyright 2020 – Primex Field Days Pty Ltd the organiser shall be as agent for the exhibitor and the organiser shall have no liability or responsibility for the items receipted nor for any issues with the type, quantity and condition of the items delivered.

18. If the organiser requires the site previously granted to the exhibitor under these terms to be reallocated, the organiser will, acting reasonably, consult with the exhibitor before allocating an alternative site to the exhibitor.

19. The exhibitor shall pay the site fees in advance in the amounts and on or before the due dates for payment in accordance with Schedule 1 of these terms. The organiser, may, in its sole direction, elect to extend the due date for payment of any fees.

20. The organiser in accepting payment of any fees or additional costs after the due date, does not waive the organiser's right to require all other fees to be paid on the due date, nor does it waive the organiser's right to terminate these terms due to the exhibitor's default in paying any fees.

21. The exhibitor shall be held in default of these terms if the exhibitor fails to pay any fees or additional costs by the due date in accordance with Schedule 1 and the organiser may send the exhibitor a default notice setting out the outstanding amount. The exhibitor shall have 14 days to pay the amount outstanding in accordance with the default notice. If the exhibitor fails to comply with the default notice, the exhibitor shall become immediately liable to pay the outstanding amount, together with interest accruing from the original due date for payment set out in Schedule 1 until payment is received at the rate of 15% per annum. The exhibitor shall also pay all costs and expenses incurred in the organiser exercising its rights of recovery from the exhibitor and/or the guarantor

and the exhibitor shall indemnify the organiser against any losses resulting from the default.

22. To comply with the Workplace Health and Safety Act 2011 (NSW), the exhibitor is responsible for the creation and maintenance of a safe workplace environment for the exhibitor's personnel at the site. All power leads and electrical appliances and equipment brought onto the site must be tested and tagged in accordance with AS/NZS 3760:2010 and to comply with the requirements as set out in Work Health and Safety (Managing Electrical Risks in the Workplace) Code of Practice 2015 and the AS/NZS (3002:2002) 'Electrical Installation – Shows and Carnivals'. The organiser, in the interests of safety to any person, has the immediate right, without prior notification to the exhibitor, to disconnect any power leads that fail to comply with the Australian Standards 3760. The exhibitor is required, before being granted access to the venue, to provide the organiser with a Safety Plan (Risk Assessment Plan) to demonstrate that the exhibitor and the exhibitor's personnel are adhering to the requirements under the Workplace Health and Safety Act 2011 while setting up, operating and dismantling their exhibits at the site. Any hot work including cutting, welding or grinding conducted on site shall require a Hot Work permit to be provided by the organiser. © copyright 2020 – Primex Field Days Pty Ltd

23. The exhibitor must provide written notice to the organiser immediately upon the exhibitor deciding or being prevented from participating at the event for any reason. The following fees remain payable by the exhibitor (which represent the administrative and other costs incurred by the organiser in the preparation of the event) and the organiser shall forfeit the same, if the organiser receives a notice of cancellation:

- (a) At any time following the exhibitor signing on for the event and up to 5 months before the event date: 25% of total fees; or
- (b) 5 months or less before the event date: 50% of total fees; or
- (c) 8 weeks or less before the event date: 100% of total fees; and
- (d) At any time before the event date: 100% of additional costs.

For the purposes of this clause, the "event date" means the date of the event whether that date is the original date, postponed or brought forward date or new nominated date as a result of a delay event. The organiser may, in extenuating circumstances, elect to reduce the amount of fees payable or waive payment of the fees, in the event of an exhibitor providing a notice of cancellation in extenuating circumstances.

24. Where the organiser agrees to allow the exhibitor to erect permanent or semipermanent structures on the site, the parties will enter into an agreement in respect of that arrangement on terms and conditions acceptable to the organiser.

25. The exhibitor represents and warrants to the organiser that all information and representations that the exhibitor, or any person acting on the exhibitor's behalf

has given to the organiser are true and correct. The exhibitor warrants that it has not failed to disclose to the organiser anything relevant to the organiser's decision to have dealings with the exhibitor and that no court proceedings or dispute is current that may have an adverse effect on performing the exhibitor's obligations under these terms.

26. The organiser does not warrant that the exhibitors listed or mentioned in any of the organiser's marketing material (including online material) will be participating at the event. The organiser does not guarantee that exhibitors who have registered for the event will be participating at the event.

27. The organiser's prospectus is a summary and is for general information purposes only. The organiser's prospectus does not constitute financial or investment advice and does not contain a guaranteed rate of sales or revenue for the exhibitor as a result of participating at the event. Past performance information contained in the organiser's prospectus is for illustrative purposes only and should not be relied upon as (and is not) an indication of future performance of the event. Any decision of the exhibitor to enter into these terms should be made after the exhibitor has carried out and relied on its own independent enquiries including legal and financial advice.

28. The organiser may elect to provide a virtual event in addition to the event, particularly in the circumstances where the event may have to be postponed in accordance with © copyright 2020 – Primex Field Days Pty Ltd these terms. If the exhibitor chooses to participate in the virtual event however the organiser elects not to proceed with providing a virtual event for any reason, the organiser shall not be liable to the exhibitor for any claims for compensation, damages, losses or costs made against the exhibitor by any person due to a virtual event not taking place.

29. General Provisions Governing law

(a) These terms are governed and construed in accordance with the law of New South Wales.

Severance

(b) If any provision contained in these terms is or becomes legally ineffective, under the general law or by force of legislation, the ineffective provision shall be severed from these terms which otherwise continues to be valid and operative.

Benefit of terms not assignable

(c) the exhibitor may not assign the benefit of the rights under these terms without the prior written consent of the organiser.

Notices

(d) Notices must be in writing and be given personally by express or registered post with delivery confirmation or by facsimile transmission or email with receipt confirmation.

Business day

(e) If the exhibitor must make a payment on or by a day that is not a business day, the exhibitor must make the payment by the next business day.

30. Guarantee

30.1 If the exhibitor is a company or trustee then these terms are not binding on the organiser until the exhibitor's performance has been guaranteed by one or more persons of financial substance satisfactory to the organiser in accordance with this clause 30.

30.2 In consideration of the organiser, at the guarantors' request, granting these terms to the exhibitor, each guarantor jointly and severally covenants with the organiser that:

(a) The guarantor, as a principal obligor and not merely as surety, irrevocably and unconditionally guarantees to the organiser (and indemnifies the © copyright 2020 – Primex Field Days Pty Ltd organiser in respect of) the due and punctual performance of all of the exhibitor's obligations under or arising out of these terms including (without limitation):

(i) Payment when due of all amounts payable by the exhibitor under these terms;

(ii) Performance when due of all of the exhibitor's other obligations under these terms; and

(iii) Prompt payment of all amounts for which the exhibitor may become liable in respect of any breach of these terms.

(b) the guarantor's obligations under this guarantee and indemnity are unconditional, irrespective of:

(i) the validity, regularity and enforceability of any provision of these terms;

(ii) the absence of any action by the organiser or the exhibitor to enforce these terms;

(iii) our waiver or consent in respect of any provision of these terms;

(iv) the recovery of any judgment against the exhibitor;

(v) any action to enforce judgment against the exhibitor;

(vi) any variation of these terms;

(vii) any time or indulgence granted to the exhibitor by the organiser;

(viii) the dissolution of the exhibitor's buying entity;

(ix) any change in the status, function, control or ownership of the exhibitor's buying entity;

(x) any consolidation, merger, conveyance or transfer by the exhibitor;

(xi) any other dealing, transaction or arrangement between the organiser and the exhibitor; or © copyright 2020 – Primex Field Days Pty Ltd

(xii) any other circumstances which might otherwise constitute a legal or equitable discharge of or defence to a surety;

(c) This guarantee and indemnity will be a continuing guarantee and indemnity which will not be discharged except by complete performance of all of the exhibitor's obligations under or arising out of these terms;

(d) The organiser may require the guarantor to make a payment or performance any other of the exhibitor's obligations under or arising out of these terms:

(i) Without first requiring the exhibitor to do so;

(ii) Irrespective of whether such payment or other obligation would be enforceable against the exhibitor; and

(e) The guarantor has read this guarantee and indemnity and the rest of these terms and has taken such legal advice he or the guarantor thinks necessary.

31. Covid-19 Safety Plan

(a) In signing the Terms and Conditions to participate at Primex Field Days, you are confirming you and the entity you represent, understand it is your responsibility as an Exhibitor to meet all the Safety requirements as required by the NSW Government Public Health Orders.

(b) The Exhibitor is responsible to follow all requirements as outlined by NSW Government, Primex Field Days and for the management of each individual Exhibitors Covid-19 Safety Plan as required for their site. Primex Field Days is responsible for the Covid-19 Safety Plan for all Common Areas of the Primex site.

(c) The Order requires certain premises and events to have a COVID-19 safety plan that addresses the matters in a checklist approved by the Chief Health Officer. Primex Field Days is requesting all Exhibitors to complete a COVID-19 safety plan that addresses the matters in the relevant checklist.

(d) A copy is to be supplied to Primex Field Days 10 days prior to access to site and Set Up of displays. In the case of the Richmond Valley Events Centre, the Major recreation facilities, stadiums, showgrounds, racecourses checklist may be helpful.

(e) All exhibitors and attendees should be aware of the NSW Government advice on How to protect yourself and others .

(f) All exhibitors who fall under the Hospitality umbrella are required to have their own QR code for their allocated area. Primex Field Days will have a QR Code at the 2 Main Entry and Exit points to the Richmond Valley Events Centre (East and West).



20-22 MAY 2021 | CASINO NORTHERN RIVERS NSW

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Primex Field Days Pty Ltd ABN 95 396 729 261

