

Agricultural Field Days:

The Ultimate Investment in Farming and Rural Communities



AAFDA
Association of Agricultural Field Days of Australasia Ltd

Australia & New Zealand

The Association of Agricultural Field Days of Australasia (AAFDA) represents the leading agricultural field days across Australia and New Zealand.

AAFDA advocates for exhibitors, sponsors, and farming communities, supporting members in delivering high-quality, innovative, and regionally focused events. These events are essential regional infrastructure, offering hands-on environments where farmers, agribusinesses, innovators, researchers, and suppliers connect for business exchange, technology adoption, and community development.



Why Field Days Are Unique:

Direct Access to Decision-Makers:

Engage the people who buy, influence, and adopt innovation.

Hands-On Demonstrations:

Showcase products and technologies in real-world conditions, giving attendees opportunities to touch, test, and trial solutions.

Regional Reach:

Bring innovation directly to rural and regional communities, something no other event structure replicates.

High-Impact Marketing & ROI:

Generate qualified leads, launch new products and build strong relationships efficiently.

Community & Knowledge Building:

Strengthen networks, share expertise, and support regional economies.

Early Exhibitor Visibility

Exhibitors who secure space early gain priority visibility across field day websites, exhibitor directories, and digital channels. Early commitment enables businesses to upload images, product announcements, videos, and key messages in advance, building strong customer awareness and driving foot traffic long before event day.



Field days are where business meets the land and results happen.

Maximising Your Success at Agricultural Field Days

A Strategic Guide for Trade Exhibitors | AAFDA (Australia & NZ)

Digital & Virtual Opportunities

Field day organisers increasingly use digital platforms, virtual tools, and online directories to extend exhibitor reach beyond the event itself. Exhibitors can:

- Build an online profile, including images, product specs, videos, and links
- Showcase new releases or activations in advance
- Leverage virtual exhibitor pages to reach audiences who plan their visit early
- Participate in online-only promotions or digital spotlights run by the organisers
- Upload show specials, demonstrations, and educational content
- Keep their listing active 24/7, even post-event, giving long-term visibility

A strong virtual presence increases pre-show engagement, improves on-site visitation, and enhances overall ROI.

Our Impact Through AAFDA Members

AAFDA members collectively generate millions of dollars in regional economic uplift and exhibitor revenue annually. Field days attract thousands of highly engaged attendees, offering unmatched brand exposure and commercial opportunity.

Participation strengthens innovation adoption, encourages knowledge transfer, and drives long-term value for rural communities.



Why Agricultural Field Days Are a Strategic Investment

Access to a Highly Targeted Audience

Attendees include farmers, agribusiness professionals, contractors, buyers, and decision-makers actively seeking solutions.

CEIR research shows 81% of trade show attendees hold buying authority, and 84% say exhibitor interactions influence purchase decisions.

3D Sales & Live Demonstrations

Real-world demos and machinery trials provide deep engagement and lasting impressions that digital-only environments cannot replicate.

High ROI Potential

Field days generate immediate sales opportunities and extended pipelines that continue for months post-event.

Innovation & Brand Leadership

New technology launches attract media, buyers and industry stakeholders, positioning your brand as a leader.

Community & Regional Impact

Participation supports rural economies and demonstrates your commitment to agricultural resilience and innovation.

Extended Pre-Event Digital Exposure

Early exhibitors benefit from increased visibility via the organisers' digital platforms and virtual event tools—driving brand presence weeks or months ahead of the physical event.

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Strategic Approach to Maximise Your Participation

1 Set Clear Goals & Objectives

Define **SMART goals** and align all exhibition activities with:

- Lead generation
- Brand awareness
- Relationship development
- Education and product showcase

2 Pre-Show Marketing & Engagement

Begin 3–6 months before the event.

Use:

- Event invitation templates
- Exhibitor directory listings
- Promotional codes
- Social media campaigns
- Scheduled customer meetings

Enhance your strategy with:

- Meta ads plus organic content
- Dedicated landing pages with product highlights and show specials
- Early upload of images, videos, and new product releases to the field day digital platform
- Virtual booth enhancements to build pre-event anticipation

3 Booth Design & On-Site Engagement

Create an inviting, interactive and accessible environment:

- Live demonstrations
- Clear value propositions
- Safe machinery zones
- QR codes for digital brochures
- Visitor flow planning
- Shaded or seated areas for comfort

4 Staff Selection & Training

Ensure your staff:

- Know the products
- Understand booth etiquette
- Follow safety protocols
- Can qualify prospects effectively
- Deliver consistent, confident messaging

5 Lead Capture & Technology

Use:

- Digital lead capture tools
- CRM integration
- Notes and photos for accuracy
- Prioritisation workflows

6 Follow-Up & Lead Nurturing

Fast follow-up is critical. Contact priority leads within 24–48 hours.

Use a tiered system:

- **Hot leads:** phone call + personalised email + demo invitation
- **Warm leads:** case studies and nurture content
- **Long-term leads:** newsletters, seasonal updates, webinars

Three-Month Post-Event Campaign

A structured three-month campaign strengthens conversion:

- Retargeting ads
- Sequential emails
- Call cycles
- Content marketing
- Demo invitations
- Customer case studies

7 Leverage Organiser & Community Resources

Use all materials available from the organiser:

- Attendee lists
- Social media graphics
- Online exhibitor profiles
- Sponsorships
- Speaker opportunities
- Co-branding initiatives

8 Treat Exhibiting as an Investment

Optimise long-term value by tracking:

- Qualified leads
- Conversion rates
- Market penetration
- Customer lifetime value
- Seasonal sales uplift

AAFDA Field Days: Top Opportunities in Aus & NZ

Exhibitor Support & Managed Services

Many exhibitors benefit from integrated support packages that streamline pre-show preparation and post-show follow-up. Recommended services include:

- CRM setup and integration
- Automated email sequences
- Social media management (Meta ads + organic content)
- Lead capture app setup
- Content creation: videos, reels, photography
- Digital profile optimisation on the field days' virtual and online platforms
- Three-month post-event marketing campaigns
- These services strengthen brand visibility, improve lead quality, and maximise exhibitor ROI.





Exhibiting With Impact

Agricultural field days offer one of the most powerful platforms in the agribusiness sector for customer engagement, brand visibility, product demonstration, and long-term relationship building.

1. Planning Toolkit

This Master Exhibitor Toolkit provides you with the complete set of best practices, planning tools, and strategic frameworks needed to deliver a high-performing exhibition experience – before, during, and after the event.

Designed for all exhibitor levels (first-time to advanced), this toolkit ensures:

- Higher customer engagement
- Stronger brand awareness
- Streamlined operations
- Better quality leads
- Improved ROI and long-term outcomes

2. Strategic Foundations

2.1 Setting SMART Goals

Define clear goals before planning your exhibition.

- **Specific:** What outcomes do you want (sales, leads, demos, product launches)?
- **Measurable:** What metrics represent success (lead numbers, demo bookings, social engagement)?
- **Achievable:** Are your goals realistic given your resources and staffing?
- **Relevant:** How does your presence align with customer needs or seasonal timing?
- **Time-Bound:** Set deadlines for pre-show, at-show, and post-show activities.

Recommended Exhibitor Goal Categories

- Lead generation
- Brand awareness
- Customer education
- New product launch
- Partnerships & dealer relationships
- Market research & customer feedback

3. Pre-Show Excellence

3.1 Pre-Show Marketing Calendar
Plan backwards from the event.

6 Months Out

- Book booth and confirm logistics
- Secure premium site location
- Define customer challenges to address
- Begin aligning marketing with seasonal relevance

3–5 Months Out

- Upload exhibitor profile to the field day's digital platform
- Add images, products, videos, news releases
- Start Meta ads & social media teasers
- Confirm staffing & training requirements

1–2 Months Out

- Email invitations to customers, dealers, partners
- Schedule meetings and demos
- Coordinate content with organisers for co-promotion
- Prepare product launch assets (if relevant)

Event Week

- Push final reminders
- Promote activations, competitions, demos
- Share content via social media & organiser channels



4. Digital & Virtual Exhibitor Presence

Field days now include strong digital components. Ensuring your online exhibitor profile is complete can dramatically increase your booth traffic.

4.1 Virtual Exhibitor Profile Checklist

- Upload full exhibitor description
- Add product highlights and specifications
- Upload images & videos
- Add launch announcements
- Include brochures, case studies, and manuals
- Link to website, social media, online store
- Add contact details and pre-booking forms
- Keep content fresh with updates leading up to the event

4.2 Benefits of a Strong Digital Profile

- Early visibility months before the event
- Helps visitors plan their visit
- Enhances searchability on the event platform
- Drives leads even from those who cannot attend
- Supports post-event engagement
- Helps organisers promote your brand via their channels

5. Co-Promotion With Organisers

Aligning with the field day organisers' marketing increases your reach.

5.1 What You Should Provide

- Product release information
- High-quality images
- Short demo videos
- "Reasons to Visit Us" content
- Competition or activation details

5.2 What Organisers Can Offer

- Social media reposts
- Newsletter features
- Exhibitor spotlight segments
- Online profile boosts
- Event blog features
- Pre-event and onsite digital screens

5.3 Best Practices

- Tag the event in all social posts
- Use organiser hashtags
- Engage with organiser posts
- Respond quickly when organisers request content

6. Customer Engagement Strategy

To generate meaningful outcomes, exhibitors must respond directly to customer needs.

6.1 Understand Your Audience

- What problems are they facing this season?
- What innovations matter most to them?
- What budget cycles influence their buying behaviour?

6.2 Booth Experience Planning

- Make your booth matter by offering:
- Scheduled demos or presentations
- Hands-on experiences
- Competitions or giveaways
- Product comparison boards
- Expert Q&A sessions
- Clear messaging about customer benefits

6.3 In-Event Engagement Techniques

- Greet visitors proactively
- Step forward from behind tables
- Offer demonstrations immediately
- Ask needs-based questions
- Use lead capture tools consistently
- Invite visitors to book follow-up demos



7. Content Creation Strategy

Content drives awareness, increases professionalism, and boosts co-promotion opportunities.

7.1 Pre-Event Content

- Countdown posts
- New product teasers
- Behind-the-scenes setup
- Staff introductions
- Customer invitations
- Virtual demos or showcases

7.2 At-Event Content

- Daily booth highlights
- Reels/TikToks demonstrating machinery
- Interviews with staff or customers
- Live Q&A
- Walkthrough videos

7.3 Post-Event Content

- Recap video
- Customer thank-you post
- Product deep-dives
- Case studies
- Installation or performance videos

8. Product Launch & Activation Planning

For exhibitors launching new products or services:

8.1 Launch Checklist

- Product messaging & positioning
- Media release for organisers
- Launch countdown content
- On-site signage
- Scheduled launch events
- Demonstrations
- Photography & videography plan
- Dealer or distributor alignment

8.2 Activation Enhancements

- VIP launch session
- Live-streamed launch
- Social media competition
- Influencer or ambassador involvement
- Giveaways tied to the launch

9. Booth Layout & On-Site Execution

9.1 Booth Design Essentials

- Clear entry points
- Open design that invites traffic
- Safe demonstration areas
- Shaded seating for visitors
- Prominent signage with clear messaging
- Charging stations or water coolers for visitor convenience
- Interactive touch points (screens, samples, demos)

9.2 Accessibility Considerations

- Wide pathways
- Clear visibility
- Wheelchair-friendly design
- Signage at multiple heights

9.3 Staff Training Checklist

- Product knowledge
- Customer need identification
- Booth etiquette
- Lead qualifying
- Safety protocols
- Social media awareness
- Consistency in messaging



10. Lead Capture & CRM Strategy

10.1 Lead Capture Tools

- Event apps
- QR-linked forms
- Tablets with CRM intake
- Business card scanning
- Notes/photos for key insights

10.2 Lead Prioritisation

- **Hot:** Ready to buy soon
- **Warm:** Interested but needs nurturing
- **Long-term:** Seasonal or future interest

11. Post-Event Follow-Up

11.1 Immediate (24–48 Hours)

- Call/Email hot leads
- Send personalised recap
- Invite to demos or meetings

11.2 One Week

- Send case studies
- Provide pricing or proposals
- Offer follow-up calls

11.3 One Month

- Share product updates
- Send customer success stories
- Build value-based nurturing sequences

11.4 Three-Month Post-Event Campaign

Critical for major field days:

- Retargeting ads
- Email sequences
- Phone follow-ups
- Seasonal messaging
- Dealer referrals

12. Sustainability & Compliance Checklist

- Waste minimisation
- Recycling options
- Energy-efficient displays
- Safe machinery demonstrations
- Weather preparedness
- Emergency planning
- Compliance with event regulations

13. Customer Journey Mapping (For Exhibitors)

1. **Awareness:** Customers see your pre-event marketing
2. **Planning:** They add your booth to their schedule using the online platform
3. **Arrival:** They navigate towards your site using the map or app
4. **Engagement:** They experience your demo/activation
5. **Lead Capture:** You collect details and notes
6. **Follow-Up:** Post-event contact sequences convert interest
7. **Conversion:** Sale, partnership, or service engagement
8. **Retention:** Ongoing communication, value, and support

14. Exhibitor Quick-Check Summary

- ☐ Goals defined
- ☐ Online profile complete
- ☐ Co-promotion assets submitted
- ☐ Pre-event content scheduled
- ☐ Staff fully trained
- ☐ Booth designed for flow and safety
- ☐ Lead capture tools ready
- ☐ Product launch planned
- ☐ Follow-up sequences prepared
- ☐ Post-event campaigns structured

Exhibitor Checklist

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1 SMART GOALS – EVENT

OBJECTIVES

Specific – What do you want to achieve?

Measurable – Lead targets, demo bookings, sales outcomes.

Achievable – Do you have the staff/resources?

Relevant – Does it address customer needs this season?

Time-bound – Set pre-show, at-show, and post-show deadlines.

2 PRE-SHOW PLANNING CALENDAR

6 Months Out

- ☐ Book site & confirm logistics
- ☐ Define goals and customer needs
- ☐ Begin internal planning + product alignment
- ☐ Prepare resources for digital exhibitor profile

3–4 Months Out

- ☐ Complete your online exhibitor profile (images, products, videos)
- ☐ Upload product launches, brochures & links
- ☐ Start Meta ads + teaser posts
- ☐ Submit content to organisers for co-promotion
- ☐ Confirm staff, training, and booth requirements

1–2 Months Out

- ☐ Email customer invitations (with promo codes)
- ☐ Schedule demos & meetings
- ☐ Finalise on-site signage and activation plan
- ☐ Prepare content (videos, reels, photos)
- ☐ Check delivery, freight, and equipment

Event Week

- ☐ Push final reminders on social media
- ☐ Share setup content
- ☐ Coordinate posts with organisers
- ☐ Test all demo equipment & technology

3 DIGITAL & VIRTUAL PROFILE

- ☐ Bio/description complete
- ☐ Product list with images
- ☐ New product announcements
- ☐ Brochures, spec sheets, manuals
- ☐ Website, socials & contact links
- ☐ Pre-event call-to-action: "Visit us at Site X"
- ☐ Update content weekly prior to event

4 CO-PROMOTION WITH ORGANISERS

- ☐ Send organisers: photos, product info, demo schedule
- ☐ Provide video clips or reels
- ☐ Share "Reasons to Visit Us" text
- ☐ Tag event in your posts & use official hashtags
- ☐ Engage with organiser content to boost visibility

5 CONTENT CREATION

Pre-Event

- ☐ Countdown posts
- ☐ Product teasers
- ☐ "What we're bringing" previews

At-Event

- ☐ Photos of demos & visitors
- ☐ Daily highlights (Reels/TikToks)
- ☐ Live videos/interviews

Post-Event

- ☐ Recap video
- ☐ Customer thank-you message
- ☐ Product follow-up content

6 BOOTH & ONSITE EXECUTION

- ☐ Open, welcoming layout
- ☐ Clear signage & messaging
- ☐ Safe demonstration zones
- ☐ Checklist of demo equipment
- ☐ Visitor flow plan
- ☐ Shaded seating / comfort features
- ☐ Accessibility considerations
- ☐ Staff trained in product + customer engagement

7 CUSTOMER ENGAGEMENT

- ☐ Greet proactively
- ☐ Ask needs-based questions
- ☐ Offer demos early
- ☐ Provide take-home resources (QR codes, brochures)
- ☐ Capture leads consistently

8 LEAD CAPTURE SYSTEM

- ☐ Use digital capture tools or event app
- ☐ Assign lead-tracking roles to staff
- ☐ Tag leads: Hot / Warm / Long-Term
- ☐ Add notes + photos for context
- ☐ Sync with CRM daily

8 FOLLOW-UP PLAN

24–48 Hours

- ☐ Contact hot leads – call + personalised email
- ☐ Send demo or meeting booking link

1 Week

- ☐ Send case studies & pricing
- ☐ Reach out to warm leads

1 Month

- ☐ Nurture long-term leads
- ☐ Provide product updates

3-Month Campaign

- ☐ Retargeting ads
- ☐ Follow-up calls
- ☐ Seasonal messaging
- ☐ Dealer partner referrals

10 PRODUCT LAUNCH / ACTIVATION (If Applicable)

- ☐ Pre-event teaser campaign
- ☐ Launch schedule & media release
- ☐ On-site signage & demo plan
- ☐ Photography & videography
- ☐ Post-launch follow-up sequence

11 SUSTAINABILITY & COMPLIANCE

- ☐ Waste plan
- ☐ Safety checks for machinery
- ☐ Weather preparedness
- ☐ Compliance with event rules

FINAL CHECK BEFORE ARRIVAL

- Goals set
- Online profile complete
- Co-marketing submitted
- Content planned
- Booth layout ready
- Staff trained
- Lead tools loaded
- Follow-up prepared

AAFDA MEMBERS



7-9 May 2026



18-20 August 2026



11-12 September 2026



22-23 October 2026



19-21 March 2026



26-27 August 2026



6-8 October 2026



11-13 August 2026



26-28 March 2026



2-4 June 2026



22-24 September 2026



15-16 May 2026



10-11 July 2026



17-18 October 2026



10-13 June 2026



2-3 September 2026



1 August 2026



21-23 May 2026



11-12 September 2026



17-19 April 2026



2-3 August 2026



20-21 March 2026



11-13 February 2026



1-3 May 2026



27-28 March 2026



16-17 October 2026



3-5 March 2026



11-13 February 2026