

SUPPORTING
FARMING
SINCE 1985



Primex

FIELD DAYS

EX
PO
2026

Australia's Premier Sustainable Farming and Primary Industries Expo

Strategic Partnership & Investment Opportunities 2026-2030



Connecting
Agriculture • Innovation • Business
Industry • Community



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20
26

FIELD
DAYS

primex

Primex Field Days is one of Australia's most established and trusted agricultural platforms, delivering sustained economic, industry and community outcomes for Northern NSW and beyond.

From 2026, Primex enters a new phase of growth and national relevance through its relocation to the Lismore Showgrounds.

This transition creates a unique opportunity for partners to invest in long-term regional impact, industry engagement and innovation adoption.

Primex is not simply an annual event. It is critical regional infrastructure supporting:

- ✓ Primary production
- ✓ Manufacturing and supply chains
- ✓ Workforce development
- ✓ Innovation and technology adoption
- ✓ Biosecurity and resilience
- ✓ Regional economic recovery





NORCO

Norco is proud to continue our long-standing partnership with Primex and celebrate this iconic event being held in the Northern Rivers, where it has proudly run for over 41 years. With the NSW Governments \$4.75 million restoration project, the Showgrounds enhanced infrastructure, and restored facilities will provide a dynamic setting for innovation, collaboration, and community engagement. We look forward to building on our shared legacy with Primex in this exciting new chapter for the Northern Rivers region.



FEDERAL MEMBER FOR PAGE – KEVIN HOGAN

Federal Member for Page, Kevin Hogan has welcomed the news that Primex Field Days has secured its future in the Northern Rivers.

"It is great to see it stay in our local area. Primex is one of Australia's leading primary industry expos. It attracts thousands of visitors each year" Mr Hogan said.

"I congratulate Bruce Wright & his family on their success with this great event. Primex generates millions in economic benefits for our local economy." Mr Hogan added.



STATE MEMBER FOR LISMORE – JANELLE SAFFIN

Janelle Saffin has welcomed the news that from 2026 the PRIMEX Field Days will be held at the Lismore Show Ground.

"What a significant coup to secure this premier event for Lismore and for it to be based at our much-loved Lismore Showgrounds" Ms Saffin said.

PRIMEX Operator Bruce Wright's agri-business major national event is a real economic boost for Lismore.

"Bruce recognises the Lismore community's steely resolve to succeed against the odds, rebuilding bigger and better than ever and this attracted him to bring PRIMEX here" Ms Saffin added.

PRIMEX is backing Lismore and Lismore is backing PRIMEX" Ms Saffin said.



LISMORE CITY COUNCIL MAYOR – STEVE KRIEG

Lismore Mayor Steve Krieg has welcomed the announcement that the very popular PRIMEX Field Day will be held at the Lismore Show Ground.

With planning for the 2026 event now underway, Mr Krieg said "my Council is unashamedly pro-business. We want to grow Lismore and create new jobs. Events like PRIMEX bring people to Lismore who spend money in our local businesses."

"I congratulate Bruce Wright and the PRIMEX team on making Lismore their new home" Mr Krieg added.



LISMORE SHOW GROUND PRESIDENT – JOHN GIBSON

"We are very excited to be the new home for PRIMEX Field Days" Mr John Gibson, the President of the North Coast National – Lismore Showground" said in welcoming the news that the first Lismore based PRIMEX would be held over 3 days in 2026.

"PRIMEX is synonymous with the agriculture sector in this region, and it is fitting that it be held at the Showground which is the home of the annual Lismore Show – The North Coast National" he added.

"On behalf of everyone at the Lismore Showground, I congratulate Bruce Wright and his team and wish them all the best as this new chapter in PRIMEX unfolds in Lismore" Mr Gibson said.

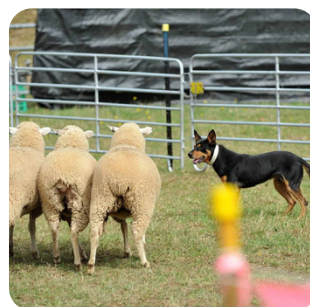
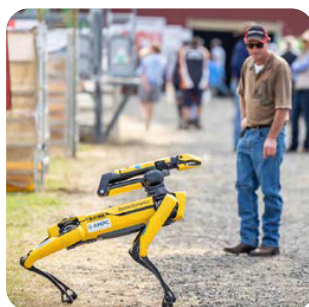


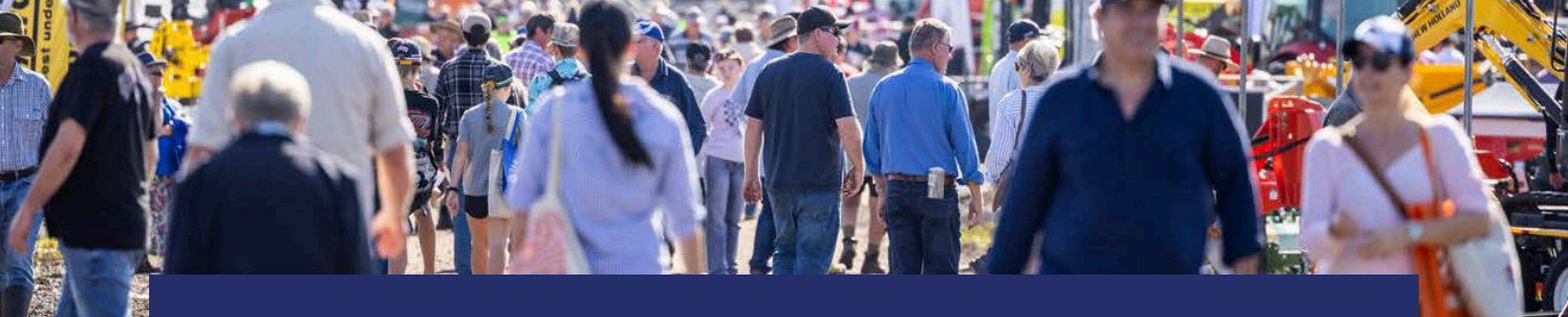
The Primex Vision

To be recognised as a leading agribusiness destination, bringing city and rural communities together, and showcasing sustainable Australian primary production and food.

The Primex Field Days Mission

Our focus is on delivering measurable return on investment by enabling technologies and innovation, building world-class brand and product awareness, supporting education and workforce development, promoting sustainability and regional resilience, and ensuring 12-month connectivity rather than one-off exposure.





Predicted Figures and Achieved Outcomes



433

Exhibitors



23,000

Visitors



1,200

Companies

49% of visitors are primary producers

81%

of visitors felt
Primex met their
expectations

23%

of visitors have been to
the event 10+ times

78%

of visitors have been to
at least one Primex event
before making them
return visitors

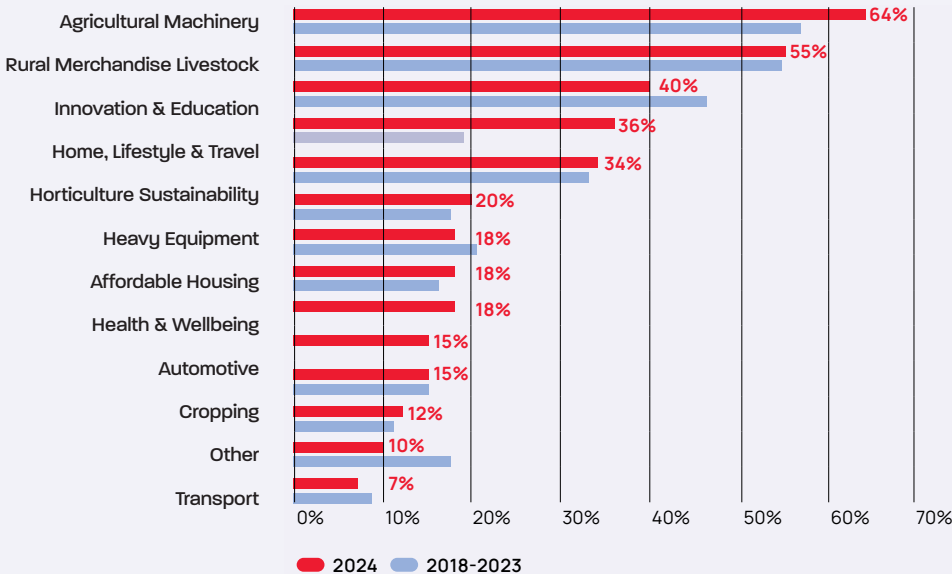
48%

of visitors are from
a wide range of primary
industries including beef,
forestry, macadamia,
blueberries

Areas Of Interest

The survey asked respondents to select their main reasons for attending this year's event from a list of activities and attractions.

In 2024, results show increased interest in Machinery (64%) and Innovation (36%), as well as Rural Merchandise (55%) and Livestock/Animals (40%).

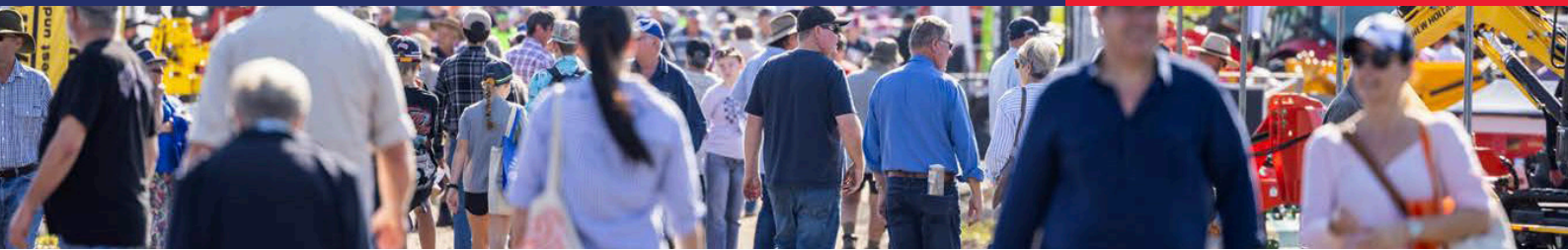


OUR INDUSTRY HUBS

- ✓ Agricultural Machinery
- ✓ Affordable Housing
- ✓ Innovation & Agtech
- ✓ Education & Careers

- ✓ Forestry & Timber
- ✓ Health & Wellbeing
- ✓ Livestock
- ✓ 4WD & Outdoor Leisure

- ✓ Regenerative Agriculture
- ✓ Horticulture & Small Crops
- ✓ Municipal Works
- ✓ Construction, Heavy Equipment & Transport



About Primex Field Days

- 41+ year legacy serving Australian agriculture
- One of Northern NSW's largest and most diverse agricultural events
- Strong reputation for trust, relevance and continuity

Primex attracts:

- Producers and growers
- Agribusiness owners and manufacturers
- Students, educators and workforce entrants
- Government, RDCs and industry bodies

2026 marks the beginning of a new era at Lismore Showgrounds.

Why Invest in Primex?

Direct Value to Partners

- Face-to-face engagement with agricultural decision-makers
- Brand presence in high-value production regions
- Product demonstration in real-world conditions
- Relationship-building at scale
- Multi-year exposure, not campaign-based sponsorship

Broader Strategic Value

- Supports regional recovery and economic growth
- Positions partners as contributors to resilience and sustainability
- Aligns with ESG, workforce and innovation objectives
- Demonstrates genuine commitment to Australian agriculture

Audience & Reach

Primex Audience Profile

- Commercial farmers and producers
- Owner-operators and family decision-makers
- Agribusiness owners and managers
- Machinery and technology buyers
- Students, apprentices and educators
- Government and policy stakeholders

Reach & Influence

- Tens of thousands of visitors annually
- Hundreds of exhibitors across sectors
- Strong regional, industry and digital media reach
- Engagement before, during and after the event

Economic & Regional Impact

Primex delivers:

- Millions of dollars in regional economic activity
- Significant accommodation, hospitality and service spend
- Ongoing machinery, technology and input sales
- Workforce exposure and employment pathways
- Industry confidence and continuity

Partners invest not just in an event – they invest in a regional economy.



Agriculture & Primary Production Sectors – NSW North Coast

Livestock Production

- Beef cattle (largest farm-gate contributor)
- Dairy (production and processing)
- Poultry and pork (regionalised, intensive systems)
- Sheep and goats (smaller but growing niche)

Horticulture and Tree Crops

- Macadamias (high-value export crop)
- Blueberries and berries
- Bananas
- Avocados, citrus and vegetables
- Nurseries and propagation

Sugar Cane

- Cane production, harvesting and transport
- Supply chain to regional milling and processing

Mixed Farming Systems

- Integrated grazing and cropping
- Fodder and forage production
- Agroforestry and silvopastoral systems

Farm Business Structure

- Small to mid-scale family farms
- Lifestyle farms with commercial output
- Cooperative and producer-led enterprises

Processing and Value-Adding

- Dairy and meat processing
- Packing sheds, cold storage and on-farm processing
- Artisan and specialty food manufacturing

Agribusiness and Supply Chain Services

- Agricultural contractors and transport
- Machinery, inputs and servicing
- Veterinary, animal health and agronomy services

Regenerative and Niche Agriculture

- Regenerative, organic and carbon farming
- Indigenous land management
- Niche and premium branded products

Supporting Industries

- Farm infrastructure construction and irrigation
- Biosecurity, landcare and natural resource management
- Agri-tourism and farm-based tourism

Market Target Audience

- Australia's largest coastal-based agribusiness event located in Northern NSW
- Region's farm gate production valued at \$2 billion
- Event continues to draw national and international exhibitors and visitors
- Exhibitors indicate the event generates \$60 million in sales pa
- 80%+ of attendees travel over 50km from North Coast, Clarence Valley, New England, SE QLD
- Lismore offers better logistics, accommodation, and transport and well-positioned to serve coastal agriculture and farming regions



"Primex, the renowned agricultural field day event that draws visitors from across the country has provided Norco with a unique platform to connect directly with our loyal customers. For over a decade, Norco has partnered with Primex to showcase our extensive product range and offer the latest in sustainable high-quality solutions to the farming community.

At Norco we are immensely proud of our roots and our commitment to serving Australian farmers and our partnership with Primex has been instrumental in supporting these values.

Primex has become the highlight of the year for us and our customers alike. It's where we come together to celebrate innovation, share knowledge and forge deeper connections with those we serve."

LUKE COUCH

General Manager - Norco AgriSolutions



"As a local charity in the Northern Rivers, the Westpac Life Saver Rescue Helicopter relies heavily on the generous support of the community. Support from events such as the annual PRIMEX industry expo helps us to keep in contact with the regions rural community and raise our profile through our site. The sheer size of the event provides an opportunity for significant exposure and fundraising to help us to continue saving lives and we give our thanks to the PRIMEX team for their support."

ZEKE HUISE

*Regional Marketing Manager,
Westpac Life Saver Rescue Helicopter*



"Primex 2025 will be our fourth year partnering the event. Given that we keep returning is testament to how happy we are. Although Mother Nature wasn't kind to everyone in 2024, we were still able to present our brand in a unique way to a really engaged audience. We love our location at Primex, it provides Red Energy with a great opportunity to talk with people about their home and business energy needs and offer no obligation bill comparisons as they walk into the event. We look forward to seeing you again."

NEIL THEW

Regional Business Development Manager



Southern Cross University has proudly partnered with Primex as its official education partner since 2021, delivering the NextGen and the exciting Young Aggies North Coast programs - an initiative that connects students with real-world experiences and pathways in agriculture, science, and engineering. The programs provide direct access to schools across the region, inspiring the next generation of leaders in the primary industries. Now celebrating its 42nd year, Primex Field Days continues to bring together city and rural communities to showcase the future of sustainable Australian farming and food production.



We are proud to announce BCU Bank's continued support as a major partner and exhibitor at Primex Field Days. BCU's Agribusiness Specialist, Steven Anderson, shared his enthusiasm for the long-standing partnership. "For the past 20 years, BCU has been right alongside the farming community at Primex, and we're thrilled to be back again this year and looking forward to catching up with everyone at the range of Primex industry events and out in the field."

More Testimonials available

Use a call to action by filling out details on the Testimonial page and nominate "Sponsor" when submitting or contact us directly to find out more



TIER ONE

Naming Rights Partner

Exclusive Event Partner

Investment: \$25,000+

- Exclusive naming rights: "Primex presented by [Partner]"
 - Prominent logo placement across all event branding, marketing and promotional collateral
 - Exclusive branded signage at the main event entrance
 - Event speaking opportunity and welcome message in the Primex Official Guide
 - Priority inclusion in Primex's strategic PR and media outreach
 - Strong alignment with innovation, productivity and regional agriculture
-

TIER TWO

Major Partner

High-Impact Industry Partner

Investment: \$15,000 – \$25,000

- High-profile brand inclusion across Primex's integrated media campaign (TV, radio, digital, social and print)
 - Out of Home advertising exposure (roadside and transit)
 - Dedicated advertising and advertorial opportunities in the Primex Official Guide
 - On-site brand presence aligned with key audience zones
 - Direct engagement with producers, buyers and decision-makers
-

TIER THREE

Event Partner

Industry and Community Partner

Investment: \$5,000 – \$15,000

- Join our esteemed group of Event Partners supporting Primex and engaging with a diverse and highly targeted audience.
 - Brand visibility across event communications and select on-site collateral
 - Inclusion in Primex media campaign to reach a wide and targeted audience
 - Access to networking opportunities with industry leaders, clients and potential partners
 - Association with a trusted and long-standing agricultural field day
-

TIER FOUR

Supporters

Category and In-Kind Support Partners

Investment: Special Supporter Packages – up to \$5,000

- As a valued Supporter, your brand contributes directly to the success and visitor experience of Primex.
 - Opportunity to contribute in-kind and in product categories essential to consumer promotions
 - Support of gate prizes, giveaways and incentive-based engagement programs
 - Brand recognition across event communications and digital platforms
 - Opportunity to participate in select on-site activations
 - Networking with exhibitors, partners and key stakeholders
-

Year-Round, Cross-Sector Relevance

Primex engages sponsors across:

- Machinery and equipment
- Animal health and nutrition
- Agronomy and inputs
- Irrigation and water
- Energy and renewables
- Finance, insurance and banking
- Education and workforce
- Digital connectivity and agtech
- Processing and value-adding
- Government and RDCs

Primex is a **cross-sector engagement platform**, not a niche event.

What Primex Offers Sponsors – Better Than Most Events

Whole-of-Farm Exposure

Primex allows sponsors to engage producers managing:

- Crops and livestock
- Infrastructure and assets
- Labour and compliance
- Climate risk and resilience
- Energy and input costs



This is highly attractive to:

Banks and financiers / Insurers
Energy providers / Technology platforms
Integrated service providers



A Less Saturated Sponsorship Environment

Compared to mega-events:

- Sponsors are not lost in the crowd
- Branding and activations stand out
- Relationships are deeper and more personal

This appeals strongly to:

- Mid-tier corporates
- Regional and national challengers
- Emerging technology providers

Demonstration-First Engagement

Primex is built for:

- Live machinery demonstrations
- Livestock and pasture education
- Horticulture and irrigation displays
- Technology trials and pilots
- Workforce and careers hubs

Sponsors can show, not tell.

Strong ESG & Regional Alignment

Primex supports sponsor objectives in:

- Authentic regional engagement
- Community resilience and recovery
- Workforce development and youth pathways
- Climate and sustainability narratives

Partners gain genuine, defensible ESG outcomes – not token visibility.

Strategic Focus Areas (2026–2030)

Primex is evolving to support:

- Agricultural innovation and agtech adoption
- Machinery and manufacturing
- Workforce, education and careers
- Biosecurity awareness and compliance
- Climate resilience and sustainability
- Regional business and supply chains
- Youth, inclusion and leadership

Partners can align with one or multiple focus areas.

Partnership Philosophy

Primex partnerships are:

- Collaborative, not transactional
- Long-term, not one-off
- Impact-driven, not logo-driven

We work with partners to:

- Co-design activations
- Deliver meaningful engagement
- Measure outcomes
- Build enduring regional presence

Partnership Categories (Example Structure)

Principal Partner

- Category exclusivity
- Naming rights or precinct ownership
- Multi-year commitment
- Integrated marketing and activation

Major Partner

- High-visibility branding
- Feature exhibition positioning
- Content and demonstration opportunities

Innovation & Technology Partner

- Live demonstrations
- Education and workshop delivery
- Thought leadership positioning

Workforce & Education Partner

- Careers hubs
- Youth engagement programs
- Skills and training showcases

Community & Regional Partner

- Local business integration
- Community resilience initiatives

Custom Activations

Primex offers tailored opportunities including:

- Demonstration plots and trial zones
- Education and careers hubs
- Producer forums and roundtables
- Product launches
- Sponsored precincts and pavilions
- Data capture and insights
- Media and storytelling campaigns

Government & Institutional Engagement

Primex provides:

- A trusted regional engagement platform
- Large-scale producer access
- Demonstration-based adoption
- Workforce and education delivery
- Community recovery initiatives

Agencies and institutions can engage without governance complexity through sponsorship, participation and program delivery.

Media, Digital & Brand Exposure

Partners benefit from:

- Pre-event promotion
- On-site branding and visibility
- Digital and social media content
- Post-event reporting
- Regional and industry media coverage

Measuring Value & ROI

Primex works with partners to track:

- Engagement and interaction metrics
- Lead generation
- Audience reach
- Participation data
- Post-event insights

This ensures return on investment is clear, defensible and measurable.

Why Partner Now? Why 2026?

- First year at Lismore Showgrounds
- Opportunity to shape the next era of Primex
- Strong alignment with regional recovery
- Early partners secure priority positioning
- Multi-year certainty and influence

Differentiator Statement

Primex Field Days is one of the few Australian agricultural platforms delivering genuine cross-sector engagement across livestock, cropping, horticulture, dairy, energy, technology and workforce – within one of the nation's most productive and diverse agricultural regions.

Positioning Within the National Field Day Network

Primex does not compete with other field days. It complements Australia's field day ecosystem by providing access to:

- Diverse production systems
- Underrepresented regions
- Family and owner-operator producers
- Subtropical and mixed farming environments

Primex is essential, complementary and strategic.

Invitation to Partner

Primex invites organisations to:

- Invest in Australian agriculture
- Support regional communities
- Engage directly with producers
- Be part of a long-term success story

Let's build the future of Primex – together.

Why Field Days Are Unique



*Scan the code
to learn more*



Let's build the future
of Primex – together.

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