



TRADE EXHIBITOR GUIDE

*Shaping the future For NZ's Dairy Industry through innovation,
Collaboration and education*

25th, 26th, 27th January
2027

Manfeild Park - Feilding

www.dairyeventnz@gmail.com

The NZ Dairy Event

The NZ Dairy Event has been run annually since its inception in 2009 and The New Zealand Dairy Event Show is a must for all dairy farmers and breed enthusiasts to attend. The Show attract NZ Dairy Farmers from all over New Zealand. We see a steady group of entries of between 350 to 400 animals each year.

Our Youth Section has steadily grown over the years and we strive to emphasis the Youth Sections to strengthen the future development of Dairy.

2027 will be the 18th Annual Show.

BACKGROUD

The NZ Dairy Event has been run annually since its inception in 2009 by a group of passionate Dairy Farmers, who wanted a way to bring the Dairy Industry to light and The New Zealand Dairy Event Show is a must for all dairy farmers and breed enthusiasts to attend, whether by exhibiting or just visiting, you will be able to witness the best dairy cattle that New Zealand has on offer.

TRADE EXHIBITORS

We would like to open up the opportunity to interested Trades who would like a part of this prestigious event. With the success of the previous Shows at Manfeild, we believe this would be a great opportunity to get involved in a Dairy Based event, located at Manfeild Park Fielding and show case your business with like-minded people. The NZ Dairy Event serves as a platform for Networking, knowledge exchange and collaboration to address the ever growing challenges faced by the Dairy sector...that's where we believe Trade Exhibitors specific to the Dairy industry will only emphasis that collaboration and knowledge exchange.

The Show is aiming to provide a refreshing and much needed platform in the Manawatu/Lower North Island for farmers to reconnect.

DATE AND VENUE

When: 25th, 26th, 27th January 2027

Where: Manfeild Park Agri Centre, 59 South Street, Fielding.

Website: nzdairyevent.nz

Facebook: [nzdairyevent](https://www.facebook.com/nzdairyevent)

APPLICATIONS FOR EXHIBITION SPACE

We are thrilled to announce that applications for outdoor exhibition spaces at The NZ DairyEvent 2027 are now open!

This is your opportunity to be part of a dynamic event dedicated to the dairy sector's future, where innovation and progress are at the forefront.

Key Information:

Site Allocation

Spaces will be allocated on a first-come, first-served basis. While we will make every effort to accommodate your specific requirements, early submission is encouraged to secure your preferred location.

Allocation Deadline:

To be considered for a space at the Event, please submit your application to the Office by Friday 5th December 2026, using the booking form on our website or filling out and returning the attached form. This deadline ensures that we can efficiently plan and allocate spaces.

Expanded Scope:

In recognition of the changing dairy industry landscape, we are excited to invite dairy sector companies beyond the traditional effluent and environment focus to participate. This is an opportunity for your business to connect with progressive NZ dairy farmers and contribute to the industries growth and sustainability.

Final Site Plan:

We are fortunate to be able to offer both indoor space and outdoor space for larger trade exhibitors.

A site plan will be provided to all exhibitors before the event begins. This plan will help you understand your location within the event and facilitate your preparations.

Terms and Conditions:

By applying for an exhibition space, exhibitors agree to adhere to the terms and conditions Outlined in this guide. These terms are in place to ensure a smooth and successful event experience for all participants.

We invite you to be part of The NZ DairyEvent 2027, a unique event that promises to be an exceptional platform for collaboration, knowledge sharing, and engagement within the dairy sector.

To submit your application or for any enquiries, please visit [NZ DairyEvent](#) and complete the booking form.

Please submit booking forms via email: **dairyeventnz@gmail.com**

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Thank you for your interest and support. We look forward to welcoming you to The NZ DairyEvent in 2027 as we collectively drive progress and innovation in the dairy industry.

TERMS AND CONDITIONS FOR EXHIBITORS

PURPOSE OF DISPLAY:

We appreciate your commitment to being an exhibitor at The NZ DairyEvent. The success of the event depends on the quality and relevance of the displays you provide to the attending farmers and exhibitors.

Here are some key points related to the purpose of your display:

1.1 Beneficial and Relevant Display:

Exhibitors are expected to offer a display of materials that are beneficial and relevant to the farmers attending from various regions. It is essential that your display aligns with the broader purpose of the NZ DairyEvent, which is to facilitate learning, knowledge sharing, and innovation within the dairy sector.

1.2 Right to Display:

Subject to the terms and conditions of this guide, exhibitors have the right to display materials on their designated exhibition site. However, it is important to note that exhibitors should not allow other individuals or entities to display materials or advertise products on or around their exhibition sites. Each exhibitor is responsible for their allocated space.

1.3 No Subletting Permitted:

The NZ DairyEvent prohibits subletting of exhibition sites. This means that exhibitors are not allowed to rent or share their exhibition space with other parties.

The site allocated to an exhibitor is for their exclusive use and should not be transferred, shared, or sublet to third parties. These guidelines are in place to ensure the quality and integrity of the event, providing a fair and beneficial experience for both exhibitors and attending farmers. If you have any questions or require further clarification regarding the purpose of your display or any other aspect of your participation, please feel free to contact our expo organisers.

We appreciate your cooperation and look forward to your contribution to the success of the event.

COST AND PAYMENT:

We are delighted that you are considering joining The NZ DairyEvent as a trade exhibitor. The emphasis on affordability for exhibitors, includes more competitive rates. This change can potentially make participation more accessible and attractive to a wider range of exhibitors, ultimately contributing to the success of the event.

Below, you will find important information regarding the cost of our exhibition sites and payment procedures:

2.1 Sites:

Please be aware that The NZ DairyEvent is an Indoor event, however we are lucky to have the facilities to provide larger outdoor sites. Exhibitors are responsible for providing their own

shelter for outdoor sites. Each site is a bare site which the Exhibitor will be responsible for setting up and packing down.

2.2 Exhibitor Sites Pricing Schedule:

Site Pricing Schedule 2026		
Dimensions	Price	M2
Indoor Sites		
3m deep x 3m wide	\$300.00 (plus GST)	9 m2
3m deep x 6m wide	\$500.00 (plus GST)	18 m2
Outdoor Sites		
Can be Determined by Exhibitor and agreed by NZDE organisers. Minimum 3x3 site.	\$200 (plus GST) for single site Or \$15 m2 over 3x3m site.	
Single Phase Power	\$30 (plus GST)	
3 Phase Power	\$90 (plus GST)	

2.3 Payment Invoices:

Invoices for the exhibition site costs will be issued by The NZ DairyEvent. Payment is due by the 20th of the month following the date on the invoice. Exhibitors are required to make payment for the exhibition site as indicated in the invoice irrespective of whether they choose to set up a display at the Event

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2.4 Payment Deadline:

Payment of Invoices must be made prior to arriving at the Event.

2.5 Site Assignment:

Sites will be assigned on a first-come, first-paid basis for each of the site options. Indoor Site space may be limited.

2.6 Disclosure:

We understand that these details are essential for your planning and budgeting. If you have any questions or require further information regarding the cost and payment process, please do not hesitate to contact the Office Manager.

We look forward to your participation at The NZ DairyEvent and hope to make it a successful and memorable event for you and our visitors.

HEALTH AND SAFETY

The safety and well-being of all participants, including exhibitors, are of utmost importance at The NZ DairyEvent. To ensure a safe environment, please take note of the following health and safety guidelines:

3.1 Compliance with Health and Safety Regulations:

Exhibitors are responsible for meeting their obligations under the Health and Safety at Work Act 2015. You are required to follow appropriate health and safety requirements as advised by the NZ DairyEvent. Relevant information and guidelines

3.2 Personal Protective Equipment (PPE):

Exhibitors are required to provide their own personal protective equipment (PPE) and requested to wear it during the pack-in and pack-out periods. Our Stadium becomes a very busy space during pack in, so please ensure the safety of your staff.

SETTING UP:

Here are some important details and guidelines related to the setup process:

4.1 Responsibility and Costs:

Exhibitors are responsible for setting up their display and covering, all associated costs, except for what is expressly provided for in these terms and conditions.

4.2 Site Provision:

The expo provides outdoor bare section sites. Any additional requirements or modifications for your site are your responsibility and are at your cost

4.4 Machinery and Equipment Setup:

Exhibitors with large machinery or equipment that require assistance must complete the setup of their exhibition sites by 5pm, Friday the 23rd January. Please indicate on your form if you require assistance off-loading any equipment so we can ensure we have adequate machinery.

4.5 Setup Deadline:

Pack in for Exhibitor sites may begin as early as:

Wednesday 20th of January for Outdoor sites and 21st January for indoor sites, between 9am and 5pm.

4.6 Security Personnel:

Manfeild Park has a regular Security patrol overnight and they also lock entry gates from 9pm until 6am the following morning until the beginning of the Event, then it becomes regular security checks.

4.7 Display Content:

The NZ DairyEvent is not involved in regulating what exhibitors choose to display, except in cases where The NZ DairyEvent Committee considers a display objectionable or for health and safety reasons.

4.8 Forklift Assistance:

The NZDE can provide access to a forklift and driver to assist in loading/unloading equipment on arrival as requested. Please specify you're preferred timing for forklift access on the

booking form. Please be aware that there could be an addition charge for this service.

4.9 Internet Access:

Please be aware that there is a limited free Wi-Fi internet access available. If you require reliable internet access for your exhibition, it is your responsibility to provide it. This can be done through personal hotspots or other suitable means.

4.10 General Appearance and Rubbish Disposal:

Exhibitors are expected to assist with the general appearance of the Event by ensuring that any rubbish or waste materials near their exhibition sites are quickly disposed of. Rubbish bins will be provided for this purpose, and exhibitors are encouraged to utilize these bins for the proper disposal of any waste generated during the event.

4.11 Pack down:

Exhibitors can start any time after the event finishes on Wednesday 27th of January. We ask that final pack down is done prior to Friday 29th January and can be done between 9am and 5pm.

4.12 Forklift Assistance:

The NZDE can provide access to a forklift and driver to assist in loading/unloading equipment on arrival as requested. Please specify you're preferred timing for forklift access on the booking form. Please be aware that there could be an addition charge for this service (as per 4.8)

4.13 Changes to Terms and Conditions:

The NZ DairyEvent Committee reserves the right to make changes to these terms and conditions.

In the event of any such changes, exhibitors will be notified in writing as soon as practical prior to the event.

We value your understanding and cooperation in this matter. If you have any questions or concerns related to changes in terms and conditions, please do not hesitate to contact our expo organisers for clarification

INDEMNITY

As an exhibitor participating in The NZ DairyEvent, please be aware of the following indemnification agreement:

5. I Indemnification:

The exhibitor agrees to indemnify The NZ DairyEvent against all liabilities, costs, and expenses, including full costs between solicitor and client, as well as any claims or demands incurred by The NZ DairyEvent or any third party. These liabilities, costs, and expenses may result from any acts or omissions of the exhibitor while using Manfeild Park or any breach of these terms and conditions by the exhibitor.

This indemnification agreement is in place to ensure that The NZ DairyEvent is protected from any liabilities or costs that may arise from the actions or omissions of exhibitors during the

event.

NO GUARANTEE, LIABILITY OR ENDORSEMENT

6.1 Attendance Guarantees:

While The NZ DairyEvent will be actively promoted the event to farmers in various regions, please understand that there is no guarantee about the number of people attending the expo. Attendee numbers may vary.

6.2 Event Proceeding Guarantee:

The NZ DairyEvent provides no guarantee that The NZ DairyEvent 2027 will proceed.

In the event of unforeseen circumstances such as an Act of God, natural disaster, pandemic, government restrictions, fire, rain, wind, storm, or any other unforeseen catastrophic event that affects the number of attendees or necessitates the cancellation of the event:

The NZ DairyEvent is not obliged to refund any part of the cost of exhibitor sites or other monies.

Any full refunds or part-refunds, in such cases, are at the discretion of the NZ DairyEvent Committee.

6.3 Supplier Endorsements:

The NZ DairyEvent does not endorse individual suppliers. The focus of the event is solely on the Entrants, Cattle, systems on the farm that, through appropriate management and best current practice, meet compliance and good environmental management.

These notices are in place to clarify expectations and potential scenarios regarding event attendance, cancellations, refunds, and endorsements. We appreciate your understanding and cooperation in these matters.

6.4 Camping Available:

Local accommodation can be difficult at this time of the year. We do have both powered and non-powered camping sites for self-contained motorhomes or caravans. There is a cost, please enquire if you would like this as an option. We do have showers and toilets available for non-self-contained camping, also associated costs. These facilities are shared with the Show Exhibitors.

Please feel free to look over our Facebook page and Website, listed above if you would like to see more information about the NZ Dairy Event.

Easy Application:

Please click (or copy and paste) the on the Jotform link:

<https://form.jotform.com/261856900663059> To give easy access to your application or please print and fill the below form, scan and email back to dairyeventnz@gmail.com.



TRADE EXHIBITOR APPLICATION FORM

Company Name					
Contact Person					
Phone Number					
Email					
Relevance to the NZ Dairy Industry					
Indoor Site Size	☐ 3m deep x 3m wide ☐ 3m deep x 6m wide				
Outdoor Sites	Can be Determined by Exhibitor and agreed by NZDE organisers. Minimum 3x3 site. m xm				
Power Required: Please indicate if you require power.	Single Phase:	YES	NO		
	3 Phase:	YES	NO		
Additional site requirements					
Contact Person on Event Day					
Phone Number					
Catalogue Advertising (Optional - See next page)	Yes	No	(a)	(b)	(c)
Banners	Yes	No	(a)	(b)	

Please return this form to us via email – dairyeventnz@gmail.com
 If you have any questions, please get in touch.

NZ DAIRY EVENT CATALOGUE ADVERTISING:

Event Dates: 25th January to 27th January 2027

We have advertising space available in the Show Catalogue for Breeders and any other business that would be interested in promoting their services.

We print approximately 160 catalogues which each exhibitor receives on arrival and also available to visitors to the show. The Catalogues will also be available online via the NZDE Website (www.nzdairyevent.nz) for viewing and available for distribution in a PDF format to any other interested party.

The following advertising rates apply.

Advertise and promote your Stud, Breed or Business

Advertising Rates are as follows:

- Half page (A5 landscape) \$400.00 + GST (a)
- Full Page (A4 portrait) \$600.00 + GST (b)
- Double Page or Two Page \$950.00 + GST (c)

To take advantage of this offer all we ask is that you email dairyeventnz@gmail.com with your preferred option and your high resolution advertisement for the catalogue. Please place Advertising in the Subject line.

An invoice will be forwarded to and your advertising will be confirmed once payment has been received.

Banner Display

- Price per banner display in non-prime positioning is \$100+GST per banner (a)
- Price per banner in prime position spaces is \$150+GST per banner (b)

Prime position banners are placed on the wall where live streaming is focused.

Placement of banners is at the discretion of organising committee.

Banners MUST be sent to organising committee to be received no later than 18 January 2026.
Banner delivery to: NZ DairyEvent PO Box 501 FEILDING 4740 (NZ DairyEvent office in Manfield Stadium at 59 South Street, Feilding)

If you would like to have your banner returned after the event, can you please supply a post-paid vessel for return, otherwise we are happy to hold over for the following event if you choose.