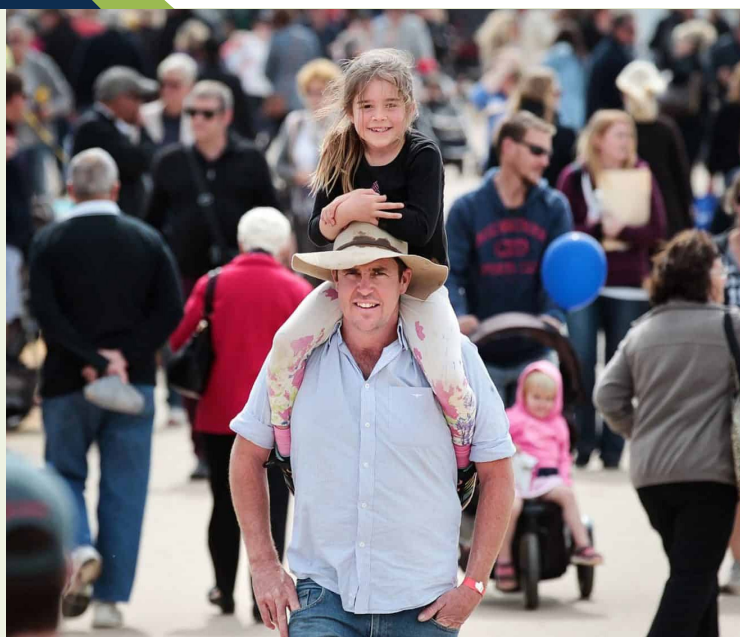
Agricultural Field Days:

The Ultimate Investment in Farming and Rural Communities

AAFDA
Association of Agricultural Field Days of Australasia Ltd

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, aiming to support members in delivering high-quality, innovative, and regionally-focused events. These events are vital regional infrastructure, providing a unique, hands-on environment where farmers, agribusinesses, innovators, and suppliers connect directly for business, technology, and community exchange.



Why Field Days Are Unique:

Direct Access to Decision-Makers: Engage the people who buy, influence, and adopt innovation.

Hands-On Demonstrations:
Show your products and technologies in real-world conditions, touch, test and experience.

Regional Reach:
Take innovation directly to rural and regional communities, no other event delivers this access.

High-Impact Marketing & ROI:
Generate qualified leads, showcase new products, and build relationships efficiently.

Community & Knowledge Building:
Strengthen networks, share expertise, and support local economies.

Our Impact Through AAFDA Members:

Members collectively generate millions of dollars in sales and business opportunities annually.
Field days attract thousands of engaged attendees, providing unmatched brand exposure, lead generation, and customer engagement.

Participation delivers measurable economic benefits to regional communities and strengthens the adoption of innovation across the agribusiness sector.

The Bottom Line:

When leveraged strategically, agricultural field days are the most dynamic, effective, and beneficial events your business can attend. They are an investment, not a cost, delivering innovation, engagement, and lasting connections while supporting the heart of farming and rural communities.

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

Maximising Your Success

at Agricultural Field Days

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

Why Agricultural Field Days Are a Strategic Investment

Agricultural field days are not just events, they are powerful platforms for business growth, innovation showcase, and relationship building. Participating in AAFDA-aligned events provides you with:

- *Access to a Highly Targeted Audience*

Attendees are: farmers, agribusiness professionals, and decision-makers actively seeking solutions and innovations.

CEIR research indicates 81% of trade show attendees have buying authority, and 84% state interactions with exhibitors influence purchase decisions.

3D Sales & Live Demonstrations

Visitors can see, touch, test, and experience your products directly. Live demos, machinery trials, and product showcases create lasting impressions that cannot be replicated online.

High ROI Potential

Many sales and partnerships are generated after the event — field days build pipelines, not just immediate sales. Exhibiting is one of the fastest ways to penetrate new markets, explore innovation adoption, and collect qualified leads.

Innovation & Brand Leadership

New products attract media and buyers alike.
Field days position your company as an industry innovator and trusted partner.

Community & Regional Impact

Field days strengthen regional economies and agricultural communities. Your participation aligns your brand with industry support, sustainability, and innovation.

Strategic Approach to Maximise Your Participation

1 Set Clear Goals & Objectives

Define **SMART goals** (Specific, Measurable, Achievable, Relevant, Time-bound).

Align all booth activities, staffing, and marketing efforts to these objectives:

- Lead generation
- Brand awareness
- Relationship building
- Product education & innovation showcase

2 Pre-Show Marketing & Engagement

Start planning 3–6 months in advance.

Promote your presence using:

- Organiser-provided invitation templates & promo codes
- Social media posts, hashtags, and graphics
- Exhibitor directory listings
- Pre-scheduled meetings with targeted attendees
- Offer incentives to visit your booth: *live demos, competitions, giveaways, or product launches.*

3 Booth Design & Engagement Strategy

Create an open, inviting layout that encourages visitor entry.

- Incorporate a "hook": live demos, interactive activities, or eye-catching displays.
- Highlight your value proposition clearly — focus on solving the attendees' problems.
- Ensure safety, especially for outdoor machinery or product demonstrations.

4 Staff Selection & Training

Choose knowledgeable, engaging staff who can consult and solve problems.**Train on**: Product expertise, Booth etiquette (no phones, laptops, or food in the booth) Qualifying prospects and disengagement techniques Safety protocols for demos.

Your team is your brand ambassador — their engagement drives conversion.

AAFDA Field Days: Top Opportunities in Aus & NZ

5 Lead Capture & Technology

- **Move beyond business cards:** use digital lead capture tools or event apps.
- Tag leads with notes and photos for accurate follow-up.
- Sync leads directly with your CRM for real-time action.
- Prioritise hot leads to maximise immediate post-show conversion.

6 Follow-Up & Lead Nurturing

Follow up within **24–48 hours** for high-priority leads — speed matters.

Use a tiered approach:

- **Tier 1: Hot leads** → call + personalised email + invite to demo
- **Tier 2: Warm leads** → nurture via content & case studies
- **Tier 3: Long-term** → newsletter, webinars, or periodic engagement
- Conduct a post-event review to assess ROI and improve future participation.

7 Leverage Organizer & Community Resources

- **Utilise all AAFDA resources:**
- Attendee lists, social media tools, promotional graphics, and directory exposure.
- Consider sponsorship opportunities or co-exhibiting to maximise visibility.
- Engage with speakers, panels, and networking sessions to enhance your reach.

8 Treat Exhibiting as an Investment, Not a Cost

Field days drive long-term growth and relationships — measure ROI, not just expense.

- Capture lifetime value from leads and partnerships.
- Position your brand as an innovator and industry leader.

Remember: *a well-executed field day can yield months or even years of business opportunities.*

AAFDA MEMBERS

AGFEST
7-9 May 2026

AgQuip
18-20 August 2026

Agrotrend farming lifestyle
11-12 September 2026

Australian National Field Days
22-23 October 2026

Central Districts Field Days
19-21 March 2026

Dowerin Machinery Field Days
26-27 August 2026

Elmore and District Machinery Field Day Incorporated
6-8 October 2026

Eyre Peninsula Field Days Cleve
11-13 August 2026

Farm World
26-28 March 2026

Elders FARMFEST
2-4 June 2026

henty Machinery Field Days
22-24 September 2026

Mildura Field Days
15-16 May 2026

Mudgee Small Farm Field Days
10-11 July 2026

Murrumbateman Field Days
17-18 October 2026

Fieldays NZ
10-13 June 2026

Newdegate Machinery Field Days
2-3 September 2026

NynganAgExpo
Inform Educate Promote
1 August 2026

Supporting Farming Since 1985 Norco Primex
21-23 May 2026

Riverland Field Days
11-12 September 2026

Seymour Expo
17-19 April 2026

2-3 August 2026

South East Field Days
20-21 March 2026

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11-13 February 2026

tocal field days
1-3 May 2026

Wandin Silvan Field Days
16-17 October 2026

Wimmera Machinery Field Days
3-5 March 2026

Yorke Peninsula Field Days
Biennial - 2027 TBA

Exhibitor Toolkit

Maximising Your Success at Agricultural Field Days

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SMART Goals Worksheet

- **Specific:** What exactly do you want to achieve?
- **Measurable:** How will you track success?
- **Achievable:** Is it realistic with your resources?
- **Relevant:** Does it align with your business objectives?
- **Time-bound:** When will you achieve it?

Pre-Show Marketing Calendar

Timeline	Action	Notes
6 months out	Book booth, confirm logistics	Secure prime location
3 months out	Launch social media campaign	Use event hashtags
1 month out	Send invitations	Include promo codes
Event week	Final reminders	Highlight booth activities

Booth Layout Planner

- Sketch booth design
- List demo equipment
- Safety checklist
- Visitor flow plan

Staff Training Checklist

- Product knowledge
- Booth etiquette
- Safety protocols
- Prospect qualification

Lead Capture & Follow-Up Tracker

Lead Tier	Action	Timeline
Hot	Call + personalised email + demo invite	24–48 hours
Warm	Send case studies + nurture content	1 week
Long-term	Newsletter + webinars	Ongoing

ROI Calculator Template

- Leads generated: _____
- Conversion rate: _____ %
- Average deal value: $_____
- Projected lifetime value: $ _____
- ROI = (Revenue – Costs) ÷ Costs

Post-Event Review Form

- What worked well?
- What could be improved?
- ROI achieved vs. goals set
- Next steps for future events

www.fielddaysanz.com

Reference: CEIR (Center for Exhibition Industry Research) – provides data-driven research on trade shows and exhibitor performance. See: https://www.ceir.org/research