

Exhibitor Prospectus



Central Districts 
Field Days

18-20 MARCH
MANFEILD, FEILDING

WELCOME TO CENTRAL DISTRICTS FIELD DAYS

Welcome to Central Districts Field Days! We're thrilled to invite you to be a part of one of New Zealand's premier agricultural events. For over 30 years, we've been a mainstay for the rural community, evolving from a small collection of marquees into a major national event that attracts over **27,000 visitors to the heart of the North Island.**

This event is more than a field day - it's an opportunity to discover, connect, and experience the **future of New Zealand's primary industries.** From cutting-edge machinery and rural innovation to thrilling competitions, there's something for everyone, whether they're from the farm or town.

While our roots are in agriculture, our event caters to a diverse audience. We proudly showcase a wide range of products and services, from the latest **automotive and heavy equipment to innovative homes, lifestyle products, and an incredible selection of gourmet foods.** This variety is what makes our event a destination for all.

For exhibitors, Central Districts Field Days is a proven platform for success. We've seen countless businesses use our event to **launch new products, increase brand awareness, and drive sales.** This is your chance to get on the ground with new and existing customers and cultivate a thriving presence in your industry.

Our commitment goes beyond the event itself. We're dedicated to investing back into the region and championing the amazing innovations coming out of the lower North Island. We're also **future-proofing the event** with strategic partnerships, improved infrastructure, and new technology to create a more streamlined and informative experience for you and our visitors.

Our small but passionate team is ready to help you succeed. Whether your goal is to **generate qualified leads, boost sales, or simply educate your audience,** Central Districts Field Days is the place to be. The ongoing success of our loyal exhibitors proves that a presence here is a well-worth investment.

We look forward to hearing from you soon!

Jonathan Paul
Event Manager

EVENT HIGHLIGHTS

27,000

Visitors

87%

Likely to attend next year

507+

Exhibitors

100+

New Exhibitors

\$60m

Estimated Economic
Impact

51

Net Promoter Score

53%

Visitors from outside the
region

HOW TO BE AN EXHIBITOR

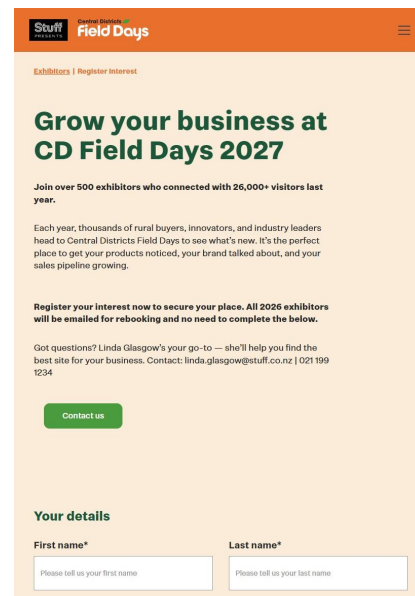
HOW TO APPLY

Visit www.cdfielddays.co.nz and our [Register your Interest](#) page to complete the form. From there, our sales team will be in touch.

This form outlines:

- Contact information
- Products you will be displaying
- Sponsorship opportunities

Please note: Sites are allocated based on the relevance of products and/or services to the area's exhibiting criteria, indoor/outdoor preferences, your size requirements and availability. Please make sure the products or services you intend to display at Central Districts Field Days are appropriate and relevant to the area you wish to exhibit in.

The image shows a web page for 'CD Field Days 2027'. The header is orange with the 'Stuff' logo and 'Central Districts Field Days'. Below the header, there's a section titled 'Grow your business at CD Field Days 2027'. It includes text about joining over 500 exhibitors and connecting with 25,000+ visitors. There's a paragraph about the event being a place to get products noticed and grow sales. A call to action says 'Register your interest now to secure your place. All 2026 exhibitors will be emailed for rebooking and no need to complete the below.' There's also a contact information section for Linda Glasgow, with a 'Contact us' button. At the bottom, there's a 'Your details' section with input fields for 'First name*' and 'Last name*'.

Stuff Central Districts Field Days

Exhibitors | Register Interest

Grow your business at CD Field Days 2027

Join over 500 exhibitors who connected with 25,000+ visitors last year.

Each year, thousands of rural buyers, innovators, and industry leaders head to Central Districts Field Days to see what's new. It's the perfect place to get your products noticed, your brand talked about, and your sales pipeline growing.

Register your interest now to secure your place. All 2026 exhibitors will be emailed for rebooking and no need to complete the below.

Got questions? Linda Glasgow's your go-to — she'll help you find the best site for your business. Contact: linda.glasgow@stuff.co.nz | 021 199 1234

Contact us

Your details

First name*

Please tell us your first name

Last name*

Please tell us your last name

Please read and review our [Exhibitor Terms & Conditions available here](#).

SITE MAP

For a general site overview check out our online site map [here](#), or via our website. Please note all coloured sites have been sold and grey sites are on hold.

SITE TYPES

OUTDOOR

Customisable uncovered sites showcase New Zealand's rural way of life. There is space for you to erect structures, get creative with landscaping, incorporate hosting areas in your site design, and further customise the site to your requirements. With a variety of site sizes ranging from 36m² to over 1,500m², we have an outdoor site to suit you.

For exhibitors who require a smaller outdoor site with the convenience of an indoor site at a price that sits comfortably between the two, there are limited 3m x 3m outdoor sites available under marquee cover.



Please note these sites are exclusive of power and water but can be arranged through our sales team.

RURAL PAVILION

The Rural Pavilion is a highly desirable exhibitor space. This is a must-see destination every year that features over 50 indoor agribusiness sites.

Exhibitors in this premier location can incorporate a variety of innovative design, display and interaction methods to encourage effective customer engagement. Our Rural Pavilion is the right place for you to exhibit if your products and services are associated with the primary industries or relevant to anyone with a rural property.



LIFESTYLE PAVILION

Our Lifestyle Pavilion is another highly desirable exhibitor space and, again, a key visitor destination. Featuring indoor lifestyle sites, this pavilion recognises Central Districts Field Days as much more than a farming equipment event by providing an opportunity for town to meet country. This Lifestyle Pavilion always attracts a high volume of rural and urban event visitors, so it's the right place for you to exhibit if your products and services are relevant to a broader home and lifestyle market.



Specifications

Our Rural and Lifestyle Pavilion indoor sites include wooden flooring, one 10 amp power and velcro receptive wall panels (usually black, though other colours may be available at an additional fee if ordered early).

Please note: measurements for sites along the outside wall are subject to change.

LIFESTYLE COURTYARD

Our Lifestyle Courtyard is situated outside the Lifestyle Pavilion and provides the opportunity to showcase your lifestyle products in a larger outdoor space. These are supplied as grass sites only and limited spaces are available. For enquiries please get in touch with us.

MARKET PLACE

The Market Place area includes 3mx3m marquees (9m²) on grass for exhibitors who require smaller sites at a more competitive price and located in the high traffic area directly outside the pavilion. Please note these sites do not include wall panels or power. Limited spaces are available. Flooring is not included.

CUISINE PAVILION

The Cuisine Pavilion provides a dedicated space to showcase premium New Zealand food and drink products. Located in the busy section next to the Kids Zone and incorporated into the premium gourmet food court and bar, this is the ideal place to promote your specialty goods in a relaxed environment to the 27,000+ visitors. You can even demonstrate your products through onsite cooking demonstrations and samples - always a fun and engaging drawcard for visitors of all ages! These sites include wall panels and power is available to be purchased.



FOOD COURT

Food stalls are situated in strategic locations across the venue. Each Food Stall includes off-the-road queueing space, extensive seating, shade and convenience facilities nearby.

Food Court 1: Main food court located next to Lifestyle pavilion and next to the stage.

Food Court 2: Located on the main access point into the heart of the site next to the information centre.

Food Court 3: Located beside the Rural Pavilion.

Premium Food Court: Located next to the Cuisine Pavilion - with the main bar and restaurant situated within.



Food vendor site applications must include:

- Recent photo of set up
- A confirmation that you will only serve in compostable containers provided from our list: [Click here for list](#)
- Power requirements (including attachments and load details).

Important requirements for food/drink stallholders

- Food service - Anyone selling food whether fresh or packaged must complete this council application and obtain a temporary licence from the Manawatu District Council (MDC) in order to operate at the event. [MDC Temporary Food Stall Licence Application](#)
- Alcohol supply and sale - Strict alcohol guidelines apply to the exhibiting, sampling and sale of alcohol for off-licence consumption. Exhibitors are required to have multiple duty managers across the three days of the event. Sale of alcohol is permitted by approval; conditions and licensing from MDC apply. [MDC Special Licence Application](#)

Please keep in mind this is a family-friendly event and we encourage people of all ages to attend. We also heavily promote the Field Days to schools and tertiary educators, so we take the role of host very responsibly.

SITE SPECIFICATIONS & GUIDELINES

POWER

ORDER

Upon confirmation of your site, please let staff know your power requirements. If purchased this will then be logged with our power provider, a power lead will be supplied to the boundary of your site, this lead will be labelled with your company name and site number.

Power pricing can be requested through our sales team.

POWER OPTIONS

10 amp Single Phase	32amp 3 Phase
15amp	63amp 3 Phase
16amp & Caravan Plug	32amp 3 Phase with Lifeguard
32amp Single Phase	63amp 3 Phase with Lifeguard

CHECK YOUR EQUIPMENT

It is the exhibitor's responsibility to ensure all electrical equipment used on site complies with Australian/New Zealand standard 3002:2008. All appliances and electrical equipment must have a current test tag, including extension cords. Power will not be supplied unless all components have current test tags.

ELECTRICAL WARRANT OF FITNESS (EWOFF)

Any connectable installation (i.e. caravan, motorhome or boat) must display a valid electrical warrant of fitness (EWOFF) to show it is safe to connect to, this is required by law. No EWOFF, no connection.

WATER

Water can be purchased for most outside sites. Please raise this with our sales manager when booking. Please note that all food courts are supplied with tap water.

Water pricing can be requested through our sales team.

WATER OPTIONS

Tap installed & truck fill	Truck fill only	Tap only - installed & connected
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IMPORTANT INFORMATION

PAYMENT PROCESS

Once a site is confirmed a 50% deposit is required to confirm the site within 14 days of the invoice date up until 05 January. From 05 January until 14 February payment is required within 7 days of the invoice date, after this time immediate payment is required.

The final payment is due 20 January. We must receive payment in full before you gain site access.

Important site fee notes:

- All prices GST exclusive
- All major credit cards are accepted however a 2% surcharge applies
- After the due date, any unpaid invoices may incur a non-refundable late payment fee of \$250 + GST per site and may result in allocated sites being forfeited if fees remain unpaid after a further 14 days

BRAND SUITE

Use of the Central Districts Field Days logo is encouraged in your marketing collateral to promote your presence at the event. Brand guidelines, the Central Districts Field Days logo and other marketing collateral are located on the Exhibitor Hub under the marketing section which will be live from early September. Feel free to ask us if you are unsure of anything.

HEALTH & SAFETY

We take our Health and Safety seriously as this ensures the longevity of the event as a whole. It most importantly ensures that everyone is safe at all times whether it be during pack in/out or on event days. Please consider the following when talking about your site with our sales manager;

- **Water or Liquid Displays**

All exhibitors with water or liquid displays that are deeper than 200mm (water troughs or any other large open container used for storing water or liquid) must be fenced or permanently covered during the event.

- **Spa Pools**

Water in Spa Pools without steps are allowed with supervised access - to discuss this further and to receive our full Spa Pool safety guidelines please get in touch. Approval from event management is required.

- **Interactive & Amusement Devices**

All exhibitors looking to have interactive public displays including but not limited to, amusement devices, inflatables or displays designed for interaction with children, must provide to event management all necessary



permits from the relevant regulatory body. Please download and complete a copy of the Manawatu District council's [Amusement Devices application form](#).

- **Animals**

We are always happy to work with exhibitors who wish to include animals as part of their site. To ensure the safe and humane treatment of animals at the event we will require further details from you for approval.

- **Building Permits**

Exhibitors with marquees and structures 100m² and above must have building consent from the Manawatu District Council. We can include your structure on our event building permit for a \$100.00 administration fee, if you would like to be included please [complete the form linked here](#) by 20 January. After this date the fee will be \$150.00.

- **Food and Beverages**

We value our onsite food vendors who operate from allocated sites selling food and drink to visitors, so we are careful not to encourage activities from non-food exhibitors who may impact on our exhibiting food vendors' commercial enterprise. [If you are planning to provide food at your site and do not consider yourself a food vendor please contact our sales team or let us know by clicking this link.](#)

If you believe any of this is out of your reach then please have a conversation with our team and we are more than happy to work with you to make the site you want work within our H&S plan.

WE WANT TO HELP YOU

Exhibitor Hub

To help you with your planning, we have created an online [Exhibitor Hub](#). It's your one-stop shop for everything you will need to get prepared for the event.

Do you have a story to tell?

We have had many interesting exhibitors over the years at CDFD. We would love to hear if your product has an amazing history, whether it's a family business handed down the generations or the latest innovative technology that is going to change the farming game forever.

We have opportunities for you to be featured in the dedicated CDFD preview or programme publications along with MC interviews on event days and options to spotlight your brand through various sponsorship opportunities.

Please let the team know if any of this interests you as we would love to have a conversation to find out what suits your needs!

[Find out more here.](#)

HANDY RESOURCES

PREFERRED SUPPLIERS

Our full list of preferred suppliers will be released on 01 August on the online Exhibitor Hub.

FAQs

For all event FAQs, please visit www.cdfieldddays.co.nz/faqs

For all exhibitor FAQs, please visit www.cdfieldddays.co.nz/exhibitor-faqs

EXHIBITING TERMS & CONDITIONS

For our Terms & Conditions, please visit <https://www.cdfieldddays.co.nz/tcs-exhibitor>

KEY CONTACTS

For SITE SALES enquiries:

Linda Glasgow (Sales Manager - Central Districts Field Days)

E: sales@cdfieldddays.co.nz

P: 0800 333 678 (Option 2)

M: 021 199 1234

For PARTNERSHIP enquiries:

Kristine Horne (Partnerships Executive)

E: kristine.horne@stuff.co.nz

M: 021 871 301

For ADMIN/ACCOUNT related enquiries:

Christine O'Connor (Central Districts Field Days Coordinator)

E: christine.oconnor@stuff.co.nz

P: 0800 333 678 (Option 1)

M: 021 247 1266

Let us know if you have any other questions or want any more information about Central Districts Field Days. We would love to help and are always happy to have a chat! Contact us on cdfieldddays@stuff.co.nz or call 0800 333 678. We're looking forward to hearing from you soon.

Email Communication from CD Field Days

To ensure you receive our important Central Districts Field Days exhibitor information and monthly newsletters, please add our sender email addresses cdfieldddays@stuff.co.nz, sales@cdfieldddays.co.nz and bounce.actsend.com to your list of safe senders, contacts or address book. You can also check your spam or junk folders, as sometimes our emails can end up there.