

SUPPORTING  
FARMING  
SINCE 1985



# Primex

# 2026



# 2026

## PROSPECTUS



PRIMEX is a proud member of the AAFDA

Thursday 21st, Friday 22nd  
& Saturday 23rd

# MAY 2026

Lismore Showgrounds  
116 Alexandra Parade,  
North Lismore NSW

[f](#) [@](#) [X](#) [in](#) @primexaus

[www.primex.net.au](http://www.primex.net.au)

20  
26

## Put Your Brand in the Spotlight at Primex 2026

We're inviting you to be part of Primex 2026 – Australia's largest coastal-based agribusiness event – now launching a bold new chapter in Lismore, NSW.

After a record-breaking 40th anniversary with \$60M+ in sales and 430+ exhibitors, Primex continues to grow – and the move to Lismore unlocks greater access, improved infrastructure, and a larger regional population.

This decision follows extensive exhibitor and visitor feedback and reflects our commitment to delivering a stronger, future-ready event aligned with industry needs.

Primex is your opportunity to:

- ✔ Showcase your products, brands, and services
- ✔ Connect with qualified buyers across NSW, SE QLD and beyond
- ✔ Generate leads, boost sales, and raise brand visibility
- ✔ Be part of a targeted program of workshops, demos, and industry hubs

We're here to help you make the most of your involvement – from early planning to final results.

If you're looking to grow your reach, launch new products, or meet customers face-to-face, Primex 2026 in Lismore is the place to be.

Let's put your brand in the spotlight – join us.



**Bruce Wright**  
Managing Director



**The Primex team**

# Primex



## 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.

Below is a summary of key data and statistics from the post event report conducted by independent researchers using on-site and online survey methodology:

## Summary

- ✔ 433 exhibitors
- ✔ Total economic contribution from visitors estimated between \$4.3 million
- ✔ 79% of visitors were from Northern Rivers
- ✔ 11% of visitors were from interstate
- ✔ 10% of visitors were from other rural NSW areas
- ✔ 46% of visitors were aged 55+
- ✔ 49% of visitors were primary producers,
- ✔ 28% lifestyle/hobby farmers, 23% residential
- ✔ 81% of participants felt Primex met expectations

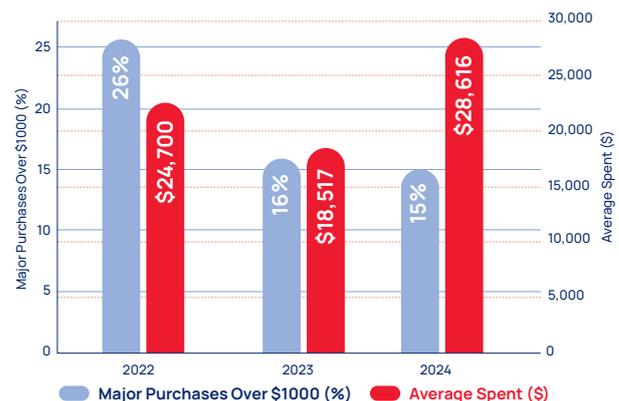
## Visitor Profile

- Visitors span various age groups and regions across NSW and beyond.
- The event attracted all ages, with 46% aged 55+, and 19% from 18-39 and 18% from 40-54 age groups.
- 28% of visitors had children (0-18) in their group.

## Event Experience and Expenditure

- Exhibits and stalls were top-rated, with a score of 4.0.
- 15% of visitors spent an average of \$28,616 on major purchases, with some up to \$200,000.
- Major sales exceeded \$60 million for exhibitors and sponsors.
- 81% of participants felt Primex met their expectations.

### Major purchases over \$1000 and Average Spent (2022-2024)



## Media Campaign

Statistics from March to May 2024

### Total Audience Reach

TV	808 K +
Print	1.48 M +
Digital	269 K + views
Radio	130 K (avg.)

### Social

Total impressions	582,574 3-months
Post performance	15,428 engagements 3562 reactions 9781 post clicks

### Facebook Audience

highest demographic group is female 35-54 years

### Google Analytics

Visitors	29k
New users YOY	increase of 11%
New users YOY	increase of 11%
Avg engagement time YOY	increase of 16.4%

## Visitor Expenditure

- 15% of visitors spent an average of \$28,616 on major purchases which is a significant increase from prior years with some purchases up to \$200,000.
- Calculations equates to major sales of over \$98 million generated for exhibitors and sponsors at the event.
- Despite the poor weather and ground conditions the event again delivered high levels of satisfaction.
- A loyal crowd of families and farmers returned to the event to find "products for sale" with a greater interest in machinery boosting the average spend on major purchases to over \$20,000.



# 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

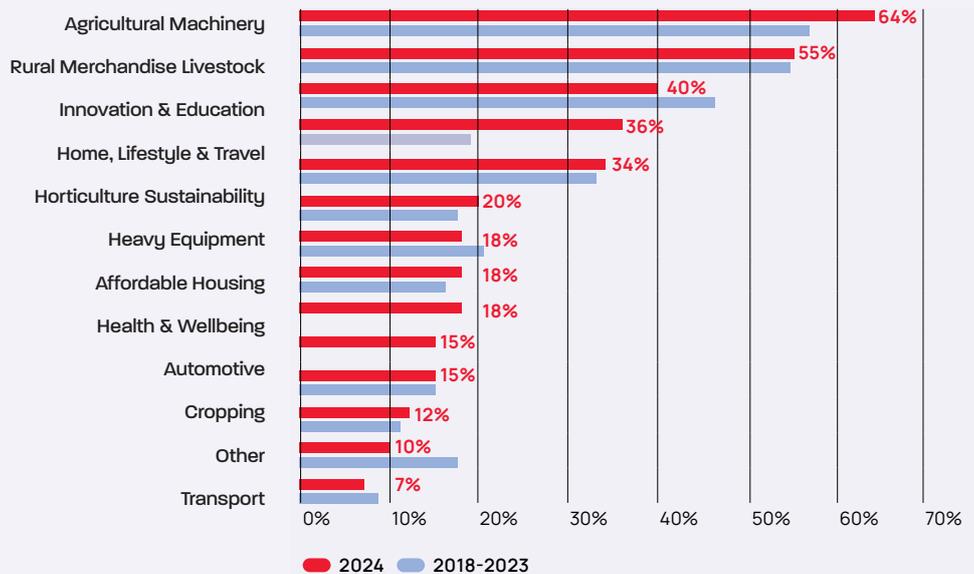
**48%**

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%).





## 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





## Industry Hubs Celebrate B2B Experiences

The strategic initiative by Primex to establish Industry Hubs created a new and exciting showcase for visitors and exhibitors alike. These hubs built a presence that attracted national and international exhibitors while creating a strengthened promotional tool for engagement from visitors.

- ✔ Agricultural Machinery
- ✔ Affordable Housing
- ✔ Innovation & Agtech
- ✔ Education & Careers
- ✔ Forestry & Timber
- ✔ Health & Wellbeing
- ✔ Livestock
- ✔ Construction, Heavy Equipment & Transport
- ✔ 4WD & Outdoor Leisure
- ✔ Regenerative Agriculture
- ✔ Horticulture & Small Crops
- ✔ Municipal Works



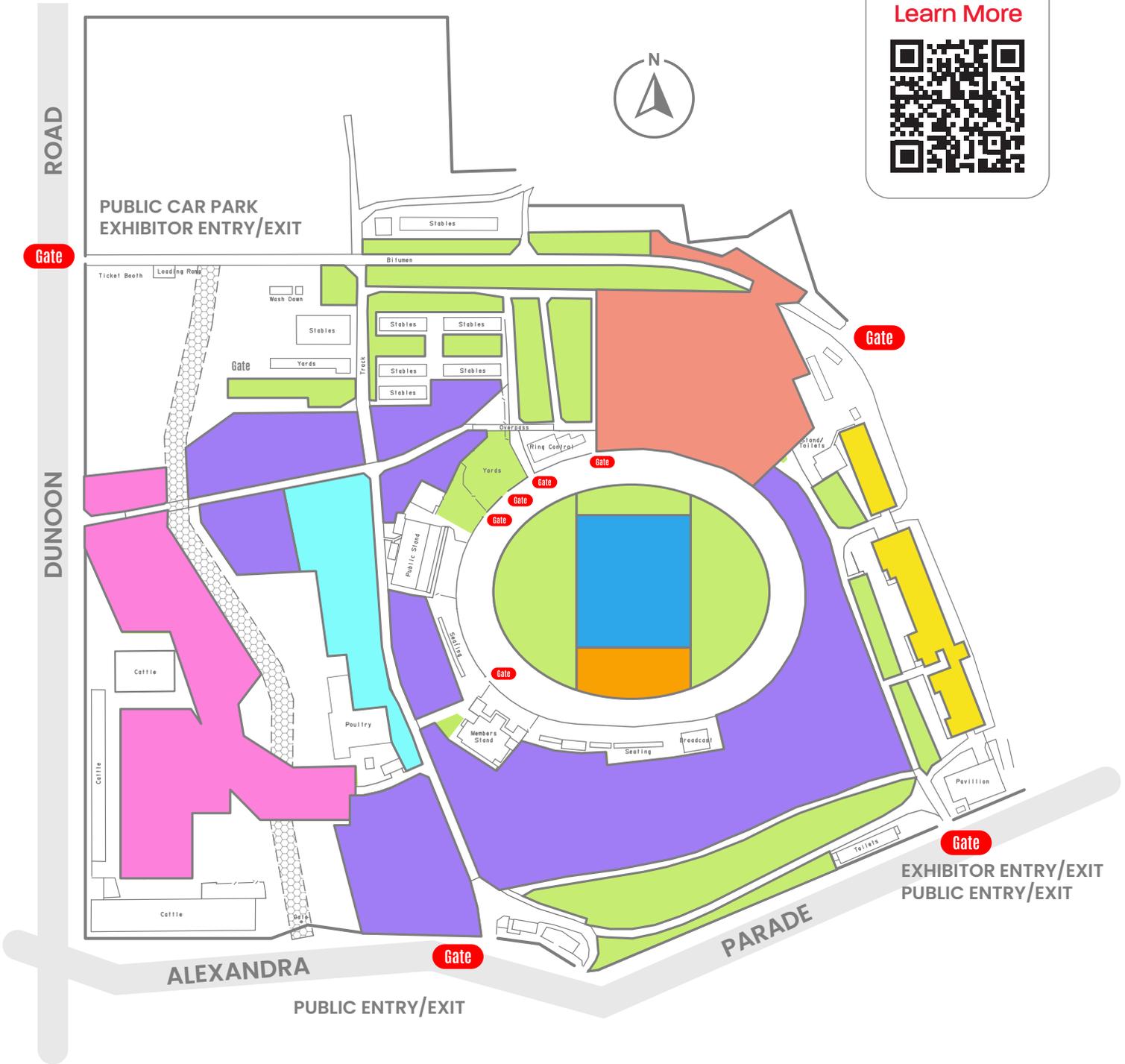
View Collaborative Partners



View Industry Hubs



Learn More



● Livestock Breeds  
Equipment

● Tractor Machinery  
Agriculture  
Horticulture  
Automotive  
Heavy Equipment

● Forestry & Timber  
● General Interest  
● Business  
Innovation  
Health & Wellbeing  
Education & Careers

● Nourish Entertainment  
Paddock to Plate  
● Agtech & Innovation  
● 4WD  
Outdoor Leisure  
Affordable Housing

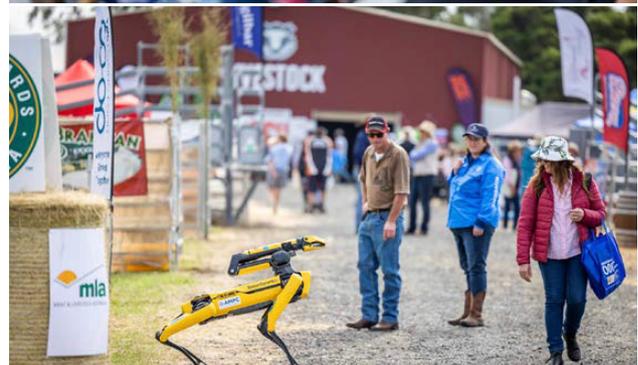
On top of being an agricultural trade show, we help facilitate events, functions, demonstrations, networking sessions, industry panels and workshops as a value add to both visitors, exhibitors and our sponsors. From showcasing the latest agribusiness technologies to hosting educational workshops and networking sessions, Primex has facilities for a variety of key activities and activations. Join us and connect with a vibrant community of agricultural professionals while supporting innovation and growth in the industry.

## Facilities & Industry Hubs

- ✔ Events & Functions Centre
- ✔ Nourish Food & Drink Festival
- ✔ Livestock Displays
- ✔ Outdoor / Lifestyle Hub
- ✔ Business, Innovation & AgriTech Hub
- ✔ Timber & Forestry Hub
- ✔ Health & Wellbeing Hub
- ✔ Education & Careers Hub
- ✔ Affordable Housing Hub

## Events and Business Networking

- ✔ Exhibitor Welcome Networking Event
- ✔ Business Networking Functions,
- ✔ Workshops & Presentations
- ✔ Livestock Futures, Function & Guest Speakers
- ✔ Innovation & Agritech Networking, Events & Demonstrations
- ✔ NextGen Presentations showcasing
- ✔ Agribusiness career pathways
- ✔ Live Entertainment
- ✔ Family activations



## Partnership services

Official photographer & videographer services available for pre-event, event delivery and special projects associated with Primex. Services including camera, production & professional 2-3min digital presentation, with individual package opportunities available on application – let's have a chat!



Primex offers face-to-face connections that build relationships and drive sales. The interactive event is designed to help you showcase product launches, demonstrations, activations, and functions. By participating as an exhibitor and partnering with Primex, you can elevate your brand, grow your database and establish lasting connections.



**71%**  
of Exhibitors Attend Primex to Generate Brand & Product Awareness



**72%**  
of Exhibitors indicated they would return to Primex

## Exposure to a Targeted Audience

Primex is more than just an event; it's a **bustling marketplace that fosters direct connections** between exhibitors and buyers. With over three decades of experience, Primex has cultivated a culture of interaction, buyers come knowing they can 'touch and feel' the product and talk to someone who knows the product.

## Tailored Networking and Partnerships

Primex attracts a diverse range of visitors, from **influential primary producers to passionate weekend gardeners** looking to buy. This dynamic mix creates a fertile ground for networking and forming valuable partnerships. It's the ideal platform to connect with potential collaborators, distributors, and clients.

## Elevate Your Brand's Visibility

Participation in Primex is more than just booking a site; it's a strategic opportunity to elevate your brand's visibility and product awareness. **Attracting visitors to your site becomes a collaborative effort** and through pre-event planning and communication, our investment will ensure your customers know you'll be attending.

## Showcase Your Products and Services

Primex offers a variety of exhibitor opportunities with dynamic spaces and themed areas to showcase your products and services. **Primex is designed to create a range of reasons for attendees to visit your booth.** Whether through live demonstrations, interactive displays, or engaging activations, you can present your offerings in a way that resonates with potential customers.

## Supportive and Collaborative Environment

Primex is committed to ensuring your success. We understand the significance of building relationships and fostering connections. Primex encourages and supports exhibitors in providing demonstrations, networking events, and activations that enhance customer experiences. **Our collaborative environment nurtures a sense of community among participants.**

## Direct Path to Sales

Primex has a proven track record of facilitating sales and generating revenue. An independent survey revealed that 16% of visitors made major purchases, amounting to over \$67 million in sales generated annually for exhibitors and sponsors. Additionally, **approximately 70% of attendees expressed a likelihood of purchasing from exhibitors** based on their Primex experience.

## Marketing & Promotion Reach

Primex adopts a comprehensive marketing and promotional strategy to ensure maximum exposure for partners, who enjoy a strong presence before, during, and after Primex. The multi-faceted approach covers both traditional (billboards, TV radio, and print) and digital channels (digital ads, social media, email marketing).

**1.5 million**  
online readers reached  
from editorial content

**1.8M**  
people reached  
from media  
advertising

**25,500**  
Official Primex Guides  
inserted in The Land  
& Qld Country Life

**13,591**  
Email Subscriber

**31,000**  
website sessions  
(Jan-Jun 2024)





"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 HUISH**

*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





EXHIBITOR ENTRY/EXIT  
PUBLIC ENTRY/EXIT  
SHUTTLE BUS PICKUP  
DROP OFF

\*Layout Subject to Change

**A** CLAUDE RILEY PAVILION

01	02	03	04	05	06	07	08	09	10	11	12
WALKWAY											
13	14	15	16	17	18	19	20	21	22	23	24

**B** WILLIAM SMITH PAVILION

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18		
WALKWAY												CWA NORTH COAST							
19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38

**C** FINE ARTS PAVILION

01	02	03	04	05	06	07	08	09	10
WALKWAY									
11	12	13	14	15	16	17	18	19	20

<b>OUTDOOR SITES</b>	<b>\$ Prices ex-GST</b>
Outdoor Large 10m x 20m	\$1,895.00
Outdoor Medium 10m x 10m	\$1,695.00
Outdoor Small 6m x 5m	\$1,150.00
Outdoor Pop-Up 3m x 3m	\$780.00
Outdoor Pop-Up (C 1 & C 2 only) 3m x 3m	\$550.00
<b>INDOOR SITES</b>	<b>\$</b>
Pavilion 3m x 3m space only	\$850.00
Nourish Marquee (Entertainment & Hospitality) 3m x 3m	\$1,200.00
<b>CATERING SITES</b>	<b>\$</b>
Outdoor Cater Open 3m x 3m	\$780.00
Outdoor Cater Open 6m x 5m	\$980.00
Building & Vehicle Cater by Application	TBA
<b>MULTIPLE SITE DISCOUNTS</b> (designated)	<b>%</b>
2nd Site	20%
3rd Site	30%
4th Site	40%
<b>EXTRAS</b>	<b>\$</b>
10amp Power (standard single use)	\$90
15amp & 3 phase (on application only)	SRA
Special VIP Trade Passes (special access – on application)	
<b>DESIGNATED COMPLIMENTARY EXHIBITOR PASSES</b>	
Up to 3 Per site	3 x 3 / 6 x 5
Up to 5 Per Site	10 x 10 / 10 x 20
\$5 per Exhibitor Pass over and above. Strictly Exhibitor Use Only for security purposes.	

Trade sites may vary in size, shape, and features depending on the venue layout. Some sites may include buildings or undercover areas, which are considered alternatives to temporary structures and may attract a higher rate than standard open-air sites. Please refer to the Terms and Conditions for full details.

## View Accommodation Options

Once you have submitted your application, we highly recommend booking accommodation as it does sell out quickly. Follow the link to view a list of accommodation options in the area or get in touch with us for more info.



## Become an Exhibitor - Apply Now



### STEP 1

#### Apply Online to Exhibit

Begin by completing your application with Issimo via special link or [www.primex.net.au](http://www.primex.net.au). Applications will be preferenced based on category, sector and time of application received.

### STEP 2

#### Confirm Site Allocation & Pay Deposit

Submit application with ALL requirements for processing Confirmation of Site application will be received within 24 hours Site Allocations will be processed and Invoice for 25% Deposit sent to secure booking.

### STEP 3

#### Site Allocation & Building Profile

Once processed, deposit received and sites allocated booking is confirmed Booking is a binding Contract with reference to the Primex Terms and Conditions. Approved exhibitors will be expected to build their individual online profile for the Primex Virtual Presence.

### STEP 4

#### Live Exhibitor Profile - Virtual Listing Starts

The Exhibitor Listing will be published live once all Exhibitors have completed Profiles. Primex will support and post Exhibitor promotional social media when highlighting presence at Primex and tagging. Profiles can be edited and updated at anytime directly by the Exhibitor.

### STEP 5

#### Payment Schedule

**1st payment** - 25% of total site investment deposit completed to secure site allocation and booking.

**2nd payment** - 25% of balance payment due December 31st 2025.

**3rd & Final payment** - remaining 50% / final balance must be paid 13th March 2026 with reference to Terms & Conditions.

Exhibitors may pay full amount on invoice or apply for changed schedule in writing, which must be approved in writing by Primex organisers.

Please contact [admin@primexfielddays.com](mailto:admin@primexfielddays.com) if you have any questions or queries

[primex.net.au](http://primex.net.au) | [sales@primexfielddays.com](mailto:sales@primexfielddays.com) | 0411 740 574

@primexaus

Primex Field Days Pty Ltd ABN 95 396 729 261

Get Started



## 1. Interpretation and Definitions

### (a) Interpretation

(i) Words importing the singular shall include the plural and vice versa.

(ii) Where the Exhibitor comprises two or more persons, these terms bind them jointly, severally, and each of their respective executors, administrators, and assignees.

(iii) Where the Exhibitor is a company, these terms bind the company, its successors, and permitted assignees.

### (b) Definitions

Business day means any day other than Saturday, Sunday, or a public holiday.

Claim means any claims, demands, debts, accounts, actions, expenses, costs, liens, suits, liabilities, or proceedings of any nature, whether known or unknown.

Delay event means:

(i) flood, cyclone, earthquake, bushfire, or other natural act, or imminent threat thereof;

(ii) riot, war, terrorist act, or imminent threat thereof;

(iii) pandemic, epidemic, public health emergency, or infectious disease; or

(iv) compliance with any lawful direction or order by federal, state, or local government or agencies.

Event means the annual Primex Field Days event.

Exhibitor means the exhibitor listed in Schedule 1 of these terms.

Exhibitor's personnel means any agents, employees, or contractors engaged by the Exhibitor for use of the site.

Organiser means Primex Field Days Pty Ltd ACN 95 396 729 261, including its employees, agents, contractors, successors, and assigns.

Prospectus means the Primex Prospectus Offer containing these terms, including other marketing and sales material by the Organiser.

Venue means the Lismore Showgrounds located at 116 Alexandra Parade, North Lismore, NSW 2480, and includes access roads, carparking areas, pavilions, livestock and exhibition areas, driveways, and shared/commonuse facilities such as toilets, washrooms, and catering amenities.

Vehicles means any motor vehicle, 4WD, motorbike, caravan, campervan, truck, trailer, or machinery.

Virtual event means the Primex Online Business Hub, which the Organiser may elect to hold annually in addition to the Event.

### (c) Notice of Venue Change

For clarity, the Event will be held at the Lismore Showgrounds. Any references to previous venues—such as Cassino Drive, Casino, or the Richmond Valley Events Centre—shall now be read as references to the Lismore Showgrounds. This change does not affect the validity or enforceability of these Terms and Conditions.

2. All principals of a company, trust or partnership are required to sign a personal guarantee of the exhibitor's obligations in the form set out in these terms.

3. The observation of agreed time frames is an essential term.

4. The exhibitor shall comply with its statutory obligations with respect to:

(a) Workplace health and Safety Act 2011 (NSW).

(b) Workers compensation insurance; and (c) any other laws, regulations, approvals, consents and industry standards that apply to the exhibitor's delivery and operation of the exhibitors' business.

The exhibitor must also comply with any directions of the organiser that are required due to the organiser's statutory or insurance obligations with respect to the event.

5. The exhibitor must, at its cost, obtain and maintain current policies of insurance for:

(a) Compulsory third party insurance for vehicles to access the venue for the purposes of the event and to be parked within the carpark or immediately adjacent to the site, whether such vehicles are owned or operated by the exhibitor or the exhibitor's personnel;

(b) All third party risks in relation to persons and property including public liability insurance to the amount of 20 million per event (noting the location and date of the event and the organiser as an interested party);

(c) Workers compensation insurance for the exhibitor's personnel; and (d) Public liability and passenger liability aviation insurance for helicopters to access the designated helicopter pad (located at the northern boundary of the venue) for the purposes of the event, should the exhibitor or the exhibitor's personnel intend to use helicopters to access the event.

6. The organiser may require the exhibitor to produce suitable evidence of the policies of insurance required in accordance with clause 5 before the exhibitor is granted access to the site. The organiser acting reasonable, may deny access to the site. © copyright 2020 – Primex Field Days Pty Ltd

7. The exhibitor hereby indemnifies and will keep the organiser indemnified at all times against any claim for compensation, damages, losses or costs made against the organiser by any person (including, but not limited to, the exhibitor's personnel) arising directly or indirectly from the exhibitor or the exhibitor's personnel:

(a) Use of the venue or the site;

(b) Use of goods, supplies, property or equipment owned or operated by the exhibitor or the exhibitor's personnel at the venue or on the site;

(c) Actions (negligent or otherwise); or

(d) Breach of these terms.

8. The exhibitor releases the organiser, to the full extent permitted by law, for loss or damage to any property, or injury or death to any person, arising out of any action (negligent or otherwise), activity or involvement of the organiser pursuant to these terms.

9. The exhibitor must ensure that all vehicles located at the venue are registered and in a presentable and roadworthy condition.

10. The exhibitor shall not, without the prior consent of the organiser, permit any person other than the exhibitor and the exhibitor's personnel to occupy any part of the site. Should this condition not be observed, the organiser may charge additional fees to the exhibitor for the unpermitted persons occupying the site or exercising any of the other rights of the exhibitor under these terms.

11. If the organiser is unable to perform its obligation to hold the event solely as a consequence of a delay event:

(a) The organiser will promptly notify the exhibitor in writing that due to the consequence of the delay event, the organiser's obligation to hold the event has been suspended and the organiser shall not be deemed to be in breach of its obligations under these terms.

(b) The exhibitor's obligation to pay fees that are due for payment after the date of the organiser's notice at clause 11

(a) in accordance with Schedule 1 of these terms

shall be automatically suspended. The exhibitor's obligation to pay fees that were due before the date of the organiser's notice at clause 11 (a) remain payable and are nonrefundable.

(c) The exhibitor's obligation to pay fees in accordance with Schedule 1 shall resume, if the exhibitor provides notice to the organiser that it will attend the © copyright 2020 – Primex Field Days Pty Ltd new nominated date for the event in accordance with clause 11 (e), effective from the date of the exhibitor's notice.

(d) The organiser will promptly notify the exhibitor in writing when it is no longer prevented from performing its obligation to hold the event due to the delay event and nominate, at its sole discretion, a new date for the event to be held, provided that the new date for the event is not more than 6 months from the date of the organiser's notice at clause 11 (a)

(e) The exhibitor shall, within 14 days of receiving of the organiser's notice at clause 11 (d), elect to notify the organiser that it will attend the event on the new nominated date or notify the organiser that it will instead attend the event in the following year in which case the exhibitor's fees paid to date will be credited against the exhibitor's account for the event to be held in the following year. If the exhibitor does not provide a notice to the organiser in accordance with this clause 11 (e) (i.e. the exhibitor does not wish to attend the event to be held in the current year or in the following year), then the organiser shall forfeit any fees paid by the exhibitor to date.

(f) And the organiser remains unable to perform its obligation to hold the event at 6 months after the date of the organiser's notice at clause 11 (a), then these terms shall be automatically terminated effective from the expiry of that 6 month period, the organiser shall forfeit any fees paid by the exhibitor before the date of the organiser's notice at clause 11 (a) and neither party shall any further obligation to the other party.

(g) The organiser shall not be liable to the exhibitor for any claims for compensation, damages, losses or costs made against the exhibitor by any person due to the organiser being unable to perform its obligation to hold the event solely as a consequence of a delay event.

12. The organiser may notify the exhibitor that the date for the event is postponed or bought forward from that date of the event previously advertised and communicated to the exhibitor for reasons (including, but not limited to):

(a) The request or needs of other exhibitors.

(b) The availability of the organiser's employees and/or service providers.

(c) The organiser assigning these terms and the event to a third party as assignee or a change of ownership of the organiser. © copyright 2020 – Primex Field Days Pty Ltd (d) Projected sales of sites and commercial viability of the event; And the exhibitor must notify the organiser if the exhibitor is unable to participate at the event on the new date notified by the organiser in accordance with this clause 12 and upon receipt of the exhibitor's notice, the organiser will credit the exhibitor's fees paid to date under these terms to the fees payable for the event to be held in the following year.

13. These terms are terminated and the event cancelled if the organiser: (a) Goes into liquidation or is placed under insolvency administration.

14. The organiser may immediately terminate these terms and the exhibitor's participation at the event, and forfeit any fees paid to date, if the exhibitor:

(a) Becomes bankrupt or goes into liquidation;

(b) Is subject to a finding of guilt for a criminal or civil offence;

- (c) Ceases business; or
- (d) Fails to remedy, a breach of these terms, within 14 days of receiving a notice from the organiser identifying the breach and requiring the breach to be remedied.

15. Should the exhibitor fail to attend all or any of the days that the event is held for (due to no fault of the organiser), the organiser reserves the right to:

- (a) Forfeit all fees paid by the exhibitor to date;
- (b) Make legal demand for any fees remaining to be paid in accordance with these terms as against the exhibitor and/or the guarantor;
- (c) Make a claim against the exhibitor and/or the guarantor for compensation, damages, losses or costs arising directly or indirectly from the exhibitor's failure to attend the event.

16. All vehicles, aircraft (if applicable), goods, supplies, property and equipment brought on to the venue by the exhibitor, the exhibitor's personnel or any third party, is at the sole risk of the exhibitor.

17. The exhibitor and the exhibitor's personnel shall be solely responsible for arranging delivery of its goods, supplies, property and equipment to the site and receipt of those items at the site by the exhibitor's personnel. Any receipt of those items at the site by © copyright 2020 – Primex Field Days Pty Ltd the organiser shall be as agent for the exhibitor and the organiser shall have no liability or responsibility for the items received nor for any issues with the type, quantity and condition of the items delivered.

18. If the organiser requires the site previously granted to the exhibitor under these terms to be reallocated, the organiser will, acting reasonably, consult with the exhibitor before allocating an alternative site to the exhibitor.

19. The exhibitor shall pay the site fees in advance in the amounts and on or before the due dates for payment in accordance with Schedule 1 of these terms. The organiser, may, in its sole direction, elect to extend the due date for payment of any fees.

20. The organiser in accepting payment of any fees or additional costs after the due date, does not waive the organiser's right to require all other fees to be paid on the due date, nor does it waive the organiser's right to terminate these terms due to the exhibitor's default in paying any fees.

21. The exhibitor shall be held in default of these terms if the exhibitor fails to pay any fees or additional costs by the due date in accordance with Schedule 1 and the organiser may send the exhibitor a default notice setting out the outstanding amount. The exhibitor shall have 14 days to pay the amount outstanding in accordance with the default notice. If the exhibitor fails to comply with the default notice, the exhibitor shall become immediately liable to pay the outstanding amount, together with interest accruing from the original due date for payment set out in Schedule 1 until payment is received at the rate of 15% per annum. The exhibitor shall also pay all costs and expenses incurred in the organiser exercising its rights of recovery from the exhibitor and/or the guarantor and the exhibitor shall indemnify the organiser against any losses resulting from the default.

22. To comply with the Workplace Health and Safety Act 2011 (NSW), the exhibitor is responsible for the creation and maintenance of a safe workplace environment for the exhibitor's personnel at the site. All power leads and electrical appliances and equipment brought onto the site must be tested and tagged in accordance with AS/NZS 3760:2010

and to comply with the requirements as set out in Work Health and Safety (Managing Electrical Risks in the Workplace) Code of Practice 2015 and the AS/NZS (3002:2002) 'Electrical Installation – Shows and Carnivals'. The organiser, in the interests of safety to any person, has the immediate right, without prior notification to the exhibitor, to disconnect any power leads that fail to comply with the Australian Standards 3760. The exhibitor is required, before being granted access to the venue, to provide the organiser with a Safety Plan (Risk Assessment Plan) to demonstrate that the exhibitor and the exhibitor's personnel are adhering to the requirements under the Workplace Health and Safety Act 2011 while setting up, operating and dismantling their exhibits at the site. Any hot work including cutting, welding or grinding conducted on site shall require a Hot Work permit to be provided by the organiser. © copyright 2020 – Primex Field Days Pty Ltd

23. The exhibitor must provide written notice to the organiser immediately upon the exhibitor deciding or being prevented from participating at the event for any reason. The following fees remain payable by the exhibitor (which represent the administrative and other costs incurred by the organiser in the preparation of the event) and the organiser shall forfeit the same, if the organiser receives a notice of cancellation:

- (a) At any time following the exhibitor signing on for the event and up to 5 months before the event date: 25% of total fees; or
- (b) 5 months or less before the event date: 50% of total fees; or
- (c) 8 weeks or less before the event date: 100% of total fees; and
- (d) At any time before the event date: 100% of additional costs. For the purposes of this clause, the "event date" means the date of the event whether that date is the original date, postponed or brought forward date or new nominated date as a result of a delay event. The organiser may, in extenuating circumstances, elect to reduce the amount of fees payable or waive payment of the fees, in the event of an exhibitor providing a notice of cancellation in extenuating circumstances.

24. Where the organiser agrees to allow the exhibitor to erect permanent or semipermanent structures on the site, the parties will enter into an agreement in respect of that arrangement on terms and conditions acceptable to the organiser.

25. The exhibitor represents and warrants to the organiser that all information and representations that the exhibitor, or any person acting on the exhibitor's behalf has given to the organiser are true and correct. The exhibitor warrants that it has not failed to disclose to the organiser anything relevant to the organiser's decision to have dealings with the exhibitor and that no court proceedings or dispute is current that may have an adverse effect on performing the exhibitor's obligations under these terms.

26. The organiser does not warrant that the exhibitors listed or mentioned in any of the organiser's marketing material (including online material) will be participating at the event. The organiser does not guarantee that exhibitors who have registered for the event will be participating at the event.

27. The organiser's prospectus is a summary and is for general information purposes only. The organiser's prospectus does not constitute financial or investment advice and does not contain a guaranteed rate of sales or revenue for the exhibitor as a result of participating at the event. Past performance information contained in the organiser's prospectus is for illustrative purposes only and should not be relied upon as (and is not) an indication of future

performance of the event. Any decision of the exhibitor to enter into these terms should be made after the exhibitor has carried out and relied on its own independent enquiries including legal and financial advice.

28. The organiser may elect to provide a virtual event in addition to the event, particularly in the circumstances where the event may have to be postponed in accordance with © copyright 2020 – Primex Field Days Pty Ltd these terms. If the exhibitor chooses to participate in the virtual event however the organiser elects not to proceed with providing a virtual event for any reason, the organiser shall not be liable to the exhibitor for any claims for compensation, damages, losses or costs made against the exhibitor by any person due to a virtual event not taking place.

## 29. General Provisions Governing Law

- (a) These terms are governed and construed in accordance with the law of New South Wales. Severance
- (b) If any provision contained in these terms is or becomes legally ineffective, under the general law or by force of legislation, the ineffective provision shall be severed from these terms which otherwise continues to be valid and operative. Benefit of terms not assignable
- (c) the exhibitor may not assign the benefit of the rights under these terms without the prior written consent of the organiser. Notices
- (d) Notices must be in writing and be given personally by express or registered post with delivery confirmation or by facsimile transmission or email with receipt confirmation. Business day
- (e) If the exhibitor must make a payment on or by a day that is not a business day, the exhibitor must make the payment by the next business day.

## 30. Guarantee

30.1 If the exhibitor is a company or trustee then these terms are not binding on the organiser until the exhibitor's performance has been guaranteed by one or more persons of financial substance satisfactory to the organiser in accordance with this clause

30.2 In consideration of the organiser, at the guarantors' request, granting these terms to the exhibitor, each guarantor jointly and severally covenants with the organiser that:

- (a) The guarantor, as a principal obligor and not merely as surety, irrevocably and unconditionally guarantees to the organiser (and indemnifies the © copyright 2020 – Primex Field Days Pty Ltd organiser in respect of) the due and punctual performance of all of the exhibitor's obligations under or arising out of these terms including (without limitation):
  - (i) Payment when due of all amounts payable by the exhibitor under these terms;
  - (ii) Performance when due of all of the exhibitor's other obligations under these terms; and
  - (iii) Prompt payment of all amounts for which the exhibitor may become liable in respect of any breach of these terms.
- (b) the guarantor's obligations under this guarantee and indemnity are unconditional, irrespective of:
  - (i) the validity, regularity and enforceability of any provision of these terms;
  - (ii) the absence of any action by the organiser or the exhibitor to enforce these terms;
  - (iii) our waiver or consent in respect of any provision of these terms;
  - (iv) the recovery of any judgment against the exhibitor;
  - (v) any action to enforce judgment against the exhibitor;
  - (vi) any variation of these terms; (vii) any time or indulgence granted to the exhibitor by the organiser;

- (viii) the dissolution of the exhibitor's buying entity;
- (ix) any change in the status, function, control or ownership of the exhibitor's buying entity;
- (x) any consolidation, merger, conveyance or transfer by the exhibitor;
- (xi) any other dealing, transaction or arrangement between the organiser and the exhibitor; or © copyright 2020 – Primex Field Days Pty Ltd
- (xii) any other circumstances which might otherwise constitute a legal or equitable discharge of or defence to a surety;
- (c) This guarantee and indemnity will be a continuing guarantee and indemnity which will not be discharged except by complete performance of all of the exhibitor's obligations under or arising out of these terms;
- (d) The organiser may require the guarantor to make a payment or performance any other of the exhibitor's obligations under or arising out of these terms:
  - (i) Without first requiring the exhibitor to do so;
  - (ii) Irrespective of whether such payment or other obligation would be enforceable against the exhibitor; and
- (e) The guarantor has read this guarantee and indemnity and the rest of these terms and has taken such legal advice he or the guarantor thinks necessary.

## 31. COVID19 Safety Plan

- (a) By signing these Terms, you confirm you and the entity you represent understand your responsibility to meet NSW Government Public Health Order safety requirements.
- (b) The Exhibitor must follow all requirements outlined by NSW Government and Primex Field Days and manage a COVID19 Safety Plan for their site; Primex Field Days manages the plan for all Common Areas.
- (c) The Exhibitor must complete a COVID19 safety plan addressing matters in the relevant Chief Health Officer-approved checklist.
- (d) In the case of the Lismore Showgrounds, the Major recreation facilities, stadiums, showgrounds, racecourses checklist may be helpful.
- (e) A copy of the plan must be supplied to Primex Field Days at least 10 days before site access/ setup.
- (f) Primex Field Days will have a QR Code at the main public entry and exit points to the Lismore Showgrounds, as designated by the Organiser.

## 32. Sites

- (a) The Exhibitor must not allow its Site staff to occupy any space additional to the Exhibitor's allocated site while on duty unless it has obtained the Organiser's prior written approval. The Exhibitor must not extend its display beyond the boundaries of the Site. This includes vehicles, signage and any other Exhibitor structures, property, and equipment. The handing out of advertising leaflets or other printed material across the Event site or in car parks or other areas of the Property, other than the Exhibitor's allocated Site, is prohibited.
- (b) All structures, property and equipment on Exhibitor Site(s) must comply with the Australian Standards® including but not limited to, fire extinguishers. The Organiser or its agents or contractors have the power to enter the site at any time and remove any article, sign, picture, or printed matter which is deemed either not eligible for display or may be the cause of offence.
- (c) All structures, property and equipment of the Exhibitor and its servants, agents, contractors are brought on to the Property at the risk of the Exhibitor and the Exhibitor hereby agrees to

indemnify and keep indemnified the Organiser against any and all actions, claims, demands, losses, damages, costs, or expenses in relation to any loss, damage, accidents, claims, or injury caused by such equipment and property whether to the Organiser or third parties, however occasioned.

- (d) The Exhibitor must comply with the dates set out in the Event Prospectus and all reasonable directions given by the Organiser in respect of its Event site, bump in, participation in the Event and bump out.
- (e) The Exhibitor acknowledges that the Organiser shall not be bound to reserve and/ or supply Site(s) or any services until payment in full of all the required fees is made by the Exhibitor, prior to the commencement of the event.
- (f) The Exhibitor acknowledges nonexclusive rights to exhibit at the Event and acknowledges that competitors may also exhibit. The Organiser accepts no responsibility for businesses who display any franchise brands or products outside of the terms of any franchise agreements. Site Accommodation No person is permitted to camp or stay overnight on the Property. Exceptions apply to Livestock Exhibitors, upon receipt of application in writing and formal consent of the Organiser. Site Allocation The Organiser has the right to nominate the location of the Site(s) allocated to the Exhibitor. Site preferences will be considered, and every endeavour will be made to satisfy such preferences. However, no guarantee can be given that the site requested will be provided. Site allocations are only secured, and Exhibitors kits provided, when full payment of the Site fee is received, and insurances received by the Organiser.

## Site Cleaning

- (a) The Exhibitor must keep the Site in a COVID clean and tidy condition during the Event. The Exhibitor must clear and reinstate the Site to its original condition as found at the commencement of the Contract, to the satisfaction of the Organiser by the conclusion of the Event bump out. In the event that the Site is not cleared and reinstated by the Exhibitor as required by this clause resulting in the Organiser cleaning the site then the Exhibitor must reimburse the Organiser for any costs incurred by it in cleaning and reinstating the Site.
- (b) The Organiser has the right to sell by public auction or private treaty, any structure or plant, equipment, goods, or other articles that remain upon the Site after the period referred to in this clause and the Exhibitor irrevocably authorises the Organiser to affect such sale and on the Exhibitor's part to give full and clear title to the purchaser. The Organiser can recover its costs in selling those items (including any agent's fees and advertising expenses) together with any other cost or loss it has suffered from the proceeds whereupon it will remit any balance (if any) to the Exhibitor.

## Site Sharing

- (a) The Exhibitor must not permit, assign, or sublet all or part of their Site without the prior acknowledgement and written consent of the Organiser. Unless an Exhibitor owns, sells, or distributes a line of product or service on a normal, continuing basis then additional businesses occupying the Site are considered a sitiesharer and are required to pay full participation. Only company products and services which have a genuine link to the principal Exhibitor and are listed for display may occupy the site or be displayed on the Exhibitor's Site. All companies occupying an Exhibitor's Site must be registered on the Exhibitor's Application. The Exhibitor must submit contact listing details on the Application.
- (b) Please note that no space farming, subletting, or piggy backing is permitted at the Event.

The nominated principal Exhibitor is to occupy the Site for the duration of the Event for the primary purpose of sales and promotion of the Exhibitor's business. Should these conditions not be observed, the Organiser reserves the right to execute immediate expulsion of the Exhibitor or charge full Site participation fee for basic package for each sitiesharer or exercise any of its rights under this Contract.

## Structures

- (a) The Exhibitor must not erect any permanent or semipermanent structures on the Organiser's Event site, without entering into a further written agreement with the Organiser in respect of that arrangement. It is the responsibility of the building owner to comply with the Work Health and Safety Act 2011 and create and maintain a safe environment for their employees, agents, contractors, and attendees
- (b) The Exhibitor must conform with the requirements of any legislation which governs the erection of structures and temporary buildings and the regulations bylaws and ordinances made under such legislation.
- (c) Any building structure, fence, signage, goods erected on any Site(s) by the Exhibitor shall be entirely at the responsibility of the Exhibitor, who shall be responsible for its safe installation, maintenance, or protection from damage at all times and no action, claims or demands shall be made or taken against the owner of the Property or the Organiser and its employees, agents or contractors for any damage caused whatsoever including any action for negligence or trespass.

## Trade Site Allocation & Special Site Pricing

Trade sites may vary in size, shape, and features depending on the venue layout. Some sites may include buildings or undercover areas, which are considered alternatives to temporary structures and may attract a higher rate than standard open-air sites.

The Organiser reserves the right to determine fair and reasonable pricing based on the unique characteristics and added value of each site. Exhibitors will be advised of proposed pricing and site details in advance and will have the opportunity to accept or decline the offer without penalty.

Every effort will be made to ensure site allocation and pricing are transparent, equitable, and deliver maximum benefit to all participating Exhibitors.

By accepting the site booking, receiving confirmation, and paying any applicable deposit or fees, the Exhibitor agrees to be bound by this clause and all existing terms and conditions as part of the contractual agreement between the parties.