



MURRUMBATEMAN FIELD DAYS

17 - 18 October

NEED NEW CUSTOMERS, COMMUNITY ENGAGEMENT OR BRAND AWARENESS ?

Opportunities

- Be part of an award winning event, NSW Business Awards regional best visitor experience and Canberra Region Tourism Awards Festival and Events winner
- To showcase your products/services along with 300+ exhibitors.
- To reach over 15,000 visitors
- Target large acreage farmers, hobby farmers, agribusinesses, families and affluent lifestyle shoppers, all at one location.
- To generate new customers in the Yass Valley, Regional NSW and ACT regions.
- For sponsorship & advertising

Insights

- 48% of our visitors are over 40
- 34% are families with children
- Our top attractions are products for sale, animals and machinery.
- Our exhibitors come from a cross section of industries - from agriculture, construction to lifestyle, homewares, beer/wine & food.
- 33% of visitors are from the Yass Valley, 35% from regional NSW & 30% from Canberra.
- 77% of visitors made a purchase over \$100, with an average spend of \$9,614 spent in major purchases, with some spending up to \$118,000 on the day.

Our Exhibitor's Report

- Customers make major machinery and high value item purchases.
- 82% of exhibitors come to sell products, 49% advertising/promotion & 47% public awareness.

