



Tuesday 6 & Wednesday 7 May 2008

# 2008 Exhibitor Prospectus

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Celebrating  
20 years  
1988 - 2008

# An Invitation

After the disappointment of cancelling the 2007 Swan Hill-Murray Downs Field Days as a result of the tough economic conditions facing the farming community of north-west Victoria and southern New South Wales, it is with much pleasure that I extend an invitation to you to join us for the 2008 Swan Hill-Murray Downs Field Days to be held on Tuesday 6 and Wednesday 7 May at the Murray Downs Complex near Swan Hill.



***This will be 20th anniversary of the Swan Hill-Murray Downs Field Days, so it is an important milestone for the event and the region. We hope you can join us to help showcase agriculture in north-west Victoria and southern NSW.***

Unique in their blend of exhibits, the Swan Hill-Murray Downs Field Days have on display the latest in large, medium and small farm machinery, irrigation equipment, livestock and horticultural requisites, as well as a comprehensive range of turf care equipment.

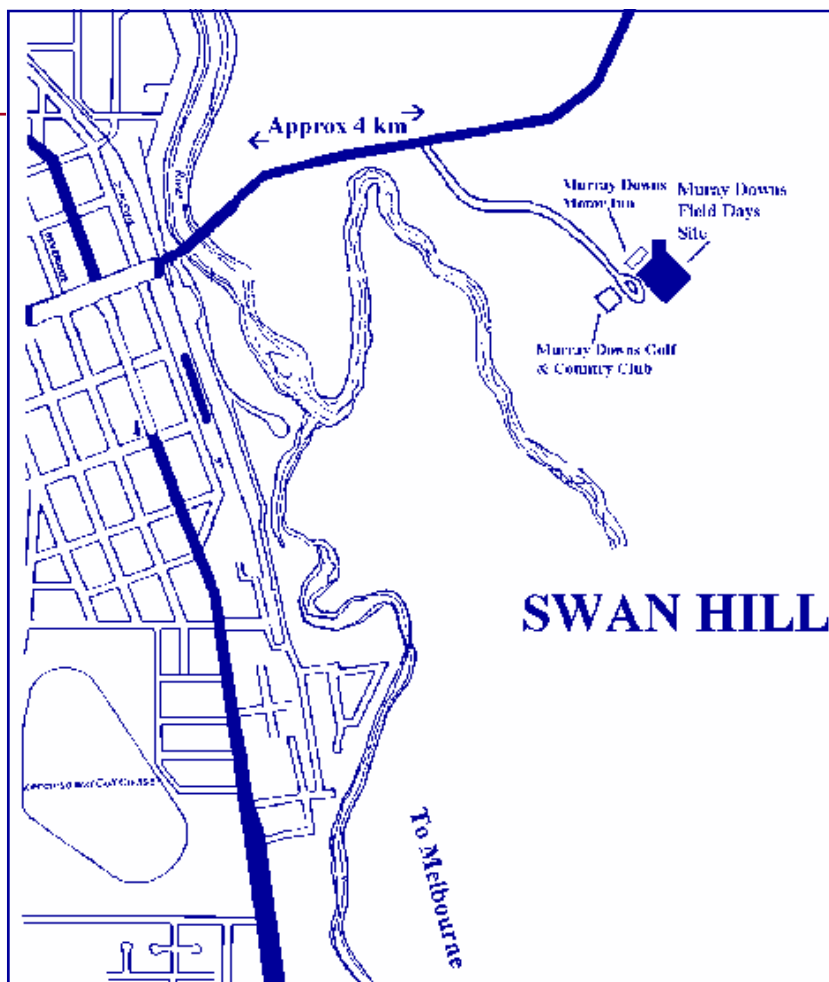
Our General Interest, Craft and Business Marquees offer exhibitors an alternative to the larger outdoor sites and feature a variety of business, homeware, information technology, horticulture, and craft products, as well as information about government services, and much more.

Our marketing strategy will promote the continued growth of the event, and will encompass television, radio and print media.

The Committee is confident that the 2008 Swan Hill-Murray Downs Field Days will represent excellent value for exhibitors and patrons alike, and we look forward to seeing you in Swan Hill in May.

*Reg*

Reginald Packer  
Chairman



## The Venue

The 2008 Swan Hill-Murray Downs Field Days will be held at the Murray Downs Complex near Swan Hill, opposite the Murray Downs Golf & Country Club.





## Other Details

**Exhibitor Passes.** Two free site passes per day will be allocated with each site booking. Additional passes are available at \$6.00 each, please specify your requirements on the Registration Form. Additional passes will also be on sale on Monday 5 May from the Field Days office.

**Rubbish Removal.** The Swan Hill-Murray Downs Field Days is a Waste Wise Event. Rubbish and recycling bins will be located at convenient locations throughout the Field Days site and will be emptied at the conclusion of each day. Large dump bins will also be located on site for use by exhibitors. Exhibitors are responsible for the clean-up of their sites. Please flatten and stack clean cardboard for collection and recycling near any of the waste management stations.

**Safety.** For safety purposes, power is only to be used to demonstrate products and services. At no time is it to be used to boil kettles and urns, provide warmth or for other domestic concerns.

**Security.** Overnight security will be provided on Monday 5, Tuesday 6 and Wednesday 7 May, so that exhibitors can assemble exhibits on the day prior and pack up on the day following the Field Days. Whilst every endeavour is made to secure the site, the Field Days committee will not accept responsibility for loss or damage of equipment left on the site.

**Catering.** A diverse range of catering will be provided at the following times:-  
Monday 5 May - 12 noon to 3.00 pm, Tuesday 6 May - 9.00 am to 5.00 pm, and  
Wednesday 7 May - 9.00 am to 5.00 pm

In addition meals will be available at the Murray Downs Golf and Country Club.

## Social Program

The Swan Hill-Murray Downs Field Days Organising Committee would like to invite all exhibitors to join us for a happy hour (or two) at the Swan Hill Club between 5 pm and 7 pm on Tuesday 6 May. Drinks will be at bar prices, and the nibbles are on us. This will be a great way to meet your fellow exhibitors and to unwind at the end of a long day.



## Field Day Site Competition

As we have done over the last 13 years, the 2008 Swan Hill-Murray Downs Field Days will once again feature a site promotion competition where all visitors to the Field Days will receive a sheet of coupons to be filled in and deposited at the relevant stand in order to win prizes donated by the exhibitor.

If you wish to participate in this promotion, please indicate this on your registration form. The competition will be limited to 20 respondents and we encourage prizes to be valued in excess of \$50 where possible.

Please note that no raffles are to be conducted on the Field Days Site. Competitions are exempted.

## Awards

An awards presentation will be made at 12 noon on day two of the Swan Hill-Murray Downs Field Days. The following categories are open to exhibitors:-

Best Exhibit • Best Local Exhibit • Best New Exhibit • Most Innovative Product

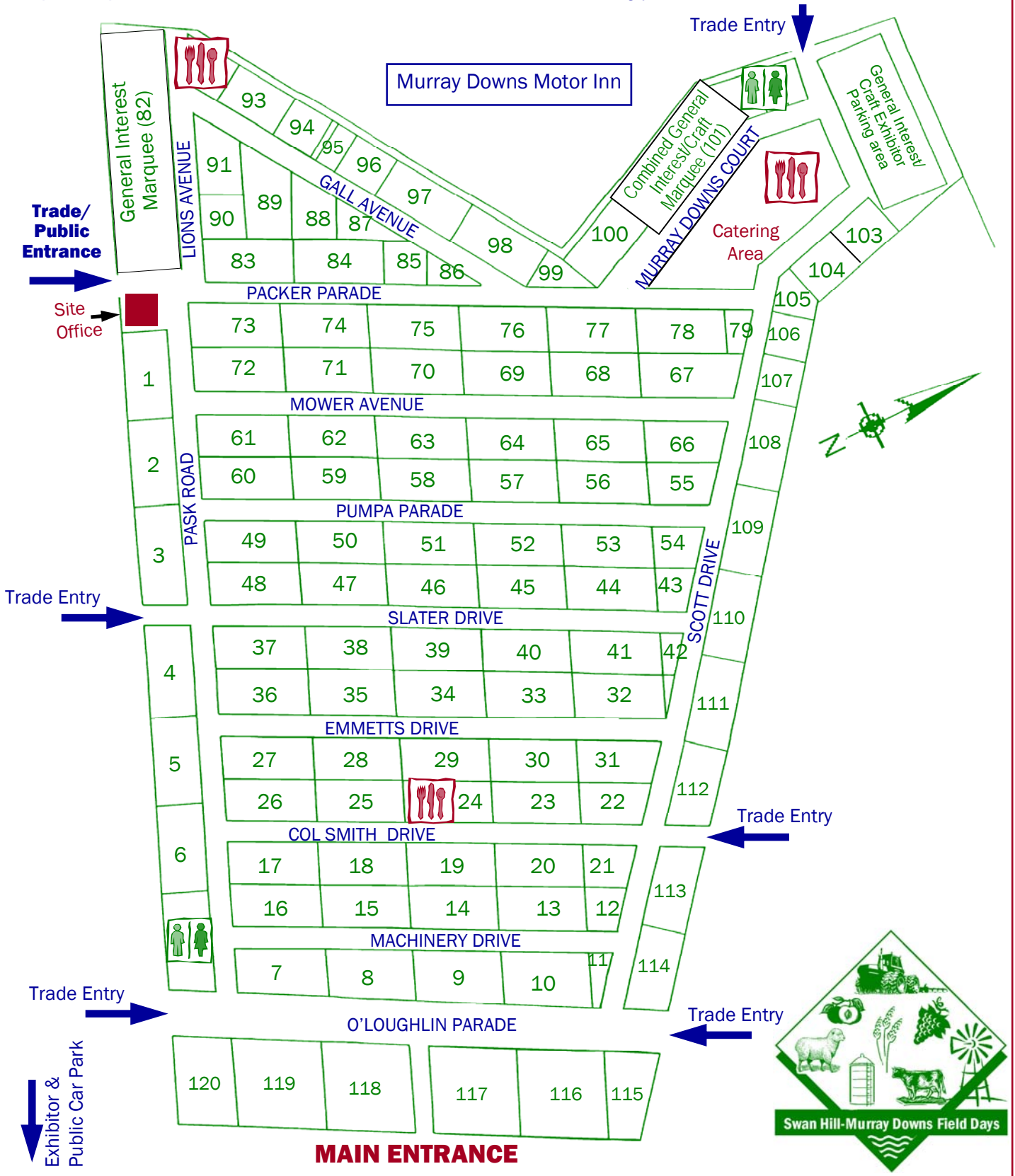
These will be judged by independent persons selected by the organising committee. Entries into the Most Innovative Product Category can be made either on the Registration Form or in writing to the Field Days Committee.

# Site Map

The 2008 Swan Hill-Murray Downs Field Days site is situated opposite the magnificent Murray Downs Golf and Country Club and features the same surface as the Club's 18 hole golf course fairways.

Some 250 sites are available to potential exhibitors, with early registrations to be given preference. On your booking form for the Swan Hill-Murray Downs Field Days, there is an option to indicate your preferred site, which if not already allocated to another exhibitor, will be granted on a "first in, first served" basis.

Most of the sites on this map are large ones, however those requiring small or medium sites may still request a particular area and the site size will be reduced accordingly.



# Exhibitor Accommodation

The Swan Hill Region Information Centre would be delighted to assist you with any accommodation queries and can be contacted on 1800 625 373 .

Alternatively you can visit their website - [www.swanhillonline.com](http://www.swanhillonline.com)

**Please note that camping at the Field Days Site (including the Car Park area) is prohibited.**

## Marketing Program

In order to effectively promote the 2008 Swan Hill-Murray Downs Field Days, the Organising Committee has employed a public relations consultant to coordinate its marketing program, which includes radio, television and print media advertising across north-western Victorian and southern New South Wales.

In addition, an Official program will be produced by Swan Hill newspaper *The Guardian* on behalf of the Field Days Committee and we would urge you to support this publication as it will be the only material distributed to Field Days visitors as they enter the Site, as well as being inserted in a number of newspapers distributed throughout North-West Victoria by the Elliott Newspaper group in the fortnight leading up to the Field Days, providing valuable exposure for your business.

For more information about advertising in the program contact the Guardian on (03) 5032 2161, alternatively you can book your space on the registration form. Advertising rates are as follows:

1/8 page - \$150 (including GST)

1/4 page - \$232 (including GST)

1/2 page - \$380 (including GST)

Full page - \$691 (including GST)

Media releases will be written and distributed at regular intervals to generate news items about the Field Days, so please send us information about new products/services you may be displaying on your stand or any other points of interest for inclusion in media releases and advertising copy as soon as possible.

The Field Day website ([www.shfds.com.au](http://www.shfds.com.au)) will also be a source of information about the 2008 Swan Hill-Murray Downs Field Days and will be regularly updated to contain the latest news for both exhibitors and visitors, while a direct mail brochure will be produced and distributed to all farming households within a 120 kilometre radius of the Field Day site, with posters to be displayed throughout the region.

To complete the marketing program, a Public Address System will operate during the Field Days and exhibitors are asked to supply interesting information about their products or services to the Site Office by 9 am on Tuesday 6 May.

## 2008 Swan Hill-Murray Downs Field Days Public opening hours

**Tuesday 6 May - 9 am to 5 pm • Wednesday 7 May - 9 am to 4 pm**

### **The Field Day Office will be open at the following times:-**

Sunday 4 May - 10 am to 4 pm

Monday 5 May - 9 am to 6 pm

Tuesday 6 May - 7.30 am to 6 pm

Wednesday 7 May - 7.30 am to 6 pm

Thursday 8 May - 9 am to 12 noon

The Field Day office can be contacted on 03 5032 3848 during these times.

Exhibitors are welcome to set-up on either Sunday 4 or Monday 5 May. Set-up must be completed by 8.45 am on Tuesday 6 May.

### **Contacts for further information:-**

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Chairman

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