

AG

IN ACTION

FEBRUARY 10 & 11 2011



Don't miss out on this opportunity, these companies didn't...



JOHN DEERE

NORWOOD
ESTABLISHED 1988

LANDPOWER

POWERFARMING



REESE
GROUP

TULLOCH
Farm Machines

ORIGIN
AGROUP

AGCO

Ag in Action

is the biggest event in NZ *dedicated* to demonstrating machinery **in action** to a concentrated target audience. Do not miss the opportunity to talk to your target clients without the large crowds associated with other shows.

A revolutionary style of event the **Ag in Action** show is a not to be missed opportunity. Proven overseas, demonstration type shows deliver a quality business audience with the majority being decision making purchasers. While the event is dedicated to getting machinery moving to showcase the latest and greatest machines **in action**, opportunities are available for companies who

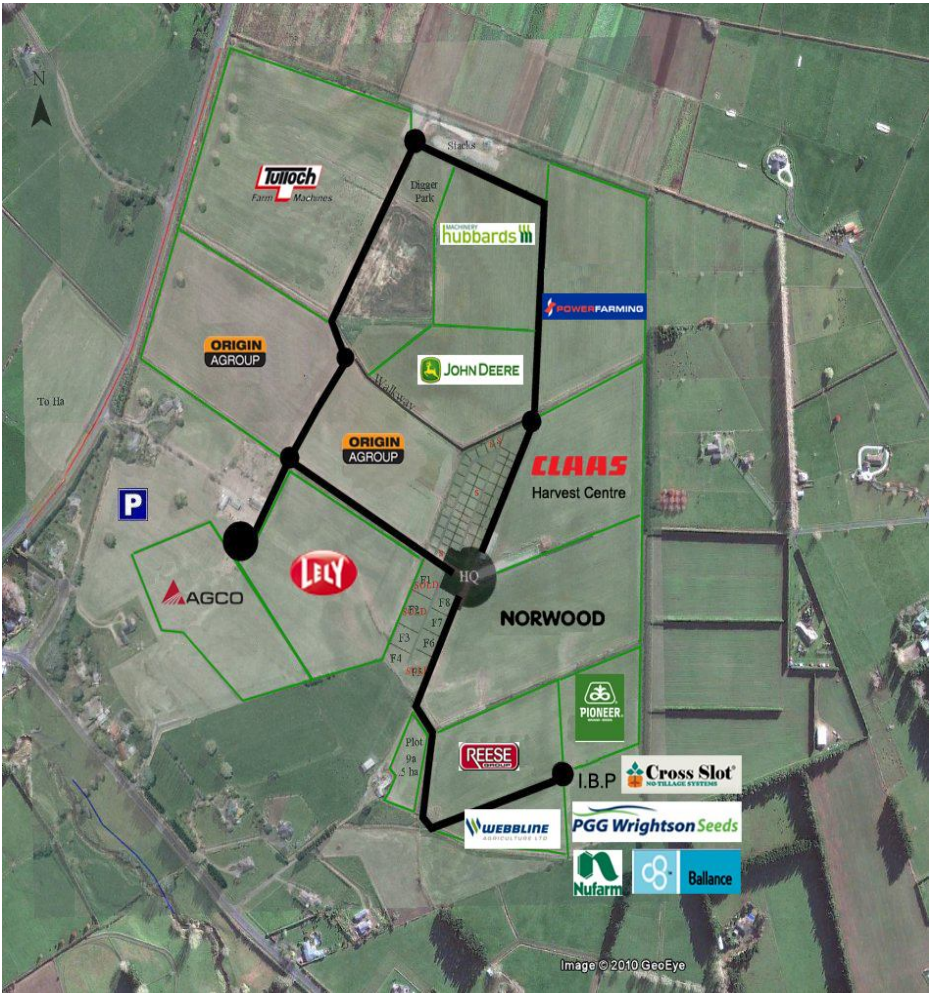
provide goods and services to the target audience to exhibit in a dedicated "Business Alley" area.

The days of **Thursday 10th & Friday 11th February 2011** have been selected to minimise the general public attendance to ensure a good quality of genuinely interested attendees. A concentrated audience means you can spend time with potential purchasers without wasting time on tyre kickers.

Wednesday will be an optional 'invite only' exhibition day for dealer networks and media. This will provide media time to gather information without interrupting your time with potential buyers and allow dealer networks to have training and familiarisation with the machinery.

The event will be broken into 5 areas:

- **Static Display Area (Business Alley)** for complementary businesses that who do not require forage or demonstration space yet demonstrate a synergy to the target audience
- **Semi Static Display** - for smaller demonstrations not requiring a large area of land. Stationary Balers, Stump Grinders, etc
- **Demonstration Plots** – Major agricultural machinery manufacturers and importers requiring large forage and cultivation plots.
- **Earth Moving/Diggers** - Earth moving equipment
- **Stacking & Bale Handling Equipment** - Stacking forage and maize provided from forage and maize demonstrations, Bale handling equipment



Site infrastructure includes licensed hospitality facilities, site transportation, power, etc.

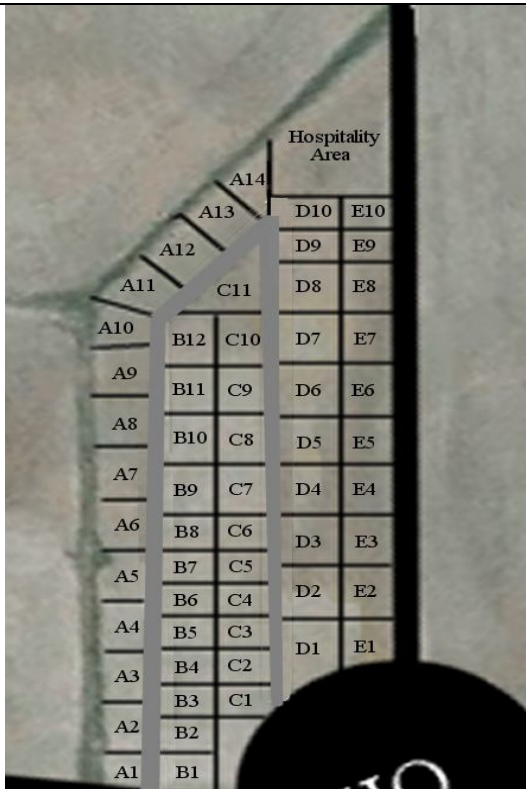
Large demonstration plots from all major machinery Importers will provide a not to be missed opportunity to talk to your target audience without the tyre kickers.

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Static Sites (Business Alley):

Ideally suited to companies who provide goods & services to the contracting & farming sectors such as; finance, fuel, oil, tyres, leasing, wrap, twine, additives, seed, fertiliser, consultancy, insurance and many more. If your business is about servicing the contracting & farming sectors you need to be at **Ag in Action**.



Site prices:

10x10 sites from \$1000.00
10x12 sites from \$1250.00
15x10 sites from \$1500.00
15x12 sites from \$1750.00
15X15 sites from \$2000.00

For individual plot sizes and pricing please visit www.agaction.co.nz or call Andrew on 0274988496

Unlike existing shows **Ag in Action** is dedicated to **demonstrating** equipment to a **concentrated target group**. Take advantage of the concentrated nature of the target audience and invest in talking to the people who make the purchasing decisions. Only exhibitors providing goods and services directly related to the target audience businesses will be permitted. **Ag in Action** reserves the right to screen exhibitors for suitability to ensure only exhibitors of a high calibre who provide value to the target audience are present.