

2025 EXHIBITOR HANDBOOK



www.northlandfielddays.co.nz

info@northlandfielddays.co.nz



09 439 8998



About the Northland Field Days	4
Supplier Advertisement	5
Advertising Opportunities	7
Alcohol	8
ATM Facilities	8
Best Site Awards	8
Campervans / Motorhomes	8
Coffee Vendors	8
Contacting the Northland Field Days	9
Covid-19	9
Deliveries to Event Site	9
Disability Services (Parking, Toilets etc)	10
Dogs	10
Emergency Procedures	10
Flyers (i.e. exhibitor promo material on vehicles or being handed out)	11
Food Vendors	11
Gate Passes	12
Generators	13
Health & Safety (Your Responsibilities, Gas Bottles, Fire Extinguishers)	13
Hospitality on Exhibitor Sites	14
Indoor Pavilion Sites (incl. flooring, lighting, furnishings, wall panel info)	14
Insurance	15
Loading/Unloading Machinery (Telehandlers)	15
Maps	15
Marquees	16

Microphones on Site	16
Mobile Coverage	16
Opening Hours	16
Parking - Exhibitor Only Parking - Parking on Site/s - Parking Overnight (camping)	16
Payment & Cancellation	17
Power	18
Preferred Suppliers	18
Printing	18
Promotion of the Event (use of NFD Logo etc)	18
Rubbish	19
Saturday Departure Info	19
Security	19
Set Up & Pack Down – Important Dates to be Noted	20
Sites (Types, Dimensions, Map)	21
Site Allocation	22
Site Fee Payment	22
Speed Limit on the Event Site	22
Subletting	22
Traffic Management	23
Unloading	23
Water	23
Wi-Fi	23
KEY DATES	24



ABOUT THE NORTHLAND FIELD DAYS

Situated on the corner of Awakino Point East Road and SH14 in Dargaville, we host Northland's largest annual agricultural event to promote and increase public awareness of agricultural products and produce with New Zealand's primary and secondary industries.

This three-day regional event began as a Dargaville Jaycees project in 1985 at the Dargaville Racecourse and their first event hosted roughly 80 exhibitors. Now, over 35 years later, the Northland Field Days attracts hundreds of exhibitors from all over New Zealand and we even have a few come from Australia.

In 1992 we became a Non-Profit Incorporated Society as well as a Registered Charity and the organisation is run by a committee of volunteers with the support of one part time employee.

In 2006 we purchased 33 hectares of land as a permanent home and immediately began developing our property with permanent underground services and roading and it has evolved into a fantastic event site for all concerned. Every year, when we can afford to, we still endeavour to improve our facilities for the comfort of all stakeholders – exhibitors, visitors to the event and usage by other community organisations to host their own events. More permanent toilet blocks, shade, safe pedestrian access and walkways remain high on our priority list.

We will continue to financially support many community organisations and clubs with fundraising opportunities and/or provide free sites to charitable groups to help them with their existence and goals.

We also proudly reinvest back into rural Northland with provision of other community funding in the form of study grants and awards for individuals and organisations to assist and enhance opportunities with educational and research activities associated to the rural sectors.

THE NORTHLAND FIELD DAYS COMMITTEE & ASSOCIATE MEMBERS

President – John Phillips **Vice President** – Basil Cole **Patron** – Ross Newlove

Ash Nayyar, Brian Jackson, Carol Morgan, Colin Finlayson, Daniel Pull, Ernie Dawes, Glen Stevenson, John Blackwell, Julie Fox, Kimberley Rope-Battcher, Lurline Blackwell, Matt Hall, Michael Griffiths, Michael Groome, Nathan Phillips, Ned Stevens, Peter Blackwell, Robert Yates, Rowland Ambler, Steve Martin, Shane Hanley, Shane Phillips, Sean Brickland, Syd Pull

Our Mission:

To become the leading Regional Field Days in New Zealand and to host a world class agricultural event each year

Our Motto:

Northland Field Days - the Friendly Field Days!

SUPPLIER ADVERTISEMENT

Below are links to Suppliers of items such as marquees, furniture, landscaping etc that may be able to assist you with your requirements.

These suppliers have paid to advertise their services to you. The Northland Field Days Committee doesn't insist that you use any preferred supplier for set up of your site.

Simply ctrl+ click on a suppliers advert, and you will be taken to their website so that you can contact them for quotes etc.

This information will be updated as regularly as possible.



Our Hire Specialised Staff will be happy to help you organise your event

- Marquees – Flooring – Lighting - Furniture

Call – 07 3483400

Email – info@andyshire.co.nz

Website - <http://www.andyshire.co.nz/>



Make your site stand out, tell us your needs and we will do the magic

Catering for your Northland Field Days site requirements

- Site Establishment
- Fencing & Screens
- Hire Plants
- Banner Poles
- Props
- Woodchip/Bark etc
- Display Gardens

Early Bookings are Essential
Email: PeterBlackwell@live.com

PETER BLACKWELL
021 295 9647



“We’ve got you covered”

www.tophiremarquees.co.nz
info@tophiremarquees.co.nz
09 283 0267 | 021 265 8382

Sizes: 6x6m - 12x27m+
Chairs, Tables, Flooring



ADVERTISING OPPORTUNITIES

To book all advertisement for the 2025 Northland Field Days, use this form:

[2025 Northland Field Days - Advertisement Registration](#)

[Programme Advertising](#)

The Northland Field Days Programme advertising spaces are highly sought after by exhibitors. We offer our Programme to every single person who comes through the entrance gates each day so the potential for thousands of people to see your advert each day of our event is massive!

Our advertising prices are kept at a reasonable level, and we have a few different sizes to choose from so that it is an affordable option for most exhibitors. Ad spaces are limited.

[Fenceline Advertisement](#)

We have fenceline advertisement options, these will go on Awakino Point East Road which is the Road that everyone turns into from SH 14 to get to the Northland Field Days.

The signs are made of Corflute and will contain your company logo and your site number.

[Northland Field Days Radio](#)

The Northland Field Days Radio will go live on the 27th February 2025 and play throughout the 3 days of event on the loud speakers of the Northland Field Days.

This is a great opportunity to market your brand and site at the 2025 Northland Field Days!

Advertisements start from as little as \$30, all you have to do is provide a script and we can organise for the add to get recorded!

- Do you have a new product that you would like to advertise?
- Do you have a Northland Field Days Special and you want to tell everyone about it?
- Is your company giving away freebies and you want to increase the visits to your site?

Everyone! on the event site will be listening to the Northland Field Days Radio, that's 100% public reach!

You don't want to miss out on this opportunity as there are limited time slots.

[Media Advertising Opportunities](#)

On your registration form there is a section where you are required to tick a box that either gives or does not give your permission to us to share your contact information with our Media partners so that they can contact you with special advertising opportunities for the Northland Field Days event. If you have given your permission to us, then we will provide your contact info to only the media companies that we work directly with for our own advertising purposes.

When we have other advertising opportunities available (such a sponsorship or signage opportunities) we will email all exhibitors with the information.

ALCOHOL

The Northland Field Days does not promote the consumption of alcohol and you must understand that many District Councils & DHB's are pushing for alcohol to be not allowed at public events such as ours. We understand that some exhibitors would like to offer this type of hospitality to their guests, but we ask you to keep this to a minimum!

Here in Northland, we are required to give our District Council a list of exhibitors who will be serving alcohol on their sites and inspectors will visit these sites throughout the event. The inspectors are entitled to visit any exhibitors site if they choose to for any reason, not just the sites who have advised they will have alcohol on site - if you are found to have alcohol on your site that you are giving away to the public, but you are not on the inspectors list, your site could be shut down immediately.

You may give away alcohol on your site if you complete the Request to Serve Alcohol form and adhere to the following rules that are found here: [NFD Alcohol Management Protocol](#)

ATM FACILITIES ON SITE

There won't be an ATM machine on site and our office does not hold any cash, so we won't be able to provide any cash out.

BEST SITE AWARDS

Each year, we get a couple of people from the public who are not associated with the Northland Field Days Committee to judge exhibitor sites for the Best Outdoor Site, Best Indoor Site & Best New Site.

The winning sites will be those that look inviting and are likely to attract attention, they must be clean and tidy, and your staff must be friendly and approachable no matter who it is that steps onto your site. Along with a trophy that you keep, your Company will be allocated the same site again for the following years' event, FREE OF CHARGE! All winning sites are notified and presented with their trophy on the Friday of our event.

CAMPERVANS/ MOTORHOMES/ RV'S

Overnight parking or camping is not permitted on the Northland Field Days event site, however there is an area at the very back of our general car park where you can stay in your self-contained campervan/motorhome. This area is not suitable for tent-style camping. We do provide a portaloos that is serviced daily as well as rubbish bins but there are no showers or cooking facilities – security is your responsibility. Please contact our office if you require clarification of where this area is located.

COFFEE VENDORS

In each food court, there will be at least one dedicated coffee vendor – some food vendors also serve coffee and other hot beverages. There is also one coffee vendor in our Market Area.

On the Monday, Tuesday & Wednesday just prior to opening day, a coffee vendor will be located just outside our office (HQ) for everyone who is on the event site setting up.

CONTACTING THE NORTHLAND FIELD DAYS

Luciana Schwarz, our Event Co-ordinator, is your contact person for anything event-related. Please ensure you add Luciana's email address info@northlandfielddays.co.nz to your address book. We prefer email communication as it ensures that we have a record of communication between our office and exhibitors but feel free to call Luciana if you need to.

Office Hours:

All year: Wednesday – Friday, 9am-3pm

January-March Monday – Friday, 9am-3pm

After Hours: phone the office and leave a message

Telephone: (09) 439 8998 or 027 739 3523

Email: info@northlandfielddays.co.nz

Event Site Address: 33 Awakino Point East Road, Awakino Point, Dargaville

Postal Address: PO Box 103, Dargaville 0310

Website: www.northlandfielddays.co.nz

COVID-19

If the Northland Field Days Committee finds it necessary to cancel or postpone the Northland Field Days event due to Covid-19, all exhibitors will be notified via email immediately and then there will be formal notifications published publicly. The Northland Field Days shall not be liable to the exhibitor for reimbursement of paid site fees or for any compensation whether on the grounds of loss of profit or otherwise in respect of such cancelling or postponement.

DELIVERIES TO EVENT SITE

Smaller Items via Courier Service:

Just prior to the event, exhibitors can arrange for courier deliveries of small packages to our event site but only if you absolutely must – we have very limited storage space. Any package/s will be held at our office for you to collect when you arrive to set up.

You must check with your chosen courier service whether they will deliver to our event site as because we are classed as “rural” some will not deliver to the event site and will instead drop your items off at a depot somewhere in Dargaville. We recommend you use the NZ Post rural delivery courier service for delivery of smaller items as they will always deliver to this event site.

To ensure you have all the information required on your package/s, download the following address label – complete the red sections with your site number, a contact person (someone who will be working on your site) and their mobile number then print it off to attach to your package/s: **NFD**

Address Label

Larger Items via Transport Company:

We do our best to make life a bit easier for the truck drivers of transport companies that are delivering pallets of exhibitor gear and/or large machinery however **we are not open 24 hours a day** and you need to tell your transport company this please!

During Set Up, as a rule we are open from 7am until 5.30pm every day, including weekends. Further information regarding Set Up/Pack Down dates and times is under the heading "Set Up & Pack Down".

To ensure your transport company has all the required address information on your items to be delivered, download the following address – complete all the red sections then print the sheet off to attach to the items that will be delivered to our event site: [NFD Address Label](#)

When transport companies deliver items to our site, they are to drive in Gate B and the person manning the gate will direct them to your site to drop off the items. Although as much care as possible is taken, we are not responsible for looking after any items that are delivered here – ensure your items are well packaged and are weather-proof if your marquee/tent is not up already.

DISABILITY SERVICES

Parking

For any disabled exhibitors, we appreciate that sometimes getting to and from your site from the various car parks can be difficult. Please do not hesitate to contact our Event Co-ordinator, Luciana Schwarz to talk about how we can assist you throughout our event – we are able to transport you from/to our car parks to/from your site and we just need a little notice to get a plan in place for you so that you can go about your business at our event as comfortably as possible.

Disabled Toilets

We have 5 unisex disabled toilets in total – one is in the disabled car park; 3 others are located either next to or inside our permanent toilet blocks. We also have a disabled toilet in our office building (HQ) - you just need to come up the ramp and then come around the deck to the main reception area to use it as we keep the door locked from the outside so that it is only available for disabled persons to use.

To see the location of our disabled parking area and the disabled persons toilets please refer to our Full Site Map here [Northland Field Days Maps](#).

DOGS

Dogs are not permitted at the Northland Field Days at any time prior to, during or after the event – this includes our event site as well as any of our car parks. The only exception here is for guide dogs, the registered dogs competing in the Sheep Dog Trials, police dogs and/or our security crews' dogs. Leave your dogs at home.

EMERGENCY PROCEDURES

An Emergency Response Plan (ERP) will be emailed to all exhibitors at least two weeks prior to our event – you must ensure that all your on-site staff are aware of the ERP and that a copy of it is readily available on your site should an emergency occur. You can also access the Emergency Response Plan here [Emergency Response Plan](#)

FLYERS/PROMOTIONAL INFO ON VEHICLES OR BEING HANDED OUT

Advertising flyers are not to be placed on any vehicles in any of our car parks due to the workload of the clean-up process after the event. No exhibitor is to be walking around the event site handing out business cards or advertising material. Failure to comply will incur a fine of up to \$1000 and exclusion from the next Northland Field Days.

FOOD VENDORS

General Information for all exhibitors

The Northland Field Days has three food courts - each located in different areas on the event site, and we do our best to fill these food courts with food vendors that provide a wide range of food and beverages throughout the event.

From 1st January of each year, we will have a list of food vendors available which will be updated regularly and that list will include information such as what food/beverages they sell, if they accept eftpos/credit cards, and what their contact information is - if you are reading this between November and March, click here to see the listing: **2025 Food Vendor Listing**.

On the Monday, Tuesday & Wednesday just prior to opening day, a food vendor and a coffee cart will be located just outside our office (HQ) for everyone who is on the event site setting up.

Information for Food Vendors

As a food vendor you will be receiving more specific information such as your allocated Food Court and Food Court map directly in the email address that you provided with your registration. It is important that you check those emails and get back to us with any questions that you may have.

We kindly ask all food vendors to be set up by the Wednesday 26th February 2025, as this will ensure that everything runs smoothly on Thursday 28th February when the event starts. Unfortunately, due to arrival times, your site might not be the same as the one sent to you on the map and we reserve the right to move any exhibitors if necessary.

We have a designated Food Vendor that serves exhibitors breakfast, and that is the Dargaville Rugby Club on Food Court 2. No food vendors are allowed to serve food before 9am on any day of the Northland Field Days. If you make coffees, you can serve those from any time you like.

You will be contacted by a Northland Field Days representative with details for Rubbish Collection, we appreciate your collaboration to ensure that we can move as much rubbish as possible from landfill to recycling and compostable.



GATE PASSES FOR EXHIBITORS

You will have 2x options for your exhibitor passes, they will either be daily passes or you can choose to have your tickets as a 3-day wristband. Car park passes – these will need to be collected from the office when you arrive for set-up. If you are not setting up prior to the 28th February, please email our office on info@northlandfielddays.co.nz to make other arrangements to receive your car park passes.

If your site fee has been paid in full, your electronic tickets will be sent to you by a company called Flicket. You will be able to either print your passes out prior to the event or show the pass on your phone to the gate staff for scanning. If you choose 3-day passes they will need to be collected from the office with your car park passes during set up.

Every person working on your site will require an Exhibitor Pass to get on site each morning of the Northland Field Days event – you do not need a pass for set up or pack down.

All the passes included on your site fee will be 1-Day Pass but you will be able to swap them out for 3-day passes. It is your responsibility to ensure that you manage your passes and have enough for each staff member each day of the event. The amount of day passes that you are allowed depends on what type of site you have (this is per site booked):

Full Site Outdoors = 18x 1-Day Exhibitor Passes + 2 Exhibitor Car Park Passes (enough for 6 people to work on site each day)

Half Site Outdoors = 9x Exhibitor Passes + 2 Exhibitor Car Park Passes (enough for 3 people to work on site each day)

Indoor Lifestyle Pavilions = 6x Exhibitor Passes + 2 Exhibitor Car Park Passes (enough for 2 people to work on site each day)

Indoor Rural Pavilions = 6x Exhibitor Passes + 2 Exhibitor Car Park Passes (enough for 2 people to work on site each day)

Outdoor Lifestyle Sites = 6x Exhibitor Passes + 1 Exhibitor Car Park Passes (enough for 2 people to work on site each day)

Outdoor Zone Sites = 6x Exhibitor Passes + 1 Exhibitor Car Park Passes (enough for 2 people to work on site each day)

Market Area = 3x Exhibitor Pass + 1 Exhibitor Car Park Pass (enough for 1 person to work on site each day)

Food Vendors = 6x Exhibitor Passes + 2 Exhibitor Car Passes (enough for 2 people to work on site each day).

Additional Passes

Additional Exhibitor Passes will be available via our ticketing agent (\$13 + booking fees), we will be in touch with all exhibitors closer to the event to advise how you go about purchasing additional passes.

You will not be able to buy any tickets through our office.

If your company wishes to purchase bulk tickets (above 20 tickets) please email support@flicket.co.nz with the below information:

-Number of tickets you wish to purchase

- Company name
- Full name
- Email address
- Phone number
- Postal address

Flicket will create the bulk order and send you a payment link for these tickets.

[Passes for Your Guests \(such as customers, friends & family\)](#)

Many exhibitors have expressed that they would prefer not to have the public wandering around the event site prior to the gates opening to the public at 9am each day as they are usually getting their sites ready and are also possibly having some breakfast. If you are inviting any guests to come along to the event, you will be able to purchase electronic “Visitor” Passes for these guests (\$13 + booking fees each) and they can only come in when the gates open to the public at 9am.

Entry without a pass is \$13.00 per person per day, no exceptions, please make this very clear to all staff on your site. If you or your staff need to leave the site during the day with the intention of returning to site that day, you must get your hand stamped as you are either driving out of Exhibitor Car Park No.1 or walking out of the ticket booth area to get to the car park area across the road.

GENERATORS

We would prefer that Exhibitors do not use generators on site (every site except the Market Area has access to power – see more info under “Power” below) but please contact our office if you think you must use one.

Food Vendors that require a lot of Power are allowed to use generators, but please contact our office to let us know that you will be using one.

HEALTH & SAFETY

In short, all exhibitors, their staff and any of their contracted suppliers that will be on our event site during set up, the event itself or during pack down must adhere to the regulations in the latest Health & Safety in the Workplace Act when on the Northland Field Days event site.

In early February before the Northland Field Days begins, our Event Co-ordinator will email a link to our short online Health & Safety Induction – it is then up to you to ensure that every single person involved with working at the event and/or setting up / packing down your site also completes this Induction.

You can also complete the Health & Safety Induction here [2025 NFD - Health & Safety Induction](#)

Please share this link with anyone involved with your site that will be on site.

[Gas Bottles](#)

The maximum size of a gas bottle on an exhibitor site is 9kgs – you must follow all safety regulations that apply to the handling and use of gas bottles.

[Fire Extinguishers](#)

Exhibitors with a marquee, building or tent must have adequate, suitable fire extinguisher/s readily available on site.

HOSPITALITY ON EXHIBITOR SITES

Basic Hospitality

Exhibitors are permitted to provide basic food and beverage hospitality without requesting permission from the Northland Field Days Committee. You must not sell any food or beverages from your site

unless you are a food vendor in one of our Food Courts. This basic hospitality includes things like lollies, a cuppa and a cake, ice blocks, any non-alcoholic beverages for example. If you are at all unsure, just contact our office to ask. Ensure you follow these [Food Safety Guidelines](#) that our local district council has published if you are planning to offer any hospitality on site.

Catered Lunches, BBQ's etc

If you are considering providing anything more substantial than the above basic hospitality for your guests such as catered meals or BBQ-style food hospitality for example, then you must request permission from the Northland Field Days Committee by completing the form below and returning it to our office (NOT Kaipara District Council). You must not assume that you are allowed to just fire up a BBQ or have caterers come in to provide food/beverages on your site. We will let you know via email if your request has been approved or declined as soon as possible after we receive the relevant form from you. Please download and complete this form then send it through to our office (info@northlandfielddays.co.nz): [Food Form for Exhibitors](#)

Food Safety Guidelines are included at the end of the Food Form – make sure you follow the guidelines.

Health Inspectors will be on site throughout the whole event, they are allowed to go onto any site to inspect it to ensure all food safety regulations are being followed. The Inspectors also have the right to shut down any site that is potentially a health hazard, particularly where food is concerned.

INDOOR PAVILION SITES

We have two different types of Indoor Pavilions – the Lifestyle Pavilions are for Lifestyle (Home & Leisure) Exhibitors and the Rural Pavilions are primarily for Agricultural Exhibitors. The “Pavilions” are huge, clip-frame marquees (no ropes or annoying poles to navigate around!). 10-amps of single-phase electricity is provided to each covered site and is included in the price (see Power below for more information).

Indoor Pavilions are available for exhibitors to set up from Monday 24th February 2025 and these pavilions will be dismantled on Monday 3rd March 2025 so all your gear must be removed as soon as possible after the event ends. If you have items that will be collected by a transport company, you must ensure those items are packaged in such a way that they are protected from all types of weather as the marquee installers will simply pull the marquees down around any items left inside.

INDOOR PAVILIONS – FLOORING, FURNISHINGS & WALL PANELS

Flooring & Lighting

The floor inside each of our Lifestyle and Rural pavilions is grass – we do not supply any flooring, so if you require this please organise it with a provider of your choice. You should not

require any lighting as the marquees are quite light but feel free to use lighting for your displays if you wish (refer to Power on Page 14 please).

Furnishings

You need to provide all your own furnishings for your site. **Please Note:** We do not have “preferred suppliers” as such, you are welcome to use any supplier that you wish – try and use suppliers that are in Dargaville (or in a town close by such as Whangarei, Kaikohe, Kerikeri) as this could possibly save you a few \$\$ on freight costs.

Wall Panels

We have an arrangement with Peek Exhibition to provide and install wall panels around our indoor pavilions, if required for a very reasonable price. This will be an extra cost to you on top of your site fee.

Walls cannot be freestanding without any return support walls therefore they will only be supplied by Peek Exhibitions for sites on the perimeter of the pavilions and not for “centre” sites.

To organise your wall panels contact **Peek Exhibition** – Anesu Maforimbo | anesu.m@peek.co.nz.

INSURANCE

All exhibitors must have their own public liability insurance cover (we may request a copy of this policy from you) and you must also ensure you have adequate insurance to cover all your property items that are on your site.

As with any event, there are always risks involved – we do have 24 hour security from the Sunday just prior to our event right through until the Monday after our event however their main purpose is to stop anyone accessing the site outside of the event hours and to help provide a safe environment for everyone during our event. They are not responsible for looking after your property on your site/s so you must take appropriate security measures to ensure your property is safe from theft or damage, particularly during the actual event.

LOADING / UNLOADING MACHINERY (Telehandlers)

At least one telehandler and operator will be available on the site, from Friday 16th February 2024.

Although the loading equipment will only be operated by trained operators, the Northland Field Days (this includes our operators) accepts no liability should anything get accidentally damaged while being unloaded or loaded. All exhibitors will be contacted via email prior to the event and asked if they are likely to require assistance with loading/unloading – if the answer is Yes or Maybe, then those exhibitors will be required to complete our Telehandler Indemnity Form [**Telehandler Indemnity Form**](#)

MAPS

We have maps available on our website (Full Site Map, Types of Sites Map, Rural Pavilion Map, Lifestyle Pavilion Map, Market Area Map) for you to download if you wish or you can click on this link to go take a look now: [**Northland Field Days Maps**](#)

MARQUEES

We do not supply any marquees or tents to exhibitors. It is the exhibitor's responsibility to organise their own shelter. If you are having trouble sourcing a marquee, please get in touch with our office for a list of suggested Suppliers.

Please Note: The Northland Field Days is typically very hot and dry, but you need to ensure you have adequate shelter to protect you from all types of weather (well, maybe not snow!).

MICROPHONES ON SITE

In fairness to your neighbouring exhibitors, the use of microphones is not generally allowed unless you have approval from the Northland Field Days committee– if you have an event or notice you want the public on site to hear about, this can be announced over the Northland Field Days Radio. Please contact the office to book this service.

MOBILE COVERAGE

We have Both Spark and Vodafone bring in special towers to help boost cell phone coverage during our event so you should not have any issues with cell phone connectivity unless there is extremely high usage. Please note that this service will not be available in case of a state of emergency where the towers might be required (for example the floods in 2023).

OPENING HOURS

Exhibitor / Food Vendor Entry

The gates open to Exhibitors and Food Vendors only from 6.30am each day of the event. Refer to the sections Set Up & Pack Down for the opening hours during those times.

General Public

Please see below for each days opening hours.

Thursday: 9am – 4pm

Friday: 9am – 4pm

Saturday: 9am – 3.30pm

NOTE: A representative from your company is required to be available to the public for the entirety of the event hours – if we discover you have packed up your site and left early on any day of the event without any reasonable explanation prior to you leaving, you may not be eligible to exhibit at our event again the following year.

PARKING

Exhibitor Only Car Parks

We have two separate car park areas just for exhibitors – one is in one corner of the actual event site and the other is straight across the road. Both are easily accessible in relation to walking to the event site. You must have an Exhibitor Car Park Pass as well as your Exhibitor Entry Pass to be able to park in either location - these details will be provided to you a little closer to the event. You can also view the locations of the exhibitor car parks by clicking on this: [Exhibitor Parking Map](#)

Parking on Your Site/s

You may only park the vehicle you arrive in on your site if:

1. Your vehicle is sign-written with your Company name, and
2. You can contain that vehicle within the clearly defined boundary of your site, and
3. Your vehicle is parked on your site by 8.30am each day, and
4. You do not move your vehicle until the end of the day when we have given the “all clear” over the PA system.

When making this decision, we encourage you to consider how your site will look and if this will affect the flow of visitors on and off your site. If your vehicle is not contained within your allocated site, then it will be required to be removed from the grounds immediately.

Please expect delays if there are still a lot of public walking on site at the end of each day - we must wait until it is safe for vehicles to move around.

No vehicles will be allowed through the gates onto the event site after 8:15am. Please respect the gate staff who are enforcing this – there is no point in grumbling if you are running late as they are simply following the Northland Field Days instructions. If you do not adhere to these rules your ability to book a site at a future Northland Field Days event may be compromised.

Parking Overnight

Exhibitors are advised that staying on site or in the car park area overnight during the Northland Field Days is prohibited. This will be strictly enforced so as not to compromise the security arrangements we have in place to protect exhibitor property and guard against overnight theft. If you have a self-contained vehicle such as a campervan, please refer to the section Campervans / Motorhomes.

PAYMENT & CANCELLATION POLICY

Payment for site bookings is generally due in full on the 20th of the month following our invoice to you. However, from the end of December, any invoices issued by the Northland Field Days are required to be paid within seven days. Any invoices issued during the 7 days prior to the event are required to be paid immediately. The committee reserves the right to re-allocate the site to another exhibitor if payment in full is not received by the due date and we have not been able to contact you regarding the overdue amount.

If you require a little more time to pay your site fee, we are more than happy to discuss a payment arrangement with you – just give our Event Co-ordinator, Luciana Schwarz, a call on 09 439 8998.

Cancellation Policy

As per our Terms & Conditions (Clause 9) regarding Cancellations:

If an exhibitor should cancel the contract or terminate a site booking or should the Organiser terminate this agreement under clause 8:

(a) Prior to 60 days prior to the NFD any refund shall be at the Organiser’s discretion, notwithstanding that a portion may be retained to defray expenses/costs.

(b) On or after 60 days prior to the NFD the Organiser shall retain all monies received and reserves the right to pursue any further payments at the Organiser’s discretion.



To view our full Terms & Conditions, please click here: [NFD Terms & Conditions](#)

[Covid-19 Cancellations](#)

Please refer to the section “Covid-19”

POWER

Every single indoor and outdoor site (except the Market Area) has access to one single phase, 10amp power point and this is included in your site fee. If you have more than one site booked – each site will have a power point. We can provide extra power (this will cost you an additional \$60) such as more amps, another 10 amp power point, or 3-phase (4-pin without neutral or 5-pin including neutral) if required. We will double-check your power requirements with you in due course.

Please bring your own power cords and multi boxes as we do not supply these.

All electrical equipment brought onto site must have a current test & tag. The Northland Field Days reserves the right to remove faulty electrical equipment. Any special requirements must be advised and not all power requirements may be able to be met.

PREFERRED SUPPLIERS

The Northland Field Days does not have “preferred suppliers” that you must use – you are welcome to use whichever supplier you wish – if you get a little stuck, please check [Supplier for hire items](#) on our website. Or refer back to page 4.

PRINTING

Unfortunately we cannot do any printing for exhibitors at our office, but there is a printing shop in Dargaville where you might be able to print any last minute things. AD Focus 09 439 8824

PROMOTION OF THE EVENT

The Northland Field Days event will be extensively advertised via our media partners – NZME and MediaWorks and one or two other smaller media companies. The media will be seeking both editorial and advertising material from exhibitors. Promotion and advertising will be done through press supplements, regional publications, national farming publications, social media, and radio coverage. Considerable publicity can be obtained (sometimes for FREE!!) for products/services that are being presented at the Northland Field Days. Please let us know via email (info@northlandfielddays.co.nz) with a couple of good clear photos (high resolution please) and a brief description of any product or service (particularly if it is something new), so we can use the information in press releases.

If you wish to use the Northland Field Days logo for promotional purposes of the Northland Field Days event, we have had two versions (a dark and a light version) designed for this purpose in different file formats so it is more user friendly on different advertising mediums. You can download either version as a pdf file here: [NFD Logo Download](#)

If you require a different file format, please contact our office.

RUBBISH

As per previous years each Exhibitor is responsible for their own Rubbish. Please take your rubbish with you. If you have caterers on site, it is theirs/yours responsibility to get the Rubbish sorted. The rubbish bins throughout the event venue are for event patrons only and are not to be filled with exhibitor's rubbish. In the past, some exhibitors have contact Kaipara Refuse directly to organise for Rubbish collection and Wheelie bins. You are welcome to do that if you think you will have a great amount of Rubbish.

Rubbish Recycling

We will have a team collecting your cardboard and recyclables. Please place it outside your site at the end of each day and in the morning, before 7:30am for it to be collected. Please ensure no Recycling goes out after 7:30am or it will not get picked up and you will get a visit from our Security guys.

Food Vendors Rubbish

The Rubbish bins in the middle of the Food Court area are for patrons only! You will have a rubbish bin behind your stall and someone will come by throughout the day to grab compostable rubbish and coffee grinds.

SATURDAY DEPARTURE INFO

Departing the site at the end of our event on the Saturday will be slightly different to the previous days and all exhibitors will be given the Saturday departure instructions prior to the event and we will also be hand-delivering information to every single exhibitor site on the Saturday morning.

Expect delays – Saturday is extremely busy with lots of families with children coming out for the day and we must get as many of the public off site before you will be allowed to move around in vehicles. All roads within the event site will be blocked off, and exhibitor traffic will be dispersed road by road initially and once there is good traffic flow and our Traffic Management team have given us the ok – then anyone waiting outside of the event site to come in to help pack down will be allowed to come in via **GATE B.**

We know that exhibitors want to get packed up and on the road home as quickly as possible BUT we also want everyone to make it home safely from our event so if it means holding exhibitors up from leaving or entering the event site at the end of the day for a little while – then that is what will be happening.

You can see the Saturday exit map here: [Saturday Exit Map](#)

SECURITY

Professional security guards are employed to patrol the grounds from **9am on the Sunday immediately prior to the event starting until 9am on the Monday following the end of our event.** The security guards will have security dogs with them at nights.

Our event site is set up with plenty of lighting that covers the area at night, but you are welcome to set up and leave a light on within your site as well if you wish.

Whilst all precautions are taken, the Northland Field Days (this includes all those that are engaged by the Northland Field Days to assist with the event) will not be held responsible for any loss or damage of goods while on site.



SET UP & PACK DOWN OF SITES

The following information regarding set up and pack down will be advised again to all exhibitors 4-6 weeks again prior to the event:

PLEASE NOTE: Delivery and set up trucks to stay on the Roads. DO not cross over sites.

Set Up – Outdoor Exhibitors

For 2025 the Northland Field Days site will be open to all outdoor exhibitors from:

Friday 14th February 2025 from 7.00am until 5.30pm, if you need to stay a little later, please just ask for permission to do so before the end of the day – our office is open from 9am until 4pm on weekdays and someone from the committee will be always on site throughout the day (including weekends). A telehandler service will only be available between the hours of 7.00am – 5.30pm.

In the last couple of days before the event, we are a little more flexible to having set up people on site a bit longer, but all sites must be set up by **7pm on Wednesday, 26th February – no exceptions.** The committee has lots of jobs to get done that night and do not need the distraction of exhibitors as we'd all like to get an early night before opening day!

If it is outside of our office hours and you are unable to find a committee member for assistance – they are probably busy somewhere on site, simply go to the office (HQ) and there will be a contact phone number on the reception door for you to call.

Set- Up Indoor Exhibitors

The Rural Pavilion and Lifestyle Pavilion marquees are not ready for set up until Monday 24th February 2025 – exhibitors and/or their suppliers can start setting up their indoor sites between Monday 24th February 2025 and Wednesday 26th February 2025 from 7am until 5.30pm, if you need to stay a little later to finish off please ask for permission to do so before the end of the day – our office is open from 9am until 4pm on weekdays and someone from the committee will also be on site at all times (including weekends). A telehandler service will only be available between the hours of 7.00am – 5.30pm.

If it is outside of our office hours and you are unable to find a committee member for assistance, they are probably busy somewhere on site, simply go to our office and there will be a contact phone number on the reception door for you to call.

Deadline for Site Set Up

All exhibitor sites must be completed by no later than **7pm on the Wednesday** prior to the event starting – no exceptions! Remember, you can come in from 6.30am on opening morning to finish off if necessary.

Pack Down

Nothing may be packed up and/or removed from exhibitor sites before 3.30pm on Saturday 1st March 2025 and there is absolutely no vehicle movement until we have given the all-clear to exhibitors that they can begin moving around the site with their vehicles! If you do not adhere to these rules your ability to book a site at a future Northland Field Days event may be compromised.

Transport vehicles (any trucks and/or cars with trailers that are coming in to specifically assist with the pack down of your site) will not be allowed into the event site until the bulk of the exhibitor traffic on site has dispersed so ensure you tell those people driving these vehicles that they will have to wait in the exhibitor car park across the road from the event site until at least 4.30pm.

Every year we have issues with very impatient people wanting to get in to pack down sites or exhibitors just wanting to leave the car park as fast as they can, they even go as far as being destructive to our property! The police will be in the car park areas, particularly on the Saturday afternoon to deal with anyone being disruptive to traffic flow or interfering with our property in any way.

Telehandler Service

We will have a telehandler service available after the event ends until 5pm on Friday the 7th of March. All exhibitors requiring telehandler service after the event finishes on Saturday must come to our office (HQ) to put their name down on a list preferably before the end of the day on the Saturday. The telehandler operator/s will be given the list but please be aware that they will have their own system for loading exhibitor sites, and they may not load sites in the order that is on the list – they will get to you as soon as they can, and we ask for your patience during this very hectic time.

Deadline For All Exhibitor Items to be Removed By

The site is not open after the 7th of March and you must have all your items removed and your site left the way you found it by 5pm on this date – **please note, the telehandler service will end at 5pm on this day, we pay to hire the machinery and this is the day that it is being returned.**

We are contracted to hand the event site back to the land lessee by this date plus our volunteers need to get back to their paid jobs and their families.

On the Exhibitor Registration form, either you or the person who completed the registration has agreed that your site/s will be left as it was found prior to you setting up and that if it is not, we will be charging your Company a hefty clean up fee. All items and rubbish must be removed, any holes in the site must be refilled properly WITH SOIL (not bark or sand – come see us at the office if you need some soil) and you must pick up any nails, cable ties, plastic wrapping etc – anything that has been brought onto your site!

SITES – Types of Exhibitor Sites at This Event

- Prime Full Sites (14m wide x 12m deep or 14m wide x 18m deep)
- Prime Half Sites (7m wide x 12m deep or 7m wide x 18m deep)
- Outdoor Full Sites (14m wide x 18m deep) Outdoor Half Sites (7m wide x 18m deep)
- Edge Full Sites (14m wide x 18m deep) EdgeHalf Sites (7m wide x 18m deep)
- Outdoor Zone Small Sites (6m wide x 4m deep)
- Outdoor Market Area Sites (6m wide x 6m deep)

Indoor Lifestyle Pavilion Sites (3m wide x 4m deep)
Outdoor Lifestyle Sites (6m wide x 4m deep)
Indoor Rural Pavilion Sites (4m wide x 3m deep)

All the above sites are specific sizes and we do not adjust the sizes of sites to suit individual exhibitor requirements. For more specific information (site fees, what's included etc) and to see a map of the event site that shows where the different types of sites are located click here: [Types of Sites Map](#)

SITE ALLOCATION

The Northland Field Days process of allocating sites is generally to first give priority to “current” exhibitors (those who exhibited at the most recent event) between April to July and then once those exhibitor sites are allocated, we start allocating sites to “new” (those who did not exhibit at the most recent event). For “current” exhibitors who are wanting to book the same site again it is important that you register by the deadline date, or your site may be allocated to someone else.

SITE FEE PAYMENT

Please refer to the section Payment & Cancellation Policy.

SPEED LIMIT ON THE EVENT SITE

There is ALWAYS a strict speed limit of 15km on the event site – this includes during set up and pack down! This is for the safety of everyone – please keep to the speed limit. Only our security crew and NFD Committee may exceed this speed limit but only if necessary.



SUBLETTING

To see the Northland Field Days definition of a Sublet or a Supplier click here: [Sublet Definition](#)

Exhibitors who intend to have sublet/s on their site must ensure that the organisations complete and sign our Subletting Form. This must be submitted to our office no later than 24th January 2025. This will enable us to include those organisations in our exhibitor listing that is in our programme, on our website and in other media publications. There is a fee of \$115 incl. GST that is payable by the subletting organisation, and they are required to purchase their own exhibitor passes (if you are not able to provide them with what they require). Please contact our office to request a link to the Subletting Form.

We will contact all exhibitors in December to check whether they will have Sublets and/or Suppliers on site.

It is in everyone's interest for the Northland Field Days to be aware of the companies displaying on sites and listed for the public to find them. Any exhibitor found to have a sublet exhibitor on their site who has not complied with the above conditions will have the sublet exhibitor removed or the \$115 fee paid immediately.

TRAFFIC MANAGEMENT

A NZTA approved Traffic Management company is responsible for managing all traffic into and out of our event from 6.30am until the bulk of the traffic is clear at the end of each day of our event. Legally, you must follow any directions given by the Traffic Management crew – they will be doing their very best to ensure traffic flows as smoothly and safely as possible. The NZ Police will also have quite a presence on the roads surrounding our event.

Please be polite to the Traffic Management crew – they know what they are doing, they are here to keep everyone as safe as possible!

In our car parks we have the Dargaville Rotary members who are very experienced with managing our car park areas and you are expected to follow their directions without question.

UNLOADING – please refer to the section “Loading / Unloading”.

WATER

Unless Dargaville is under critical water restrictions, water is available to all indoor and outdoor sites except the Market Area. We will advise all exhibitors prior to the event if water will not be readily available and how you can go about possibly ordering water for your displays if you must have it.

You must bring your own hose and standard tap fittings. Only Food Vendor sites will always have access to clean drinking water regardless of any water restrictions.

WI-FI

We now have a confirmed arrangement with Gravity NZ to provide wi-fi access so exhibitors can easily access the internet. There are several different options you can choose from - for plan options, pricing details and to book this service, click here: [Internet Access Form](#)

KEY DATES

Friday 6th December 2024

- Programme adverts to be in 12 noon today

Friday 14th February 2025

- Outdoor Sites available for set up
- Flags to have arrived by today

Monday 24th February 2025

- Indoor Sites available for set up

Wednesday 26th February 2025

- 7.00pm Exhibitors completed site set up

Thursday 27th February 2025

- All exhibitors to be on site and ready to go by 8.30am

Thursday 27th Feb – Saturday 1st March 2025

- Northland Field Days event opens at 9am

Saturday 1st March 2025

- Northland Field Days event finishes at 3.30pm
- Exhibitors and pack down crews can only start moving around in vehicles when the event site is mostly cleared of the public (approx. 4.30pm) and only when the “all clear” has been given over the PA system.

Sunday 2nd March – Friday 7th March 2025

- Northland Field Days event site open for exhibitor pack down 7.30am – 5.30pm each day.
- Northland Field Days 24-hour Security ends at 9am on Monday 4th March
- Telehandler service ends at 9am on Friday 8th March

Friday 7th March 2025

- All exhibitor items must be removed from the property by 5pm on this date.
- Items not removed become the property of the Northland Field Days unless prior arrangement has been made.