



The smart way to connect with agri-tech

**Tamworth Regional Entertainment
and Conference Centre (TRECC)**

Tamworth NSW

**Wed 6 - Thurs 7
March, 2024**

9am to 4pm Daily

www.agsmartconnect.com



THE LAND

STOCK & LAND

AgTrader

**QUEENSLAND
Country Life**

**LIVESTOCK
CONNECT**

farmbuy.com™

Educate. Innovate. Connect.

Welcome to AgSmart Connect

AgSmart Connect is an educational and seminar-led event that provides sales and networking opportunities for suppliers of agricultural and agro-industrial products, services and technology nationally.

This includes manufacturers, producers, importers and distributors of products and services related to agricultural, aquacultural, horticultural and livestock processes.



Building on the legacy of ACM Agri publications, we offer unparalleled guidance and the latest in 'agri-pulse' content, resonating with a wide audience ranging from primary producers to startups. AgSmart Connect aims to be the accessible epicentre for agricultural education, innovation and connection.

A significant agri-tech and innovation information source, just like agri-innovation, AgSmart Connect has evolved and aims to be the leading agri-innovation event, bringing education and innovation to the forefront.

With connection at our core, AgSmart Connect is Australia's most accessible agri-innovation event, connecting attendees to likeminded exhibitors, offering expert guidance and cutting edge agricultural education. We're for supporting the agri-tech industry, agri-communities, farmers and the agri-curious.

By providing a platform for education and connection, our aim is to inspire growth in agri-innovation for a smarter future.

Join us as we
embark on
this exciting
new chapter

A return to Tamworth

**In 2024, AgSmart returns to Tamworth
NSW, located midway between Sydney
and Brisbane.**

Tamworth is in the heart of the New England and North West Slopes
and Plains - one of the richest agricultural regions in Australia.

WHEN

**Wednesday 6 - Thursday 7
March, 2024**
9am to 4pm daily

WHERE

**Tamworth Regional Entertainment and Conference Centre (TRECC)
on Greg Norman Drive, with frontage to the New England Highway.**

Conveniently and centrally located, Tamworth Regional Entertainment
and Conference Centre (TRECC) is a purpose-built indoor venue, off
the New England Highway.

The event will feature a large purpose built indoor seminar and
exhibition space, networking opportunities; as well as a business
lounge and drone demonstration area.

AgSmart Connect is the only Agri-innovation event held in
regional Australia.



What's new at AgSmart Connect

Investing in our agri-future

AgSmart Connect is Australia's leading regional agri-tech event, with a renewed focus on education, innovation and connection.

EDUCATION AT THE HEART

At AgSmart Connect, we bring seminars to the heart of the event. A grand centre stage, 200+ seating space curated by our ACM editorial experts. Bridging the gap between education and industry.

EXTENDING OUR REACH TO ONLINE

In this new chapter we are data driven and always on; delivering evergreen content that is timely, considered, and tailored to our audience. In 2024, we will extend the onsite seminar schedule to online - through live streaming, extending our offering to a national audience.

ACM ANNUAL AGRI-TECH RESEARCH

Launching at AgSmart Connect 2024, we will deliver inaugural qualitative and quantitative research to our industry in a Seminar keynote presentation by our internal ACM research agency Chi(2).

DELEGATE LOUNGE

Doing business at the event is key, we'll create a private delegate space away from the busy show floor, where delegates can invite visitors and investors to talk shop.

AGRI-CONNECT FOOD FESTIVAL HUB

Connection is our ethos, our approach, our invitation to our contributors and visitors. In 2024, we're bringing an outdoor Farm-to-Truck festival space to celebrate our industry, and foster new networking opportunities.

LIVE-DEMO AREA

Exhibitors are invited to take part in our free live demonstration area located next to the Festival Food Hub. Take advantage of this great opportunity to showcase your product to thousands of visitors over the 2-days of the event.

START-UP LANE

In partnership with the AgTech Angels

Investing in Agri-Innovation and the future growth of our industry is one of our key pillars. We're for supporting the start-ups, the smart minds and innovators of tomorrow.

Start-up Lane provides the perfect opportunity for innovators to showcase their business to 1000s of agri-investors, producers and agri-media.



Why partner with us?

Attracting 5000+ of in-person and online visitors where exhibitors can display, demonstrate, inform and influence Australian farmers about adopting new technological advances and innovative practices in agriculture to drive future productivity and profitability for our farming nation.

A PLATFORM FOR INNOVATION

Creating an in-person and online platform to showcase innovation in the region and from around the country. We'll invite a national audience to join our event in person and online.

EDUCATION AT OUR CORE

With a key focus on education and new ACM Agri-innovation research, our renewed seminar schedule will take centre stage. Curated by our ACM editorial experts, we will build a bridge between education and industry.

CONNECT WITH YOUR AGRY-NETWORK

We aim to connect agri-tech communities, people and the agri-curious - who may have previously had no platform on the agri-event scene through onsite networking spaces and festival spaces.

INVESTING IN OUR AGRY-FUTURE

At AgSmart Connect, we're for supporting the start-ups, the smart minds and innovators of tomorrow. Investing in the future growth of our industry is key to our success and yours, which is why we are launching a Start-Up Lane in partnership with the AgTech Investor Network.

ACM

Rural Events

ACM Rural Events is owned and operated by Australian Community Media (ACM), Australia's most trusted Agricultural regional network.

ACM Rural Events produces agricultural and lifestyle events in regional and rural Australia, attracting thousands of brands and visited by national and regional communities, keeping communities strong, informed and connected.

With decades of dedicated events experience ACM Rural Events is well equipped to plan and implement large scale events in regional and rural Australia including AgQuip, Australia's largest and premier primary industry field day; FarmFest, recognised as the fastest growing field day in Australia as well as AgSmart Connect, Australia's only regional and locally run agri-innovation trade event.

AgQuip

SPONSORED BY
AON

Elders FARMFEST



AgSmart Connect



No one covers the regions like ACM Agri.

Our ACM Agri network publishes an impressive suite of more than 100 brands, including:

ONLINE

Farmonline National
Farmonline Weather
The Land
Queensland Country Life
Stock Journal
Farm Weekly
Stock & Land
North Queensland Register
Livestock Connect
Good Fruit & Vegetables
Horse Deals

INDUSTRY NEWSPAPERS AND MAGAZINES

The Land (NSW)
Queensland Country Life
Stock Journal (SA)
Farm Weekly (WA)
Stock & Land (VIC)
North Queensland Register
Horse Deals
The Australian Dairy Farmer
Good Fruit & Vegetables
Australian Cotton & Grains Outlook

ECOMMERCE PLATFORMS

AgTrader
Farmbuy
Livestock Connect
Horse Deals

EVENTS

AqQuip
FarmFest
AgSmart Connect

RESEARCH

Chi Squared
QARS

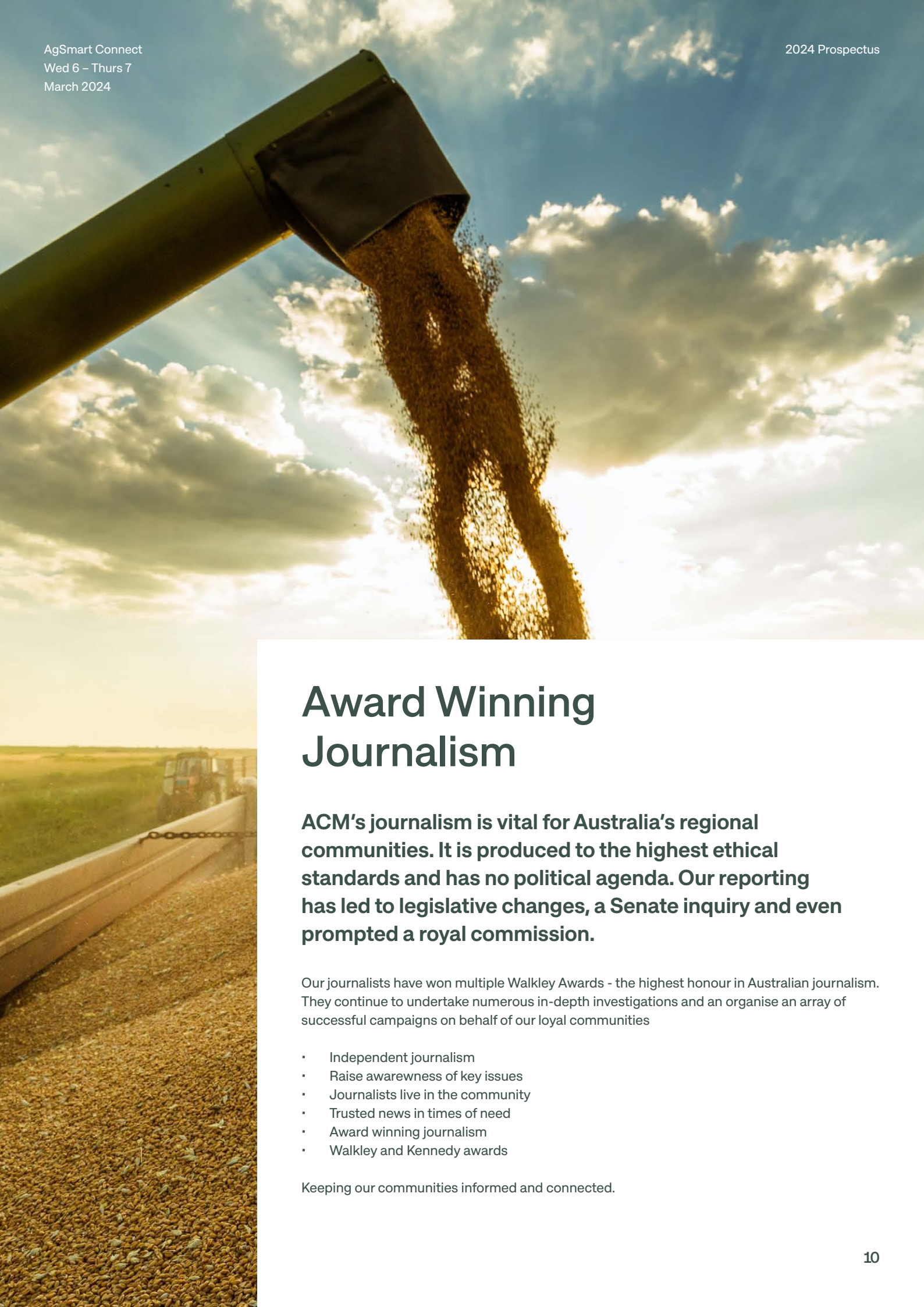


A photograph of a woman with short, wavy blonde hair, smiling warmly. She is wearing a white, long-sleeved, textured shirt. The background is a blurred outdoor setting, possibly a farm or rural area, with a building visible in the distance.

The Trusted Voice

“With the vast majority of our journalists and editors living on farms or in the rural communities they represent, the connections between our agricultural mastheads and our audiences is deep and personal. The ability to understand what matters to farmers has ensured our relevance in an ever changing media landscape. We understand that farming is big business but we also celebrate the fact that it is a way of life.”

Penelope Arthur
National Agricultural News Editor



Award Winning Journalism

ACM's journalism is vital for Australia's regional communities. It is produced to the highest ethical standards and has no political agenda. Our reporting has led to legislative changes, a Senate inquiry and even prompted a royal commission.

Our journalists have won multiple Walkley Awards - the highest honour in Australian journalism. They continue to undertake numerous in-depth investigations and an organise an array of successful campaigns on behalf of our loyal communities

- Independent journalism
- Raise awareness of key issues
- Journalists live in the community
- Trusted news in times of need
- Award winning journalism
- Walkley and Kennedy awards

Keeping our communities informed and connected.

AgSmart Connect will attract visitors from all over NSW, QLD and surrounds.

Primary producers, investors, start-ups, innovators, agri-business and agri-industry attend the in-person event over two days and online.



Visitor Profile

71% Of visitors are primary producers

47 years Is the average age

82% (+11% YOY) Of visitors attend to seek information

186km Is the average distance travelled to attend

Source: AS23 Visitor Survey

We Know Farmers

95% Of farm operators care about the sustainability of their farm

67% Of Australian farmers like to experiment with new products/techniques

57% Consider themselves to be early adopters

66% Say they are prepared to make significant changes to the way they farm

Source: ACM QARS 2019

Event Floor Plan

The 2024 AgSmart Connect site has been divided into 3 Zones:

- **Zone 1 - Main Exhibition Area:** Premium Indoor exhibitor space
- **Zone 2 - Start-up Lane:** Entry Level exhibitor arcade space
- **Zone 3 - Agri-Connect:** Outdoor Food and Beverage networking area

Zone 1 and 2 exhibition zones reflect indoor participation and size of display products. The pricing structure offers a variety of site and site service options, in accordance with exhibitor marketing budgets. The acceptance of applications and the allocation of sites is at the total discretion of the ACM Rural Events Team.



● ZONE 1 : Indoor Exhibitor Zone

Zone 1 sites are premium indoor exhibitor sites for agricultural technology equipment and software-related products and services. Zone 1 offers a choice of Standard Sites (3m frontage x 3m depth), Large Sites (6m frontage x 3m depth) or X-Large Sites (6m frontage x 6m depth).

All sites have access to free lifting service, water via on-site taps, WiFi, waste removal and divider panels. On request and for an additional fee, sites have the availability of power and delivered water.

Standard pricing Book after December 15

Standard Site (3m x 3m)	\$3,630 (Incl. GST)
Medium Site (6m x 3m)	\$5,440 (Incl. GST)
Large Site (6m x 6m)	\$6,525 (No panels \$5,940) (Incl. GST)
X-Large Site (12m x 6m)	\$8,820 (No panels \$8,030) (Incl. GST)

● ZONE 2 : Start-up Lane

In partnership with AgTech Angel Investor Network, we're supporting start-ups with entry level Indoor Arcade Sites (3m frontage x 2m depth), located in Zone 2. All sites have access to free lifting service, water via onsite taps, WiFi, waste removal and divider panels. On request and for an additional fee, sites have the availability of power and delivered water.

*Start-up sites application process approval is at the discretion of ACM Rural Events team and the AgTech Angel Investor Network

*Standard pricing

Arcade Site (3m x 2m)	\$2,490 (Incl. GST)
-----------------------	----------------------------

● Zone 3: Agri-Connect (Food / Beverage and Networking Zone)

New to AgSmart Connect 2024, we're bringing the outdoor festival vibe and networking area to life in a Farm-to-Truck foodie area, licenced bar and live music zone.

Zone 3 offers the choice of multiple site areas priced on application. Limited space is available and subject to food and drink type approval by the Organisers. Additional sites will be required for items that extend beyond the site boundaries such as size of food vans, tow bars, coolrooms, power boxes or storage and will be charged at a pro rata rate, if not within the boundaries of the site.

Food Vendor - Standard Site (3m x 3m)	\$890 (Incl. GST)
Food Vendor - Medium Site (6m x 3m)	\$1,240 (Incl. GST)
Food Vendor - Large Site (6m x 6m)	\$1,640 (Incl. GST)
Food Vendor - Xtra Large Site (12m x 6m)	\$POA

Event Marketing

With a significant marketing investment into AgSmart Connect in 2024, we will utilise a broad mix of rural weeklies, rural and regional digital media, social media, outdoor and regional specific programming through our out of home advertising campaigns.

DIGITAL AND PRINT MEDIA

A robust national marketing campaign to promote our sponsors, exhibitors and their products and services.

OFFICIAL EVENT GUIDE

The AgSmart Connect Official Guide is produced and published by The Land and is designed specifically for visitor use. Inserted into The Land the week prior to the event, distributed free to the Tamworth regional area and available as a guide at the event.

OFFICIAL EVENT WEBSITE

The AgSmart Connect website is the online point of contact for exhibitors and visitors, providing an online guide of the event.

OUTDOOR ADVERTISING

The organisers promote AgSmart Connect via digital and roadside billboards in the lead up to and during the event.

SOCIAL MEDIA

A number of social media channels will be utilised to promote the event, including the AgSmart Connect Official Facebook page and ACM Agri and regional social media pages.

FREE PUBLICITY

If your company is launching a new product or service, tell us about it. Especially something new, innovative or groundbreaking. We work with internal and external PR teams to secure national earned media exposure.

THE LAND

Advertising Opportunities

The AgSmart Connect 2024 Event Guide is the official visitor information publication. The guide will contain all important visitor information, site map and exhibitor listings along with the full seminar and demonstration schedule.

The Guide is inserted into The Land as a pre-planning publication and distributed free and direct to potential rural and regional customers across the two days at the event. Also available online as a digital publication.

Advertising Opportunities with theland.com.au:

Acknowledged as Australia’s leading rural weekly newspaper, and one of the world’s great farming publications, The Land has achieved prime position within New South Wales and is the standard of excellence for all other Agricultural publications due to its blend of on-farm material, market reporting, analysis and hard-hitting comments. Achieving over 480,000 online page views every month. Extend your exposure by including digital impressions on theland.com.au

Advertising rates and sizes: Book now

*All prices include GST and colour

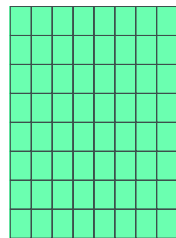
Extend your exposure with print and digital advertising in THE LAND

Published: 22nd FEB

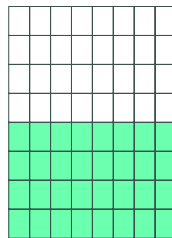
Booking deadline: 14th FEB

Editorial Submissions: 16th FEB

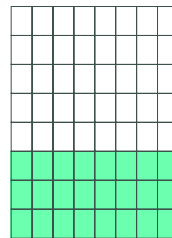
Advertisement deadline: 19th FEB



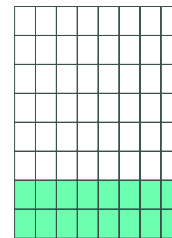
Full Page - T84
 374mm x 260mm
\$1,900



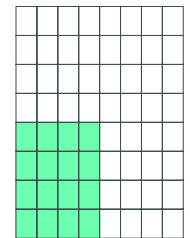
1/2 Page - T44
 186mm x 260mm
\$1,100



1/3 Page - T34
 139mm x 260mm
\$850



1/4 Page - T24
 92mm x 260mm
\$660



1/4 Page - T42
 186mm x 129mm
\$660

THE LAND
 Print reach

69%

Reach to farmers every month

61mins

Spent reading the paper per week

3.0

Number of pick-ups per week

65%

Portion of paper read each week

THE LAND .COM.AU
 Digital reach

480,000+

Views per month

10K Impressions

\$440 incl.GST

20K Impressions

\$880 incl.GST

Join us in Tamworth

No one knows farmers like we do

No one connects with farmers like we do. ACM Agri brands are the Australian farmers trusted business adviser, shaping decisions and providing direction for all things farming. Built on decades of trust, we are in a privileged position to engage and inform today's primary producers like no one else can.

Education is at our core

Our seminar space will be a dynamic hub for the agricultural community, offering curated content by ACM editorial experts that serves as a bridge between education and industry. We'll provide invaluable education and direction to farmers and innovators, guiding them toward the future of agri-innovation and enabling them to seek solutions.

Unsurpassed reach

Whether it's connecting with our qualified Agri audience in-person or online, our reach offers an unsurpassed opportunity to maximise brand exposure, while aligning itself with the most innovative Agri event in the regions.



Book now and take advantage of the AgSmart Connect Early Bird offer! Simply complete the application form by December 15 to secure your 2022 site rate (to save 10% off 2024 prices).

Application forms must be received on or before December 15, 2023.

Applications received after this date will attract Standard 2024 Event Site rates.

The Application Process

1. COMPLETE THE APPLICATION

Complete the AgSmart Connect 2024 online application form and submit.

When you've completed your application, you will receive an Application Receipt email from agsmartconnect@austcommunitymedia.com.au stating that your application has been received. Please note: Some mail servers are sensitive to emails containing multiple links. Please regularly check your spam/junk folders.

Please contact the event organisers on **02 6768 5800** or email agsmartconnect@austcommunitymedia.com.au if you have not received an email acknowledgement within 24 hours of submission.

2. APPLICATION REVIEW AND APPROVAL

Once submitted, your application will be reviewed by the event organisers. Should your application be successful you will receive an email confirmation within two weeks of your submission, along with your tax invoice. Please note: Some mail servers are sensitive to emails with multiple links. Please regularly check your spam/junk folders.

3. SITE ALLOCATION

Site allocations will be released in late February, 2024. The organisers will work with you to achieve the best site location for your company.

4. PAYMENT DUE

Your full payment is due upon receipt of the tax invoice. Site allocation, participation and confirmation of exhibition will only occur when your account is paid in full.

5. EVENT DATES AND OPENING TIMES

Bump-in: Tuesday, 5 March, 2024

Event: Wednesday and Thursday, 6 - 7 March, 2024

Event Times: 9am - 4pm daily

Bump-out: Commences Friday, 8 March, 2024

APPLY NOW

Go to: www.agsmartconnect.com/exhibitors

Early Bird Application Deadline: Friday, 15 December 2023

Event Guide Inclusion Deadline: Wednesday, 14 February 2024

Final Application Deadline: Friday, 23 February 2024

Frequently Asked Questions

ACCOMMODATION

It is recommended that you book your accommodation in Tamworth or the immediate district well in advance. Tamworth Visitor Information Centre **(02) 6767 5300**
www.destinationtamworth.com.au/stay

ACCOUNTS

All tax invoices must be paid on receipt of the account. If you wish to direct debit online or pay by credit card, please refer to your statement/tax invoice for details. Please note the event organisers, ACM Rural Events, is a division of Agricultural Publishers (**ABN 55 000 560 430**). Accounts will come from Rural Press Pty Limited.

OPENING TIMES

9am - 4pm daily.

VISITOR ENTRY

All visitor tickets will be available for purchase online and at the event. All attendees will be required to check-in at the event.

HEADQUARTERS

The AgSmart Connect Headquarters (**HQ**) on-site office is located in the foyer at the entrance to the **TRECC** venue. It will open from 7:00am to 5:00pm daily during the official bump-in period.

The contact number is **02 6768 5800**. Upon first arrival on-site, all exhibitor employees, agents, contractors and suppliers will be required to register at Headquarters to pick up welcome kits, to gain ongoing access to the venue during bump-in, event and bump-out.

DEMONSTRATIONS

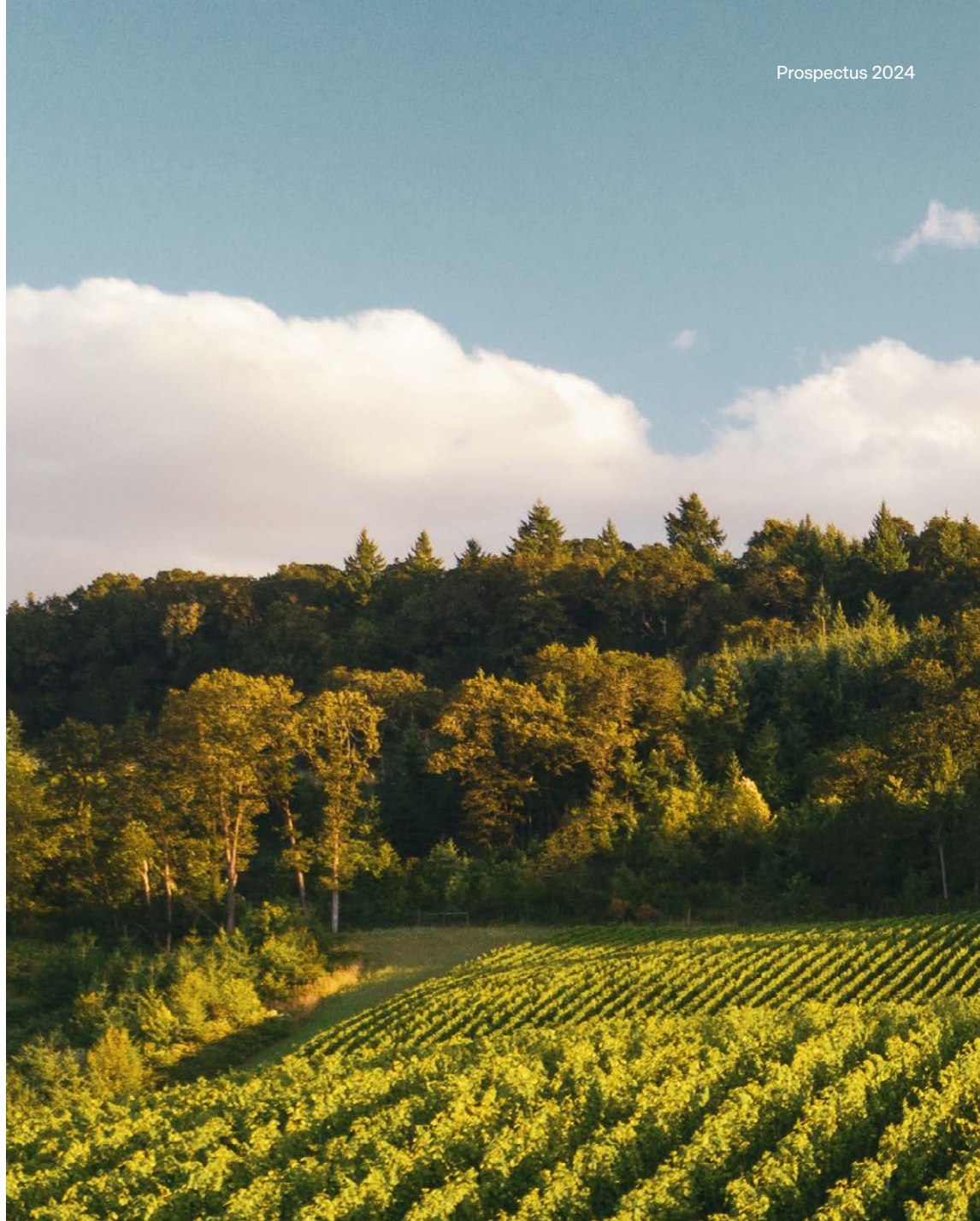
Exhibitors who demonstrate on their site will be required to complete the Demonstration registration form. It is important to note your demonstration safe control measures on the Exhibitor Safety Plan and include Safe Work Procedures (**SWP**).

INSURANCE

To comply with the company's insurance policy, the organisers require a copy of a current Certificate of Currency (**COC**) of Public and Product Liability Insurance to be supplied to cover the time and duration of exhibiting at the field days. Coverage must also include bump-in and bump-out days. It is mandatory to provide a copy of this with your application.

PARKING

Parking is free for all exhibitors and visitors to the event. There are designated exhibitor and visitor parking areas, as marked on-site maps, signage and directed by traffic officers. During the event, no vehicles are permitted to be parked on-site in the venue, unless the vehicles are a part of the display (ie sign written with company logo). Parking is prohibited where you see a 'No Parking' Sign.



COVID SAFE

ACM Rural Events are responsible for staging a COVID safe event. The organisers are constantly monitoring the advice of federal and state health and government departments in relation to the COVID-19 pandemic and its impact on the health and safety of our community. Exhibitors should expect that attending the event in a world of COVID-19 will look different and all exhibitors will be required to comply with all health and hygiene requirements outlined by government departments at the time of the 2024 indoor and outdoor event.

PRIVACY POLICY

Information collected by the organisers will be used for the purpose detailed on the application terms and conditions or Official Website used for the submission of your information. All private information is subject to the Australian Community Media (ACM) Privacy Policy, a copy of which is available on request. You have the right of access to and alteration of personal information concerning yourself in accordance with the National Privacy Laws.

This may be done by contacting the Privacy Officer on **02 6768 5800** or emailing the organisers, ACM Rural Events, on agsmartconnect@austcommunitymedia.com.au

Terms & Conditions

The Application together with these Terms and Conditions shall, on signed acceptance, form the Contract between the Exhibitor and the Organiser. The Exhibitor must comply with all relevant laws affecting its participation. The confirmation of the Application and the allocation of sites is at the total discretion of the Organisers.

1: CONTRACT The Organiser grants to the Exhibitor a Contract to occupy the Site for the duration of the Event for the purpose of: **(a)** promoting the Exhibitor's business ("the primary purpose"); **(b)** erecting such temporary structures as are necessary to facilitate the primary purpose; **(c)** displaying products and services related to the primary purpose; and **(d)** subject always to the Organiser's prior approval and the Exhibitor's understanding their organisation's participation in AgSmart Connect is subject to the terms and conditions and by submitting the Application it agrees to those terms.

2: CANCELLATION - EVENT (a) The Organiser reserves the right to cancel this Contract and to retain any money paid or to recover any money not paid in relation thereto without assigning any reason for such cancellation and retention or recovery. **(b)** The Organiser reserves the right, if it considers it to be necessary, expedient or desirable to do so, to cancel or to postpone the operation of this Contract by notice in writing in the event of any occurrence or happening which in the opinion of the Organiser justifies it in so doing. The Exhibitor may not make any claim for compensation or damages or any other action or demand whatsoever, whether on the ground of loss of profits or otherwise, arising from such cancellation or postponement and acknowledges that in such circumstances the Organiser is entitled to retain any money paid or to recover any money not paid by the Exhibitor in relation to this contract. **(c)** If, in the reasonable opinion of the Organiser, the Exhibitor breaches any of the terms and conditions of this Contract or if the Exhibitor does not occupy its space at the commencement of and during the full period of the exhibition, the Organiser reserves the right to expel the Exhibitor, cancel this Contract and retain any money paid or to recover any money not paid in relation thereto.

3: CANCELLATION – EXHIBITOR The Organiser must be advised of all cancellations in writing to agsmartconnect@austcommunitymedia.com.au. The Exhibitor must complete a Cancellation form and submit to the Organisers, otherwise the Organiser will retain 100% of the Site fee. If the Exhibitor cancels this Contract the following fees apply:

- **More than 90 days** prior to commencement of the Event – **no charge**;
- **Less than 90 days** prior to commencement of the Event – **25% of the Site fee**;
- **Less than 60 days** prior to the commencement of the Event – **50% of the Site fee**;
- **Less than 30 days** prior to the commencement of the Event – **100% of Site fee**; and if the Exhibitor fails to attend the Event at all, the Organiser will retain **100% of the Site fee**.

Last-minute bookings made less than 30 days prior to the event have a 24 hour cooling off period, after this time the Organiser will retain 100% of the Site fee. Bookings are confirmed by a credit card payment at the time of application.

4: CODE OF CONDUCT (a) The Exhibitor shall at all times comply with any directions that may be given by the Organiser or its employees, agents or contractors while the Exhibitor is on the Property. **(b)** The Organiser reserves the right to refuse admission or to eject Exhibitors from the Event, without compensation to the Exhibitor. This includes (without limitation) where the Exhibitor and its employees, agents, suppliers, contractors display conduct that unreasonably interferes with the enjoyment of the Event by others and/or contravenes this Contract, where an Exhibitor does not comply with the Organiser's terms and conditions. The Organiser may terminate without notice if:

- the Exhibitor commits a serious breach of this Contract; or
- the Exhibitor fails to remedy any other breach of this Contract within a reasonable time (being no more than 24 hours) of receiving notice of the breach from the Organiser,
- and the Organiser shall not be liable to pay the Exhibitor any compensation whether on the grounds of loss of profit or otherwise or to refund any money paid by the Exhibitor as a result of termination, unless the amount held is less than the loss suffered by the Organiser.

(c) Use of amplifiers or loudspeakers by an Exhibitor is prohibited without the prior written approval of the Organiser, which the Organiser can withhold or withdraw at its absolute discretion.

(d) Notices to be given on the Exhibitor in accordance with this Contract may either be: given to the Exhibitor in person; or sent to the Exhibitor by electronic service of notices and other documents; or sent to the Exhibitor by prepaid post to the address shown in the Exhibitor's Application.

5: COMPETITIONS The Exhibitor must seek prior written approval from the Organiser if planning to conduct any competition, game or auction.

6: DELIVERIES The Exhibitor should make arrangements to have its own employees, agents, contractors at the Property to accept any delivery to the Site for its use. If the Organiser signs for goods delivered to the Site for use of the Exhibitor it accepts no responsibility for any discrepancy of any type (including type, quantity and condition of goods delivered) between what is described on the delivery docket and what is actually delivered.

7: EMERGENCY PROCEDURES AND EVACUATION PLAN

Exhibitors and their employees, agents and contractors entering the Venue must undertake a safety induction and adhere to the venue emergency procedures and evacuation plan including identifying exits, assembly points, location of emergency equipment and first aid service.

9: INDEMNITY The Exhibitor will indemnify, defend and hold harmless the Organiser its officers, directors and employees from any and all losses, liabilities, damages, and all related costs and expenses, including reasonable legal fees and disbursements and costs of investigation, litigation, settlement, judgement, interest and penalties paid or incurred, directly arising from third party claims, demands, actions (whether in law, equity or in an alternative proceeding) directly arising from: (a) the other party's breach of any obligations in this Agreement; (b) any infringement, violation or misappropriation of the Intellectual Property Rights of any third person; (c) any breach of any of the confidentiality or privacy provisions in this Agreement; (d) the failure of the other party or any of its subcontractors or anyone acting on its or their behalf to pay any withholding or other employment-related taxes; (e) fraud, negligent, wilful or reckless acts or omissions, or by the other party or on its behalf or (f) death, bodily injury, personal injury or property damage caused by the other party, in each case directly relating to this Agreement.

10: INSURANCE AND LIABILITY (a) The Exhibitor and its employees, agents and contractors must have statutory workers compensation insurance and public and product liability insurance with a limit of liability of no less than ten million dollars (and an excess of no greater than \$5,000 for any one occurrence) for the full duration of their bump-in, exhibition at the Event and bump-out and in respect of the public and product liability insurance, must note the interests of the Organiser and the Event (with applicable location and dates) on the insurance certificate. The Exhibitor must also take out all risks property insurance for all of its assets located on the Property. **The Exhibitor must provide the Organiser with current certificates of currency for all required insurances listed in this Contract at the time it submits its Application.** **(b)** The roads and open spaces within the Property may be public roads for the purposes of motor vehicle compulsory third party liability legislation and all vehicles which are unregistered and capable of being registered or being permitted by state government roads and transport authority for use on public roads must be registered or permitted accordingly. The Exhibitor, its employees, agents, contractors will ensure that all vehicles it brings on the Property have current registration, compulsory third party insurance and comprehensive motor vehicle insurance. **(c)** All companies associated with the Exhibitor's Site or who will be occupying space must be named on the policy unless that company carries the same level of insurance (including noted interests) required by this Contract. **(d)** The Organiser has the right to reject the Exhibitor's Application on the grounds it does not meet the obligations contained herein or because the insurer is not acceptable to the Organiser. **(e)** The Exhibitor indemnifies and will keep indemnified the Organiser, its employees, agents and contractors from all actions, claims, demands, losses, theft, damages, costs and expenses arising from the Exhibitor and its employees, agents and contractors' use of the Property and Site but without limiting the generality of the foregoing against any loss, damage or injury from any cause whatsoever to the property or person caused by or contributed to by the use of the Property by the Exhibitor or any employee, agent, contractor or other person duly authorised by the Exhibitor whether such loss, damage or injury occurs on the Property or not and whether caused by any act, omission, neglect, breach or default of the Exhibitor or any other person. **(f)** To the maximum extent permitted by law, our liability to you is limited to the amount that you have paid to us in respect of your Site for the Event.

11: LICENSES AND PERMITS The Exhibitor warrants that it possesses the licenses and permits to provide the site Service and that no Works produced in provision of the Services by the Exhibitor, its employees, agents or contractors will breach laws, regulations and standards. The Exhibitor must provide to the Organiser a copy of all relevant licenses and permits of its employees, agents and contractors driving vehicles and operating plant and equipment at the Venue.

12: PAYMENT (a) Payment for the Event is due in advance. The Exhibitor must prepay all payment fees and additional costs before the booking can be secured. The Exhibitor agrees to pay in full all Site participation, sponsorship fees, field services and advertising charges incurred upon receiving an account of such charges. However, where the Organiser extends credit to an Exhibitor it is at the discretion and confirmation of the Organiser. **(b)** 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. **(c)** The Exhibitor must pay no less than thirty (30) days in advance of the commencement of the event. If an Exhibitor's Application is received less than thirty days prior to the event, full payment is required immediately. **(d)** 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 and additional costs is made by the Exhibitor, prior to the commencement of the event. The Organiser is responsible only for the provision of the services specified on the Application, and does not warrant to provide any other service whatsoever.

13: PETS No pets permitted on the Property at any time during the Event (including bump-in and bump-out). With the exception of guide dogs or assistance animals for the vision impaired, service dogs for medical or disability requirements and animals approved by the Organiser involved in official demonstrations and displays.

14: PRIVACY POLICY The Organisers are committed to protecting the Exhibitor's privacy. All private information is subject to the Australian Community Media (ACM) Privacy Policy. All personal information held by the Organiser will be governed by the most recently updated policy published on the Organiser's website, with any updates effective as of the date of publication. From time to time, the Organiser may review and update this policy, including taking account of new or amended laws, new technology and/or changes to the Organiser's operations. The primary purpose for which the Organiser collects information about the Exhibitor is to enable the Organiser to perform their business activities and functions and to provide the best possible quality of customer experience. The Organisers collect, hold, use and disclose Exhibitor personal information for the following purposes: to provide products and services; to provide news, information or advice about existing and new products and services; to communicate, including but not limited to, by email, mail, SMS or telephone; to manage and enhance the Organiser's products and services; to personalise and customise the Exhibitor's experience; to provide access to protected areas of the Organiser's websites; to conduct competitions or promotions on behalf ACM Rural Events and selected third parties; to verify the Exhibitor's identity; to provide as part of business data to third parties if the Exhibitor has authorised to do so; to conduct business processing functions for operation of the Organiser's business or websites; for administrative, marketing (including direct marketing), promotional, planning, product/service development, quality control and research purposes, or those of the Organiser's contractors or external service providers; to provide the Exhibitor's updated personal information to the Organisers, their contractors or external service providers; to provide the Exhibitor and its employees, agents, contractors and service suppliers contact record tracing registration of all people on-site at time of bump-in, event and bump-out; to investigate any complaints about or made by the Exhibitor, or if the Organiser has reason to suspect that the Exhibitor is in breach of any of the terms and conditions or that the Exhibitor are or have been otherwise engaged in any unlawful activity; and/or as required or permitted by any law (including the Privacy Act). The Exhibitor's personal information will not be shared, sold, rented or disclosed other than as described in this Privacy Policy.

15: PROPERTY, PLANT AND EQUIPMENT (a) All property, plant and equipment brought to the Event site must be in good working condition and fit for purpose, maintained, inspected and used in accordance with Safe Work Procedures (SWP). The Exhibitor must comply with any state, territory or Commonwealth WHS Regulator. **(b)** The Exhibitors must conform with the requirements of any legislation which governs the sale of machinery, vehicles, livestock and all other products or goods of the Exhibitor and the regulations by-laws and ordinances made under such legislation. **(c) No vehicular movement is permitted on the event site during public event opening times.** No vehicles, machinery, goods or other articles displayed may be removed from the site before 4.30pm on the third day of the Event. In accordance with the Work Health and Safety Act 2011 no keys are permitted to be left in unattended plant and equipment on-site. **(d)** The Exhibitor must not fuel any vehicles, plant or other equipment within the Property and only be entitled to have such motor vehicles (other than for display purposes) on the site(s) as may be approved by the Organiser.

16: 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, supply of fire extinguishers on the Exhibitor's Site. 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 is 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 non-exclusive rights to exhibit at the Event and acknowledges that competitors may also exhibit. The Organiser accepts no responsibility for businesses that display any franchise brands or products outside of the terms of any franchise agreements.

17: SITE ACCOMMODATION No person is permitted to camp or stay overnight on the Property.

18: 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 endeavor 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.

19: SITE CLEANING (a) The Exhibitor must keep the Site in a 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 effect 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.

20: 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 site-sharer 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 the Exhibitor full Site participation fee for basic package for each site-sharer or exercise any of its rights under this Contract.

21: STRUCTURES (a) The Exhibitor must not erect any permanent or semi permanent 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 by-laws and ordinances made under such legislation. **(c)** Any building structure, fence, 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.

22: WHS Exhibitors and their employees, agents and contractors entering the Property must adhere to the Work Health and Safety (WHS) legislation, COVID industry safe plan, as well as the Organiser's safety and compliance material and communications. The Exhibitor is responsible for the creation and maintenance of a safe environment for their employees, agents, contractors and attendees and compliance with the Work Health and Safety Act 2011. **All power leads, electrical appliances and equipment brought onto the Property must be tested and tagged in accordance with Australian Standards AS 3760** and the Exhibitor must ensure compliance with the requirements of AS/NZS (3002:2002) 'Electrical Installation — Shows AND Carnivals'. The Exhibitor must not exceed the rating of the provided power supply or overload any part of the electrical system. No double adaptors are permitted to be used on-site. The Organiser or its authorised electrical contractor has the right to disconnect any power leads, electrical appliances and equipment that fails to comply with the above standards, exceeds the rating of the power supply or that overloads any part of the electrical system — without notification. The Exhibitor is required to complete and provide to the Organiser a Safety Plan (Health AND Safety Risk Management Plan) and implement inline with Safe Work Procedures (SWP) for tasks undertaken to ensure the Exhibitor, their employees, agents and contractors demonstrate they are working to a COVID safety procedure while setting up, operating, demonstrating and dismantling its Site(s). If conducting demonstrations, Exhibitors must register and submit the Safety Plan and Safe Work Procedures (SWP) to the Organisers. Any hot work including cutting, welding or grinding conducted on Exhibitor's Site will require a FM Global Hot Work Permit provided by the Organiser.

23: GENERAL In this Contract, unless the context requires otherwise:

- "The Organiser" wherever appearing includes Agricultural Publishers Pty Limited (Trading as Australian Community Media) ABN 55 000 560 430 its employees, agents and contractors;
- "The Exhibitor" wherever appearing means the applicant for exhibitor space at the Event, includes the company, person or persons specified on Application, as Exhibitor, its employees, agents, contractors and attendees. When two or more persons are parties to this Contract the terms and conditions herein contained bind them jointly and each of them separately and each of their respective executors, administrators and assignees and when a company is a party hereto the terms and conditions on its part herein contained bind the company, its successors and assignees. Include and its other grammatical forms are not words of limitation. The Exhibitor may not assign any of its rights under this Contract to any third party without the prior written permission of the Organiser;
- "The Event" wherever appearing means the AgSmart Connect event;
- "The Property" means the AgSmart Connect venue site in Tamworth, NSW;
- "The Site" means the area within the AgSmart Connect static display grid allocated to the Exhibitor by the Organisers.

Educate.
Innovate.
Connect.

