




country & regional  
**FARMERS DIRECT MARKET**



**Farmers Direct Market will only be open to producers of products made or grown in New South Wales**

**ROSEHILL GARDENS**  
4th & 5th August, 2012

We see Farmers Direct Market as helping to bridge the divide between City and Country, to showcase what is grown and produced in regional NSW.

Last year at the Country & Regional Living Expo – 9,000 people attended and “Walked NSW in a Day!”

Why not show Sydney-siders just how good things taste when they are Farm Fresh!

**FARMERS DIRECT MARKET POSSIBILITIES...**

Beef producers, Lamb producers, Chicken & Egg producers, Milk, Potato, Apples, Oranges, Tomatoes, Turkey producers, Wool, Cotton, Alpaca, Game Meat, Chocolate, Coffee, Tea, General produce - cookies, Nuts – Pecans, Macadamia, Wine Makers, Beer, Food manufacturers, Seafood, Soft drinks, Cordials, Cheese, Yoghurts ....just a start...

**OPENING HOURS**

This is a two (2) day event and the market will be open to Exhibitors to set up from 6am on Saturday 4th August (due to Horse Training at the venue access is only available from the Unwin Street, entrance.)

The Grand Ave gates will open to the public and the other entrances will be open 8.30am

Farmers Direct Market will be in the Betting Arena, an undercover venue adjacent to Rosehill Gardens Grand Pavilion - our venue for the Country & Regional Living Expo where.  
**“You can walk NSW in a day!”**

**Presented by:**



**Associated Event:**



**Saturday**  
9am - 4 pm  
**Sunday**  
9am - 2 pm  
4 & 5 August,  
**2012**

## Exhibitor Rates

We have set a competitive pricing model, power is an optional extra plus we are rewarding areas and communities that are Exhibitors at the Country & Regional Living Expo.

Each area will be marked and numbered in Rows so as to identify your Site when setting up. Exhibitors will have a "Free" listing in the Exhibitor Handbook and options are available to purchase advertorial space.

*Pricing for the*  
**FARMERS DIRECT MARKET**  
Cost per square metre with power available  
as an option - minimum 9 square metres.

**RATES: \$85 (No Power) • \$95 (Power)**



# Marketing & Promoting

Farmers Direct Market is to be a cross over event between a Wine and Food show and a suburban farmers market. Farmers Direct Market will be showcased and promoted with its own Media and Marketing campaign but will also benefit from the Marketing Campaign for the Country & Regional Living Expo.

An extensive promotion Campaign is planned with

Media partners' 2GB, WS-FM and Fairfax Regional plus our own extensive database.

Signage for the Farmers Direct Market will be on prominent display on James Ruse Drive, a major arterial road that averages 75,000 cars a day, the signage will go up on the Saturday before and will provide 10 days exposure on this very busy road in the geographic heart of Sydney.

Presented by:



Associated Event:



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