

**FUTUREAG**  
INNOVATION STARTS HERE

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**AGRI  
TECHNICA**<sup>®</sup>  
THE WORLD'S NO. 1

# Exhibitor Post Show Report

# Sponsors & Partners

Event Partners



NEW HOLLAND



Exclusive Media Partner



Lanyard Sponsor



Bar & Networking Sponsor



Round Table Sponsor



Supporting Partners



# Key Event Figures



6,841 SQM

Gross Exhibition  
Floor Space

150+

Brands On  
Display

111

Speakers Across  
The Conference &  
Expert Stage

36

Media Passes

3,097

Registrations

2,005

Attendees



# Digital Event Guide

Australia's International Agricultural Exhibition and Conference



17-19 April, 2024 • Melbourne, Australia



**VISIT US AT STAND 117**

## POUNCE ON OUR MOST POWERFUL PUMA + AFS CONNECT.

**+18% FOOTPRINT**

**+8% ENLARGED CAB**

**66 dBA QUIETEST PUMA**

**+11% MORE POWER**

**AFS CONNECT**

**CASE IH**

## SITE MAP

**Outdoor Exhibitions**

**Indoor Exhibitions**

**DELEGATE CATERING STATION**

**FutureAg Bar & Cafe**

**Registration**

**Expo Entry**

**MELBOURNE ROYAL**

**Deutsche Messe**

**DLG**

Correct at time of publishing

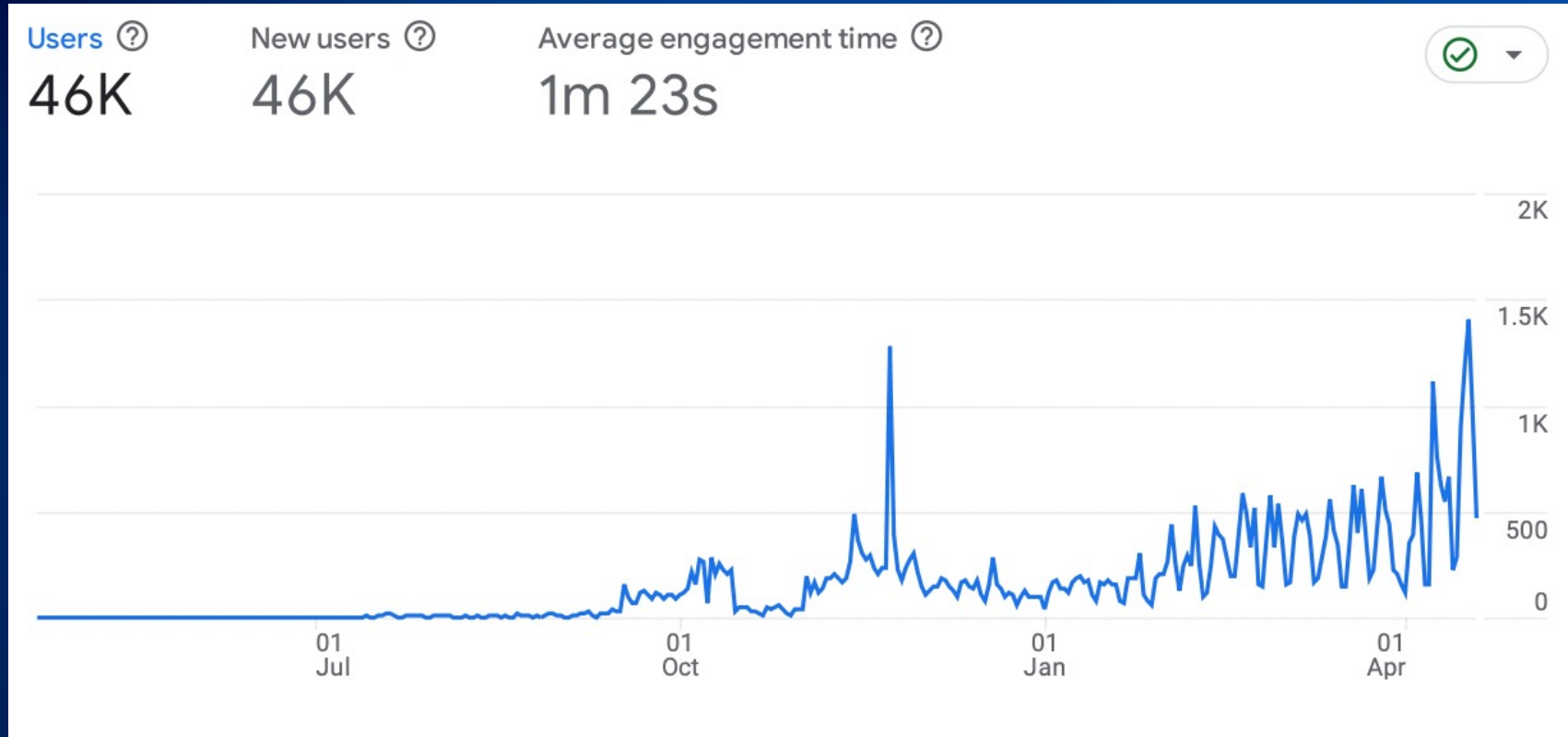
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44



# Website Statistics



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# Pre-Event Promotion

Partnership with The Weekly Times & AgJournal

5 Exclusive Articles

10 Printed Advertisements

Event Preview Printed 200,00+ Nationally

Other Mediums include:

- Exhibitor Social Media Banners
- Speaker Banners
- Attendee Banners
- Social Media Highlights across LinkedIn, Instagram and Facebook
- Press Releases
- Machines4U Ads
- Farms and Farms Machinery Ads
- NFF Promotions
- Regional TV Ads
- Regional Radio Ads
- 227,078 eDMs Sent
- Agritech Associations Promotions and

Webinars

- International Press and Promotion through DLG (Agritechnica)
- The Australian Averts
- University Group Advertising
- SPAA Promotions
- Melbourne Royal Promotions
- Australian Financial Review Ad
- VAAHE page Posts
- ONE FM Shepparton – Dr Kate Burke, Dr Ian Goodwin
- Triple M Goulburn Valley – Dr Ian Goodwin
- Bendigo Times – Matt Dalglish
- Hamilton Spectator – Maria Crawford
- ABC Vic Country Hours – 2 day live broadcast
- ABC Gippsland Interviews

