



Dear Exhibitor,

We're thrilled to announce an exciting partnership with our longstanding media collaborator, Allied Press — publishers of *Rural Life*, the *Otago Daily Times*, and *The Ensign*, a trusted local community newspaper.

Together, Allied Press and Southern Field Days will co-publish the official program guide to the 2026 Southern Field Days event. Southern Fields Day will no longer publish its own programme meaning there is only one. This guide will serve as the primary resource, showcasing the event, providing key details, and featuring exhibitors and their offerings. It will be widely distributed in the weeks leading up to Field Days, both in print and digital formats, ensuring broad reach to audiences.

Allied Press is committed to providing extensive promotional support across the South Island and within rural communities. Their efforts will significantly boost awareness of the event and help attract as many attendees as possible.

We encourage you to explore advertising opportunities with the Allied Press team to maximize your presence at Field Days. A member of their team will be in touch with more details soon.

Yours faithfully,

Steve Henderson
Chairman
Southern Field Days