WĀNAKA SHOW AP + Halter

90 YEARS OF Celebrating Rural



THE GALLAWAY COOK ALLAN AGRI EXCHANGE

Exhibitor Prospectus 2027

Connected Futures: People, Technology and Opportunity

WĀNAKA SHOW AP

THE GALLAWAY COOK ALLAN AGRI EXCHANGE

12 – 13 March 2027

www.wanakashow.co.nz

ABOUT

The Gallaway Cook Allan Agri Exchange

The Gallaway Cook Allan Agri Exchange is a dynamic platform within the Wānaka A&P Show, designed to unite visionary thinkers from rural communities, fostering collaboration and adoption of innovation.

The Agri Exchange is a forward-looking space dedicated to shifting mindsets, inspiring practical solutions and supporting the resilience of rural communities, with a focus on rural development, leadership and innovation.

Exhibitors and attendees will hear from industry leaders and change-makers shaping the future of rural communities, from sustainable farming to community-led growth.



PRINCIPAL PARTNER

The Agri Exchange is supported by Principal Partner **Gallaway Cook Allan**, whom we welcome back for a second year in 2027.

ELIGIBILITY

01

NZ based

02

Aligns to at least one of:
Technology and innovation · Future skills and capability · Leadership and communities

03

Tested in practice — full criteria on page 6

Applications close 27 November 2026. Submit your expression of interest online.

Apply now →

WHY EXHIBIT

Two days among the people who matter most to your work

It's rare to find this whole community in one place at one time. The Agri Exchange brings them together — and gives you room to reach them.

A show with real scale and reach

Set within the wider Wānaka A&P Show — **45,000 visitors** over two days, **550+ trade exhibitors**.

In the room with leaders

In 2026, exhibitors met **CEOs, Ministers and sector leaders** in person — face-to-face conversations that led to real introductions and new working relationships.

No cost to exhibit

There is no fee to exhibit. Your investment is your time, your presence, and your commitment to engaging with the programme across both Show days.

WHAT YOU GET

- Dedicated exhibition space across both Show days
- A seat at the table — invitations to Agri Exchange events
- Profile in Show communications and collateral
- Opportunity to present or pitch to targeted rural audiences

WHO YOU WILL REACH

- Farmers and growers from across the South Island
- Rural banking and finance specialists from major banks, alongside advisors, consultants and professional services across the sector
- Founders and investors driving agritech innovation
- Government officials and policymakers shaping rural policy
- **New for 2027,** within the Agri Exchange the Education & Careers Hub will also connect exhibitors with future students and the next generation of sector leaders, exploring rural career pathways and future skills.

WHAT 2026 EXHIBITORS SAY

"The ability to network, share ideas, collaborate and connect has been the best part of having a stand here."

Shane — AIMER Farming

"This tent has brought everyone together — from farmers to ministers to industry leaders."

Lee-Ann — The Common Ground

"It's been the networking — being in the tent with the people who run these big businesses."

MyNativeForest

WHAT'S ON

A curated programme across two days

Each event is invitation-based or targeted to specific audiences, giving exhibitors genuine access to the right people.

FRIDAY 12 MARCH 2027

Leaders Breakfast

7.30 – 9.00am

An invitation-only gathering of 150+ rural-sector leaders, held before the gates open on day one. A unique opportunity to connect with decision-makers and help set the tone for the weekend.

2026 SPEAKER

Jasper van Halder, CEO of Agnition

Farmers Focus

3.00 – 4.30pm

This event delivers practical insight, sector updates, and informed discussion relevant to farmers and rural professionals navigating change and future planning.

2026 SPEAKERS

Minister Andrew Hoggard · Haley van Leeuwen, Craigs Investment Partners · Kate Acland, Chair, Beef + Lamb New Zealand

Innovators/Sponsor Drinks

4.30 – 5.30pm · *Private Event*

An informal end-of-day networking event to continue the conversations started during the day. It brings together current and past Agri Exchange exhibitors, sponsors along with invited guests.

2026 SPEAKER

Lee-Ann Marsh, AGMARDT

The future of farming: the people behind it

10.30am · NEW FOR 2027

A discussion on the skills farming will need as technology and the sector evolve, and how education providers and employers can work together to develop the future workforce.

SATURDAY 13 MARCH 2027

Rural Professionals Breakfast

8.30 – 10.00am

A focused 90-minute breakfast for rural professionals across farming, agribusiness, local councils, rural media and policy — a genuine opportunity to put your work in front of the people who shape the sector.

2026 SPEAKER

Andy Borland, Scales

A path into farming

11.00am

A panel and Q&A with a recent graduate, a current student and an experienced farmer, sharing their journeys and practical advice for young people considering a farming career. Aimed at students aged 14+, parents, teachers and careers advisors.

NEW FOR 2027

** All events are subject to change and development.*

2026 EXHIBITORS

The company you'll keep

The Agri Exchange selects a small number of exhibitors each year — organisations and individuals whose work genuinely advances the rural sector.

Who has joined us in the past

See our past exhibitors on the Agri Exchange web page: www.wanakashow.co.nz/agri-exchange



From AI and freshwater science to wool skincare and rural media — a deliberately broad cross-section of the sector, chosen for genuine impact.

EXHIBITOR SELECTION CRITERIA

Expressions of interest now open

We are looking for initiatives that are future-focused, tangible and relevant today. Preference will be given to initiatives already being tested, adopted or demonstrated in practice.

ELIGIBILITY

- **NZ based**
- **Aligns to at least one of:** Technology and innovation · Future skills and capability · Leadership and communities

SELECTION CRITERIA — 100 POINTS

CRITERIA	WEIGHT
Future Relevance	25
Practical Application and Demonstrated Progress	30
Learning Value	20
Diversity / Uniqueness	15
Engagement Potential	10
TOTAL	**100**

AT ITS CORE

EOI NOW OPEN — APPLY ONLINE

How do we help people thrive in a rapidly changing environment and move them from idea to action?

A WORKING PARTNERSHIP

A shared approach to promotion

Alongside your space on-site, we'd love your help spreading the word through your own channels — the exhibitors who get the most out of the Show are the ones who get behind it too. To make this easy, we provide branded assets, copy and a suggested promotion schedule.

01 Share your involvement across a minimum of three social media or newsletter posts in the lead-up to Show weekend.

02 Include the Show in your rural-sector communications through March 2027.

03 Directly invite your rural professional and agribusiness contacts from Otago and Southland.

04 Co-brand any advertising you run using Agri Exchange assets (supplied by us).

HOW TO GET INVOLVED

If this sounds like you, we'd love to hear from you. Submit your expression of interest through our online application form.



Applications close 27 November 2026

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Apply now →

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Questions? Get in touch.

We'd love to hear from you.

EMAIL

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