The NATIONAL Diesel & Dirt Turf EXPO®

Friday 16th, Saturday 17th, Sunday 18th April 2027



2027 PROSPECTUS

Everything You Need to Know

GOLD SPONSOR

HITACHI | LANDCROS

SUPPORTING SPONSOR

Pickles

AUSTRALIA'S LARGEST CONSTRUCTION EQUIPMENT EXPO

SYDNEY DRAGWAY, FERRERS RD, EASTERN CREEK, NSW, 2766 | DIESELDIRTANDTURF.COM.AU

Blacktown City Council

Connect • Create • Celebrate

File no. C26/47912

17 August 2026

2027 National Diesel Dirt & Turf Expo

The 2027 National Diesel Dirt & Turf Expo at Eastern Creek is shaping as being the biggest and best yet.

Since the event moved to Blacktown City in 2021, Western Sydney has embraced it.

Thousands of people have streamed through the Expo, developed industry contacts, generated sales, and enjoyed a memorable weekend.

Blacktown City has a thriving construction industry which supports the council with the largest population (460,000 people) and budget ($1 billion) in NSW.

The industry is a vital partner for us in planning and building our future city. The $2.5 billion Blacktown Quarter redevelopment is just one example of how the construction industry will create new opportunities for our community.

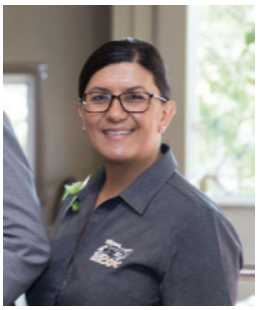
I am excited about the Expo in 2027 and look forward to welcoming you to Blacktown City.

Yours sincerely

Councillor Brad Bunting
Mayor

Mayor of Blacktown • Councillor Brad Bunting • PO Box 63, Blacktown NSW 2148
02 9839 6504 mayor@blacktown.nsw.gov.au Mayor of Blacktown

Welcome to the 2027 National Diesel Dirt & Turf Expo ®



Thank you for visiting Australia's largest construction Expo. This year Diesel Dirt & Turf is bigger than ever,with a huge display of the biggest brands, representing an amazing selection of equipment, vehicles, specialised machinery, attachments, technology and services.

Every year the range of equipment grows and diversifies, as do the advances in technology. The latest innovations on display will help make your business more safe and efficient, while saving time and effort.

If your business is involved in earthmoving; site preparation, services installation, trenching, utilities, landscaping, forestry, public works and infrastructure, time spent at the National Diesel Dirt & Turf Expo is a great way to update your knowledge.

We hope you and your family have an enjoyable experience, whether you are here to find the right piece of equipment, checking out the latest technologies or just enjoying the entertaining atmosphere.

Marti,
EventManager,
National Diesel Dirt & Turf Expo



Welcome to the home of horsepower, Sydney Dragway at Eastern Creek, for the 2027 National Diesel Dirt & Turf Expo on 16-18 April 2027.

Eastern Creek has long been the domain of big vehicles and diesel engines, and I couldn't think of a better venue for this event.

Since the Expo came here in 2021, it has gone from strength to strength and become the nation's premier construction exhibition.

Unlike some other parts of Sydney, we in Blacktown City are not afraid of some heavy machinery and a bit of hard yakka.

Providing homes, parks and roads for the most populous council area (435,000 people) in NSW means the construction industry is a vital player in our future.

Blacktown City is home to some wonderful visitor attractions, and we are delighted to host you for the weekend.

Thank you for the work you do accommodating Sydney's growth and I trust you enjoy the Expo.

Councillor Brad Bunting
Mayor of Blacktown City

WHY YOU NEED TO EXHIBIT

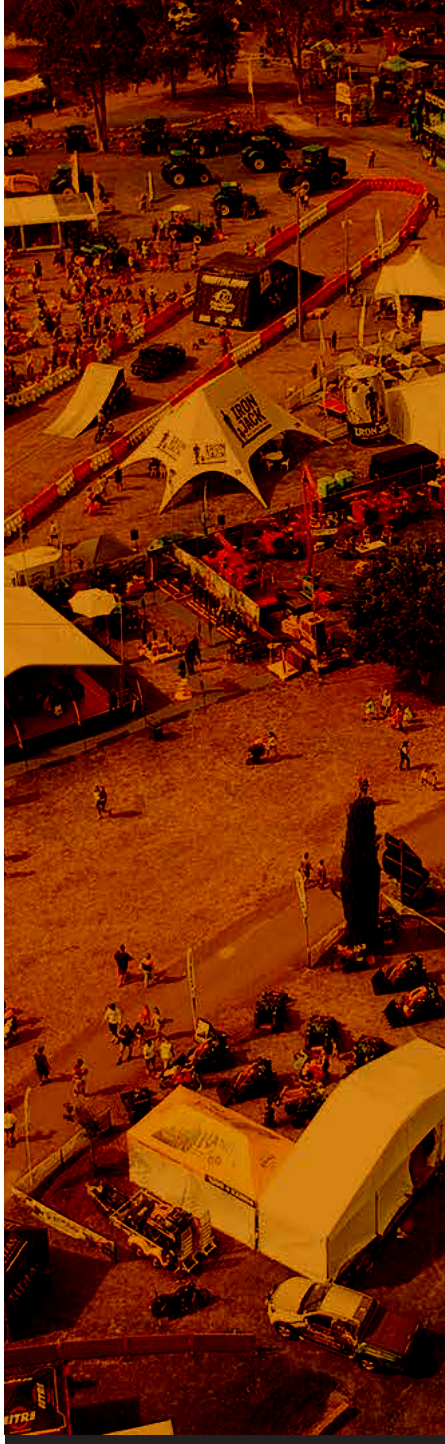
As the largest Construction and Earthmoving Exhibition in Australia, it's the best place to reach all your marketing goals. Our expo is a great way to expand the market reach of your business.
As an exhibitor you will:

- Make sales to the visitors that are ready to buy during the Expo
- Generate high quality sales leads
- Introduce your latest products, equipment and services
- Boost your business network
- Renew relationships with existing customers
- Demonstrate your products and latest technologies
- Network with customers and industry suppliers
- DDT will post as much content as you wish
- DDT will create a direct link on the website
- DDT puts on a dinner & drinks night for all exhibitors to network

1000'S
NEW CUSTOMERS

HIGH QUALITY
SALES LEADS

200+
INDUSTRY LEADERS



"Kobelco received a significant quantity of genuine leads and a number of sales because of the expo"

- Mark Johnson, Kobelco







VISITOR PROFILE

You will gain access to a range of potential buyers. The people walking through the gate are genuinely interested in what our exhibitors have to offer. These people include:

- Earthmoving contractors and fleet owners
- Equipment operators
- Excavation companies
- Attachment users and purchasers
- Building site developers
- Road maintenance decision-makers
- Construction companies and contractors
- Engineers and equipment specifiers
- Tendering officers
- New and expanding earthmoving businesses
- Truck drivers
- Potential new vehicles and bike buyers
- Local Government
- Councils

CHECK OUT THIS VIDEO FROM THE 2025 EXPO

https://tinyurl.com/4xht4xza



WHO SHOULD EXHIBIT?

The Diesel Dirt & Turf Expo draws in an array of different buyers to cater to a variety of exhibitors.



CATERING TO AN ARRAY OF MARKETS AT ONE SHOW

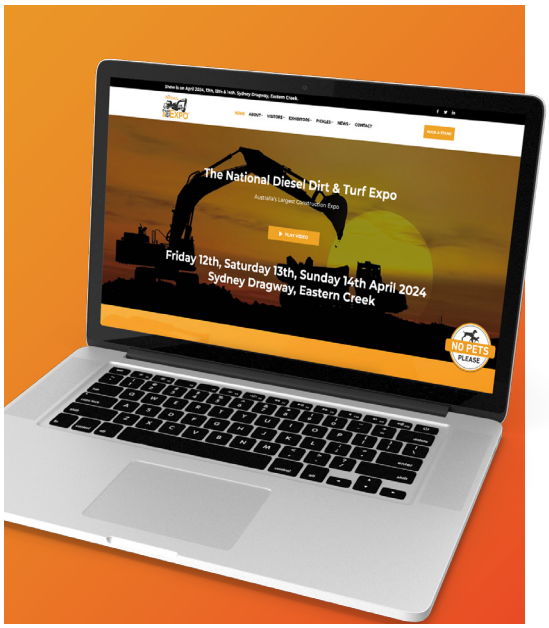
- Access and lifting equipment
- Agricultural equipment
- Asset tracking and GPS services
- Buckets and attachments
- Cars
- Civil contracting
- Concrete pipes and pits
- Construction support services
- Drainage and site infrastructure
- Earthmoving equipment suppliers
- Equipment hire and rental
- Excavation equipment suppliers
- Finance and leasing
- Hydraulic fittings and components
- Highway and road works
- Infrastructure maintenance
- Landscapers
- Training
- Road sweeping attachments
- Any other industry suppliers
- Lifting solutions
- Lubricants and fuel
- Maintenance services
- Mining equipment
- Nursery
- Public Amenities
- Public infrastructure works providers
- Pipe repair systems
- PPE and regulatory compliance
- Quarries and extractive industries
- Shoring and safety
- Site preparation
- Specialised vehicles
- Site services
- Public access safety
- Tools
- Trenchless drilling
- Landscape management equipment
- Trucks and bulk transport
- Trailers

EXPO MARKETING

SOME EXAMPLES OF HOW WE GET EXPOSURE OF DDT

- High impact large billboards.
- Bus back advertising
- Online equipment sales platforms across construction, earthmoving cars and trucks
- Trade and industry publications
- Regional newspaper advertising
- Industry editorial content





- Selected major print media
- Trade and industry online media
- Event listings
- Social media targeting and remarketing
- Expo, exhibitor and sponsored websites
- SMS alerts, posters and flyers
- Radio



PICKLES AUCTION DAY

With so many potential buyers attending the National Diesel Dirt & Turf Expo. It's no wonder the Live Pickles auction has become so popular.

The 2027 National Diesel Dirt and Turf expo will again be hosting the Pickles Auction on Friday 16th April 2027 when more than 150 lots will be scheduled to go under the hammer.

Pickles was established in 1974 and has grown to become Australia's largest and most respected auction group. The monthly industrial auction is the largest of its type in New South Wales, consistently offering well-maintained ex-government, finance and fleet construction and earth-moving plant and agricultural equipment.

Pickles provides customers with the flexibility and convenience that suits their need with various ways to buy. Customers can choose from Pickles Live (by either attending the live auction or through the Pickles Live app). Pickles Online where customers can bid via the click of a button from the comfort of their home or office, or by skipping the auction and buying at a fixed price.

AUCTION FRIDAY 16TH APRIL 2027 @1PM

The sale will include a variety of equipment:

- mining and quarrying equipment
- construction and earthmoving plant and equipment, including attachments/ implements
- trucks and trailers
- agricultural and forestry equipment as well as
- attachments/implements, forklifts and a ccess equipment
- ride-on mowers, farm utility vehicles
- site sheds and shipping containers

For more information, visit pickles.com.au or contact us on 02 9774 4066

* As an exhibitor you pay no fees to list and sell your product with Pickles.

* Conditions Apply.

Pickles

DDT is a fantastic industry event and does a great job of showcasing the very best that it has to offer. The rapid growth in both crowds and exhibitor numbers in only a few years is testament to the growing reputation it has as a premier event on the calendar. For Pickles this is must attend event every year and we are extremely proud to be a lead sponsor

- Hugh Rainger, Pickles Auctions

OUTDOOR SITES



- A limited number of outdoor sites are still available. Contact us to check availability
- Price: $30 + GST per square metre plus 15 Amp power surcharge of $350.00 + GST for each site
- On receipt of your site payment and provision of your logo, you will be listed on the Diesel Dirt & Turf website with a link to your website

NOTES REGARDING EXHIBITORS' SITES

- We have selected the best contractors to ensure you get reliability, quality and value for your marquee hire, furniture and equipment.
- Sharing of sites is not permitted unless prior written approval has been given by the Expo organisers

PRICE: $30 plus GST per square metre

LANEWAY FURNITURE PACKAGE

OPTION A FURNITURE PACKAGE

- Schell 3 x 3 m stand
- Walls – white Octanorm framed. Exhibitors are not permitted to nail or screw any items to the stand walls that may damage the stand walls. Any damage will be charged to the exhibitor
- 1 x power out let 10 amp incl. No other power will be provided unless pre ordered at an additional cost
- 1 x fascia sign – company name placed on the opening aisle.

PRICE: $3250 plus GST



OPTION B FURNITURE PACKAGE



- 3 x 3m stand
- Walls - White Octanorm framed. Exhibitors are not permitted to nail or screw to walls any items to stand walls that may damage then stand walls. Any damage will be charged to the exhibitor
- 1 x fascia sign – company name placed on the opening aisle.
- 10 amp power included. No other power will be provided unless pre – ordered at an additional cost
- No furniture included

PRICE: $2750 plus GST

STAND DESIGN & INNOVATION AWARDS



The National Diesel Dirt & Turf Expo is Australia's premier Expo for the earthmoving industry, attracting some of the world's major products, brands and technologies.

To encourage a high standard of presentation, the organisers judge exhibitors' stands and present awards that recognise excel

TROPHIES ARE AWARDED FOR:

- BEST SMALL OUTDOOR STAND
- BEST MEDIUM OUTDOOR STAND
- BEST LARGE OUTDOOR STAND
- BEST NEW PRODUCT



EQUIPMENT DEMONSTRATION AREA

There's nothing like a test drive to demonstrate the features of your equipment to a potential customer The expansive fenced demonstration site at the Expo is a great opportunity to safely show how your gear performs on a typical construction site.





BIG PRIZES AT THE OPERATORS' CHALLENGE

This Operators' Challenge has proven to be extremely popular and is being staged again in 2027. Operators are invited to show their skills in dexterity and time trials, with the chance to win big cash prizes.

NATIONAL DIESEL DIRT & TURF EXPO DELIVERS RESULTS!

"The National Diesel Dirt & Turf Expo has all the range of new and existing equipment and the people who work in the construction equipment and services industry, at one dedicated event."

Robert Kelly, Delaney Kelly Golding Insurance Broker

"We are a major supporter of the truck, transport and construction industry. We have a number of our products and brands on display, including Yellow Cover and other products such as Truck Assist which is a roadside assistance program for the construction industry."

Craig Carmody, National Development Manager of Transport at National Transport Insurance

"The business decision to attend in greater numbers and with an improved stand was rewarded as we experienced an increase in stand visitors, opportunities created and sales generated. In addition, the ability to meet with and network with other exhibitors who all have a vested interest in the success of our industry further solidified our belief that the Diesel Dirt & Turf show plays a vital part in the future success of the equipment industry."

James Baird, Auger Torque

"Pickles will be sponsoring DDT again in 2022. It's a fantastic event that brings the industry together, attracting premium brands and thousands of visitors. The past few years have been a great success and we value the connections that we make at the show. The event is really well organised and the team is easy to deal with which is invaluable when you're exhibiting a large volume of equipment"

Hugh Rainger National Manager, Trucks and Machinery

"The National Diesel Dirt & Turf Expo is a great place for the industry to engage with suppliers and customers. It is a great way to see everybody in the industry. We took on sponsorship of the event this year and to show our support for the industry and the Expo's unique ability to reach out customers."

Ryan Hoban, Marketing Manager of Kerfab

"2021 DDT show was a great experience at a new venue, big crowds coming through each with plenty of things to see and do. The live demo pit was a hit with attendees showcasing some of the latest equipment on offer from different OEMs."

Roberto Manna from Westrac

DDT has been a great opportunity for Record TIME to showcase our platform to industry over the years. We have been able to build relationships with new and existing customers from the expo. We have each year benefited from DDT and we a looking forward to the connections we will make at future expos.

Curtis Valtonen, Record Time

"It's great, it's a family friendly exhibition, I've been very impressed with the amount of good quality leads that we are seeing on our stand, we've just had a great show and a great stand for Miller, we've been able to show some of our new innovative products. We've just had a great weekend here at DDT, we'll be back!"

Barry Robinson, Miller

HITACHI | LANDCROS

SPONSORSHIP OPPORTUNITIES

- Logo on main entry marquee
- Radio advertising
- Truck backs
- Your brand on high-impact large outdoor and public space billboards.
- Golf Day pre-Expo: Banners (supplied by sponsors) mounted in the foyer and dining area at Twin Creeks Golf and Country Club.
- Complimentary 6-page advertisement in the 2027 Expo Guide
- Your logo prominently printed on Expo Attendee Tote Bags
- Your logo positioned as high profile on the DD&T email signature.
- Pull-up banner/flags (supplied by sponsor) featuring your brand displayed at the front of the main entry.
- Your company/brand logo featured on the Expo website Home Page, linked to your website.
- Dedicated landing page on DD&T website.
- Your branding/logo priority on all pre-show electronic newsletters and digital media.
- Your logo prominently featured on all Expo Staff Safety Vests.
- Presentation /opening comments at official opening.
- Spokesperson presentation in Expo video report.
- Brand/product copy and images priority featured in media releases.
- Presentation opportunity at Friday awards function.
- Presentation opportunity at DDT Committee meeting
- Gold sponsor branding on large indoor TV screens at Twin Creeks Golf & Country Club every month prior to Expo.
- 36 Bar runners which are distributed to parts and golf and country club bar/counters.
- Dedicated demo area of 2,414 m^2
- Company image featured on the cover
- Company image featured on Pages 9 and 12
- 2 × static signage for 9 months on Luddenham Rd (15m × 8m)

TAKEUCHI Pickles

Louise Azzopardi Coaching

soda capital

ASSOCIATE SPONSORS

- Associate Sponsorship is a great way to make a BIG impact at the National Diesel Dirt & Turf Expo.
- Interaction daily with more than 15,000+ Facebook and social media followers, the Expo is seen everywhere.
- Pull-up banner/flags provided by Associate Sponsor displayed at the front entry.
- Your company/brand logo on the Expo website Home Page, linked to your website.
- Visitor Show Guide - complimentary single page advertisement
- Your logo printed on attendee tote bags
- Your logo on all Expo staff vests.
- Your logo on all pre-show electronic newsletters and digital media
- Prominent feature inclusion of your logo on the Expo email signature
- Exclusive! - Associate Sponsorship is restricted to your brand.
- Gold day pre expo banners (supplied by sponsors) mounted in foyer and dining are at twin creeks gold and country club

Your logo printed on show bags and on all visitor promotional material.

MORE SPONSOR OPPORTUNITIES

- Demolition are
- Stage area
- Attendee tote bags
- Shipping
- Tee Shirt Sponsorship
- Food Court Sponsorship
- Shuttle Bus Sponsorship
- Recruitment Sponsorship
- Bar Sponsorship
- Chill out zones

The NATIONAL Diesel & Dirt & Turf EXPO®



16-18 APRIL 2027

SYDNEY DRAGWAY, FERRERS RD, EASTERN CREEK, NSW, 2766

DIESELDIRTANDTURF.COM.AU

Advertisement Sizes Available

420mm w x **297mm** h
+ **5mm** bleed ▼

210mm w x **297mm** h
+ **5mm** bleed ▼

DOUBLE PAGE

A3 SIZE

$1600 plus GST

FULL PAGE

A4 SIZE

$950
plus GST

210mm w x **148mm**
+ **5mm** bleed ▶

HALF PAGE
A5 SIZE
$500 plus GST

2027 GUIDE

ARTWORK DEADLINE
13th FEBRUARY 2027

[PLEASE SUPPLY AS PRINT-READY PDF PLUS BLEEDS]

FOR ADVERTISING BOOKINGS

Marti Zivkovich on 0411 648 465
or marti@dieseldirtandturf.com.au

Bonus Ad in Our Digital Guide On Our Website

For more information call
MARTI ZIVKOVICH on 0411 648 465

The NATIONAL Diesel & Dirt Turf EXPO®

WE'RE AT THE SYDNEY DRAGWAY IN 2027

BOOK YOUR STAND NOW



16th, 17th, 18th April 2027

SYDNEY DRAGWAY, FERRERS RD, EASTERN CREEK,NSW, 2766

DIESELDIRTANDTURF.COM.AU

For more information call
MARTI ZIVKOVICH on 0411 648 465