



FARM WORLD

EXHIBITOR PROSPECTUS

MAR
26-29
2020

CELEBRATING 57
YEARS IN 2020

LARDNER PARK,
GIPPSLAND

INTRODUCTION

Farm World is Gippsland's largest annual field day, agricultural and lifestyle event – attracting on average 55,000+ visitors annually, with 2019 exceeding those numbers as a record attendance and with perfect weather across all four days. This iconic event has been running since 1963 and is full of tradition and childhood memories which have been passed down through generations of families. In 2020, the event will run from the 26-29 March, opening to the general public at 8.30am and closing at 4.30pm, excluding Sunday where the event closes at 4pm (the event will be during day light savings).

Farm World is run by Lardner Park, a not-for-profit organisation, that proudly hosts in excess of 150 events annually including Beyond the Valley, State Youth Games, World Jousting Championships and Tough Mudder. Lardner Park provides a picturesque setting on 120 hectares and is conveniently located just minutes from the townships of Warragul and Drouin, and just over an hour from central Melbourne.

With a multitude of site options available, Farm World offers businesses the opportunity to expand into new markets, boost revenue, connect with a diverse range of customers and significantly increase their brand awareness.

The event offers invaluable brand exposure with publicity across television, radio, print, online and social media, reaching regional, state and national audiences.

Don't miss your chance to be part of Farm World 2020. Complete the application form (see page 4).

We look forward to seeing you at Farm World 2020!

55,000+
ATTENDEES



800+
EXHIBITORS



**FUNCTIONS &
WORKSHOPS**



HISTORY OF FARM WORLD

Originally known as The Gippsland Field Days, this iconic event started its life in 1963 on a property near Longwarry, followed by a series of locations in the Warragul region over the next four years. In 1967 land was contributed by some visionary local farmers to form what is now known as Lardner Park, ultimately giving Farm World a permanent home from which it could flourish.

Amongst the multitude of Farm World exhibitors today are many of the machinery exhibitors who were involved in the original Gippsland Field Days. It is inspirational to see them maintain their involvement, with exhibitors such as Vin Rowe, VC Traders, Gendore and Alto Motors continuing to exhibit through successive generations.

Over the course of the last 5 decades the farming community has persevered through good seasons and bad, floods and seemingly endless droughts. They have seen the rise and fall of wool and beef prices, changes in consumer demands and most recently, the challenge of cuts to milk prices. Events such as Farm World do more than simply passing on new skills and product knowledge; they also serve to bring the farming community together to support each other in much the same way as that first visionary group of farmers did back in the 1960s. We welcome you to come along and share the love of Farm World with lots of new programs supporting its rich history of exhibits.

WHY EXHIBIT AT FARM WORLD?

- Reach an average audience of more than 55,000 people. The 2019 event attracted just under 60,000 visitors as a record attendance
- The opportunity to educate and engage with the right type of customer
- Proven results - more than 85% of Farm World exhibitors in 2019 indicated they will return in 2020
- Opportunity to build a database of prospective customers
- Leverage from our marketing opportunities and established brand
- Participate in scheduled learning sessions, demonstrations and activations

“Farm World is a great event, not just for the Gippsland area but for all of Victoria. Our business attends every agricultural field day event in Australia each year and at the top of that list is Farm World. Great attendance and great facilities”.

“The range of exhibitors has diversified over the years which is great as it appeals to a broader audience ensuring something for everyone. The lifestyle and farmers market additions were fantastic”.

FARM WORLD MARKETING & PROMOTION

The Farm World marketing team are responsible for day-to-day media liaison plus the handling of all media enquiries, social media posts, and marketing production both pre, during and post event.

Media Stories:	Opportunities may be available for exhibitors to work with our team to maximise exposure for unique products and other interesting news stories. If you have a story to tell, please make sure you let us know.
Website:	A comprehensive exhibitor list will be available on the Farm World page of the Lardner Park website in the lead up to the event. The website is also home to loads of information pertaining to Farm World for both exhibitors and patrons including tickets and programmed events.
Social Media:	We create an event for Farm World on Facebook. Feel free to “share” this event within your networks and remember to tag us in any posts you are doing for your business in relation to Farm World with the official tag being #FarmWorld2020 You can find us by searching @farmworldvic
Farm World Program:	Lardner Park has partnered with the Warragul & Drouin Gazette to produce the 2020 Farm World Program. Staff from the newspaper will make contact in relation to program advertising options.
Farm World Advertising Opportunities:	There is a multitude of advertising options including print, radio, television and online news available to exhibitors for Farm World promotion. If you are interested, please contact our Marketing Team for a list of our media partners and their contact details.
Sponsorship:	<p>Become an official Farm World sponsor and gain access to exclusive marketing opportunities and tailored packages to meet your business objectives. Benefits may include:</p> <ul style="list-style-type: none">▪ Brand recognition▪ Tailored activations▪ Naming rights▪ Signage and promotions▪ Inclusions in Farm World e-newsletters and social media posts▪ Tickets and hospitality <p>Please contact our Marketing Team to register your interest and receive a sponsorship package.</p>

The Farm World Marketing Team can be contacted on 03 5626 1373 (press for marketing extension) or via email marketing@lardnerpark.com.au

EXHIBITOR APPLICATIONS

5 July 2019	<p>APPLICATIONS OPEN!</p> <p>Act now to secure your preferred site</p> <p>Visit our website https://lardnerpark.com.au/ and complete the online exhibitor application</p>
12 August 2019	<p>ALL SITES AVAILABLE FROM TODAY</p> <ul style="list-style-type: none"> ▪ No holds, all Farm World sites are open for consideration from today if not already secured ▪ Applications will be reviewed and assessed upon receipt ▪ Successful applicants will be sent an invoice for 50% of the site fee, due 14 days from date of invoice

** Site allocations will be at the sole discretion of Lardner Park who will endeavour to accommodate the needs of all exhibitors. Application for a site does not guarantee your acceptance. Lardner Park reserves the right to accept or refuse any application.*

General Exhibitor Sites	Powered Package	Site Fee	Unpowered Package	Site Fee
9m x 9m	E	\$1,000	A	\$825
9m x 18m	F	\$1,360	B	\$1,180
18m x 18m or 9m x 36m	G	\$1,890	C	\$1,545
6m x 6m			J	\$765
5m x 10m			K	\$715
Baw Baw Pavilion (non-catering)	BBP	See Map		
General Interest Pavilion 3m x 3m	GIP	\$845		
Third Street Shed 7m x 12m (locks)	3rd St Shed	\$3,715		
First Street Shed 6m x 9m	1st St Shed	\$1,290		
Terraced Marquee 3m x 3m (marquee incl.)	TM1	\$960		
Terraced Marquee 3m x 6m (marquee incl.)	TM2	\$1,110		
Cattle Areas	H	\$945	D	\$760

Catering Sites	Powered Package	Site Fee	Unpowered Package	Site Fee
Baw Baw Pavilion Catering Site	BBPF	\$2,880		
Catering – Outdoor 9m x 9m	C2	\$1,850	C1	\$1,340
Catering – Outdoor 18m x 18m	C3	\$3,700		

Do you have any questions? Feel free to email our team at farmworld@lardnerpark.com.au



Lardner Park is proudly supported by Strategic Partners

