

2024 EXHIBITOR MANUAL



Lardner Park

FARM WORLD

22-24 MARCH 2024 | LARDNER PARK

Friday 8.30am - 4:00pm
Saturday 8.30am - 4:00pm
(Rodeo Gates open 4.30pm)
Sunday 8.30am - 4:00pm

P: 5626-1373 | E: farmworld@lardnerpark.com.au

For full event information and more please visit www.lardnerpark.com.au
or follow **Farm World - Lardner Park** on Facebook.

Lardner Park Strategic Partners



Farm World 2024 Sponsors



FARM WORLD 2024 EXHIBITOR MANUAL

Contents

ACCESS DETAILS	3
KEY EVENT CONTACTS	3
ADVERTISING	4
ANIMALS & LIVESTOCK	4
ATM FACILITIES	4
AWARDS	4
BIOLOGICAL HAZARDS	4
BIOSECURITY POLICY	4
CATERING – Bump-In & Bump-out & during the event	5
DELIVERY SERVICE (for your customers)	5
DELIVERY SERVICE (for exhibitors)	6
DIGGING HOLES/GROUND PENETRATION	6
DRUGS & ALCOHOL	6
ELECTRICAL	6
ENTRY PASSES	6
EXHIBITOR CAR PARKING DURING FARM WORLD	7
FIRST AID	7
FURNITURE & MARQUEE ORDERS	7
FOOD SAFETY GUIDELINES	7
GRASS SITE MOWING	7
HAZARDOUS CHEMICALS, GASES AND DANGEROUS GOODS	7
HEIGHT WORK	8
HOT SURFACES & LIQUIDS	8
INCIDENT REPORTING	8
LICENSES - VEHICLE	8
LIQUOR LICENCES	8
MACHINERY UNLOADING & TRUCK/TRAILER PARKING	8
MARKETING	8
MARQUEES & TEMPORARY STRUCTURES	8
NOISE & INCONSIDERATE BEHAVIOUR	9
RAISED EQUIPMENT	9
SECURITY	9
SHELL SCHEME SETUP	9
SINGLE USE PLASTICS	9

SITE BOUNDARY..... 10
SLIPS, TRIPS & FALLS..... 10
SMOKING 10
TELEHANDLER & CRANE SERVICES..... 10
WASTE DISPOSAL 11
WEBSITE & SOCIAL MEDIA..... 11
WEATHER 11
WIFI 11

KEY INFORMATION

ACCESS DETAILS		
Bump In:	<ul style="list-style-type: none"> ▪ ‘Soft’ bump-in access to all sites from Monday 18th March (there will be minimal lifting services on this day) Access from 8:00am until 6:00pm ▪ Access to all sites from Monday 18th March until Thursday 21st March ▪ Access from 7:00am until 7:00pm (Tuesday – Thursday) via Gates 3 & 4 ▪ Strictly NO access outside of these times ▪ Personal Protective Equipment (PPE) must be worn please ▪ COVID mandates to be adhered to (if applicable). 	
Access During Event:	<ul style="list-style-type: none"> ▪ Friday 22nd March from 6:00am – 5:00pm ▪ Saturday 23rd from 7:00am – 5:00pm (Farm World Rodeo gates open to patrons after trading at 4:30pm) ▪ Sunday 24th from 7:00am – 6:00pm ▪ Farm World exhibitor entry during the event through Gate 1 only 	
Bump Out:	<ul style="list-style-type: none"> ▪ Sunday 24th March from 4.15pm (no vacating of sites prior) ▪ Vehicle access to display space from 4.45pm (no earlier, all event patrons must be offsite before any vehicle movement can occur – this is a Work Safe requirement) ▪ Pavilion Sites: partitions/shell schemes will be dismantled from 8:00am Monday 25th March. Goods left onsite will be at own risk and must be cleared by 12.00pm Monday 25th March ▪ All outside exhibitors must be fully vacated by 5:00pm Wednesday 27th March (please note: no exceptions unless approved by Lardner Park Management) 	
Vehicle Access:	<ul style="list-style-type: none"> ▪ Parking during event days (22-24 March) via Gate 1 ▪ Exhibitors may access the display site with their exhibitor entry pass (no vehicle pass required) ▪ Strictly no vehicle movement permitted during public event hours ▪ No vehicle access to the event site 45 mins prior to opening hours each day - this is a WorkSafe requirement Friday: < 7:45am / Saturday: < 7:45am / Sunday: < 7:45am ▪ Exhibitors must move all vehicles off the event site and into the car park no later than 30 mins prior (8:00am) to opening hours on event days. Only company branded display vehicles may remain on site. 	
KEY EVENT CONTACTS		
Chief Executive Officer Events Manager Finance Manager Property Manager Event Assistant Administration Officers Marketing	Craig Debnam Pam Ryan Barbara Johnson Anthony Willems Anna Parkinson Tracy Jilbert & Deb Garner Ash Kriening	P: 03 5626 1373 E: farmworld@lardnerpark.com.au
Safety Officer	Tom McCormack	0408 222 514
Victorian First Aid Services	Darren Johnson	0488 405 605
Farm World Site Logistics	Jamie – Event Studios	0447 144 717
Crane operator (external orders)	Southern Cranes	0438 362 681

ADVERTISING

Exhibitors are not permitted to hand out any advertising or promotional materials in any area other than within their own site, this includes signage. Please stay within your boundary.

ANIMALS & LIVESTOCK

Strictly no dogs or pets are permitted on the event site, this includes during set up and pack up; exceptions are provided for service dogs. Animals as part of an exhibit or attraction must be kept in a manner to prevent injury to the public. Animals must be adequately separated from areas used for storage, prep, production and food prep. Animals must be kept in accordance with recognised humane practices acceptable to the RSPCA and must be in good health. All livestock must be NLIS tagged which will be scanned by a Lardner Park representative from Friday 22nd March, to have their sighted movement registered on the NLIS database.

ATM FACILITIES

ATM facilities are located adjacent to the Lardner Park Main Office building. Exhibitors are reminded to make their own arrangements for cash requirements prior to the event.

AWARDS

'Yarn at the Farm' Networking Night will be held on the Lakeside Arena for invited guests and ag machinery dealers. Special exhibitor site awards will be presented at this function. Trophies will be awarded for the best exhibitor displays and we encourage you to present your sites accordingly to attract the judges and patrons' attention and interest.

BIOLOGICAL HAZARDS

Biological hazards include bodily fluids, waste, sharps or first aid coverings. Biological hazards can cause risk to the public if the hazard is ingested, inhaled, absorbed or penetrated through the skin. Please report any biological hazards to the Lardner Park Office immediately.

BIOSECURITY POLICY

Biosecurity is an important issue when exhibiting livestock. We have endeavoured to provide an environment as pest and disease free as possible. While we continue to maintain optimum practices, exhibitors are ultimately responsible for their own biosecurity. You should make your own risk assessment of Lardner Park facilities and act accordingly. The following advice from Animal Health Australia may assist:

Responsibility for biosecurity doesn't end when your livestock leave the farm gate. By implementing good management practices in your farming operation, you'll be playing an important role in protecting your region, and possibly the entire industry, from devastating disease outbreaks. These practical measures will help ensure your biosecurity practices extend into the wider community:

- *Moving livestock off your property: make sure livestock are fit to travel before loading. Diseased/injured livestock should not be moved off property and if necessary, seek veterinary attention and supply an NVD/TSS and health declaration.*

Livestock exhibitors should:

- *Ensure pens/housing areas are clean before they enter*
- *Feed and water your livestock separately, if possible*
- *Never share equipment, if you must, always clean and disinfect before and after use*
- *Isolate any returning stock for 10 days to allow for weed seed elimination and signs of disease/pests*

Further information can be found at <https://www.farmbiosecurity.com.au/>

CATERING

BUMP-IN / OUT

Catering will be available for your staff and suppliers as follows:

- Wednesday 20th & Thursday 21st March **and** Monday 25th March
 - Alimentos – Farm World Café – Lardner Park Events Centre - adjacent to Farm World admin office

DURING THE EVENT

Along with the numerous catering vendors at Farm World, Lardner Park catering partners, Alimentos Catering are also offering exhibitor catering delivered to your site during event days.

All orders must be received by Sunday 17th March and can be emailed to admin@alimentos.com.au

For any late orders : please SMS Karla on : 0407 171 010 – *we cannot guarantee due to lateness of order.*

COVID REQUIREMENTS

Our COVID safe plan is available from the website for you and your staff to read. In order to comply with the state government directives, Lardner Park along with our exhibitors, are obliged to observe all the current COVID mandates whilst on the property for the health and safety of our staff, volunteers, your staff and the Farm World patrons (if and when applicable).

DELIVERY SERVICE (for your customers)

A free parcel pick-up service is available where customer purchases are collected from your site and delivered to the Delivery Service Office, located on the western boundary of Farm World.

Patrons will have to leave the car park, drive out of the property and re-enter through Gate 4A.

To participate, exhibitors need to collect delivery ticket packs from the Lardner Park Main Office during bump-in. Extra packs can be dropped off by the delivery service during the event.

The process for customer deliveries is as follows:

What to do...

- 1 Ask customer to read '[terms and conditions](#)'
- 2 Mark the ticket with total number of parcels/bags/boxes/trays etc.
- 3 Secure the ticket stub in a prominent place on the biggest parcel, then **MARK ALL OTHER PARCELS WITH THE SAME TICKET NUMBER**
- 4 Give the customer their part of ticket (bottom section).
 - Call Delivery Service on: **0491 103 938 or 0490 325 777**

Please **do not leave a message or send a text** as we do not have the capacity to check these and/or respond given the volume of calls. Please keep trying during busy times.

- 5 Operator will ask for:
 - your site number and name
 - ticket number (four or five digits)
 - ticket colour (one letter)
 - the number of pieces assigned to ticket
- 6 A driver will be dispatched as quickly as possible but long delays may occur at peak times.

Please note:

- The Delivery Service reserves the right to refuse packages too heavy, large or dangerous to transport (these can be collected on-site by car/trailer after event closure at 4:30pm).
- During peak times there may be a delivery delay to the parcel pick up area - please inform your customers.
- Please inform customers all packages to be collected by closing time each day.
- Every effort is made to transport goods safely, but no responsibility is taken for damaged goods.

DELIVERY SERVICE (for exhibitors)

A back-order delivery service is available to exhibitors who either don't have vehicle access or have excess goods for delivery to your site. This service is available from 1 hour before opening hours on the western boundary of Farm World, for delivery to site during bump in each morning refer to the previous page.

DIGGING HOLES/GROUND PENETRATION

Please contact the Main Office before digging a hole or ground penetration of posts/pegs/stakes deeper than 400mm. The property manager will check for any underground services prior to approval for digging.

DRUGS & ALCOHOL

No alcohol or illegal drugs are to be consumed prior to entering or brought onto the Lardner Park property. Working under the influence of alcohol or drugs is strictly prohibited. Any person suspected to be under the influence of alcohol or drugs will be removed from the event. Illegal drug use will be reported to Police.

ELECTRICAL

Lardner Park consists of a network of electrical cables both underground and overhead, as well as water pipes and telephone cables. Underground cables are buried in excess of 300mm. Pegs, poles and excavations are not to be placed within **1 metre** of power outlets (rise poles) or the marked red lines. Overhead power lines are marked on the Farm World site map.

PRIOR TO SETTING UP, please note underground electricity is marked with RED painted lines. Site boundaries are painted in BLUE. **If in doubt, check with our office.**

IMPORTANT NOTES

All electrical items must be tested and tagged with 3-month tags

- All extension leads must have self-contained earth leakage devices
- All electrical leads must comply with Australian Standards

Random checks will be undertaken by our Safety Officer.

Adherence will ensure your electrical installation complies with relevant Australian Standards & Codes of Practice. Please check overhead wires prior to installing high marquees and/or equipment and ensure that no marquee, flagpole or equipment is erected within 6.4 metres of overhead power lines.

ENTRY PASSES

Once your site is paid in full and all documentation received, you will receive an email to allow access to your exhibitor portal where you can redeem your entry tickets. You will also be able to purchase extra exhibitor passes for your staff. Please note: lost or missing passes will not be replaced.

EXHIBITOR CAR PARKING DURING FARM WORLD

- Exhibitor car parking is provided via Gate 1 only (refer map). Shuttle buses will run from **exhibitor carpark 1** as follows:
 - Friday
 - 6.00am : 8:59am
 - 4:01pm : 5:00pm
 - Saturday
 - 7.00am : 8:59am
 - 4:01pm : 5:00pm
 - Sunday
 - 7.00am : 8:59am
 - 4:01pm : 5:00pm
- If you need to drop off goods to your site and return to **Patron Car Park 1** to park your vehicle, please exit the property through either Gate 3 or 4 before 8:00am and re-enter through Gate 1.

FIRST AID

First Aid is available onsite at the rear of the Lardner Park administration building and Lakeside Arena. All serious injuries and illnesses must be reported to the Lardner Park Office **5626-1373**. Please present to the First Aid office or phone **0488 405 605** if you are feeling unwell.

FOOD SAFETY GUIDELINES

All catering exhibitors must comply with and be registered with Food Trader – Statement of Trade (Streatrader) and have relevant permits on display. If an exhibitor is found to be non-compliant, the site may be shut down. Baw Baw Shire Council environmental officers will be on-site during the event.

FURNITURE & MARQUEE ORDERS

For exhibitors who have ordered marquees and furniture through **Lardner Park**:

- Marquees will be ready for occupation by Tuesday 19th March
- Furniture will be delivered to your site on Wednesday 20th March

GRASS SITE MOWING

Lardner Park undertook mowing of sites prior to site marking in early March, however exhibitors on outside sites should note seasonal weather conditions may require your site area to be re-mown prior to exhibiting. A push mower is available for use, please contact the Main Office to register.

HAZARDOUS CHEMICALS, GASES AND DANGEROUS GOODS

Storage and use of hazardous chemicals, gases or dangerous goods must be in accordance with statutory requirements, including the Code of Practice for the Safe Use of LP Gas at Public Events in Victoria. No flammable or combustible liquids shall be stored on site without prior consent from the event organisers. Where consent is given, such storage shall be required to be stored in accordance with the requirements of the Dangerous Goods and Hazardous Substances Regulations. Hazchem and warning signage must be displayed by the chemical user. Any exhibitor intending on using gas must complete an ESV Gas Safety Checklist. Cylinders must be restrained and secured in an upright position to prevent tipping over. Cylinders must be stored in a well-ventilated area, in a vertical position and be inaccessible to the public. Cylinders must be stored away from any potential fire hazards or ignition sources. Caterers using gas must display compliance plates on the mobile catering vehicle or relocatable kitchen. If compliance plates are not fitted, organisers reserve the right to remove the caterer from the event. It is recommended that dry chemical fire extinguishers, type 2A60B(E), be available for use on LPG fires. Energy Safe Victoria may be on site throughout the event to check exhibitor compliance. If you are using gas, please ensure a current certificate of compliance and the test date are attached to the cylinder.

Event organisers will remove any exhibitor who fails to complete the ESV Gas Safety Checklist, makes a false declaration or knowingly uses an unsafe gas installation.

HEIGHT WORK

Working at heights (where your feet are greater than 2 metres from the ground) is a high-risk activity and a major cause of death and serious injury. Any potential working at height hazard requires a risk assessment, (Safe Work Method Statement). A SWMS should be completed to eliminate risks and identify control methods. Any personnel involved in height work must be appropriately trained in the procedure, including hazard identification and control measures. Ladders should be firmly secured or “tied off” at the top and bottom before use.

HOT SURFACES & LIQUIDS

Hot surfaces/liquids must not be accessible to public. Personnel working with hot surfaces or liquids should have undergone suitable training and know how to dispose of hot liquids appropriately.

INCIDENT REPORTING

If you witness or are involved in an incident resulting in injury, property damage or a near miss, please report it to the Farm World Safety Officer or at the Lardner Park Office.

LICENSES - VEHICLE

All vehicles operated on the event site require the driver to hold a current Australian Driver’s License. This license must be produced upon request. Any person operating a forklift must have a current forklift license and be able to produce this upon request. A licence to perform high risk work is required if you work with high-risk equipment or plant.

LIQUOR LICENCES

Exhibitors selling alcoholic beverages must have the correct and applicable liquor licences to trade at Farm World. Days and times of trade must be stated on your licence and ready for inspection by liquor licensing inspectors and Vic Police.

MACHINERY UNLOADING & TRUCK/TRAILER PARKING

The unloading ramp is located beside the lake with access available only until Thursday 21st March at 7pm. Immediately following unloading vehicle/s must be removed to enable other exhibitors unloading access. Truck parking is located above the exhibitor car park only. Trucks parking in patron carparks risk being towed. **No unloading after dusk is permitted for safety reasons.**

MARKETING

If you are interested in promoting your business as a Farm World exhibitor, there are limited opportunities available in the **Farm World Official Program**. Please contact the Warragul & Drouin Gazette for further information (P: 03 5623 5666)

If you are planning on having a demonstration, special function or celebration on your stand during Farm World, we would love to hear from you as there may be promotional opportunities available through our Social Media Channels or print media friends to give you a shout out. Please contact Lardner Park farmworld@lardnerpark.com.au to discuss options.

MARQUEES & TEMPORARY STRUCTURES

Marquee suppliers must be made aware of existing infrastructure on your site, i.e. underground power, trees, taps etc. If hiring from an outside company (not through the Farm World office) that company **must** make contact with the Lardner Park Office at least 24 hours prior to arrival on site by either email or phone (farmworld@lardnerpark.com.au or phone 03 5626 1373). Sign-in and induction is mandatory at the office upon arrival.

Prescribed Temporary Structures are tents, marquees or booths with a floor area greater than 100m²; seating stands for more than 20 persons; stages or platforms (including sky borders and stage wings) exceeding 150m² in floor area; or prefabricated buildings exceeding 100m² other than ones placed directly on the ground surface. Contact the Lardner Park Office for a copy of Baw Baw Shire compulsory requirements if you have a structure of this type being erected on your site – *note this must be complied with early to avoid possible refusal to use your structure by Council authorities.*

Please ensure all marquees are weighted or pegged down securely. Tent pegs should be covered and remain within the boundaries of the allocated site.

NOISE & INCONSIDERATE BEHAVIOUR

Please consider fellow exhibitors when promoting your product. Excessive noise or inconsiderate behaviour may result in complaints and in extreme situations subsequent eviction from the event. Generators used on-site are to be at a tolerable noise level.

PERSONAL PROTECTIVE EQUIPMENT

Personal Protective Equipment (PPE) should be worn where appropriate to minimize risk of falls, injury and damage to the face, feet, respiratory tract, head, hands, eyes or ears. Do not use contaminated or damaged PPE.

High visibility clothing must be worn by all personnel during bump in and bump out periods. High visibility clothing should also be worn when working near moving vehicles, operational plant, loading ramps, and when height work is carried out.

RAISED EQUIPMENT

Hydraulic operated machines or attachments not fitted with a self-locking system need to have a safety prop fitted. **All moveable products must have chocks placed to mitigate any risk of movement.**

SECURITY

Security will operate from Tuesday evening 19th March to Monday morning 25th March. A log book will register all movements in and out of the property after this time. Please secure your site at night and remove or lock up any portable items and branded vehicles parked on your site and if left in the exhibitor car park for the duration. The site will be locked down after 6:00pm. Dedicated security can be ordered by contacting the Lardner Park Office. Event security are mobile patrols only. Please do not leave keys in the ignition of any machinery or vehicles. Lardner Park reserves the right to inspect any vehicle that is entering or leaving the event site.

Security and event organisers have the right to remove any person/s who do not comply with the Exhibitor Terms & Conditions and Conditions of Entry of the Event. These can be found at <https://lardnerpark.com.au/farm-world/>

SHELL SCHEME SETUP

Ordered shell schemes (partitioning) will be setup by gam Monday 18th March. The contractor will be on site from 10am Wednesday 20th March to complete any final requests. Final requests must be received by 12pm on Tuesday 19th March. A late fee will be charged for any late orders.

SINGLE USE PLASTICS

From 1st February 2023, certain single-use plastic items have been banned from use in Victoria. Banned items include:

- Single-use plastic drinking straws, plastic drink stirrers, plastic cutler & plastic plates
- Foodware and cups made from expanded polystyrene

Further information can be found www.vic.gov.au/plastics

SITE BOUNDARY

All exhibitors must confine their displays and equipment within the boundaries of their allocated site, this is inclusive of tent pegs. In the interest of public safety, the event organisers reserve the right to remove all items outside of the site boundaries.

SLIPS, TRIPS & FALLS

It is easy to eliminate slips, trips and fall hazards on the event site. Please ensure your site is free of potential hazards. This includes loose cords, uneven surfaces, wet areas, rubbish or poor lighting. If you notice a hazard during the event, please report it to the Lardner Park Office.

SMOKING

Smoking and the use of tobacco and/or e-cigarette products within 10 metres of food/drink stalls, vendors as well as children's activities will be banned at Farm World. There is also strictly no smoking within any buildings. Please dispose of your cigarette butts appropriately. **Lardner Park urges exhibitors to NOT smoke anywhere around members of the public and most especially not anywhere near any children.**

TELEHANDLER & CRANE SERVICES

The forklift and telehandler facilities are provided as a free service to our exhibitors. However, lifts will be limited to a minimum as a courtesy to your fellow exhibitor who is also waiting for this service.

Bookings must be made prior to Monday 18th March. If you don't have a booking, your request will be placed at the end of the schedule. Pre-bookings will receive priority service.

All on-site requests for loading and unloading are through the site logistics office (located adjacent to the lake via Gate 3 during bump-in).

For individual lifts greater than 8 tonnes in weight, please contact Jamie from Event Studios on 0447 144 717 - jamie@eventstudios.com.au

To book a forklift/telehandler please visit : <https://fs22.formsite.com/LardnerPark/dcuev7p3zy/index>

TELEHANDLER - (free service provided by Lardner Park)	
Monday 18 th March	8:00am – 2:00pm
Tuesday 19 th March	8:00am – 5:00pm
Wednesday 20 th March	7:00am – 5:00pm
Thursday 21 st March	7:00am – 5:00pm
Sunday 24 th March	4:45pm – 7:15pm (Lakeside Arena exhibitors only)
Monday 25 th March	7:00am – 6:00pm
Tuesday 26 th March	7:00am – 5:00pm
Wednesday 27 th March	7:00am – 2:00pm

CRANE SERVICES

Lifts requiring the services of a crane will have to be organised through Southern Cranes – 0438 362 681 – marty@southerncranes.com.au

These lifts are not provided by Farm World – it is a fee for service through the crane contractor.

Any exhibitor undertaking their own lifting must remain on their individual site, with any risks associated identified and managed through the site risk assessment process.

Lifting machinery must be in a safe and serviceable condition and all operators must be fully licenced and checked by the Safety Officer.

WASTE DISPOSAL

Exhibitors must use waste bins provided for general waste. Cardboard packaging must be flattened and can be left at the front of your site for waste collection at the end of each day. Please assist by separating recyclables and general waste.

WEBSITE & SOCIAL MEDIA

To stay up to date or for information on general public tickets, visit the website and social media pages. We encourage exhibitors to 'like' and 'share' our social media pages. Please find relevant links below:

Website:	https://lardnerpark.com.au/	Hashtag:	#FarmWorld2024
Facebook:	Farm World – Lardner Park	Instagram:	@lardnerpark

WEATHER

As an exhibitor at Farm World, you have made a binding commitment to exhibit at a three-day event within the specified opening hours. Please keep in mind the design and layout of your exhibitor site as should the weather be inclement; you must remain on site unless otherwise directed by Event Management. Any exhibitor not staying the full three days and hours of operation, may be subjected to exclusion from future events at Lardner Park.

WIFI

Lardner Park has recently completed an upgrade to our wifi services. Access to wifi is available to exhibitors, but unfortunately is not a free service. If you require access to wifi on your stand, you will need to do the following:

- Call into the Lardner Park administration office
- Bring your applicable devices
- A Lardner Park team member will provide you with a one-off access password for the devices
- The cost for the access password is **\$99 inc. gst.** Eftpos is available at the office for payment

Unfortunately, we cannot offer any technical support.

FARM WORLD EXHIBITORS TIPS & ADVICE



Things to consider as an exhibitor:

- **Pre-event Promotion:** Use social media, email newsletters, and other platforms to let people know you'll be at Farm World. Share your site location and what visitors can expect.
- **Engaging Display:** Your site or display area should be engaging and inviting. Have clear signage and consider interactive elements or demonstrations.
- **Staff Preparation:** Ensure your staff are knowledgeable and ready to answer questions. Wearing branded clothing can help your team look unified and professional.
- **Offer Takeaways:** Have informative brochures, samples, or promotional items that visitors can take with them. This helps ensure they remember your brand after the event.
- **Collect Leads:** Have a system in place for collecting contact information from interested visitors. This could be a simple sign-up sheet or digital sign-up via tablets.
- **Follow Up:** Plan your post-event follow-ups. Whether it's an email thanking visitors for stopping by your site or a call to a potential lead, timely follow-up is key to capitalizing on your event presence.



Farm World 2024 traffic management exhibitor event days entry map

LEGEND

Please note
Emergency
Evacuation
Zones



FARM WORLD 2024 LAYOUT SUBJECT TO CHANGE

No dogs allowed



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Farm World 2024 traffic management exhibitor SUNDAY bump-out map

LEGEND



Please note
Emergency
Evacuation
Zones

EQUESTRIAN EXPO

ONE-WAY VEHICLE EXIT FROM 4.30PM

EXHIBITOR ONE-WAY VEHICLE ENTRY FROM 4.30PM SUNDAY
please advise your transport driver

EXHIBITOR ONE-WAY VEHICLE EXIT FROM 4.30PM SUNDAY
please advise your transport driver

No dogs allowed



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