



2025

*Grounded in Tradition &
Demonstrating the Future*

EXHIBITOR PROSPECTUS

27 - 29 March 2025

THURSDAY MARCH 27 | LIFESTYLE FARMING DAY

8.30am - 4.00pm

FRIDAY MARCH 28 | LIFESTYLE FARMING DAY

8.30am - 4.00pm

SATURDAY MARCH 29 | FAMILY & RODEO DAY

8.30am - 4.00pm

PLUS

Post-Farm World Demonstration Day - Wednesday 2nd April - 9:00am to 2:00pm
(If you sell Implements or accessories, contact your local ag dealer for further details)

Lardner Park Strategic Partners



**TAFE
GIPPSLAND**



Warragul Toyota



Grounded in Tradition & Demonstrating the Future

We look forward to welcoming you to Farm World 2025!

Farm World is Gippsland's largest annual field day, agricultural and lifestyle event - attracting on average 40,000+ visitors annually. 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.

For more than half a century, we have been providing patrons the opportunity to get up close and talk with experts in the field, learn all there is to know about farm animals, and purchase some great products direct from the makers and suppliers. A haven for the farming community but also a great event for locals and urbanites with a passion for the great outdoors.

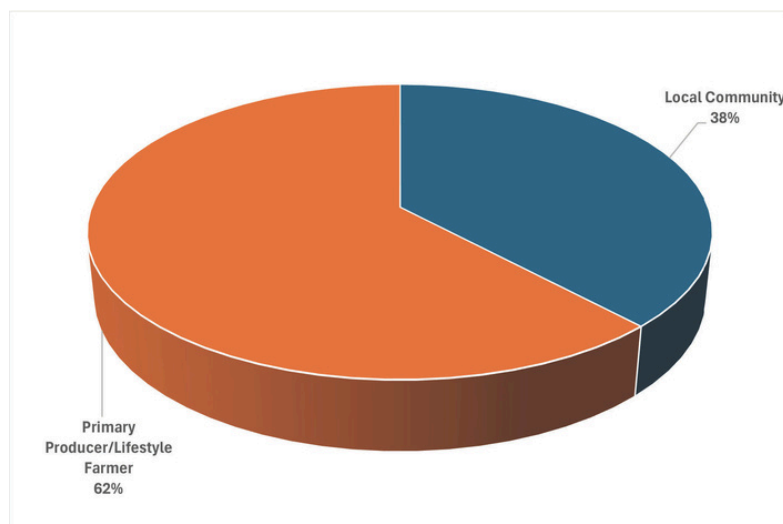
With up to 100 acres of exhibitor displays, both indoors and out, there is farm machinery implements, clothing, sheds, outdoor living including caravans, horse floats, and vehicles, technology, plants plus masses of must-have tools. And it wouldn't be Farm World without a huge variety of animals. You can chat with the cattle breeders in "Cattle Corner" and check out the different breeds, watch the kelpie dogs round up sheep, or learn to walk an alpaca. The Equestrian Expo program features everything equestrian over the 3-days.

The Telstra Women in Ag lunch, along with the Commonwealth Bank Breakfast, are signature events and a highlight for many. These events always feature a spectacular line up of presenters annually and are fast becoming go-to events for Farm World patrons & exhibitors. The Farm World Rodeo on Lakeside Arena on Saturday night, and the Freestyle Motocross team have thrilled audiences on each event day. Run over a 3-day format - Farm World has something for everybody. Gates open to the public at 8:30am and close 4:00pm daily.

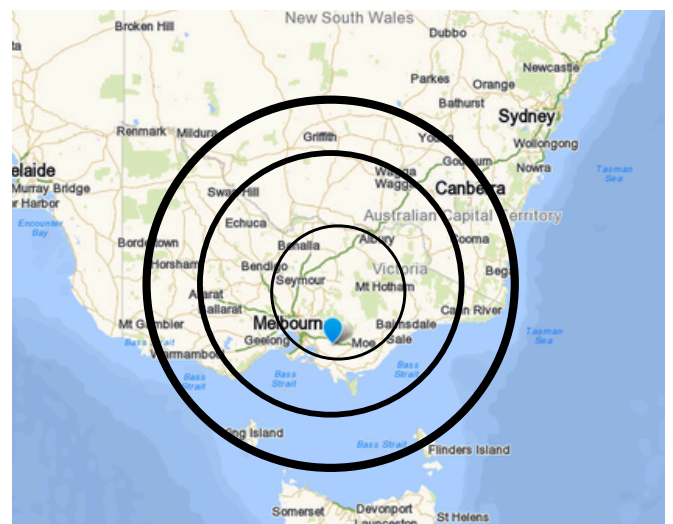
With a multitude of site options available, Farm World offers businesses the opportunity to sell their products and services to new markets, boost revenue, connect with a diverse range of customers and significantly increase their brand awareness. The event offers invaluable brand exposure with publicity across television, radio, print, online and social media, reaching regional, state and national audiences.

WHO ATTENDED FARM WORLD 2024?

Ticket Sales 2024



Postcode Regional Analysis



*Source - 2024 patron survey undertaken by Destination Research

For the upcoming Farm World event, we are implementing a small increase in exhibitor site fees to help us lock in patron ticket prices at 2023 levels. This slight adjustment is necessary to offset rising event costs, including significant increases in labour, insurance, risk management, safety measures and services. Our goal is to maintain affordable ticket prices to attract a large and diverse audience, from farmers and primary producers to urban visitors.

By keeping ticket prices accessible, we ensure that Farm World remains open to as many people as possible, creating a valuable platform for the entire agricultural community. This benefits exhibitors by driving more foot traffic and engagement, giving visitors the opportunity to experience the latest advancements in farming and agritech.

Additionally, with the event now scheduled from Thursday to Saturday - reflecting feedback from many exhibitors - we believe this change, combined with the small site fee increase, will help us draw a broad mix of patrons. This ensures everyone has the best chance to showcase and sell their products, while also maintaining the commercial viability of hosting Farm World at Lardner Park.

FARM WORLD 2025 ACTIVATIONS & OPPORTUNITIES

Telstra Women in Agriculture Luncheon - Thursday 27th March

We'll begin with the Welcome to Country and smoking ceremony on the concourse of the Events Centre before heading in for this annual celebration of Women in Agriculture and innovative presentations.

Exhibitor Networking Night - Thursday 27th March

The Village Green is the place to be at the end of trading on the Thursday and you are invited to attend from 4:00-6:00pm. Grab a complimentary BBQ sausage from the Warragul Lions Club, or purchase something more substantial from one of the pavilion food vendors. Enjoy a refreshing beverage from our boutique producers and network with fellow exhibitors, whilst we applaud our "Best in Show Exhibitor Award" winners.

Commonwealth Bank Breakfast - Friday 28th March

This special breakfast is hosted by our Strategic Partners, the Commonwealth Bank and will be held from 7:30am to 9:30am.

If you, your staff or clients are interested in either of these functions, please don't hesitate to contact us for further information.

Farm World Rodeo - Saturday 29th March

As part of your site fee you will receive 2 tickets to attend the Farm World Rodeo at the conclusion of Farm World 2025. From 5:00-9:30pm come and enjoy the spectacle of this event where you can watch the thrills and spills of the horses and bulls - this is a great way to finish off your 3-days at Farm World before heading back at your leisure on either Sunday or Monday to clear up your exhibitor stand. If you can't attend, you are more than welcome to give these tickets to your staff or clients to enjoy the evening's entertainment.

AgTech Alley

Technology, particularly robotic and AI in agriculture, will be a focus at Farm World 2025. If you would like to be part of this initiative with an applicable product or demonstration, please contact us for further information - we'll be promoting this zone in our marketing campaign.

Hemp Crop & Farm World on the Hill

Our second hemp crop will be ready for harvesting at Farm World 2025 and will again feature along with the vegetation FARM WORLD sign on the hill.

Farm World Demonstration Day - Wednesday 2nd April

Ag dealers will be encouraged to invite as many farmers as possible to showcase the 'Hay & Silage Equipment & Innovation' demos at this post-event day. If you are interested in showcasing your machinery, please contact us for further information.

We'll keep you updated as we continue to progress with planning for the event and other activations to attract as many patrons to our 57th Farm World.



APPLICATION PROCESS



WHY EXHIBIT?



BRAND VISIBILITY



NETWORKING
OPPORTUNITIES



PRODUCT
DEMONSTRATIONS



GENERATE SALES
AND LEADS

APPLY FOR A SITE AT FARM WORLD

To apply for a site, complete the online exhibitor application via our website: <https://lardnerpark.com.au/farmworld-exhibitors/>. You will receive email confirmation, and our team will review your application based on suitability and availability.

If successful, you will be invoiced with a 50% deposit request and your site number. Applications must include a valid Risk Assessment with Public Liability details and, if applicable, a FoodTrader certificate.

SITE ALLOCATION

We will work to allocate a suitable site based on your product, brand, and space requirements. Please note, site numbers and layouts may have changed since 2024, and while we strive to meet your preferences, final allocations are at Lardner Park's discretion.

SITE INCLUSIONS

Networking Event: Thursday, 27th March, 4:00–6:00pm.

Networking & Exhibitor Awards Presentation in the Village Green. Join us for an informal get-together with a complimentary BBQ dinner and beverages alongside fellow exhibitors and the Lardner Park team & committee.

Farm World Rodeo: Saturday, 29th March, 5:00–9:30pm.

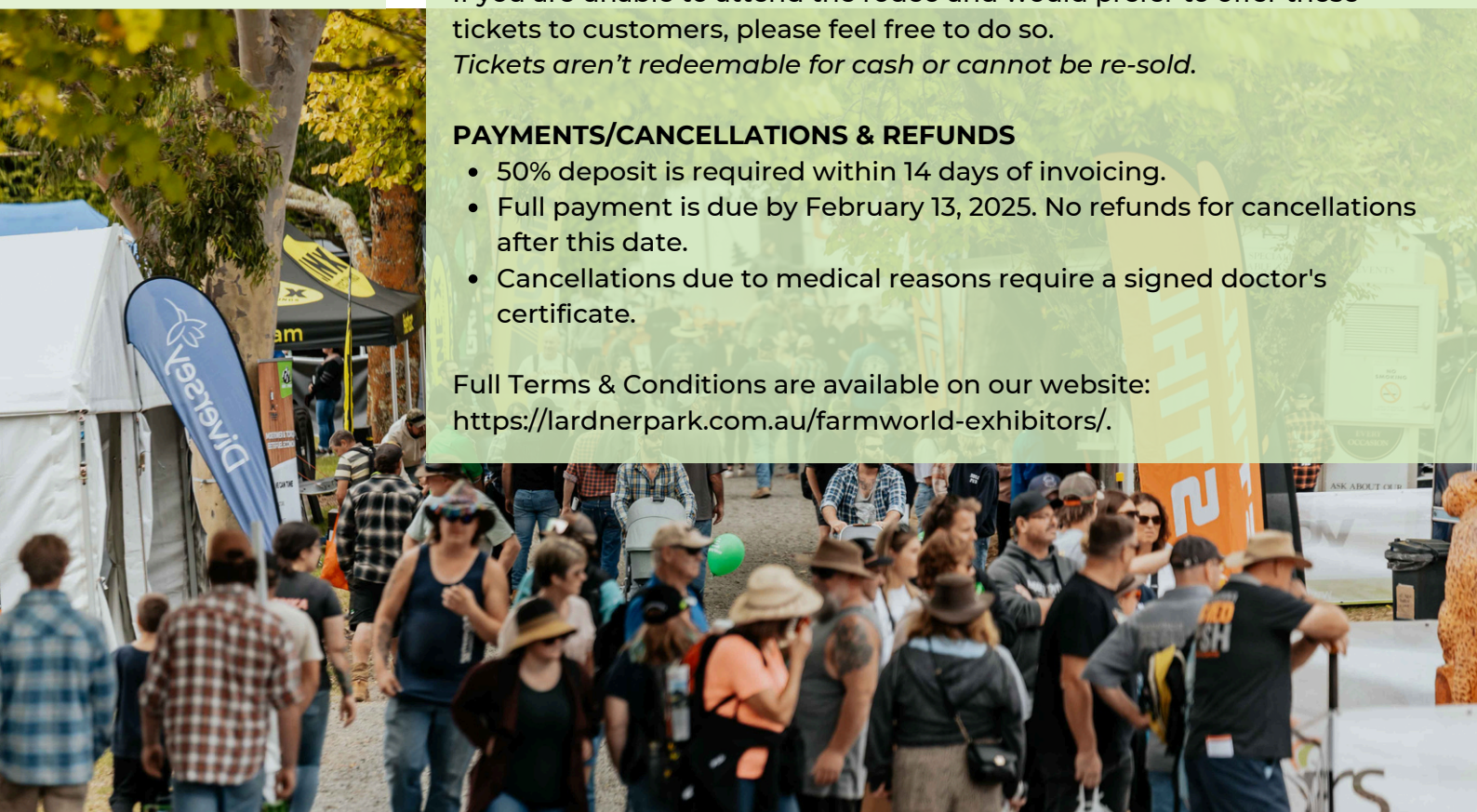
We'd like to invite you to stay and enjoy the Farm World Rodeo at the conclusion of Farm World trading on Saturday 29th March. Two complimentary tickets are included with your site fee, so come and enjoy the festivities at this fantastic event to celebrate your time at Farm World. If you are unable to attend the rodeo and would prefer to offer these tickets to customers, please feel free to do so.

Tickets aren't redeemable for cash or cannot be re-sold.

PAYMENTS/CANCELLATIONS & REFUNDS






- 50% deposit is required within 14 days of invoicing.
- Full payment is due by February 13, 2025. No refunds for cancellations after this date.
- Cancellations due to medical reasons require a signed doctor's certificate.

Full Terms & Conditions are available on our website: <https://lardnerpark.com.au/farmworld-exhibitors/>.





EXHIBITOR SITE FEES 2025



FARM WORLD 2025 EXHIBITOR SITE FEES (inc. gst, exhibitor entry tickets, Fri night exhibitor networking BBQ & Beverages & Sat night Rodeo tickets)				
Site Fee Packages	Site Fees			Exhibitor 3-day entry passes inc. in site fee
External Sites Powered sizes are approximate				
Package E - 9m x 9m	\$1,200			2
Package F - 9m x 18m	\$1,800			3
Package G - 18m x 18m	\$2,200			4
Additional block (powered) (WITH G)	\$755			1
External Sites Unpowered sizes are approximate				
Package A - 9m x 9m	\$1,000			2
Package B - 9m x 18m	\$1,500			3
Package C - 18m x 18m	\$2,000			4
Additional block (unpowered) (WITH C)	\$650			1
Package J - 6m x 6m	\$900			2
Package K - 10m (f) x 5m(d) - Bazaar	\$850			2
Package M - (miscellaneous)	TBC			2
Country Living Hub (formerly General Interest Pavilion)				
Package CLH - 3m x 3m	\$1,000			2
Package CLH - 3m x 5m	\$1,350			3
Package CLH - 27sqm corner	\$2,000			3
Package CLH - 63sqm corner	\$4,200			4
Terraced Marquee Sites - powered (inc. marquee to suit site)				
Package TM1 (General) - 3m x 3m	\$1,250			2
Package TM2 (General) - 3m x 6m	\$1,650			3
Cattle Pavilion				
Cattle Corner- 3m x 11m	\$1,200			2
First Street Shed - powered - 6m x 9m				
Package FSS	\$1,500			2
FOOD & BEVERAGE VENDORS at Farm World				
In an effort to support all our catering vendors, please read the following criteria for exhibiting:				
Inside or outside food vendors cannot sell espresso coffee (machine made coffee) however you may sell instant coffee and tea				
Coffee vendors cannot sell meals as such, however you may sell an accompaniment e.g. biscuit or muffin, etc.				
* Community groups - complimentary catering sites to fundraise and support our community				
Baw Baw Pavilion Food Court				
Package BBPF - 5m x 5m (food vendor)		\$3,000		5
Package BBPC - 5m x 5m (coffee vendor)		\$1,500		2
Power requirements must be specified on the application form				
Baw Baw Pavilion Village Green				
Package VGF - 5m x 5m (food vendor)		\$3,000		5
Package VGC - 5m x 5m (coffee vendor)		\$1,500		2
Power requirements must be specified on the application form				
External Catering sites - Farm World & Rodeo				
Food Vendors 	Farm World Only Catering	Farm World & Rodeo Catering	Rodeo Catering only	
Package C1 - 9m x 9m - unpowered (food vendor)	\$1,500			3
Package C2 - 9m x 9m - powered (food vendor)	\$2,100			3
Package C3 - up to 18m x 18m - powered - on this site for duration of both Farm World & Rodeo		\$4,200		7
Package C4 - Farm World & Rodeo - up to 9m x 9m - powered - on this site for duration of both Farm World & Rodeo		\$2,350		5
Package C5 - Farm World & Rodeo - up to 9m x 9m - powered - move from Farm World site to Rodeo on Saturday afternoon		\$2,600		5
Package C6 - up to 9m x 9m - powered - Rodeo caterer only			\$700	3
Power requirements must be specified on the application form				

EXHIBITOR SITE FEES 2025 - CONTINUED



Coffee Vendors 	Farm World Only Catering	Farm World & Rodeo Catering	Rodeo Catering only	Exhibitor 3-day entry passes inc. in site fee
Package C7 - up to 9m x 9m - powered (coffee vendor)	\$1,850			2
Package C8 - up to 9m x 9m - powered (coffee vendor) - on this site for duration of both events		\$1,950		3
Package C9 - up to 9m x 9m - powered (coffee vendor) - move from Farm World site to Rodeo on Saturday afternoon		\$2,050		3
Package C10 - up to 9m x 9m - powered (coffee vendor) - Rodeo event only			\$450	2
<i>Power requirements must be specified on the application form</i>				
Village Green (beer, wine, cider, spirit producers - criteria applies)				
Package VG - 5m x 5m OR 6m x 4m (less 10% discount for multiple sites purchased) 	\$520			2
<i>Power requirements must be specified on the application form</i>				

new Agtech ALLEY

Site Fee Packages	Site Fee (including marquee space & power)	Exhibitor 3-day entry passes inc. in site fee
Package AgT1 - 3m x 3m including marquee space	\$1,250	2
Package AgT2 - 3m x 6m including marquee space	\$1,650	3
Package AgT3 - 6m x 6m including marquee space	\$2,000	3
Package AgT4 - 10m x 9m including marquee space	\$4,000	3



Lardner Park



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