



FARM WORLD



Farm World 2024

Grounded in Tradition & Demonstrating the Future

EXHIBITOR PROSPECTUS 2024

FRIDAY MARCH 22 | LIFESTYLE FARMING DAY - 8:30am to 4pm

SATURDAY MARCH 23 | FAMILY & RODEO DAY - 8:30am to 4pm

SUNDAY MARCH 24 | MARKET DAY - 8:30am to 4pm

plus

*Post-Farm World Demonstration Days - Wednesday 27th & Thursday 28th March
(If you sell Implements or accessories, contact your local ag dealer for further details)*



WHO IS LARDNER PARK?

Lardner Park is a local NOT-FOR-PROFIT organisation, who aims to stimulate the local business economy by conducting events and engaging promoters to hire the property. Any and ALL profit from the business are used to maintain and improve infrastructure on the property to attract more events. No individual or volunteer on our board or committee, receives any benefit from the revenues generated at the property.

From humble beginnings in 1963, Lardner Park is now one of the most diverse destinations and venues in Victoria showcasing unique and professional events, conferences and functions.

Lardner Park is situated on a magnificent parcel of private land in the rolling green hills of West Gippsland. We are conveniently located just minutes from the townships of Warragul and Drouin and just over an hour from the Melbourne CBD.

With an abundance of indoor and outdoor spaces, including an agroforestry plantation, cattle yards, multiple pavilions, caravanning, camping and glamping for up to 10,000+, onsite 4WD facilities, a conference centre (for up to 1,000 delegates) and a seed plantation for research and development - Lardner Park offers both space and versatility.

Boasting an incredible range of spaces including more than 5,000sqm of flexible undercover settings, our 300-acre property caters for small gatherings through to music festivals, 4wd shows, school functions, sport and physical challenge events, markets, conferences and much more.

Lardner Park is the home of Farm World, regional Victoria's leading agricultural and lifestyle event and now home to the Lardner Park Garden & Home Expo. We bring creative minds together to make any event a standout success.

WHY FARM WORLD?

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.

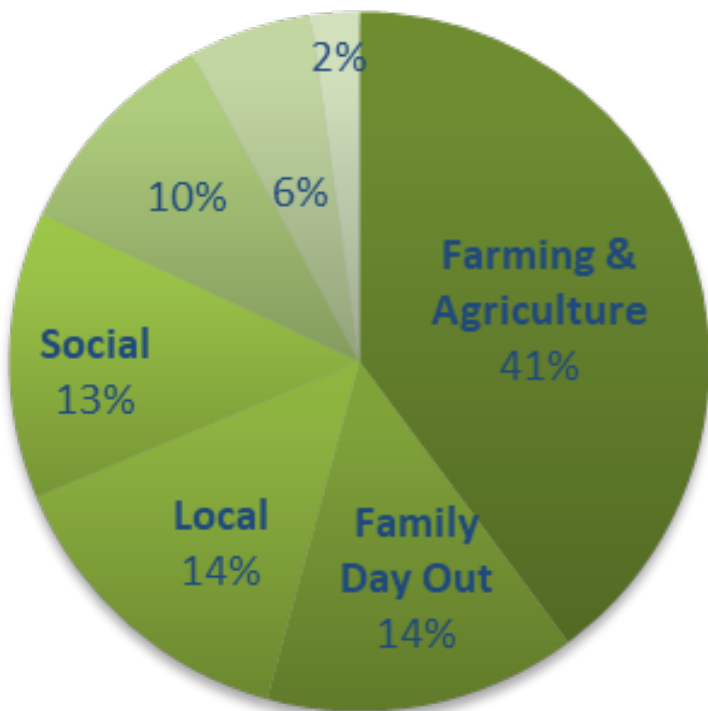
The Telstra Women in Ag lunch, a signature event and highlight for many, and always features a spectacular line up of presenters annually and is fast becoming a go-to event for Farm World patrons. The Farm World Rodeo on Lakeside Arena on Saturday night, and the Freestyle Motocross team have thrilled audiences from Friday to Sunday. Run over a 3-day format - Farm World has something for everybody. Gates open to the public at 8:30am and close 4pm 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.



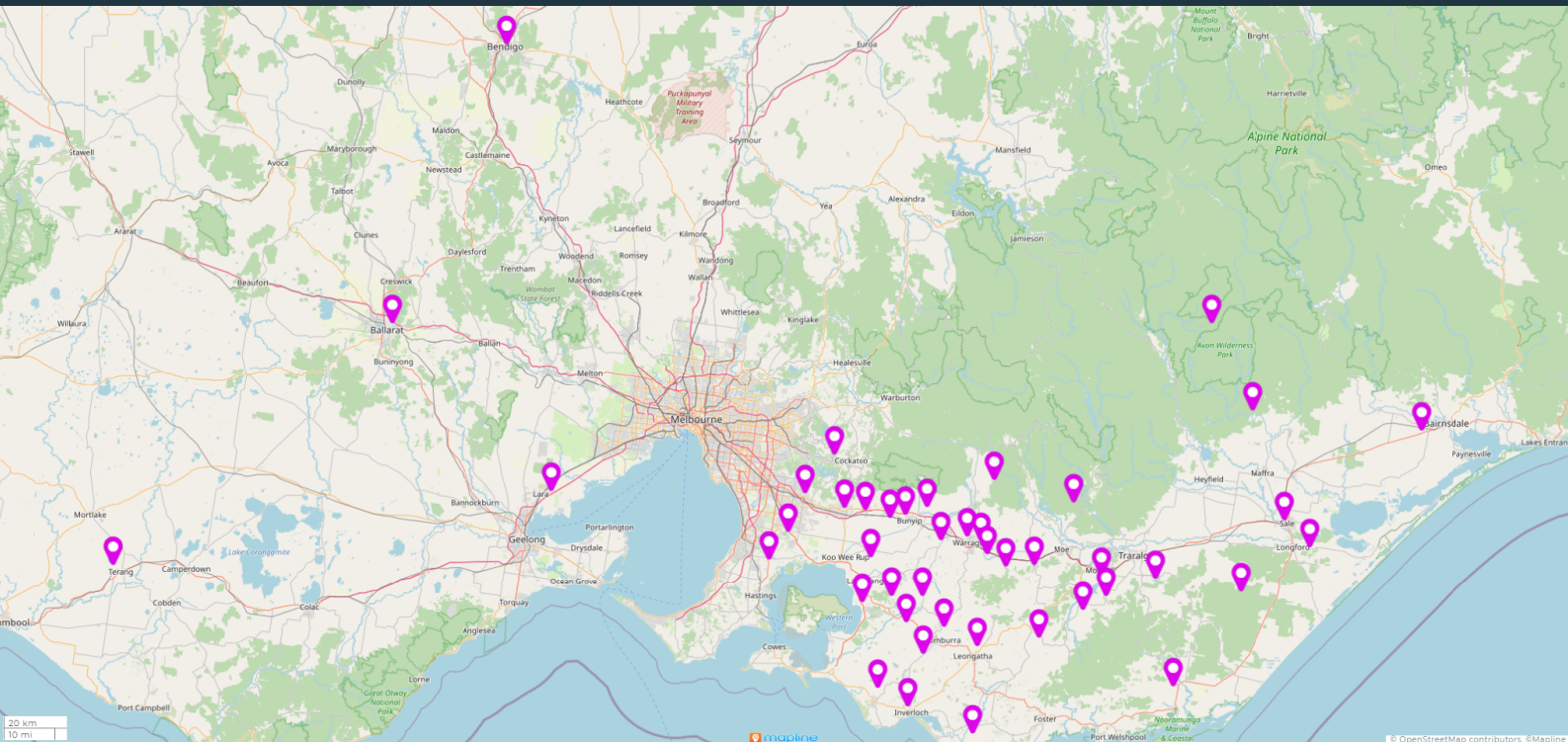
TICKET SALES | 2023

WHY DID PEOPLE ATTEND FARM WORLD?



41% Involved in Farming & Agricultural
14% Family Day Out
14% Live Locally
13% Recreational or Social Purposes
10% Product Research and Purchasing
6% Business Purposes
2% Other

TICKET BUYER POSTCODES



FARM WORLD 2024 MARQUEE, EQUIPMENT & PARTITION UPDATE

MARQUEES & EQUIPMENT HIRE : It is with regret that we recount the substantial challenges we encountered regarding marquee and hire equipment supply during Farm World 2023. Our prior supplier found themselves overcommitted and grappling with staff shortages, which led to unanticipated complexities in delivering marquees and associated equipment to our exhibitors. Regrettably, this had a noticeable impact on the experience of some of our valued exhibitors.

Faced with this unfortunate situation, we were compelled to embark on a quest for a new preferred supplier for Lardner Park, extending into Farm World 2024 and beyond. Our dedicated team diligently crafted an Expression of Interest, extending invitations to national marquee companies to ensure that no exhibitor would be left without the vital marquee protection essential for the event. Following the Expression of Interest phase, we invested significant time in securing a reputable and professional hire company capable of meeting our exhibitor requirements while keeping costs reasonable.

We are delighted to announce the successful establishment of a partnership with Open Air Events, who will now cater to the marquee and equipment needs of our exhibitors.

As was evident this past year, fulfilling orders at Farm World 2023 incurred substantial cost increases across the board. Our primary aim in offering marquee and equipment supply for exhibitors is to streamline the process, making it convenient to secure protection from the elements and simplifying the ordering process.

Our commitment remains unwavering in assisting you to obtain the necessary structures, adding value to your experience at Farm World 2024. We have striven to ensure a seamless alignment with a provider capable of servicing the entire event. We trust you will enjoy the services provided by Open Air Events, including their professional installers and support team, as we continue to enhance your Farm World experience.

PARTITIONS : We provide pavilion exhibitors* with velcro compatible partitioning for their stands. This enhances the look of the exhibition area, whilst also providing a delineation between your neighbour, and a backdrop for your display and promotional signage. Unfortunately, with rising labour and transportation costs, our supplier has increased this cost to Lardner Park and our pavilion exhibitors.

**where applicable*

APPLICATION PROCESS

APPLY FOR A SITE

To apply for a site at Farm World, please complete an online exhibitor application via our website: <https://lardnerpark.com.au/farmworld-exhibitors/>

Once an application has been created, you will receive email confirmation of this, our Event Manager will then review your application to assess suitability and site availability based on your requirements.

If your application is successful, you will receive an invoice confirming your application with a request for a 50% site fee deposit and highlighting your allocated site number.

All applications must be accompanied by an Exhibitor Set-Up Information Document/Risk Assessment (which includes your current and valid Public Liability details), and if applicable, a *FoodTrader* certificate.

SITE ALLOCATION

The Event Manager will work with you to find a suitable site allocation based on product/brand and industry exposure and specific site size requirements (ie: indoors or external).

Every endeavour will be made to find a site which meets your requests; however, we cannot guarantee that the site requested will be the site provided.

Site allocations are at the discretion of Lardner Park.

PAYMENT/CANCELLATIONS & REFUNDS

A 50% deposit is required for your allocated site which is held for 14 days from the date of the invoice. The site will become available for sale to other exhibitors after 14 days if payment isn't received.

Balance of Payment and marquee/furniture orders are due by February 16, 2024. Bookings/applications made or received after February 16 will require full payment at the time of booking.

Cancellations and Refunds are provided or can be rolled over to fees for Farm World the following year less a \$200 administration fee. No refunds for cancelled sites after February 16, all cancellations due to medical reasons must be accompanied by a signed medical practitioner's certificate. Refunds will be issued at the discretion of Lardner Park.

Please review the full set of our Terms and Conditions for Exhibiting at Farm World are available on our website: <https://lardnerpark.com.au/farmworld-exhibitors/>

EXHIBITOR RATES | 2024

(inc. gst)

Baw Baw Pavilion

Package BBP 10x6	\$4,000.00
Package BPP 48sqm	\$2,875.00
Package BBP 4x4	\$1,470.00
Package BBP 4x4 (P)	\$1,595.00
Package BBP 5x10	\$3,275.00
Package BBP 5x5	\$1,950.00
Package BBP 5x5 (P)	\$2070.00

Catering Outside

Package C1 9x9	\$1,340.00
Package C2 9x18	\$1,850.00
Package C3 18x18	\$3,700.00

Catering Inside (Baw Baw Pavilion Food Court)

Package BBPF 4x4	\$2,600.00
Package BBPF 5x5	\$2,900.00

External Sites Powered

Package E 9x9	\$1,000.00
Package F 9x18	\$1,360.00
Package G 18x18	\$1,890.00

External Sites Unpowered

Package A 9x9	\$ 825.00
Package B 9x18	\$1,180.00
Package C 18x18	\$1,545.00
Package J 6x6	\$ 765.00
Package K 5x10	\$ 715.00

General Interest Pavilion

Package GIP 27sqm corner	\$1,880.00
Package GIP 2x6 corner	\$1,155.00
Package GIP 63 sqm corner	\$4,145.00
Package GIP 3x3	\$ 900.00
Package GIP 3 x 5	\$1,005.00

Terraced Marquee Sites - Powered (inc. marquee)

Package TM1 (General or Dairy)-3x3	\$1000.00
Package TM2 (General or Dairy)-3x6	\$1,300.00

Cattle Pavilion (livestock)

Cattle Corner 3x11	\$1,000.00
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First Street Shed - Powered 6m x 9m

\$1290.00



MORE QUESTIONS?
Get in touch with the team today!



Lardner Park

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Farm World 2024 Sponsors



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