



2026

26 - 28 March

Grounded in Tradition & Demonstrating the Future



EXHIBITOR PROSPECTUS

THURSDAY MARCH 26

8.30am - 4.00pm

FRIDAY MARCH 27

8.30am - 4.00pm

SATURDAY MARCH 28

8.30am - 4.00pm

Rodeo gates open at 4:30pm

PLUS

Post-Farm World Demonstration Day - Wednesday 1st 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**



WHY FARM WORLD?



Grounded in Tradition & Demonstrating the Future

We look forward to welcoming you to Farm World 2026!

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 farming, 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.

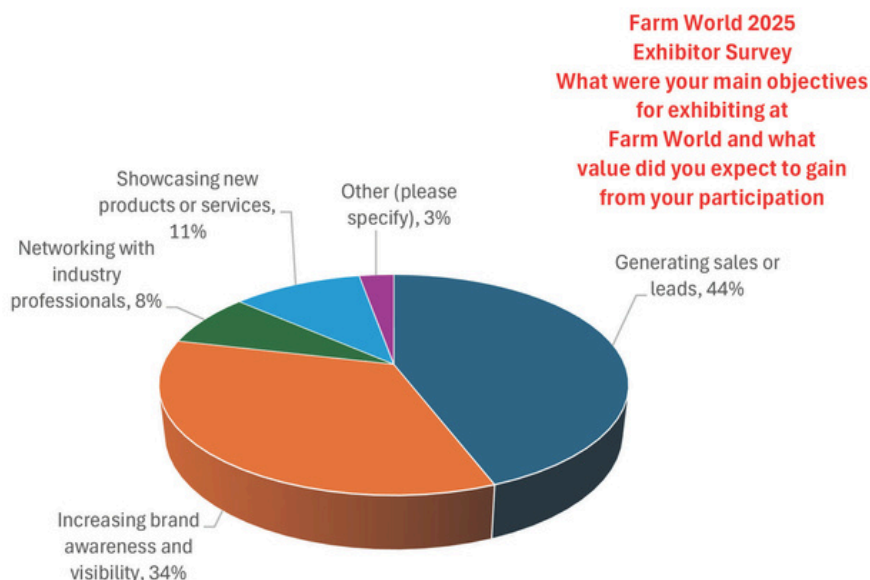
With up to 100 acres of exhibitor displays, both indoors and out, there is farm machinery implements, clothing, sheds, outdoor living including caravans, horse floats, and vehicles, technology, plants plus masses of must-have tools. And it wouldn't be Farm World without a huge variety of animals. You 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, including competitions and exhibitors.

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.

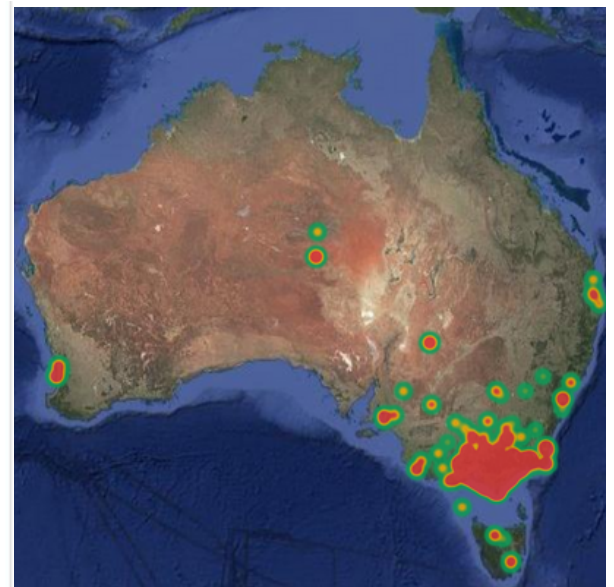
With a multitude of site options available, Farm World offers businesses the opportunity to sell their products and services to new markets, boost revenue, connect with a diverse range of customers and significantly increase their brand awareness. The event offers invaluable brand exposure with publicity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

WHY EXHIBIT & PATRON ATTENDANCE 2025

Exhibitor Survey



Patron Postcode Analysis



We will maintain affordable Farm World patron ticket prices to attract a large and diverse audience from farmers and primary producers to urban visitors. By keeping ticket prices affordable, we aim to 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 drawing on a broad mix of patrons to ensure that everyone has the best chance to showcase and sell their products at Farm World 2026.

This year, we're excited to launch the Farm World App, a powerful new tool to connect you directly with patrons. Your listing will feature your business details including a link to your website, site location, and even step-by-step navigation to bring visitors right to your stand.

The Farm World App will also showcase demo times, entertainment schedules, and key event highlights, ensuring your business is part of the action and easy to find. With promotion across all our advertising and social media, thousands of visitors will have your details at their fingertips - boosting visibility, driving foot traffic, and helping you make more connections than ever before.

Our goal is simple: more eyes on your business, more visitors to your site, and more opportunities for you.

FARM WORLD 2026 ACTIVATIONS & OPPORTUNITIES

Telstra Women in Agriculture Luncheon - Thursday 26th 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.

Telstra Exhibitor Networking Night - Thursday 26th 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 27th March

This special breakfast is hosted by our Farm World sponsor, 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 28th March

As part of your site fee you will receive 2 tickets to attend the Farm World Rodeo at the conclusion of Farm World 2026. From 4:30-9:30pm 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 - *NEW LAYOUT*

Technology, particularly robotic and AI in agriculture, will again feature at Farm World 2026. 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.

Farm World on the Hill

Our FARM WORLD sign on the hill.....we can't wait to see what our Property Manager is planning for this year's vegetation crop sign!!

Farm World Demonstration Day - Wednesday 1st 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 58th 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 2025, and while we strive to meet your preferences, final allocations are at Lardner Park's discretion.

SITE INCLUSIONS

TELSTRA Exhibitor Networking Event: Thursday, 26th 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, 28th March, 4:30–9:30pm.

We'd like to invite you to stay and enjoy the Farm World Rodeo at the conclusion of Farm World trading on Saturday 28th 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 12, 2026. 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 2026



FARM WORLD 2026 EXHIBITOR SITE FEES (inc. gst, exhibitor entry tickets, Thursday night exhibitor networking BBQ & Beverages & Saturday 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	\$1,226	2
Package F - 9m x 18m	\$1,826	3
Package G - 18m x 18m	\$2,226	4
Additional block (powered) (WITH G)	\$ 755	1
External Sites Unpowered sizes are approximate		
Package A - 9m x 9m	\$1,026	2
Package B - 9m x 18m	\$1,526	3
Package C - 18m x 18m	\$2,026	4
Additional block (unpowered) (WITH C)	\$ 650	1
Package J - 6m x 6m	\$ 926	2
Package K - 10m (f) x 5m(d) - Bazaar	\$ 876	2
Package M - (miscellaneous)	P.O.A.	2
Country Living Hub (formerly General Interest Pavilion)		
Package CLH - 3m x 3m	\$1,026	2
Package CLH - 3m x 5m	\$1,376	3
Package CLH - 27sqm corner	\$2,026	3
Package CLH - 63sqm corner	\$4,226	4
Terraced Marquee Sites - powered (inc. marquee to suit site)		
Package TM1 (General) - 3m x 3m	\$1,306	2
Package TM2 (General) - 3m x 6m	\$1,676	3
Cattle Pavilion		
Cattle Corner- 3m x 11m	\$1,226	2
First Street Shed - powered - 6m x 9m		
Package FSS	\$1,526	2

Agtech ALLEY

New
layout

Site Fee Packages	Site Fee (including marquee space & power)	Exhibitor 3-day entry passes inc. in site fee
Package AgT1 - 3m x 3m (inc. access to power & marquee)	\$1,306	2
Package AgT2 - 3m x 6m (inc. access to power & marquee)	\$1,676	3
Package AgT3 - 6m x 6m (inc. access to power & marquee)	\$2,106	3
Package AgT4 - 9m x 9m - unpowered space only	\$1,026	3



EXHIBITOR SITE FEES 2026



FOOD, COFFEE & 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 can sell espresso coffee, if this is integral to your catering set-up, however an additional fee will be applied.
* Community groups - complimentary catering sites to fundraise and support our community*



BAW BAW PAVILION (food court & Village Green) food vendors (access to power)

Package 1F - Pavilion* (5m x 5m or 6m x 4m)	\$3,026	5
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OUTSIDE CATERING SITES - (no access to power)

Package 3F - 9m x 9m	\$1,526	3
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OUTSIDE CATERING SITES - (access to power)

Package 4F - 9m x 9m	\$2,126	3
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FARM WORLD & RODEO - MULTI-SITE PACKAGE (Move from Farm World site to Rodeo site on Saturday afternoon)

Package 5FM - 9m X 9m	\$2,626	5
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FARM WORLD & RODEO - MULTI-SITE PACKAGE (Remain on same site for both Farm World and Rodeo)

Package 6FM - 9m x 9m	\$2,376	5
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RODEO only catering site (no access to power)

Package 7F - 9m x 9m	\$ 900	3
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COFFEE VENDOR CATERING PACKAGES (Farm World only)

Select if serving espresso coffee from your food catering site	\$ 450	
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Package 2C - 9m x 9m	\$1,876	2
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COFFEE VENDOR CATERING PACKAGE (Rodeo only)

Package 8C - 6m x 6m	\$ 450	2
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VILLAGE GREEN BEVERAGE VENDORS (beer, wine, cider, spirit producers - must be available to serve at the Exhibitor Networking Night)

Package VG - 5m x 5m or 6m x 4m (see layout map)	\$ 546	2
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Lardner Park



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Farm World Sponsors



YOUR LOGO HERE!

Contact us for 2026
Sponsorship opportunities

