FARM WORLD Celebrating 60 YEARS AT LARDNER PARK

Grounded in Tradition & Demonstrating the Future

Thursday 18 - Saturday 20 March 2027

EXHIBITOR PROSPECTUS

THURSDAY MARCH 18
8.30am - 4.00pm
FRIDAY MARCH 19
8.30am - 4.00pm
Rodeo gates open at 4:30pm
SATURDAY MARCH 20
8.30am - 4.00pm

Lardner Park Strategic Partners

Bawbaw Shire Council · Community Bank Drouin and Neerim South Bendigo Bank · evans petroleum · TAFE Gippsland · Toyota Warragul Toyota · WIN Network

WHY FARM WORLD?

Grounded in Tradition.
Demonstrating the Future

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

A PROVEN COMMUNITY & TRADE EVENT

This iconic event has been running since 1963, and we're celebrating 60 years of Farm World at Lardner Park in 2027. The event 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.

We know trade events can mean long days and a lot of follow-up. We also want you and your team to feel part of the event and enjoy it. We've moved the Rodeo to Friday 19 March so you can take part in the fun. To help with that, two complimentary tickets are inlcuded with your site allocation.

Please also join us in the Village Green on Thursday evening from 4:00pm to 6:30pm at the ***Telstra Networking Night***. It's our shout for a couple of drinks before you head out to dinner and talk through the sales and leads from day one. The ***Telstra Women in Ag*** lunch, along with the ***Bendigo 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.

This is a business event for you - and we want you to know how much we appreciate you being here, with a bit of fun mixed in.

SOMETHING FOR EVERYONE

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 cattle breeders in Cattle Corner and discover a range of different breeds, watch the kelpie dogs in action as they round up sheep, and experience three action-packed days of all things equestrian, with competitions, demonstrations and exhibitors as part of the Equestrian Expo program.

MORE THAN AN EVENT

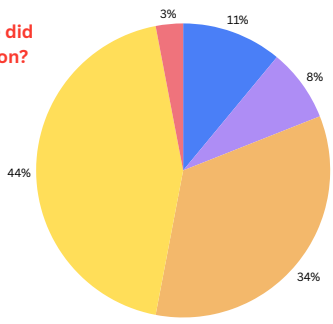
With a multitude of site options available, Farm World offers businesses the opportunity to sell their products and services to new markets, boost revenue, connect with a diverse range of customers and significantly increase their brand awareness. The event offers invaluable brand exposure with publicity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

WHY EXHIBIT & PATRON ATTENDANCE 2026

EXHIBITOR SURVEY
What our exhibitors told us

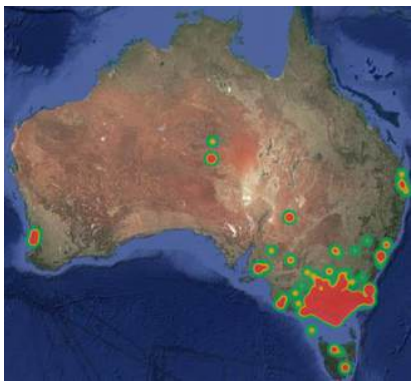
Farm World 2026
Exhibitor Survey
What were the main objectives for exhibiting at Farm World and what value did you expect to gain from your participation?

- ***Showcasing new products/services***
- ***Networking with industry professionals***
- ***Increasing brand awareness/visibility***
- ***Generating sales/new leads***
- ***Other***



STRONG EXHIBITOR OUTCOMES
Exhibitors reported strong outcomes across sales generation

PATRON POSTCODE ANALYSIS
Where our patrons come from



A BROAD REGIONAL AUDIENCE
Patron postcode data displays Farm World's reach

FARM WORLD 2027

Australia's Premier Agricultural Field Days

A POWERFUL PLATFORM TO CONNECT, SHOWCASE & GROW

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 2027.

Last year, we launched the Farm World App, a powerful 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.

60TH ANNIVERSARY ACTIVATIONS & OPPORTUNITIES

Official Opening - Thursday 18th March
Farm World 2027 will be officially opened at 10:00am on the concourse of the Events Centre followed by a Welcome to Country ceremony.

Telstra Women in Agriculture Luncheon - Thursday 18th March
The Event Centre again plays host to this great function where we celebrate Women in Agriculture and innovative presentations.

Telstra Exhibitor Networking Night - Thursday 18th 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.

Bendigo Community Bank Breakfast - Friday 19th March
This special breakfast is hosted by our Farm World sponsor, the Bendigo Community 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

FRIDAY 19TH MARCH (NEW NIGHT)

As part of your site fee you will receive 2 tickets to attend the Farm World Rodeo on the Friday night after trading.
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.
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.

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 2026, and while we strive to meet your preferences, final allocations are at Lardner Park's discretion.

SITE INCLUSIONS
***TELSTRA* Exhibitor Networking Event:** Thursday, 18th March, 4:00–6:30pm. 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: Friday, 19th March, 4:30–9:30pm.
We'd like to invite you to stay and enjoy the Farm World Rodeo at the conclusion of trading on Friday 19th 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 11 February, 2027. 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 2027

FARM WORLD 2027 EXHIBITOR SITE FEES

(inc. gst, exhibitor 3-day entry tickets*, Thursday night exhibitor networking BBQ & Beverage & Friday night Rodeo tickets)

EXTERNAL SITES

External Sites Powered
Sizes are approximate

Site Fee Packages	Site Fees	Exhibitor 3-day entry passes inc. in site fee*
Package E- 9m x 9m	$1,300	2
Package F – 9m x 18m	$1,920	3
Package G – 18m x 18m	$2,340	4
Additional Block - 9m x 18m (powered) (WITH G)	$800	1

External Sites Unpowered
Sizes are approximate

Site Fee Packages	Site Fees	Exhibitor 3-day entry passes inc. in site fee
Package A- 9m x 9m	$1,100	2
Package B – 9m x 18m	$1,605	3
Package C – 18m x 18m	$2,130	4
Additional Block - 9m x 18m (unpowered) (WITH C)	$700	1
Package J - 6m x 6m	$970	2
Package K - 10m (f) x 5m (d)- Bazaar	$920	2
Package M - (miscellaneous)	$P.O.A	2

COUNTRY LIVING HUB

Country Living Hub

Site Fee Packages	Site Fees	Exhibitor 3-day entry passes inc. in site fee
Package CLH- 3m x 3m	$1,105	2
Package CLH – 3m x 5m	$1,475	3
Package CLH - 27sqm corner	$2,155	3
Package CLH - 63sqm corner	$4,465	4

MARQUEED SITES

Terraced Marquee Sites - General Interest or Dairy zones - powered - (inc. marquee to suit site)

Site Fee Packages	Site Fees	Exhibitor 3-day entry passes inc. in site fee
Package TM1 (General)- 3m x 3m	$1,400	2
Package TM2 (General) – 3m x 6m	$1,800	3

EXHIBITOR SITE FEES 2027

CATTLE CORNER

Cattle Pavilion - powered

Site Fee Packages	Site Fees	Exhibitor 3-day entry passes inc. in site fee
Cattle Corner - 3m x 11m	$1,300	2

FIRST STREET SHED

First Street Shed - powered

Site Fee Packages	Site Fees	Exhibitor 3-day entry passes inc. in site fee
Package FSS - 6m x 9m	$1,600	2

INNOVATION HUB

Site Fee Packages	Site Fee (inc. marquee space & power)	Exhibitor 3-day entry passes inc. in site fee
Package AgT1 - 3m x 3m (access to power & marquee)	$1,400	2
Package AgT2 – 3m x 6m (access to power & marquee)	$1,800	3

RODEO TRADE SITES

Site Fee Packages	Site Fee	Exhibitor 3-day entry passes inc. in site fee
Package R - 6m x 6m (unpowered space only)	$550	2

EXHIBITOR SITE FEES 2027

FARM WORLD *(ONLY)* CATERING SITES

BAW BAW PAVILION - (FOOD COURT & VILLAGE GREEN FOOD VENDORS)

(ACCESS TO POWER* - MUST BE SPECIFIED & MAY BE SHARED)

SITE	SIZE	FEE (INC. GST)
1F	5m x 5m OR 6m x 4m	$3,240

OUTSIDE CATERING SITE

(NO ACCESS TO POWER)

SITE	SIZE	FEE (INC. GST)
3F	9m x 9m	$1,635

OUTSIDE CATERING SITE

(ACCESS TO POWER* - MUST BE SPECIFIED & MAY BE SHARED)

SITE	SIZE	FEE (INC. GST)
4F	9m x 9m	$2,280

COFFEE VENDOR

(ACCESS TO POWER* - MUST BE SPECIFIED & MAY BE SHARED)

IF ONLY SERVING ESPRESSO COFFEE FROM FOOD CATERING SITE: FEE - $480

SITE	SIZE	FEE (INC. GST)
2C	9m x 9m	$1,970

VILLAGE GREEN BEVERAGE VENDORS

(ACCESS TO POWER* - MUST BE SPECIFIED & MAY BE SHARED)
(BEER, WINE, CIDER, SPIRIT PRODUCERS - MUST BE AVAILABLE TO SERVE AT THE TELSTRA EXHIBITOR NETWORKING NIGHT)

SITE	SIZE	FEE (INC. GST)
VG	5m x 5m OR 6m x 4m (see layout map)	$585

RODEO *(ONLY)* CATERING SITES *(NO ACCESS TO POWER)*

SITE	SIZE	FEE (INC. GST)
5RF	9m x 9m	$965
6RC	6m x 6m	$480

Lardner Park

FARM WORLD Celebrating 60 YEARS AT LARDNER PARK

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Farm World Sponsors

YOUR LOGO HERE!

Contact us for 2027 Sponsorship opportunities