



Lardner Park



Lardner Park Garden + Home Expo 2023 EXHIBITOR PROSPECTUS

SATURDAY 14 & SUNDAY 15 OCTOBER



Strategic Partners



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 the most diverse destinations in Victoria showcasing unique and professional events and functions.

Situated on a magnificent parcel of private land, in the rolling green hills of West Gippsland. Being conveniently located just minutes from the townships of Warragul and Drouin, and just over an hour from Melbourne CBD Lardner Park is the epitome of event, conference and function venue.

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, country 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 EXHIBIT AT THE LARDNER PARK GARDEN + HOME EXPO?

In 2022 Lardner Park took over the reins of the Garden and Home Expo from the Drouin Lions Club. The local community group organised and successfully ran this event for over 19 years, and when they indicated that they wouldn't be continuing, we didn't want this event to disappear after so many years of hard work by the dedicated team of volunteers.

In 2022, 8000 patrons and 150 exhibitors enjoyed the 2-day festivities, after a 3-year COVID hiatus. Our aim is to make the Lardner Park Garden & Home Expo a must-visit on the Gippsland event calendar.

GARDEN: Plant lovers have been flocking to this and other similar expos for many years. The team at Lardner Park don't want a 'similar' event, we want to put on a fantastic expo for exhibitors and patrons alike. Whilst we had great interest last year, 2023 is set to 'bloom' as our interest grows in all thing's gardens and greenery – in the yard and in the home. Make sure you secure your preferred site inside or outside early.

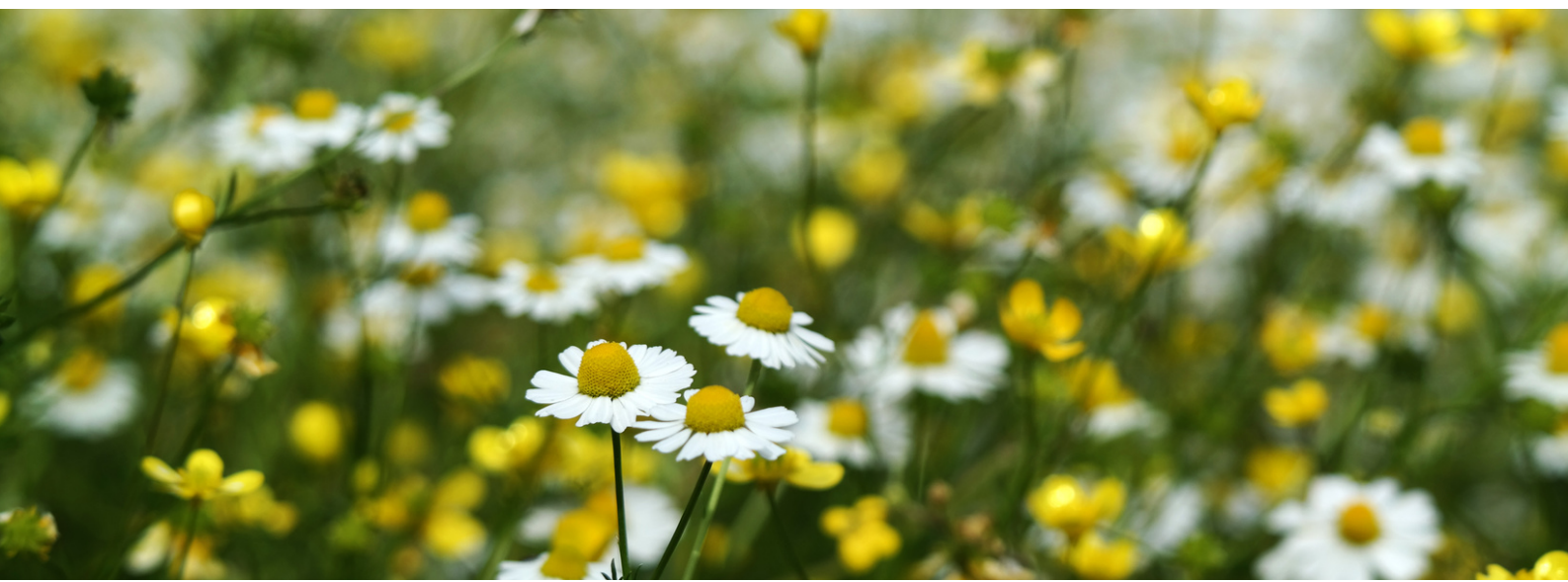
HOME: A feature of the 'home' component is to encourage as many exhibitor's to the event where we can showcase your company products and services. Lardner Park is ideally located between East Gippsland and Melbourne and the regional attraction is growing for home-buyers and renovators alike. We want this event to be the place where you can see all things 'home' and discuss with the experts – real estate, builders, bathrooms, kitchen, fencing, flooring, furniture, interior designers, sustainable living and home accessories.

If you would like to present on stage - we'd love to offer you an opportunity to talk to our visitors, whether it be garden or home related.

Exhibitors will also be encouraged to utilise the garden equipment demonstration zone - make sure you book your space and times each day to demonstrate the latest in garden equipment.

We are looking forward to welcoming you as a first-time exhibitor at Lardner Park or as one of our many exhibitors who are familiar with events here on our beautiful property in West Gippsland.

See you in October!



MARKET REACH & PROMOTION

The Team at Lardner Park are responsible for the day-to-day media liaison plus the handling of all media enquiries, social media posts and marketing production both pre, during and post event. Our market reach is vast and our event promotion extensive. Opportunities may be available to exhibitors to work with our team to maximise exposure for unique products and other interesting news stories.

As an exhibitor your company and brand will be available on our website via the Exhibitor List as well as in the Lardner Park Garden + Home Program, there are also a multitude of advertising options including print, radio and television campaigns.

Exclusive marketing opportunities exist for sponsors with Brand Recognition, Tailored Activations, Naming Rights, Signage and Promotions, inclusions in Newsletters, Tickets and hospitality. Speak to one of Lardner Park Team members to find out how you can become a Garden + Home 2023 Sponsor.



30,000
Facebook
followers



Regional
Digital
Billboards



Dedicated
TV Campaign



Dedicated
Radio Campaign



Dedicated
Print Campaign



SITE PRICES

including GST

Baw Baw Pavilion | All Things Gardens & Nurseries Pavilion

| | |
|---|-------|
| Package BP 3x3 includes 2 exhibitor passes | \$145 |
| Package BP 3x3 (P)* includes 2 exhibitor passes | \$185 |
| Package BP 4x4 includes 2 exhibitor passes | \$265 |
| Package BP 4x4 (P)* includes 2 exhibitor passes | \$310 |
| Package BP 5x5 includes 2 exhibitor passes | \$410 |
| Package BP 5x5 (P)* includes 2 exhibitor passes | \$500 |
| Package BP 8x8 includes 2 exhibitor passes | \$950 |
| Catering BP 4x4 includes 4 exhibitor passes | \$720 |

North Pavilion | Home Interest and Sustainability Zone

| | |
|---|-------|
| Package NP 3x3 includes 2 exhibitor passes | \$145 |
| Package NP 3x3 (P)* includes 2 exhibitor passes | \$185 |
| Package NP 5x5 includes 2 exhibitor passes | \$410 |
| Package NP 5x5 (P)* includes 2 exhibitor passes | \$500 |
| Catering NP 4x4 includes 4 exhibitor passes | \$720 |

External Sites

| | |
|--|---------|
| Package (e) 6x6 includes 2 exhibitor passes | \$400 |
| Package (e) 6x9 includes 2 exhibitor passes | \$585 |
| Package (e) 9x9 includes 2 exhibitor passes | \$750 |
| Package (e) 9x18 includes 2 exhibitor passes | \$1,000 |
| Catering (e) 6x9 includes 4 exhibitor passes | \$800 |


NEW in 2023 | Nursery Nook | Outside on 2nd Street


These sites are geared towards those with a small nursery operation (maximum of 2 sites per exhibitor).

| | |
|-----------------|-------|
| Package (e) 3x3 | \$120 |
|-----------------|-------|

| | |
|---|------|
| Additional Exhibitor Passes (2-day entry) | \$12 |
|---|------|

* (P) = Premium Corner Site.

 **Power:** A limited number of power hats may be available in your site vicinity (refer to site map). These hats must be shared between neighbouring exhibitors - please be mindful of the number of outlets utilised.

 **Water:** There are a limited number of water taps located on the property for your use (refer to site map). You will need to bring a garden hose as taps may not be in your site vicinity.



EXTERNAL SITE LAYOUT

EXTERNAL SITE FEES

| | |
|----------------------------------|-----------|
| 3m x 3m | \$ 120.00 |
| 6m x 6m | \$ 400.00 |
| 6m x 9m | \$ 585.00 |
| 9m x 9m | \$ 750.00 |
| 9m x 18m* (FEATURE SITES) P.O.A. | |

*For similar (check for measurements)

EXTERNAL CATERING SITE FEES

| | |
|---------|-----------|
| 6m x 9m | \$ 800.00 |
|---------|-----------|

Shared or limited outlets - please provide own power source to ensure supply

LEGEND

| | | | |
|--|--------------------------|--|----------------------------|
| | Emergency Assembly Point | | 10amp |
| | First Aid | | 3phase |
| | Toilets | | ATM facilities |
| | Catering | | Water tap (potable or non) |
| | Baby changer facilities | | Information |
| | Picnic Areas | | Light tower |
| | Fire hydrant | | |

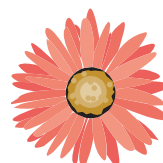


Layout subject
to change

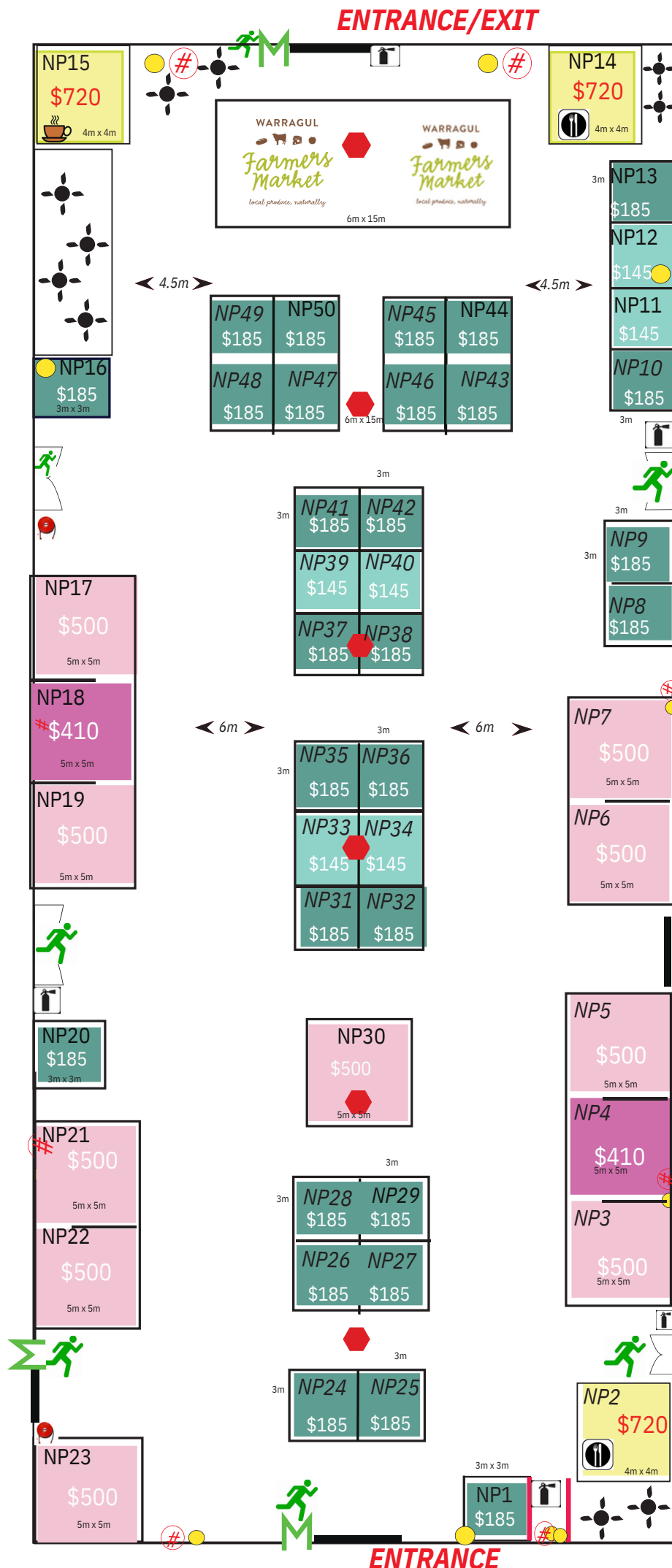


BAW BAW PAVILION

ALL THINGS GARDENS & NURSERIES PAVILION



NORTH PAVILION



Home Interest & Sustainability Pavilion

NORTH PAVILION - SITE FEES
(inc. gst)
(inc. 2 x 2-day exhibitor (4 - caterers)
entry passes per package)

Package NP 3x3

3m x 3m - \$145

Package NP 3x3 (P)

3m x 3m - \$185

Package NP 5m x 5m

5m x 5m - \$410

Package NP 5m x 5m (P)

5m x 5m - \$500

CATERING SITE FEES
(inc. 4* x 2-day exhibitor
entry passes per package)

4m x 4m \$720



NORTH PAVILION
subject to layout changes

legend

- Double exit door
- Roller door 5m
- Personal access door
- catering
- chairs/tables
- 10amp
- 3phase
- drop-down 10amp

APPLICATION PROCESS

APPLY FOR A SITE

To apply for a site at the Garden + Home Expo, please complete an online exhibitor application via our website: <https://lardnerpark.com.au/garden-home-expo/>

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 email confirming your application along with a request for a 50% site fee deposit and advice about your site allocation.

All applications must be accompanied by an Exhibitor Set-Up Information Document and Risk Assessment (which includes your current and valid Public Liability details), and if applicable, a Statement of Trade (Streatrader).

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 is due by September 14, 2023. Bookings/applications made or received after September 14 will require full payment at the time of booking.

Cancellations and Refunds are provided or can be rolled over to fees for the Garden + Home Expo the following year less a \$100 administration fee. No refunds for cancelled sites after September 14, 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 the Garden + Home Expo are available on our website: <https://lardnerpark.com.au/garden-home-expo/>



Lardner Park



MORE QUESTIONS?

Get in touch with the team today!



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