



WILD DEER HUNTING GUIDING and FISHING EXPO



EXHIBITOR PROSPECTUS

30-31 MARCH 2019

Sandown Racecourse, 591-659 Princes Highway Springvale

www.deerexpo.com.au

Presented by



Supported by



EVENT OVERVIEW

Focus your sights clearly on Australia's premier annual hunting expo, because in 2019 it will be bigger, more interactive and even more popular than ever.

The Wild Deer Hunting, Guiding and Fishing Expo is under new ownership and has a new home at Sandown Park, with offers east access to tens of thousands of keen hunters and outdoor enthusiasts.

With more than 200 exhibitor sites and a full schedule of practical demonstrations, education sessions and expert speakers the Expo will be a destination event for enthusiasts and the hunting, guiding and fishing industries.



WHO ARE WE?

McPherson Media Group (MMG) have over 130 years of media expertise and have dedicated resources in newspaper and online publishing, design and printing, production and digital content and event management.



Produce *Field & Game* magazine and digital communications



Produce *Australian Deer* magazine and digital communications



Publisher of 14 regional newspapers and various popular local and national publications

Digital audience of over **3,337,000** visitors per month

Own and deliver major farming, sporting and fundraising events



112,000+ social media followers

WHY EXHIBIT?



**MAKE IMMEDIATE
SALES**



**GENERATE NEW
CUSTOMER LEADS**



**BUILD A DATABASE
OF PROSPECTIVE
CUSTOMERS**



**EDUCATE VISITORS
ABOUT YOUR
PRODUCTS AND
SERVICES**



**DEMONSTRATE
YOUR PRODUCTS
AND SERVICES**



**BUILD BRAND
AWARENESS
WITHIN NEW
HARD TO REACH
MARKETS**

TARGET MARKET

The Wild Deer Hunting, Guiding and Fishing Expo attracts young and senior families who are keen hunters and outdoor enthusiasts providing exhibitors with a unique association and access to a hard to reach audience.



KEY RESULTS AND STATISTICS:

- **8,000 visitors** across two days at the 2018 Expo in Myrtleford
- **37,000+** deer hunters in Victoria[^]
- **\$138.3 million** in total expenditure on hunting in Victoria*

SOCIO-DEMOGRAPHIC CHARACTERISTICS OF HUNTERS*:

- **98.3%** are male and 1.7% female
- **69.6%** are full-time paid workers
- **46.6%** live in a household with a couple and children aged over 15 at home, while 35% have children aged under 15
- **98.9% of hunters** participate in at least one other outdoor recreation activity
 - **87.6% camping**
 - **86.8% fishing**
 - **66% four wheel driving**



[^]Game Licence Statistic Summary Report 2017 - Game Management Authority
*Estimating the economic impact of hunting in Victoria in 2013 - Agriculture Victoria

MARKETING REACH

By exhibiting at the Wild Deer Hunting, Guiding and Fishing Expo your business will have the opportunity to connect with hunters, fishing enthusiasts and people who love the outdoors and camping lifestyle.



THE EXPO WILL ENJOY TARGETED AND WELL EXECUTED MARKETING REACH ACROSS:

PUBLICATION	DISTRIBUTION	READERSHIP
Freshwater Fishing	Australia	101,640
Arrowhead Magazine	Australia	67,760
Bow Hunting Down Under	Australia & New Zealand	36,300
Wild Deer Hunting & Adventures	Australia & New Zealand	60,500
Australian Deer Magazine	Australia	33,880
Field & Game Magazine	Australia	96,800
Farmer Direct	Australia	600,000
Country News	Central Victoria	103,500
Small Farms Magazine	Australia	38,720
Total readership reach		1,139,100

In addition to the above niche publications, local radio and television and digital marketing including social, Google and various display advertisements, the Expo will be promoted across other channels that are tightly defined with a focused and relevant audience.

CHANNEL	DISTRIBUTION	VIEWERS
4WDTV with Simon Christie	Australia & New Zealand	1.5 million viewers and 1.7 million Facebook followers
Aussie Hunting Adventures with Dave Fent	Australia	97,000 Facebook followers

EXHIBITOR RATES

To ensure secure storage of firearms, licensed firearms dealers will receive internal sites to comply with permit requirements. Other internal, undercover and external allocations will be confirmed once sites are allocated.



SITE OPTIONS	PASSES INCLUDED	INC GST
3m x 3m	2	\$750
6m x 3m	2	\$900
6m x 6m	2	\$1,700
12m x 6m	3	\$2,600
12m x 12m	4	\$3,000
18m x 12m	6	\$3,400
24m x 12m	6	\$3,900
COMMERCIAL FOOD AND BEVERAGE SITES (EXTERNAL)		
4m x 4m	8	\$1,000
6m x 6m	10	\$1,400
ADDITIONAL ITEMS		
Additional passes (per pass)		\$15
Site sharing		\$200



EXHIBITOR APPLICATION PROCESS

1. APPLY TO BE AN EXHIBITOR

- Complete the online application form. Please note you will receive a confirmation email outlining your requirements.

2. PAY THE DEPOSIT

- After we have received your application you will receive an invoice.
- Applications will only be considered when a minimum deposit of 50% is provided.

3. APPLICATION APPROVAL

- Allocating of sites commences on 31 December 2018.
- Site allocations, exhibitor passes and relevant information will only be sent once full payment is made.

4. SECURE YOUR SITE

- If you wish to secure your site at the Expo final payment is due in full by 31 December 2018.

A scenic view of a lake at sunset. The sky is a mix of orange, pink, and blue, with the sun low on the horizon. The water is calm, reflecting the colors of the sky. In the foreground, a white boat with a black outboard motor is docked at a wooden pier. The background shows a line of trees and a few small structures on the far shore.

APPLY NOW



WILD DEER

HUNTING GUIDING
and FISHING EXPO



MORE QUESTIONS?

Get in touch with the team today!

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www.deerexpo.com.au

APPLY NOW