



WILD DEER

and **DUCK HUNTING EXPO**



NEW BENDIGO VENUE
ALL INDOORS AND AIR CONDITIONED

EXHIBITOR PROSPECTUS

29 FEBRUARY - 1 MARCH 2020

Bendigo Stadium, 91 Inglis Street, West Bendigo

www.deerexpo.com.au

Presented by



McPherson
Media Group



Australian
Deer
Association



EVENT OVERVIEW

Bendigo Stadium will transform into an indoor, climate controlled hunter's paradise, as the Wild Deer & Duck Hunting Expo returns to regional Victoria in 2020.

With more than 150 sites and a full schedule of practical demonstrations, education sessions and expert speakers the Expo will be a destination for enthusiasts and the hunting, outdoors and fishing industries.

The Expo will provide feature programming ensuring visitors have an unforgettable day out!

HUNT TALKS

Industry experts will share their information on an array of hunting and outdoor topics

GAME KITCHEN

Live demonstrations on how to best harvest and cook a hunt

INTERACTIVE DEMONSTRATIONS

Hands-on, practical demonstrations providing the opportunity to experience it first-hand



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 238,400 per month

Own and deliver major farming, sporting and fundraising events

Regional audience reach of 2,500,000

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

As a consumer expo the Wild Deer & Duck Hunting Expo attracts keen hunters and outdoor enthusiasts. They are engaged and qualified buyers with the power to make decisions.

The Wild Deer & Duck Hunting Expo provides exhibitors with direct access to a highly engaged audience that are often hard to reach.



KEY RESULTS AND STATISTICS:



8,000 visitors
across two days



51,000+ game license
holders in Victoria^



36,000+ deer hunters
in Victoria^



25,000+ duck hunters
in Victoria^



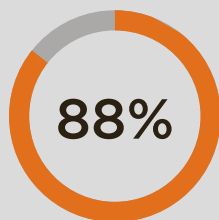
282 million in total
expenditure on hunting
game animals in Victoria*



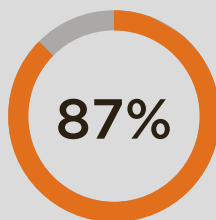
\$300+ average spend on
exhibitor products and
services at the 2019 Expo

98.8% OF HUNTERS*

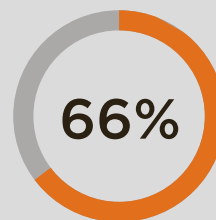
participate in at least one other outdoor recreation activity



Camping



Fishing



Four Wheel Driving

^Game Licence Statistic Summary Report 2018 - Game Management Authority

*Estimating the economic impact of hunting in Victoria in 2013 - Agriculture Victoria

MARKETING REACH

The Expo will be promoted across various channels that are tightly defined and focused on reaching a relevant audience.

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

PUBLICATION	DISTRIBUTION	READERSHIP
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
Bendigo Weekly	Central Victoria	60,000
Total readership reach		954,680

In addition to the above publications, promotion for the 2020 Expo will feature across:

- Local radio
- Local television
- Digital marketing including social, Google and various display advertisements

THE EXPO IS SUPPORTED BY KEY AMBASSADORS AND PARTNERS:

AMBASSADORS/PARTNERS	DISTRIBUTION	AUDIENCE
Rob Fickling — Beyond the Divide	Australia & New Zealand	30,000 Facebook followers 1,300 YouTube subscribers
Aussie Hunting Adventures with Dave Fent	Australia	97,000 Facebook followers
Australian Deer Association	Australia	5,000+ members 16,000 Facebook followers
Paul Boag's Outdoors	Australia	6,000 Facebook followers 5,800 Instagram followers 1,300 YouTube subscribers
Field & Game Australia	Australia	20,000+ members 15,000 Facebook followers

EXHIBITOR RATES

The Bendigo Stadium offers sites from 3x3m - all the way up to 12 x 24m sites all under the same roof in a climate controlled space.

Sites will include power and wall partitioning. Additional site requirements can be arranged with our event supplier.

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		
4m x 4m	8	\$1,000
6m x 6m	10	\$1,400
ADDITIONAL ITEMS		
Additional passes (per pass)		\$15
Site sharing		\$200

Site prices include power and black carpeted partitioning walls as standard. Please note, shell schemes, additional site lighting and site furniture are not included. All additional site ordering requirements can be hired through our event supplier. Custom site builds can also be organised at the exhibitors cost through our event supplier.

EXHIBITOR APPLICATION PROCESS

APPLY FOR A SITE

Complete an exhibitor application form. You will receive confirmation via email that your application has been received. A 50% deposit is required within 14 days to secure your booking.

SITE ALLOCATION

Site allocations will commence on the 31st of October, you will be notified of your site allocation by email.

FINAL PAYMENT

Balance of invoice is due in full on the 29th of November 2019. Once payment is received you will receive exhibitor passes and relevant information.

Please note, any applications received after 31 October, 2019 will be required to be paid in full within 14 days to secure a site.



APPLY NOW



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MORE QUESTIONS?

Get in touch with the team today!

03 5820 3115 • info@deerexpo.com.au
www.deerexpo.com.au

APPLY NOW