



WILD DEER HUNTING & OUTDOORS EXPO



**THE ONLY CONFIRMED HUNTING EXPO FOR 2022
ALL-NEW AIR-CONDITIONED COMFORT AT THE
BENDIGO SHOWGROUNDS**

EXHIBITOR PROSPECTUS

SATURDAY 5 - SUNDAY 6 MARCH, 2022

Prince Of Wales Showgrounds, North Bendigo

www.deerexpo.com.au



Major Sponsor



Presented by



EVENT OVERVIEW

The 2022 Wild Deer Hunting & Outdoors Expo, held at the newly 'AIRCONDITIONED BUILDING' in the Bendigo Showgrounds may be the only hunting show this year.

With up to 150 exhibitors throughout the 5500m2 exhibition space and a schedule of demonstrations, education talks and experts speakers, this is one event not to miss.

The Expo will be a destination for Deer and Game hunting enthusiasts and held prior to the beginning of both the Deer and Waterfowl hunting seasons. Exhibitor products and services include hunting, guiding, taxidermy, firearms, fishing gear, swags, archery, camping, 4WD accessories, GPS, communication, optics, quad bikes, generators, camper trailers, industry and government services, boats and marine, and more.

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 *Australian Deer* magazine and digital communications



Publisher of 12 regional newspapers and various popular local and national publications

Digital audience of over **500,000** per month

Own and deliver major farming, sporting and fundraising events

Regional audience reach of 2,500,000

WHY EXHIBIT?

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



**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 Hunting Expo attracts keen hunters and outdoor enthusiasts. They are engaged and qualified buyers with the power to make decisions.



KEY RESULTS AND STATISTICS:



8,000 visitors
across two days



52,000+ game license
holders in Victoria[^]



41,000+ deer hunters
in Victoria[^]



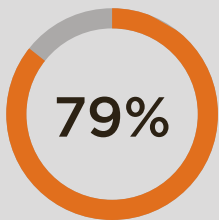
\$356 million in total
expenditure on hunting
game animals in Victoria*



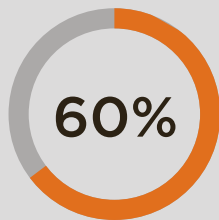
\$500+ average spend on
exhibitor products and
services at the 2020 Expo

96% OF HUNTERS*

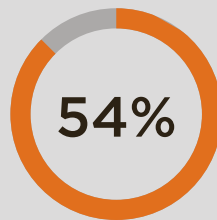
participate in at least one other outdoor recreation activity



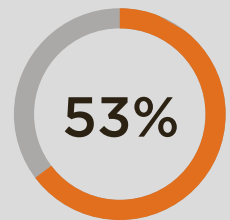
Camping



Recreational Target
Shooting



Fishing



Four Wheel Driving

[^]Game Licence Statistic Summary Report 2019 – Game Management Authority

*Economic impact of hunting in Victoria in 2020 – 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
Australian Shooter Magazine (SSAA)	Australia	207,848
Wild Deer Hunting & Adventures	Australia & New Zealand	60,500
Australian Deer Magazine	Australia	33,880
Farmer Direct	Australia	600,000
Country News	Central Victoria	103,500
Bendigo Advertiser	Central Victoria	45,000
Total readership reach		1,050,728

In addition to the above publications, promotion for the 2021 Expo will feature across:

- Local radio
- Local television
- Digital marketing including Social Media, 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	7,000+ members 19,000 Facebook followers
Paul Boag's Outdoors	Australia	9,000 Facebook followers 8,000+ Instagram followers 1,300 YouTube subscribers

EXHIBITOR RATES

The Bendigo Showgrounds offer sites from 3x3m - all the way up to 12 x 24m sites all under the same roof.

SITE OPTIONS		PASSES INCLUDED	INC GST
3m x 3m	includes walling, fascia with your business name, lighting and single power outlet	2	\$950
6m x 3m	includes walling, fascia with your business name, lighting and single power outlet	4	\$1,350
6m x 6m	includes carpet walling, fascia with your business name, lighting and single power outlet	4	\$2,150
6m x 6m external	Includes single power outlet	4	\$950
12m x 6m	includes single power outlet and carpet walling	6	\$2,600
12m x 12m	includes single power outlet and carpet walling	8	\$3,000
12m x 12m external	Includes single power outlet	8	\$1,650
18m x 12m	includes single power outlet and carpet walling	8	\$3,500
24m x 12m	includes single power outlet and carpet walling	8	\$3,950
COMMERCIAL FOOD AND BEVERAGE SITES			
4m x 4m	includes power	8	\$1,100
6m x 6m	includes power	10	\$1,400
ADDITIONAL ITEMS			
Additional passes (per pass)			\$15
Site sharing			\$275

All additional site requirements (including custom builds, furniture and carpet flooring) can be arranged with our event supplier, Expo Evolution.

IT IS EXPECTED THAT ALL 2022 EXHIBITORS AND THEIR STAFF WILL NEED TO ADHERE TO THE VICTORIAN GOVERNMENT MANDATE ON DOUBLE-VACCINATION FOR COVID-19, AS A CONDITION OF ENTRY, UNLESS A LAWFUL EXEMPTION APPLIES. QR-CODE ENTRY AND VACCINATION STATUS WILL BE CHECKED ON EACH DAY OF THE EVENT FOR COMPLIANCE.

IN THE EVENT THAT THE 2022 WILD DEER EXPO IS CANCELLED DUE TO COVID-19 RESTRICTIONS THEN 100% OF SITE FEES PAID WILL BE REFUNDED TO THE EXHIBITOR.

(For more details refer to terms & conditions)

EXHIBITOR APPLICATION PROCESS

APPLY FOR A SITE

Complete an exhibitor application form. Once your application has been reviewed you will receive an invoice for your site.

SITE ALLOCATION

You will receive your site allocation with your invoice. A minimum of 50% deposit is required to secure this allocation.

FINAL PAYMENT

Once you have received and confirmed your site allocation then final payment will be due within 14 days.

You will receive your exhibitor pack once full payment is received.





WILD DEER
HUNTING & OUTDOORS
EXPO



MORE QUESTIONS?

Get in touch with the team today!

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www.deerexpo.com.au