



# WILD DEER HUNTING & OUTDOORS EXPO



**THE FIRST HUNTING SHOW IN AUSTRALIA SINCE  
2020. ACROSS 2 BUILDINGS AND EXTERNAL  
GROUNDS AT LARDNER PARK.**

## EXHIBITOR PROSPECTUS

**SATURDAY 13 - SUNDAY 14 MAY, 2023**

Lardner Park, Warragul, Victoria

[www.deerexpo.com.au](http://www.deerexpo.com.au)

Major Sponsor



Event Sponsor



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# EVENT OVERVIEW

The 2023 Wild Deer Hunting & Outdoors Expo, held in the Baw Baw and Northern Pavilions at Lardner Park will be the first hunting show since 2020.

With up to 150 exhibitors across 2 buildings and external grounds. Both buildings will be connected with an undercover pathway and sites. A schedule of demonstrations, education talks and expert speakers will be available, making this event one not to miss.

The Expo will be a destination for Deer and Game hunting enthusiasts and held after the hog hunting season. 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

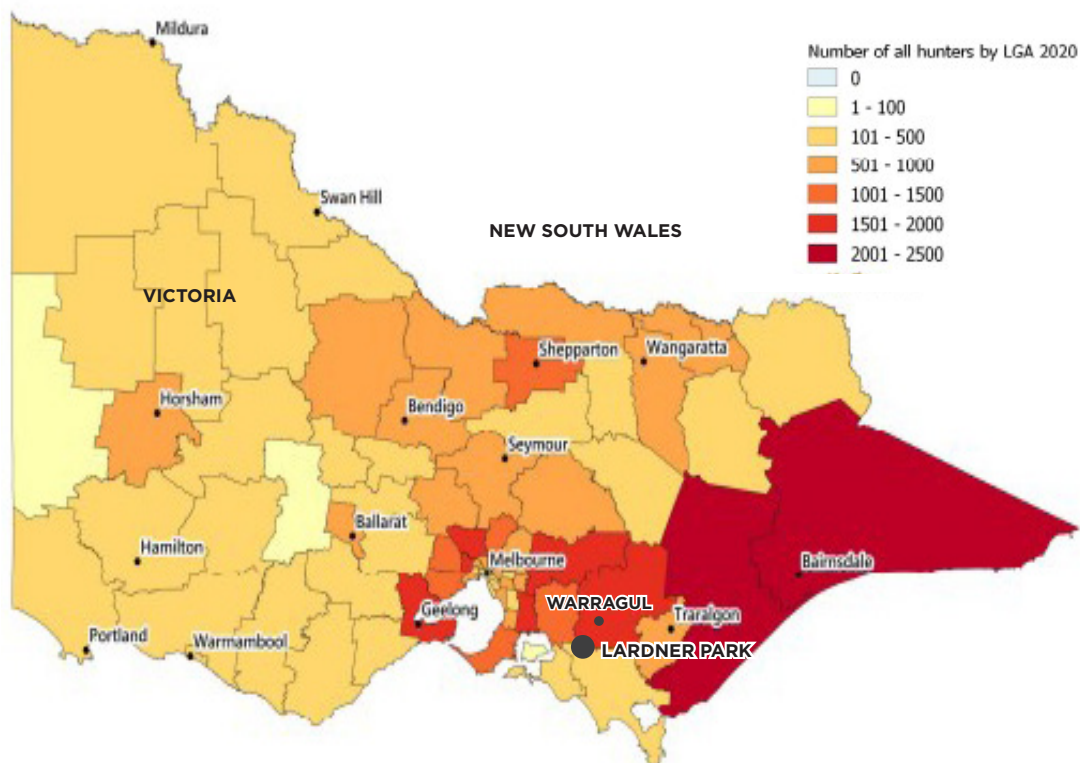


# WHY LARDNER PARK?

Burnt Store Road, Lardner, Victoria 3820.

The Wild Deer Hunting & Outdoors Expo has always believed that its roots lie in Regional Victoria and with past events, spanning back to 2010, have always been held in Central & North East Victoria. In 2023 after careful consideration and planning, our event team strongly believe the best opportunity for exhibitors and hunters is for the event to move to Gippsland.

- Lardner Park, Gippsland's premier events venue, is located just 12 mins from Warragul and 40-60 mins from the south/south eastern suburbs of Melbourne. In fact, from the Melbourne CBD, it's only an 80 min drive, making the venue easily accessible from a mass population of hunters based in the Melbourne Metro area.
- Based in Victorian GMA data from 2019, Melbourne Metro and Gippsland represent more than 60% of all licenced game hunters in Victoria, providing the prospect of higher visitor attendances to the event, compared to previous event locations.
- Lardner Park also allows for a full range of internal and external exhibition sites, free patron parking and dedicated exhibitor parking, all while keeping the exhibitor site fees at an affordable level, compared to alternative locations.



^Game Licence Statistic Summary Report 2019 – Game Management Authority

\*Economic impact of hunting in Victoria in 2020 – Agriculture Victoria



# 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<sup>^</sup>



**41,000+ deer hunters**  
in Victoria<sup>^</sup>



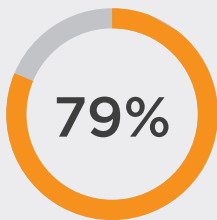
**\$356 million** in total  
expenditure on hunting  
game animals in Victoria<sup>\*</sup>



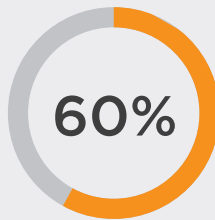
**\$500+ average spend** on  
exhibitor products and  
services at the 2020 Expo

## 96% OF HUNTERS\*

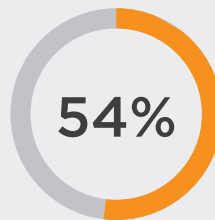
participate in at least one other outdoor recreation activity



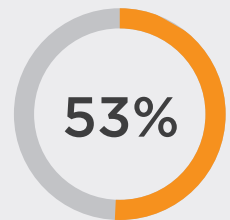
Camping



Recreational Target  
Shooting



Fishing



Four Wheel Driving

<sup>^</sup>Game Licence Statistic Summary Report 2019 – Game Management Authority

<sup>\*</sup>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	AUDIENCE
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
<b>Total audience reach</b>		<b>1,050,728</b>

In addition to the above publications, promotion for the 2023 Expo will feature across:

- Local newspapers and magazines
- Local radio
- Local television
- Digital marketing including Social Media, Google and various display advertisements

**\$7500**

Spend on digital marketing

**\$5000**

budgeted on Signage

**\$10,000** budgeted on

Regional TV Advertising

## 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	91,000+ Facebook followers
Australian Deer Association	Australia	7,000+ members 20,000+ Facebook followers
Paul Boag's Outdoors	Australia	9,000 Facebook followers 8,000+ Instagram followers 1,300 YouTube subscribers

# EXHIBITOR RATES

Lardner Park offers internal and external sites from 3m x 3m to 12m x 12m.

Internal sites up to 9m x 6m include carpet walling, fascia with your business name, lighting and a single 10/15 amp power outlet. Internal sites over 9m x 6m in size include carpet walling and a single 10/15amp power outlet.

External sites include a single 10/15amp power outlet and are located on grass areas.

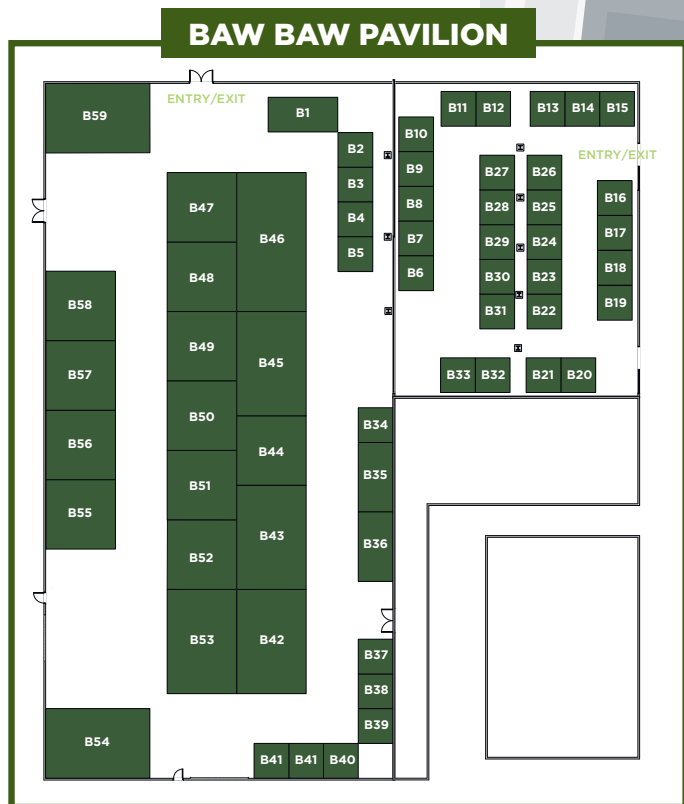
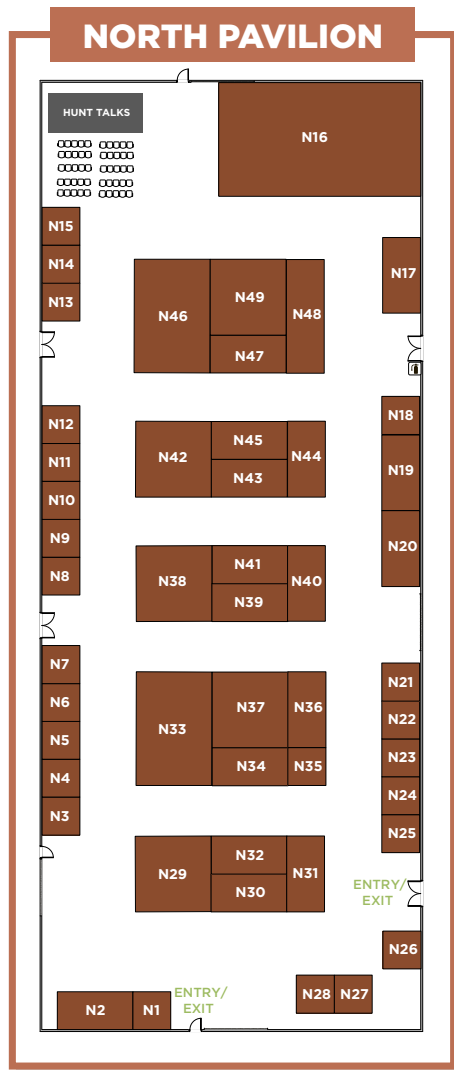
Larger sites will be available upon request.

SITE OPTIONS		PASSES INCLUDED	INC GST
<b>INTERNAL SITES</b>			
3m x 3m	includes carpet walling, fascia with your business name, lighting and a single 10/15 amp power outlet.	2	\$1100
6m x 3m	includes carpet walling, fascia with your business name, lighting and a single 10/15 amp power outlet.	4	\$1650
6m x 6m	includes carpet walling, fascia with your business name, lighting and a single 10/15 amp power outlet.	4	\$2450
9m x 6m	includes carpet walling, fascia with your business name, lighting and a single 10/15 amp power outlet.	4	\$2950
12m x 6m	includes carpet walling and a single 10/15 amp power outlet.	6	\$3350
12m x 12m	includes carpet walling and a single 10/15 amp power outlet.	8	\$3600
<b>EXTERNAL SITES</b>			
3m x 3m	includes single 10/15amp power outlet, located on grass areas.	2	\$650
6m x 3m	includes single 10/15amp power outlet, located on grass areas.	2	\$850
6m x 6m	includes single 10/15amp power outlet, located on grass areas.	4	\$1100
12m x 6m	includes single 10/15amp power outlet, located on grass areas.	6	\$1750
<b>COMMERCIAL FOOD AND BEVERAGE SITES</b>			
4m x 4m	includes power	8	\$850
6m x 6m	includes power	10	\$1,150
<b>ADDITIONAL ITEMS</b>			
Additional passes (per pass)			\$20
Additional Power			\$150
Site sharing			\$275

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

PLEASE REVIEW OUR [TERMS AND CONDITIONS](#) FOR OUR EXHIBITOR CANCELLATION POLICY.

# SITE MAP



**Gate 4**  
Exhibitor Entry  
Patron Car Park Exit  
Emergency Gate

Subject to change.



# EXHIBITOR APPLICATION PROCESS

## APPLY FOR A SITE

Complete an online exhibitor application form [here](#).

The exhibitor coordinator will review your application in the following 24 hours. If your application is successful you will receive an email confirming your approved application along with the next steps.

## SITE ALLOCATION

The exhibitor coordinator will work with you to find a suitable site allocation. 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 the Event Management.

## PAYMENT

Once an appropriate site is found, you will receive an invoice via e-mail. A 50% deposit of invoice will be required to guarantee your site allocation.

Invoice is due with 14 days of invoice delivery.

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

## CANCELLATION POLICY

If you decide to cancel your site, please review the following fees:

- More than 60 days prior to commencement of the Event - no charge
- Less than 60 days prior to commencement of the Event - 25% of site fee
- Less than 45 days prior to commencement of the Event - 60% of site fee
- Less than 30 days prior to commencement of the Event - 100% of site fee

If you fail to attend the Event at all, the event organiser will retain 100% of site fee.





# WILD DEER HUNTING & OUTDOORS EXPO



## MORE QUESTIONS?

Get in touch with the team today!

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[www.deerexpo.com.au](http://www.deerexpo.com.au)