



2-4 APRIL 2027
FRI, SAT & SUN
KINGS PARK, SEYMOUR



2027 EXHIBITOR PROSPECTUS

Reach, excite and engage with over 20,000 customers across three days.

seymourexpo.com.au

 /seymourexpo  @seymour_expo



PRESENTED BY

 **MMG** events



Seymour Alternative Farming Expo



20,000+ ATTENDANCE

400+ EXHIBITS

CELEBRATING 36 YEARS



Seymour Alternative Farming Expo was established in 1991 and is now recognised as one of the most successful alternative farming expos in the Southern Hemisphere.

Stamping its presence on north east Victoria, the Expo is historically delivered annually at Kings Park, Seymour across three days in April.

The park is an idyllic setting to showcase your business and the town is conveniently based only one short hour from Melbourne with a regular V-Line train service to Seymour.

Featuring over 400 diverse exhibitors, an extensive workshop and learning series, food and produce, livestock, entertainment and family activities, the Expo has something for everyone.



Our audience

The Expo provides exhibitors with a unique association and access to a hard to reach audience of small to medium acreage farmers across Victoria and southern New South Wales.

43% ATTENDED TO SEE
STALLHOLDER DISPLAYS
OR PURCHASE PRODUCTS

40% VISITORS
AGED 35 TO
55 YEARS

34% SPENT BETWEEN
\$150 - \$500

16% SPENT
\$500+



 **91%** REPEAT
VISITORS

93% VISITORS HAD
AN ENJOYABLE
EXPERIENCE



 **60%** OWN OR
OPERATE
A FARM

 **51%**
MALE

 **48%**
FEMALE





Exhibitor opportunities

“I would like to extend a huge thank you and congratulations for co-ordinating such a fantastic expo and helping me so much... We had a terrific time, and everything ran super smooth for us, we also had solid sales enquiries...”

- WB Hunter, 2022 Expo



83% EXHIBITORS HAD A POSITIVE EXPERIENCE



87% EXHIBITORS INTEND ON RETURNING

90% EXHIBITORS HAD A POSITIVE EXPERIENCE WITH THE EVENT ORGANISERS (MMG EVENTS)

“Three Beans Coffee & Catering would like to say a huge thank you to all the Seymour Expo team for a great event. We appreciate all the work organisers put in to allow us to be apart of a successful event.”

- Three Beans Coffee & Catering, 2022 Expo



Marketing reach

By exhibiting at Seymour Alternative Farming Expo your business will be associated with small to medium acreage farming, alternative agricultural and horticultural practices, sustainability and innovation.

The Expo enjoys solid marketing reach across country Victoria and southern New South Wales.

600k+

REACHED IN SOCIAL
MEDIA MARKETING



REACHED

1.3m

PEOPLE VIA DIGITAL
DISPLAY MARKETING

\$93k+

IN PRINT ADVERTISING VALUE



RADIO ADVERTISING VALUE

\$5k+

OVER 380,000
LISTENERS, 405 SPOTS

TV ADVERTISING VALUE

\$14k+

OVER 1.2 MILLION
VIEWERS, 1.3K SPOTS



Advertising featured across:

Country News

**THE
Telegraph**

**the
WEEKLY TIMES**

103.9
Seymour FM

hit96.9
GOULBURN VALLEY

**TRIPLE
95.3**
GOULBURN VALLEY

Social Media:



[facebook.com/
seymourexpo](https://facebook.com/seymourexpo)



[instagram.com/
seymour_expo](https://instagram.com/seymour_expo)

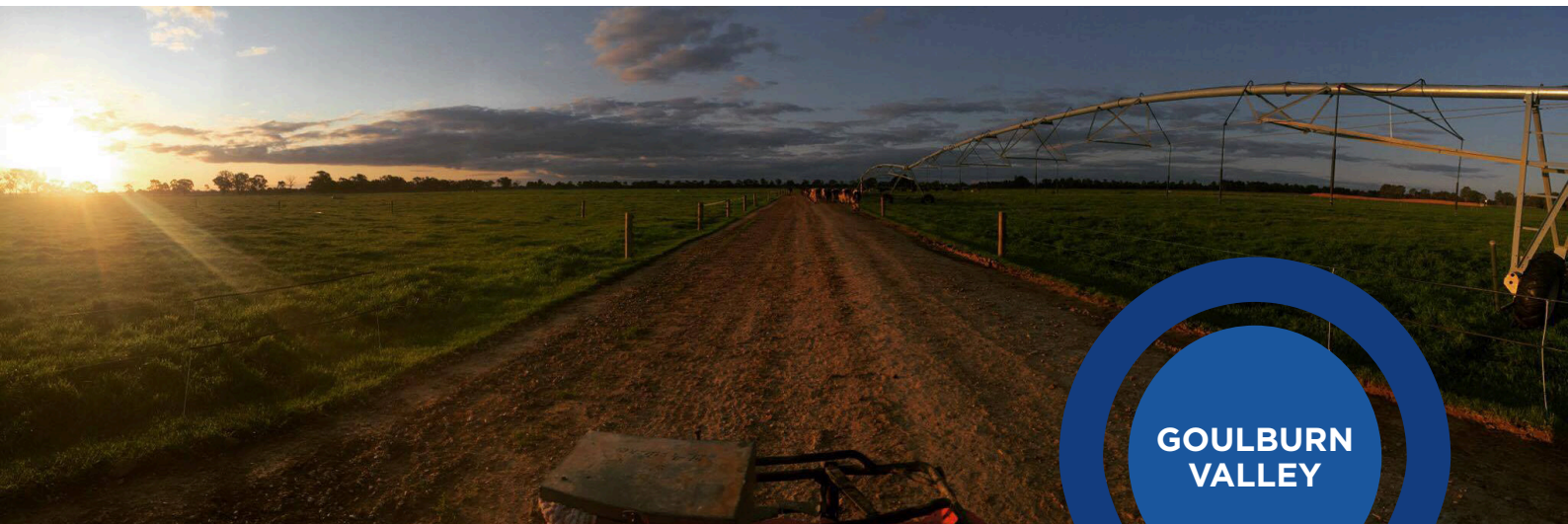


[youtube.com/
channel](https://youtube.com/channel)



250,000
potential readers
through 25 local
newspapers and
at the gate





Who are we?

Unparalleled in the Goulburn Valley region

McPherson Media Group (MMG) is an independent, family-owned media group located in the Goulburn Valley. With over 130 years of media expertise, we have dedicated resources in newspaper and online publishing, design and printing, production and digital content and event management.

Situated in the heart of one of the largest agriculture production areas in Victoria, we regularly engage with agricultural communities. We choose to work, deliver and invest locally.

MMG EVENTS HAS BROAD EXPERTISE AND EXPERIENCE IN EVENTS ON EVERY SCALE; FROM CHARITY TO SPORTING EVENTS AND EXPOS OUR TEAM CAN DELIVER ENGAGING AND SUCCESSFUL EVENTS.



Exhibitor rates

All prices are inclusive of GST

General Exhibition Space — External

3m x 3m	\$460	(inc. 2 exhibitor passes)
6m x 6m	\$640	(inc. 2 exhibitor passes)
12m x 6m	\$1050	(inc. 3 exhibitor passes)
12m x 12m	\$1675	(inc. 5 exhibitor passes)
24m x 12m	\$2915	(inc. 6 exhibitor passes)

Custom sizes are available on application

General Exhibition Space — Internal

3m x 2.5m	\$660	(inc. 2 exhibitor passes)
6m x 2.5m	\$960	(inc. 4 exhibitor passes)

Livestock Pavilion

(Expressions of Interest. Final allocation will be determined by Event Management Breeding restrictions apply)

Livestock Pavilion Site	\$365	(inc. 2 exhibitor passes)
Cattle Yards	\$390	(inc. 2 exhibitor passes)

For an external livestock site (not in the Livestock Pavilion), please see 'General Exhibition Space - External' for related packages.

Catering

now includes 1 x 10/15amp power access

4m x 4m (up to 16m ²)	\$1100	(inc. 8 exhibitor passes)
6m x 6m (up to 36m ²)	\$1700	(inc. 10 exhibitor passes)
12m x 6m (up to 72m ²)	\$2400	(inc. 10 exhibitor passes)

ARTISAN GALLERY — INTERNAL

Sale of homemade/craft goods. Applications will be approved once it is clear criteria is met.

3m x 2.5m	\$265	(inc. 2 exhibitor passes)
6m x 2.5m	\$460	(inc. 2 exhibitor passes)

ARTISAN GALLERY — EXTERNAL

Sale of homemade/craft goods. Applications will be approved once it is clear criteria is met.

Weighted marquees only - no pegging.

3m x 3m	\$235	(inc. 2 exhibitor passes)
6m x 3m	\$350	(inc. 2 exhibitor passes)

Optional extras

10 and 15 AMP Power	\$140 per outlet
3-Phase Power	\$240 per outlet

(3 Phase power is only available in certain areas. Site location may need to be moved if selected to have 3 phase power)

Exhibitor Passes	\$20 each
Small square straw bales	\$12 each
Additional business sharing site	\$275 each

(Also inc. additional listing for each business in guide and on website)

Inclusions

- Exhibitor car park passes (Max. 4 passes per site)
- Waste removal
- Parcel delivery service for customers
- Forklift services
- Listing in the Official Event Guide and website

APPLY NOW

Seymour Alternative Farming Expo – 2027 Exhibitor Prospectus



Exhibitor application process

1. APPLY FOR A SITE:

[Complete an online application here.](#)

You will receive communication via email that your application has been received. Please keep a copy of your booking confirmation PDF as a reference for your order.

Exhibitors wanting to secure their site from last year or to have first preference of site changes must apply before 31 October 2026.

Your application will be reviewed within 48 hours of your application.

2. APPLICATION APPROVAL

Should your site be successful you will receive an email confirming your approved application.

3. SITE ALLOCATION

The exhibitor coordinator will work with you to achieve the best site possible, which works with other allocated sites and what is available. MMG Events reserve the right to allocate sites at their discretion as necessary.

4. SITE PAYMENT DUE

You will receive an invoice via email once application has been approved. Sites can only be guaranteed when at least a 50% deposit is paid. This deposit is due within 14 days of invoice delivery.

Final balance of site fees are due 31 January 2027.

5. EVENT DATES

Bump in commences: Wednesday, 31st March 2027.

Event dates: Friday 2nd April to Sunday 4th April 2027

Bump-out commences: After 4pm Sunday, 4th April 2027 to Monday 5th April 2027.



**More questions?
Get in touch with our
team today.**

P: 1300 178 881

E: admin@seymourexpo.com.au

Connect with us!

 /seymourexpo

 @seymour_expo

APPLY NOW



Advertise in the Official Guide

250,000 potential readers through 25 local newspapers and at the gate

As an exhibitor at the Seymour Alternative Farming Expo success will depend on your ability to stand out and attract visitors to your site.

Ensure Expo visitors don't miss you, advertise in the Official Guide!

To arrange your advertisement, contact the sales team on:

P: 03 5831 2312 | E: advertise@seymourexpo.com.au



Seymour Alternative Farming Expo Terms of Sale — Exhibitor Sites

PLEASE NOTE: The acceptance of applications and the allocation of sites is at the total discretion of the Organisers. Site preferences will be considered, and every endeavor will be made to satisfy such preferences, however, no guarantee can be given that the site requested will be provided. Site allocations are only secured, and Exhibitors kits provided when full payment of the site fee is received. Applications will only be considered with a minimum 50% deposit of the total site fees.

The application together with these conditions shall, on acceptance, form the Contract between the Exhibitor and the Organiser.

Exhibitors to complete an online application via the Seymour Alternative Farming Expo website. For returning exhibitors wanting to secure their existing site or change their sites will need to complete an application by October 31, 2026. Site allocations are at the discretion of the Organiser.

1. The Organiser grants to the Exhibitor a licence to occupy the Site for the duration of the Event ("the licence") for the purpose of:

- promoting the Exhibitor's business ("the primary purpose");
- erecting such temporary structures as are necessary to facilitate the primary purpose
- displaying vehicles, machinery, merchandise, or food and beverages related to the primary purpose; and
- subject always to the Organiser's prior approval, housing and displaying livestock related to the primary purpose.

2. The Exhibitor acknowledges that the Organiser shall not be bound to reserve and/or supply site(s) or any services until payment in full of all the required fees is made by the Exhibitor. Prior to the commencement of the event.

3. Payment of site fees:

Site fees can be paid via credit card or bank transfer.

Deposits are due within 14 days of your application being accepted. Final balance of site fees are due 31 January 2027.

4. Cancellation fees; if the Exhibitor cancels this Contract the following fees apply:

- a. more than 90 days prior to commencement of the Event – no charge;
- b. less than 90 days prior to commencement of the Event – 25% of the Site fee or \$100 administration fee (whichever is the highest);
- c. less than 60 days prior to the commencement of the Event – 50% of the Site fee or \$150 administration fee (whichever is the highest amount);
- d. less than 30 days prior to the commencement of the Event – 100% of Site fee; and

If the Exhibitor fails to attend the Event at all, the Organiser will retain 100% of the Site fee.

5. The Exhibitor must take out, at its own expense, a public liability policy for the Site for the minimum sum of Ten Million Dollars (\$10,000,000.00) in respect of any single accident or event ("the policy"). High risk exhibitors may be required to take out a public liability policy for the sum of Twenty Million Dollars (\$20,000,000) upon request from the Organisers, in respect of any single accident or event ("the policy"). The Exhibitor must submit evidence of the policy to the Organiser with the Site Application Form.

6. The Organiser shall have the right to nominate the location of the site(s) allocated to the Exhibitor.

7. The Exhibitor shall not be entitled to assign or sublet all or part of the Site without the prior written consent of the Organiser. Unless an exhibitor owns, sells or distributes a line of product (or service) on a normal, continuing basis then additional businesses on the site are considered a site-sharer and are required to pay the \$275 site sharing fee.

8. The Exhibitor shall not extend its display beyond the boundaries of the Site, this includes vehicles, signage and any other exhibitor items.

9. Marquees larger than 100sqm must be put up by a professional who must obtain a Certificate of Currency from the Mitchell Shire Council, and a copy submitted to the exhibitor coordinator prior to bump-in. All exhibitors are responsible to make their own arrangements regarding the hire of marquees, tables, chairs etc.

10. The Exhibitor must keep the Site in a clean and tidy condition during the Event. The Exhibitor must clear and reinstate the Site to the condition it was in at the commencement of the licence to the satisfaction of the Organiser within 48 hours of the conclusion of the Event. In the event that the Site is not cleared and reinstated by the Exhibitor as required by this clause resulting in the Organiser cleaning the Site then the Exhibitor must reimburse the Organiser for any costs incurred by it in cleaning and reinstating the Site.

11. Exhibitors entering the Complex must adhere to the Occupational Health & Safety (OH&S) legislation as well as the Organiser's Exhibitor Information Pack available on the Organisers website.

12. The Organiser shall not be held liable for loss of or damage to the Exhibitor's property while it is located within the Complex and for other property not owned by the Exhibitor but located in the Exhibitor's site.

13. The Organiser shall have the right to sell by public auction or private treaty any structure or any plant equipment goods or other articles that shall remain upon the Site after the period referred to in clause 8 and the Exhibitor hereby irrevocably authorises the Organiser to effect such sale and on the Exhibitor's part to give full and clear title to the purchaser. The Organiser can recover its costs in selling those items (including any agent's fees and advertising expenses) together with any other cost or loss it has suffered from the proceeds whereupon it will remit any balance (if any) to the Exhibitor.

14. If the Organiser should find it necessary, expedient or desirable to cancel

or postpone the Event, this licence shall cease to operate upon notice to that effect to the Exhibitor and the Organiser shall not be liable to the Exhibitor for any compensation whether on the grounds of loss of profits or otherwise in respect of such cancellation or postponement and the Exhibitor shall not be entitled to a refund or payment of any money paid by the Exhibitor in relation to this licence.

15. The Organiser may terminate without notice if:

- the Exhibitor commits a serious breach of this Contract; or
- the Exhibitor fails to remedy any other breach of this Contract within a reasonable time (being no more than 24 hours) of receiving notice of the breach from the Organiser;
- AND the Organiser shall not be liable to pay the Exhibitor any compensation whether on the grounds of loss of profit or otherwise or to refund any money paid by the Exhibitor as a result of termination unless the amount held is less than the loss suffered by the Organiser.

16. No machinery, vehicles, goods or other articles displayed shall be removed from the Site before 4.00pm on the third day of the Event.

17. The Exhibitor must not fuel any vehicles, plant or other equipment within the Complex and shall only be entitled to have such motor vehicles (other than for display purposes) on the site(s) as may be approved by the Organiser.

18. The Exhibitor must conform with the requirements of any legislation which governs the erection of structures, the display and/or sale of machinery, vehicles, livestock and all other products or goods of the Exhibitor and the regulations by-laws and ordinances made under such legislation.

19. The Organiser or other person appointed by the Organiser shall have the power to enter upon the Site at any time and remove any article, sign, picture or printed matter which in his or her opinion is either not eligible for display or may be the cause of offence.

20. The placing of advertising material, including, exhibitor leaflets, frames, signs outside of the Site boundaries without prior approval from the Organiser is prohibited.

21. Use of amplifiers or loudspeakers by an exhibitor is prohibited without the prior written approval of the Organiser which the Organiser can withhold or withdraw at its absolute discretion.

22. The Exhibitor shall not conduct or permit any competition, game or auction without prior written approval of the Organiser while on the Site.

23. No pets or livestock other than those provided or approved by the Organiser shall be brought onto the Site during the setup and pack up period as well as the duration of the Event.

24. Any building structure, fence etc., erected on any site(s) by the Exhibitor shall be entirely at the responsibility of the Exhibitor who shall be responsible for its safe installation, maintenance or protection from damage at all times AND no action, claims or demands shall be made or taken against the owner of the Complex or the Organiser for any damage caused whatsoever including any action for negligence or tr

25. The Organiser reserves the right to refuse admission or to eject Exhibitors from the Event, without compensation to the Exhibitor. This includes (without limitation) where passes are lost or damaged, where you engage in conduct that unreasonably interferes with the enjoyment of the Event by others and/ or contravenes the Expo Conditions of Entry and where an Exhibitor does not comply with our terms and conditions.

26. The Exhibitor shall at all times comply with any directions that may be given by the Organiser or its staff while the Exhibitor is in the

27. No person shall be permitted to camp or stay overnight in the Complex during the period of The Event without written consent from the Organiser.

28. The Exhibitor indemnifies the Organiser against all claims and demands arising under any statute or at common law and whether for loss or damage to property or any injury to or death of any person occurring on or about or resulting from any defect in the Site caused by the Exhibitor or resulting from the use or occupation by the Exhibitor of the Site or for any penalty or other liability arising from such matters other than claims and demands arising from any act default or neglect of the Organiser, its employees agents or contractors.

29. Notices to be given on the Exhibitor in accordance with this contract may either be:

- given to the Exhibitor in person; or
- sent to the Exhibitor by electronic service of notices and other documents; or
- sent to the Exhibitor by prepaid post to the address shown in the Exhibitor's application

30. The Exhibitor acknowledges non-exclusive rights to exhibit at the Event and acknowledges that competitors may also exhibit. The Organiser accepts no responsibility for businesses who display any Franchise brands or products outside of the terms of any Franchise Agreements.

31. Where the context permits the following words shall have the following meaning:

- "The Organiser" means MMG Events Proprietary Limited;
- "The Event" means the Seymour Alternative Farming Expo;
- "The Complex" means Kings Park Recreation Reserve Seymour;
- "The Site" means the area within Kings Park Recreation Reserve Seymour allocated to the Exhibitor by the Organisers;
- "The Exhibitor" means the applicant for exhibition space at the Event, its employees, agents and invitees.