



2024 COMMERCIAL EXHIBITOR PROSPECTUS

22 MARCH – 2 APRIL 2024



AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT



AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT PROVIDES THE PERFECT PLATFORM TO:



Make immediate sales and generate leads



Build brand awareness and educate customers about your service or product



Sample your product to a broad cross-section of consumers



Build a database of potential customers



Gain exposure with exclusive promotional opportunities



Demonstrate the features and benefits of your product

OUR 2023 AUDIENCE

ATTENDEES

878,677

Avg. 852,000 over the last 5 Shows

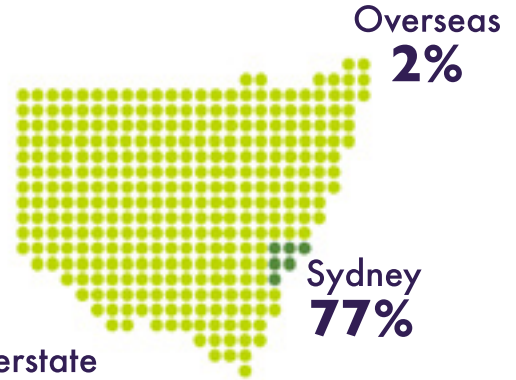
GENDER

Female **57%**

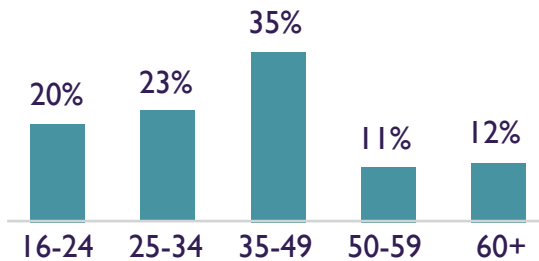
Male **43%**

ATTENDEE ORIGINS

NSW Regional **17%**



AGE GROUPS



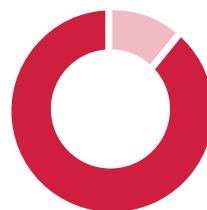
KEY CUSTOMER SEGMENTS



22%
PRE-SCHOOL FAMILIES

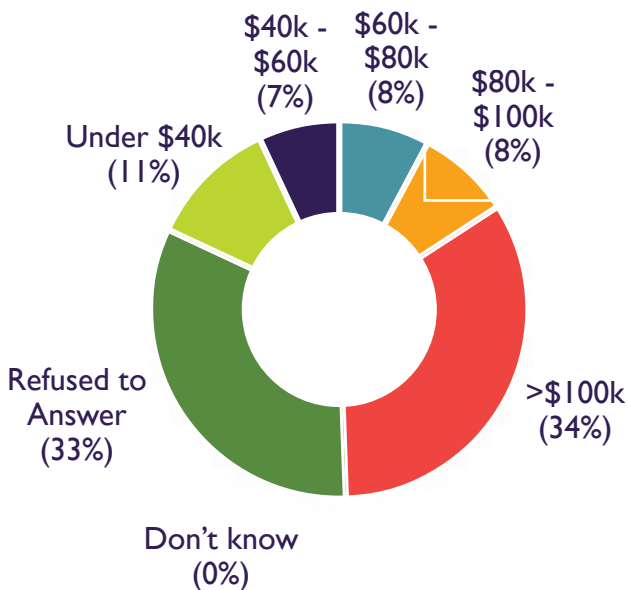


16%
PRIMARY SCHOOL FAMILIES



11%
EMPTY NESTERS

HOUSEHOLD INCOME



SOURCE - IER ATTENDEE RESEARCH 2023

IMPACT OF OVER \$247 MILLION TO THE NSW ECONOMY

OUR 2023 AUDIENCE

AVERAGE SPEND

\$425 Average Spend per Group of 3

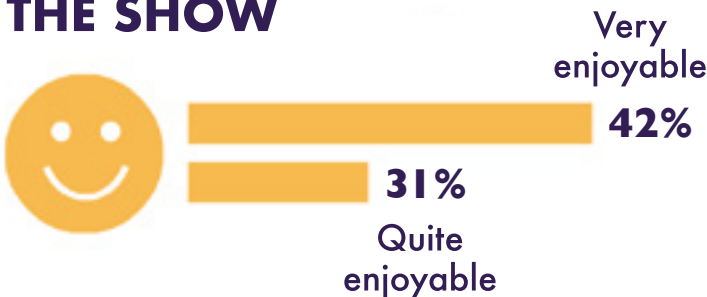
Average Spend per Person **\$167**



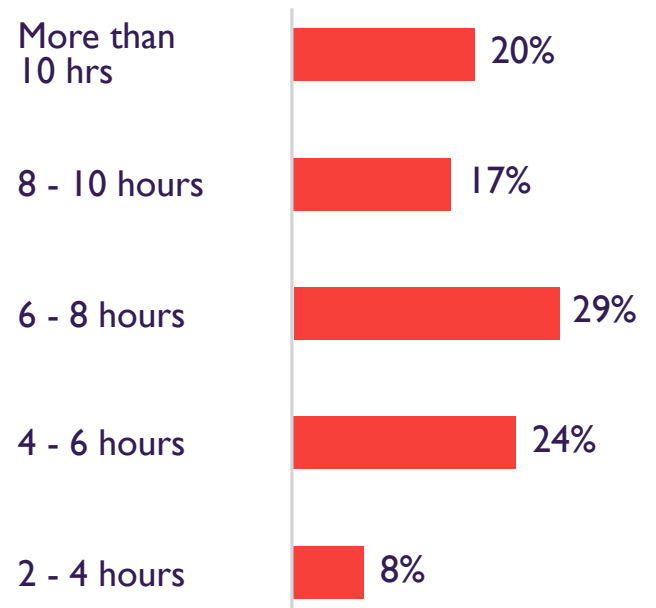
TOP 5 AGREEMENT STATEMENTS ABOUT THE SHOW

- Showcases excellence in Australian agriculture.
- The more you look, the more you find.
- Forms an important part of our Australian heritage and national identity.
- Provides a great variety of entertainment each year.
- Educates children and adults about where food comes from.

OVERALL ENJOYMENT OF THE SHOW



NUMBER OF HOURS SPENT AT THE SHOW



AVERAGE 7.2 HOURS

DIGITAL REACH

22M
Website
Page Views

241K
Social Media
Users

488K
eDM
Database

30M
Organic Social
Impressions



SOURCE - IER ATTENDEE RESEARCH 2023

56% OF ATTENDEES WILL DEFINITELY OR PROBABLY RETURN IN 2024



INDOOR STAND OPTIONS

SHELL SCHEME

Includes carpeted floor space, timber fabric-covered walls (excluding Woolworths Fresh Food Dome), fascia board bearing your company name and spotlights.

Minimum size 9sqm.

SPACE ONLY

Includes bare floor space, for companies to construct their own exhibition stand (must install flooring, walls, and include lighting). Please note marquees cannot be constructed within pavilions.

Minimum size 18sqm.





OUTDOOR STAND OPTIONS

SHELL SCHEME

Includes marquee, concrete/grass floor space, and fascia board bearing your company name.

Minimum size 9sqm.

SPACE ONLY

Includes bare ground space, for companies to construct their own exhibition stand (must install flooring, walls, and include lighting). Please note no BYO marquee structures.

Minimum size 18sqm.



THE SHOW RECEIVED OVER \$70 MILLION WORTH OF MEDIA EXPOSURE



EXHIBITOR OPPORTUNITIES

- 1** WOOLWORTHS FRESH FOOD DOME

2 HOME & LIFESTYLE PAVILION

3 PET PAVILION

4 FASHION & STYLE PAVILION
- 5** AROUND THE GROUNDS

6 WORLD BAZAAR PAVILION

7 KIDS' WORLD

EXHIBITOR OPPORTUNITIES



1

WOOLWORTHS FRESH FOOD DOME

Home to the iconic District Exhibits, the Woolworths Fresh Food Dome is the Sydney Royal Easter Show's most attended pavilion, with a visitation rate over 84%. Primary producers, Sydney Royal medal winners and exhibitors from all over Australia showcase and sample an incredible assortment of the freshest Australian food and beverage produce. (Australian-made guidelines are in accordance with the ACCC's regulations).

SHELL SCHEME	\$1,000 per sqm (excluding main aisle)
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SPACE ONLY	\$843 per sqm (excluding main aisle)
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CORNER	\$1,013
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(GST Inclusive)

EXHIBITOR OPPORTUNITIES



2

HOME & LIFESTYLE PAVILION

The Home & Lifestyle Pavilion is your one-stop shopping experience for everything from home improvement products to international food, cookware, automotive, health, technology, garden supplies, giftware, stylish décor, tourism, and government services. This pavilion is home to the Country Women's Association Tea Room and their delicious scones with jam and cream.

SHELL SCHEME **\$941 per sqm**

SPACE ONLY **\$785 per sqm**

CORNER **\$1,013**

(GST Inclusive)

EXHIBITOR OPPORTUNITIES



3 PET PAVILION

Featuring everything for your four-legged friends, the Pet Pavilion has a wide range of pet care products, treats, accessories, bedding, clothes, toys and pet merchandise. Also home to breed societies, domestic animal competitions, the Wildlife Reptile Show and the Pet Arena where Farmer Dave entertains a packed audience with hourly shows.

SHELL SCHEME **\$571 per sqm**

CORNER **\$1,013**

(GST Inclusive)

EXHIBITOR OPPORTUNITIES



4 FASHION & STYLE PAVILION

The ideal location to exhibit all things for fashionistas including clothing, handbags, jewellery, footwear, beauty and haircare products. The Fashion & Style Pavilion also encompasses a dedicated small business area for first time exhibitors of the Show.

SHELL SCHEME **\$890 per sqm**

SPACE ONLY **\$783 per sqm**

CORNER **\$1,013**

(GST Inclusive)

EXHIBITOR OPPORTUNITIES



5 AROUND THE GROUNDS

With a high volume of foot traffic, our outdoor sites located around the grounds provide exhibitors with amazing sales and branding opportunities.

Ideal for marquees, promotional vans, containers and custom-built stands.

STANDARD SHELL SCHEME	\$744 per sqm
STANDARD SPACE ONLY	\$658 per sqm
PREMIUM SHELL SCHEME	\$821 per sqm
PREMIUM SPACE ONLY	\$733 per sqm
OLYMPIC BLVD STRUCTURE	\$848 per sqm
HORSE/DAVIDSON PLAZA	\$578 per sqm
CORNER	\$519

(GST Inclusive)

EXHIBITOR OPPORTUNITIES



6

WORLD BAZAAR PAVILION

An eclectic mix of products from around the globe with psychic readings, candles, bath and body products, crystals, henna art, hair braiding, massage, clothing, jewellery, accessories, and electronics.

SHELL SCHEME **\$854 per sqm**

CORNER **\$1,013**

(GST Inclusive)

EXHIBITOR OPPORTUNITIES


7

AROUND THE GROUNDS - KIDS' WORLD

Visit Kids' World, located within the Sushi Hub Kids' Carnival, jam packed with fun, interactive and educational games, clothing, accessories, the latest toys and experiences for all the kids in the family.

SHELL SCHEME **\$744 per sqm**

CORNER **\$519**

(GST Inclusive)

NEXT STEPS

STEP 1

APPLY NOW

Complete and return the **Expression of Interest** with your stand design, products and price list.

STEP 2

IF SUCCESSFUL

You will receive a link to the Exhibitor Portal which will contain all the important information needed to get you started.

STEP 3

SECURE YOUR STAND

Accept the Schedule of Key Terms and pay a 25% non-refundable deposit within 14 days and process final payment by the invoice due date.

See Terms & Conditions.

STEP 4

DIGITAL DOCUMENTATION

Complete the tasks on the Exhibitor Portal i.e uploading your Public & Product Liability, Workers Compensation, Risk Assessment and complete the Rapid Induction.

STEP 5

FINAL STEPS

Collect your Exhibitor Pack including vehicle bump-in passes from the Exhibitor Services Centre, Sydney Olympic Park, open from 7 March 2024.





Royal Agricultural Society of NSW

A MESSAGE FROM THE HEAD OF COMMERCIAL, **PAUL BOWD**

Australia's largest annual ticketed event, the Sydney Royal Easter Show, offers an unparalleled opportunity for commercial exhibitors to reach and engage with over 852,000* consumers over a 12-day period.

The Show provides an ideal platform for exhibitors to generate direct sales, launch and sample products, engage in rich conversation with consumers about the features of your product and

boost brand awareness (that can be enhanced through additional **advertising packages** available).

The number of longstanding exhibitors is testament to the value and strength of the relationships we develop and we work closely with new exhibitors to ensure they feel supported and get the most out of their Show experience. **Click here** to view a short testimonial video of some of our exhibitors including R.M. Williams, De'Longhi/Kenwood, Transport for NSW, Kingsman Collection, Clayridge Honey, GetFish and Bianco.

To enquire about exhibiting at the Show, please refer to page 17 of this Prospectus or contact the exhibitions sales team for more information.

Thank you for your interest in the Sydney Royal Easter Show.



*Average Show attendees over last 5 Shows (2018-2023)



CONTACT US

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COMMERCIAL OPPORTUNITIES

EXPRESSION OF INTEREST

EXHIBITOR TESTIMONIALS

AUDIENCE PROFILE

SPONSORSHIP OPPORTUNITIES

ADVERTISING OPPORTUNITIES