

2022 COMMERCIAL EXHIBITOR PROSPECTUS



200
YEARS
1822-2022
RAS
of NSW



8-19 APRIL 2022
AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT



A MESSAGE FROM THE EXHIBITION SALES MANAGER, DIANA SALOUM

Thank you for your interest in being a part of the Royal Agricultural Society of NSW's 200th anniversary celebration at the 2022 Sydney Royal Easter Show.

The Show provides the perfect environment to showcase your brand and products to thousands of people daily.

To be a part of the celebration, we invite you to return your Expression of Interest, along with your products & price list, and stand design.

If you would like to receive further information about the largest annual ticketed event in Australia, please contact the Exhibitions Team.

We look forward to seeing you at the Show!





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

Make immediate sales and generate leads to new customers

Build brand awareness and educate customers about the product

Sample opportunities 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 2021 AUDIENCE

ATTENDEES

793,649

Average 833,000
over the last 5 years

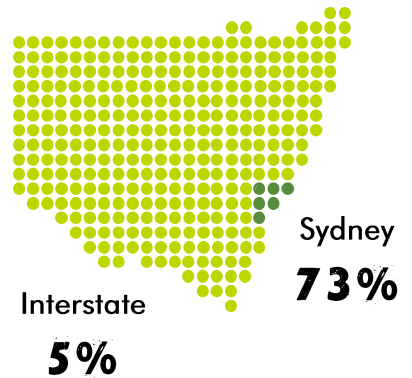
GENDER

 Female
62%

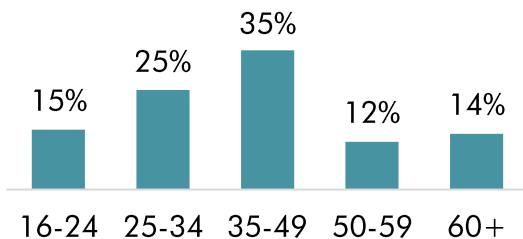
Male 
38%

ATTENDEE ORIGINS

NSW -
Regional
22%



AGE GROUPS



KEY CUSTOMER SEGMENTS



31%
Pre School Families

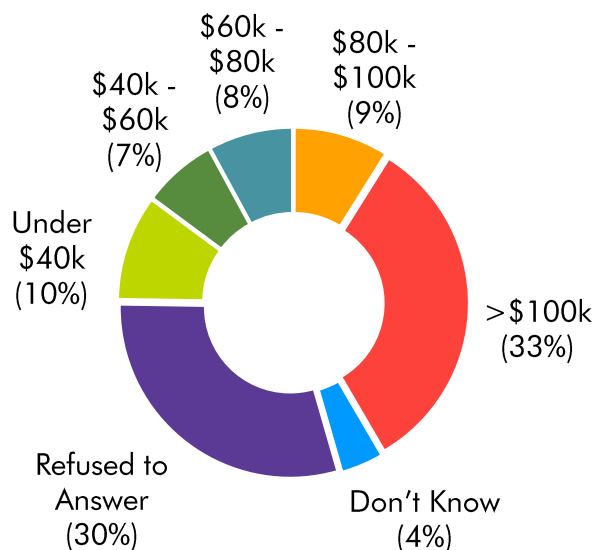


16%
Primary School Families



25%
Empty Nesters

HOUSEHOLD INCOME



Source - IER Attendee Research 2021

**IMPACT OF OVER \$247 MILLION
TO NSW ECONOMY**

*Source - Royal Agricultural Society of NSW Size and Scope Study 2015

THE SHOW RECEIVED OVER \$40 MILLION WORTH OF MEDIA EXPOSURE

ATTENDEE EXPENDITURE

\$394 Average Spend per Group of 3

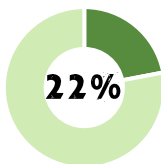
Average Spend per Person **\$137**



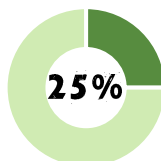
SPEND BREAKDOWN



Products from Commercial Exhibitors



Food & Beverage



ENJOYMENT

Quite Enjoyable **28%**

Very Enjoyable **55%**



Source - IER Attendee Research 2021

NUMBER OF HOURS SPENT AT THE SHOW

More than 2hrs, less than 4hrs **5%**

More than 4hrs, less than 6hrs **24%**

More than 6hrs, less than 8hrs **27%**

More than 8hrs, less than 10hrs **17%**

More than 10hrs **27%**

AVERAGE: 7.8

DIGITAL REACH

22M
Website
Page Views

280K
eDM
Database



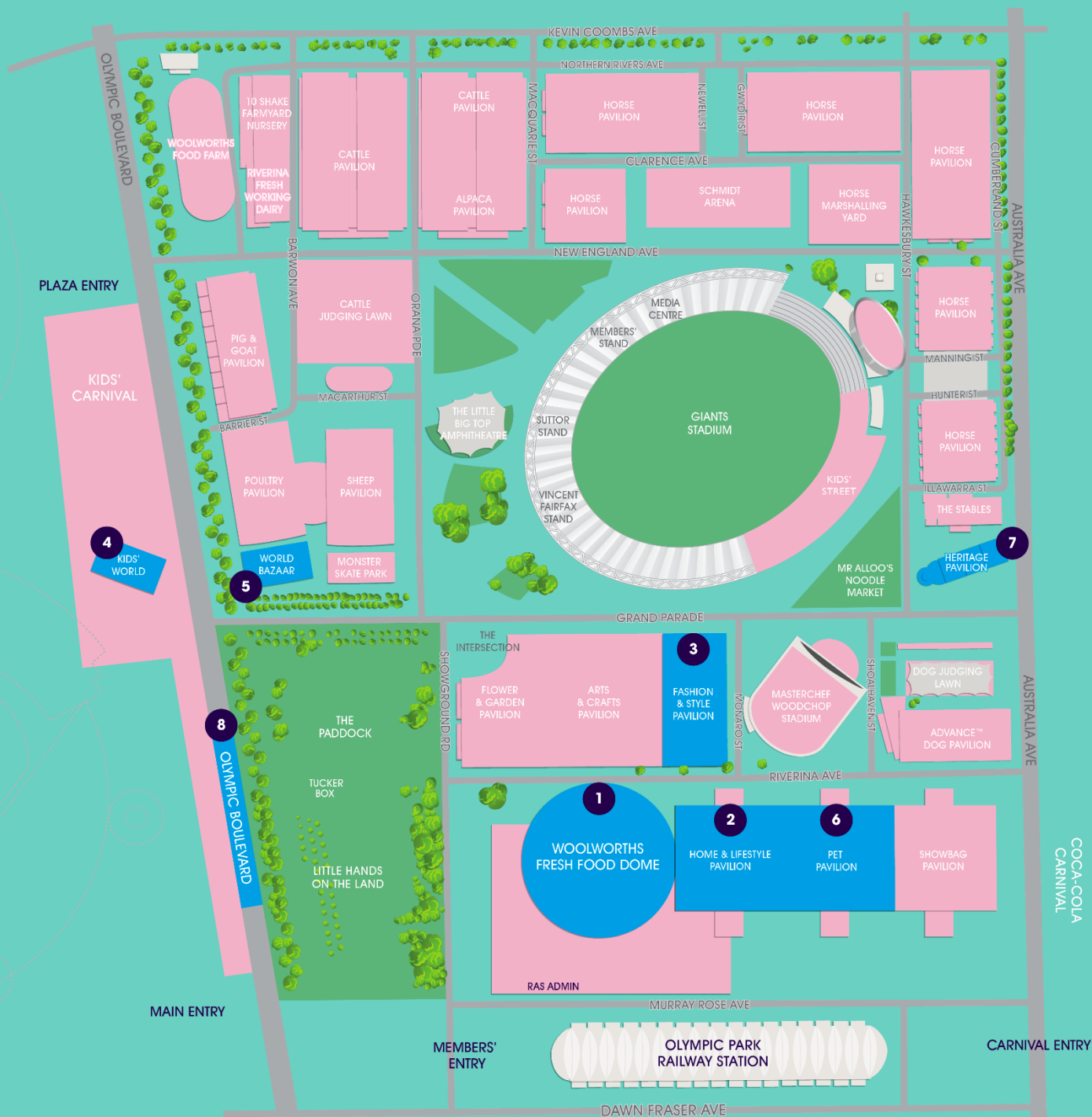
210K
Social Media
Users

89K
App
Downloads

Source - Google Analytics 1 Nov 2020 to 30 April 2021

SHOWGOERS ARE MOTIVATED TO VISIT THE VARIETY OF EXHIBITORS IN THE PAVILIONS

EXHIBITOR OPPORTUNITIES



1. THE WOOLWORTHS FRESH FOOD DOME

Home of the District Exhibits and with over 88% of Showgoers visiting the Dome, it's the most visited pavilion at the Show. The Dome is where you'll find a showcase of our finest, freshest regional produce in a celebration of Australia's multicultural diet. There's Australian-made fruit, cheese, oysters, wine, chocolate, nuts, bakery treats, healthy eating options, and much more.

(Australian-made guidelines are in accordance with the ACCC's regulations)

SHELL SCHEME **\$926 PER SQM** (excl main aisle)

SPACE ONLY **\$775 PER SQM**

CORNER **\$938**

(GST Inclusive)

"We have been attending the Show for over a decade and love the perfect platform it affords us to connect with new and returning customers and gain immediate insight into how new products might be received."

LUKE BERENICE – NOUGAT LIMAR



*Bianco Kitchen,
exhibitor for 21+ years

2. HOME & LIFESTYLE PAVILION

Great consumer products and services is the place to exhibit within this pavilion. Use your expertise to show patrons how your products can be tailored to their needs. It's also the number one location for stylish giftware, designer decor, outdoor/indoor products, automotive, technology, health, tourism, international food, and government departments. Home & Lifestyle is also home to the popular CWA Tea Room.

SHELL SCHEME	\$872 PER SQM
SPACE ONLY	\$721 PER SQM
CORNER	\$938

(GST Inclusive)

“Transport for NSW loves being at the Show. It’s a great opportunity for us to speak directly with our customers. There are many different types of people that come to the Show so it’s a great opportunity to connect with them.”

JO BOLLING – TRANSPORT FOR NSW





3. FASHION & STYLE PAVILION

Fashion & Style is the place for clothing, leather handbags, jewellery, footwear, skincare, and cosmetics. The Fashion & Style Pavilion will have our patrons looking catwalk-ready. It's also home to the Pamper Me area and includes exhibitors such as hair braiding, makeup, and beauty accessories.

SHELL SCHEME	\$824 PER SQM
SPACE ONLY	\$721 PER SQM
CORNER	\$938

(GST Inclusive)

"Wow! This year's Show was one of the most successful events we have attended to date! The excitement to see so many customers and to meet new customers at a large-scale event has been the biggest highlight for us. We cannot wait for next year!"

**CHRISTINA
BARCA –
GISELE
COLLECTION**



4. KIDS' WORLD

A giant toy box filled with interactive and educational games, clothing, accessories, toys, and entertainment.

SHELL SCHEME
\$791 PER SQM

CORNER
\$938
(GST Inclusive)

"As a first-time exhibitor, it was great to be able to connect with our customers in person. We sell mostly online so building those relationships and establishing new connections was really valuable to us."

LYDIA SMITH – BOOKYWO

5. WORLD BAZAAR

A treasure trove of intriguing products such as psychic readings, henna art, hair braiding, clothing, jewellery, accessories, and electronics.

SHELL SCHEME
\$791 PER SQM

CORNER
\$938
(GST Inclusive)



"We had a fantastic time at the 2021 Show. Our stand had a constant flow of customers each day. We would love to come back to help celebrate the RAS of NSW 200th anniversary."

TRACY JOHNSON – ROYALE PSYCHIC ROOM



"We sold out twice and received a lot of follow up interest. Exhibiting is definitely the best way to get the most exposure in a short amount of time."

LISA HAYNES – GOURMET DOG BAKERY

6. PET PAVILION

Adjacent to the Home & Lifestyle Pavilion, the Pet Pavilion offers a wide range of pet care products, accessories, toys, and treats. This pavilion hosts the domestic animal competitions and the Farmer Dave pet show.

SHELL SCHEME
\$520 PER SQM

CORNER
\$938
(GST Inclusive)



7. HERITAGE PAVILION

Consists of years of memorabilia including vintage Showbags, carnival rides, fashion, nostalgic images and, of course, an invaluable display of trophies and awards from RAS competitions.

SHELL SCHEME
\$340 PER SQM

CORNER
\$938
(GST Inclusive)

8. AROUND THE GROUNDS

Outdoor locations with high volume traffic provide amazing exposure and sales potential for promotional vans, marquees, containers and custom-built stands.

STANDARD SHELL SCHEME	\$689 PER SQM*
STANDARD SPACE ONLY	\$606 PER SQM
PREMIUM SHELL SCHEME (Grand Parade)	\$760 PER SQM*
PREMIUM SPACE ONLY	\$675 PER SQM
OLYMPIC BOULEVARD STRUCTURE	\$785 PER SQM*

*Includes marquee structure
(GST Inclusive)



STAND OPTIONS

INDOOR SHELL SCHEME

Includes carpeted floor space, timber fabric-covered walls (excluding Woolworths Fresh Food Dome), fascia board bearing your company name and two spotlights per 3m x 3m stand.

Minimum size available 9sqm.



INDOOR SPACE ONLY

Includes bare floor space inside one of our pavilions. Best suited to companies who wish to construct their own exhibition stand. Space only exhibits must provide their own flooring, walls, and lighting.

Minimum size available 18sqm.

Please note marquee structures cannot be constructed within pavilions.



OUTDOOR SHELL SCHEME

Includes concrete/grass floor space, marquee, custom printed 'timber' roof, and fascia board bearing your company name.



OUTDOOR SPACE ONLY

Includes an identified bare space that must be filled by a structure arranged by the Exhibitor. Best suited to companies who wish to construct their own exhibition stand. Space only exhibits must provide their own flooring, walls, and lighting.

Please note no BYO marquee structures.



NEXT STEPS

1. APPLY NOW

Complete and return the [Expression of Interest](#).

2. ARE YOU SUCCESSFUL?

If you are successful, you will receive a link to the Exhibitor Portal which will contain all the important information you require.

3. SECURE YOUR STAND

Accept the Schedule of Key Terms and pay a 25% non-refundable deposit within 14 days.

4. FINAL PAYMENT

Process payment by the due date. Monies paid are non-refundable. [Terms & Conditions](#)

5. DOCUMENTATION

Complete the tasks on the Exhibitor Portal such as Public & Product Liability, Workers Compensation, and Risk Assessment.

6. LAST STEPS

Collect your Exhibitor Pack including access passes from the Exhibitor Services Centre at Sydney Olympic Park.



IMPORTANT DATES

EXHIBITOR SERVICES CENTRE

March 2022

BUMP IN

Space Only – 28 March 2022

Shell Scheme – 5 April 2022

COMMERCIAL EXHIBITOR AWARDS

Judging – 11 & 12 April 2022

Presentation – 14 April 2022

BUMP OUT

20 April 2022



The Royal Agricultural Society of NSW respectfully acknowledges the Elders past and present of the Burramattagal people, part of the Eora Nation, as the Traditional Custodians of the land we now work on and use every day for our business and is committed to creating opportunities for Aboriginal people, Aboriginal owned business and Aboriginal communities.

This commitment aligns with the societies Reconciliation Action Plan to improve outcomes for Aboriginal people across all sectors of the community. The Sydney Royal Easter Show encourages applications from Aboriginal business and seeks to enable and grow them at Australia's largest annual event.

An Aboriginal business is one that has at least 50% Aboriginal ownership and that is recognised through an appropriate organisation, such as Supply Nation or NSW Indigenous Chamber of Commerce. These organisations maintain lists of Aboriginal businesses that are audited and undergo quality assurance.

If you operate an Aboriginal business, we would encourage you to make us aware and complete an expression of interest.

CONTACT US

DIANA SALOUM

Exhibition Sales Manager

(02) 9704 1421

dsaloum@rasnsw.com.au

LINDA CALKIN

Contracts Coordinator

lcalkin@rasnsw.com.au

CLARISSA DORAN

Exhibition Coordinator

cdoran@rasnsw.com.au

PAUL BOWD

Head of Commercial

pbowd@rasnsw.com.au

COMMERCIAL OPPORTUNITIES

[EXPRESSION OF INTEREST](#)

[COMMERCIAL EXHIBITION VIDEO](#)

[SPONSORSHIP OPPORTUNITIES](#)

[ADVERTISING OPPORTUNITIES](#)

[SYDNEY ROYAL EASTER SHOW RESEARCH](#)

[PARTNER WITH US](#)

