



# 2027 COMMERCIAL EXHIBITOR PROSPECTUS

19 – 30 MARCH 2027



# OUR 2025 AUDIENCE (2026 STATS TO FOLLOW)

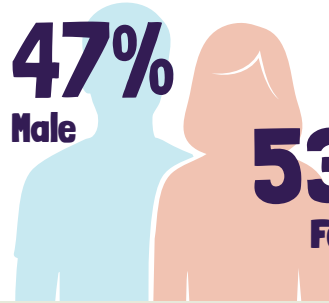
TOTAL ATTENDEES

**800,000**



**47%**

Male



**53%**

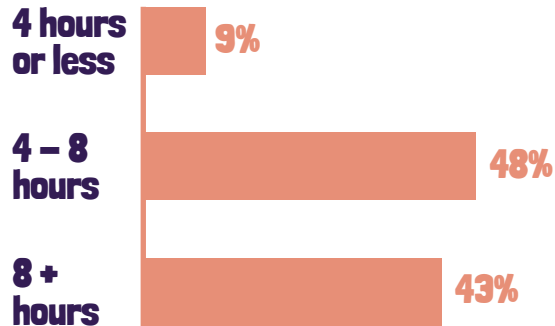
Female

THE SHOW RECEIVED OVER

**\$66 MILLION**

WORTH OF MEDIA EXPOSURE

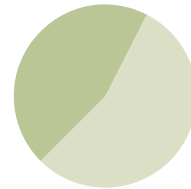
## NUMBER OF HOURS SPENT AT THE SHOW



average

**7.6 HOURS**

## ATTENDEE HOUSEHOLD TYPES



**45%**

Family with youngest child 18 years or younger

15% Family with youngest child over 18 years

22% Couple with no children/sole person household

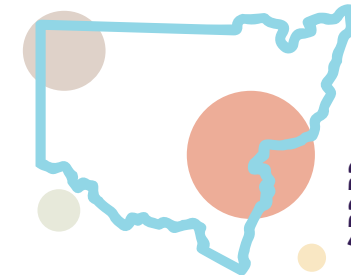
11% Group/shared household

**\$508**

Average spend per group of 3

**\$173**

Average spend per person



**75%**  
Sydney

21% NSW Regional  
2% Interstate  
1% Overseas





# ONE OF AUSTRALIA'S LARGEST ANNUAL TICKETED EVENTS, PROVIDING THE PERFECT PLATFORM TO:



Create sales and capture leads



Increase brand visibility and utilise unique promotional opportunities



Sample and share your product to a wide demographic range



Develop and grow a network of potential customers



Gain exposure and educate consumers on your products or services



Bring the features and benefits of your product to life

# INDOOR STAND OPTIONS

## SHELL SCHEME

Carpeted floor space, fabric-covered walls, fascia sign with your company name and spotlights. Fascia sign must not be removed or obstructed.

Minimum size 9sqm.



## SPACE ONLY

Bare floor space to construct an exhibition stand (must install flooring, walls, and lighting).

Please note marquees cannot be constructed within pavilions.

Space Only stand designs must be approved by the RAS.

Minimum Size 18sqm (height restrictions apply).



# OUTDOOR STAND OPTIONS

## SHELL SCHEME

Marquee, concrete floor/grass space, and fascia sign bearing your company name.

Fascia sign must not be removed or obstructed.

Minimum size 9sqm.

## SPACE ONLY

Bare ground space to construct your exhibition stand (must install flooring, walls, and include lighting).

Space Only stand design/structure must be approved by the RAS.





# EXHIBITOR OPPORTUNITIES

- ① WOOLWORTHS FRESH FOOD DOME
- ② HOME & LIFESTYLE PAVILION
- ③ PET PAVILION
- ④ FASHION & STYLE PAVILION
- ⑤ WORLD BAZAAR
- ⑥ AROUND THE GROUNDS
- ⑦ KIDS' MARKET
- ⑧ DISTILLERS' DEN  
\*contact exhibitions email for more information





# WOOLWORTHS FRESH FOOD DOME



The Woolworths Fresh Food Dome remains the top visited commercial Pavilion across the Show.

Home to the renowned Districts Exhibits, the Dome showcases local producers, Sydney Royal Medal Winners, and exhibitors from across Australia. Show patrons can explore and taste a wide range of premium Australian\* made products.

\*Australian-made guidelines adhere to the regulations set by the ACCC.

## SHELL SCHEME

\$1,080# per sqm  
(excluding main aisle)

## SPACE ONLY

\$922 per sqm  
(excluding main aisle)

## CORNER

\$1,100

(GST Inclusive)

# Enquire for introductory 6sqm small business rate



# HOME & LIFESTYLE PAVILION

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The Home & Lifestyle Pavilion is a one-stop shopping hub with a broad range of consumer products.

Enjoy an exciting retail environment with home renovation services, garden products, home décor, health and wellness, and explore automotive, indoor/outdoor solutions, technology, government services and international food options.

The large indoor space provides opportunities for engaging custom-built activations, conveniently located adjacent to the Woolworths Fresh Food Dome.

You'll also find the Country Women's Association tearoom, a popular spot known for serving freshly baked scones with jam 'n cream.

**SHELL SCHEME** \$1,030 per sqm

**SPACE ONLY** \$860 per sqm

**CORNER** \$1,100

*(GST Inclusive)*



# PET PAVILION



The Pet Pavilion offers everything for your four-legged friend from pet care products, treats, accessories, and fashion to toys, bedding, photography, and branded merchandise.

Showcasing breeding excellence with the domestic animal competition plus Cavy Club, Cats NSW, Rabbit Hopping Society, learn, interact, and explore your next family pet.

Watch the Wildlife Reptile Show and Sushi Hub Pet Entertainment Arena, where Farmer Dave's irresistible dogs, charm crowds and demonstrate obedience in Temptation Alley, blending education and entertainment.

<b>SHELL SCHEME</b>	\$630 per sqm
<b>CORNER</b>	\$1,100
<i>(GST Inclusive)</i>	



# 4

## FASHION & STYLE PAVILION

The Fashion & Style Pavilion provides the ideal destination to retail clothing, handbags, art, homewares, jewellery, footwear, beauty and haircare.

Our Emerging Small Business area is specifically designed for first timers at the Show – spaces are limited and sell out fast.

<b>SHELL SCHEME</b>	\$970# per sqm
<b>CORNER</b>	\$1,110
<i>(GST Inclusive)</i>	
# Enquire for introductory 4sqm small business rate	



# WORLD BAZAAR

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A must-visit location for Showgoers with a fun selection of eclectic products and services, including psychic readings, candles, bath and body, crystals, henna art, hair braiding, massage, clothing, jewellery, accessories and electronics.

<b>SHELL SCHEME</b>	\$935 per sqm
<b>CORNER</b>	\$1,100
<i>(GST Inclusive)</i>	



# AROUND THE GROUNDS



## OLYMPIC BOULEVARD, GRAND PARADE, CATHY FREEMAN, HORSE PRECINCT

Street space spread across the Sydney Royal Easter Show, offering plenty of opportunity for sales and brand promotion. These sites are ideally suited for marquees (provided by the RAS), promotional vans, containers, and custom-built stands including;

Premium and standard Shell or Space Only sites.

<b>SHELL SCHEME – STANDARD</b>	\$820 per sqm
<b>SHELL SCHEME – PREMIUM</b>	\$895 per sqm
<b>SHELL SCHEME – PLATNIUM</b>	\$930 per sqm
<b>SHELL SCHEME – HORSE</b>	\$640 per sqm
<b>SPACE ONLY – STANDARD</b>	\$718 per sqm
<b>SPACE ONLY – PREMIUM</b>	\$800 per sqm
<b>CORNER</b>	\$600

*(GST Inclusive)*



# KIDS' MARKET



Located at the edge of the Sushi Hub Kids' Carnival and on Olympic Blvd, ideal for interactive and educational games, clothing, accessories, and toys for the entire family to enjoy.

Shell Scheme only.

**SHELL SCHEME IN KIDS' MARKET** \$570 per sqm

**CORNER** \$600

(GST Inclusive)



# GROW YOUR BUSINESS AT THE SHOW

## HOW TO APPLY

### STEP 1

Return your Expression of Interest including a stand design, products and price list. We will get in touch to confirm pricing and products permitted.

### STEP 2

You will receive access to the Exhibitor Portal for all the details and important information for your booking.

### STEP 3

Read the Schedule of Key Terms, confirm your location on the floor plan, sign the Terms & Conditions and pay your deposit invoice.

### STEP 4

Complete the tasks on the Exhibitor Portal (Public & Product Liability, Workers Compensation, Risk Assessment, Site Induction etc).

### STEP 5

Collect your Commercial Exhibitor Pack including vehicle passes from Sydney Olympic Park in March, before the Show opens.

# A MESSAGE FROM THE HEAD OF COMMERCIAL, PAUL BOWD

The Sydney Royal Easter Show (SRES) is a true celebration of Australian culture — from proud rural traditions to vibrant modern lifestyles. With over 800,000 passionate attendees over 12 days, it stands as one of the largest annual ticketed events in the country and an unrivalled platform for brand exposure and engagement.

Whether you're a well-established brand or a business just starting out, the Show provides a powerful platform to drive direct sales, launch new products, sample and showcase offerings and build brand awareness.

With attendees spending an average of 7 hours on site, the Show presents a valuable chance to form meaningful connections with consumers. It's also a unique opportunity to build your customer database, boost your social media reach, and maintain engagement well beyond the event — supporting repeat business and long-term growth.

But don't just take our word for it [[CLICK HERE](#)] to hear from exhibitors who've found success at the Show.

To be part of our 2027 Show, refer to page 17 of this prospectus or contact our Exhibition Sales Team for more information.





Royal Agricultural Society of NSW

## ABOUT US

The Royal Agricultural Society of NSW has been mission purposed to forge the future of sustainable Australian agriculture, and award-quality produce and animal breeds through competitions, education and events since its foundation in 1822.

The RAS is a not-for-profit organisation committed to supporting rural agricultural communities and driving the development of agbusiness and agtech alike, to ensure prosperity and sustainability for generations to come.

Thank you for supporting the RAS.





# CONTACT US

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## COMMERCIAL EXHIBITOR OPPORTUNITIES

[EXPRESSION OF INTEREST](#)

[EXHIBITOR TESTIMONIALS](#)

[AUDIENCE PROFILE](#)

[SPONSORSHIP OPPORTUNITIES](#)

[ADVERTISING OPPORTUNITIES](#)