



# 2019 COMMERCIAL EXHIBITOR PROSPECTUS

AUSTRALIA'S LARGEST TICKETED EVENT





## SYDNEY ROYAL EASTER SHOW

ALIGNING WITH SCHOOL HOLIDAYS NATIONALLY, THE 2019 SHOW WILL BE HELD FROM FRIDAY 12 APRIL TO TUESDAY 23 APRIL AT SYDNEY SHOWGROUND, SYDNEY OLYMPIC PARK

The Sydney Royal Easter Show is Australia's largest ticketed event, attracting an average of over 824,000\* attendees. It is a true celebration of Australian culture, from our rural traditions to our modern day lifestyles, providing unique experiences for everyone.

Each year the country and city join together to enjoy animal experiences, agricultural competitions, carnival fun, entertainment, shopping and much more.

Over 12 days the iconic Show hosts over 400 exhibitors within our pavilions and around the grounds. The diversity and appeal of our exhibitors is one of the key drawcards for attendance to the Show.

63% of attendees spend six hours or more with an average spend of \$335 per group.

This is a once-a-year opportunity for exhibitors to generate direct sales and leads, gauge first-hand responses to new products, boost brand awareness and showcase products and services to the largest audience in the country.

The Show is run by the Royal Agricultural Society of NSW (RAS), which is a not-for-profit organisation that has been celebrating excellence in Agriculture since 1822.

By exhibiting at the Show, you are contributing to the agricultural prosperity of New South Wales.

\* Average Show attendees 2014-2018





## WHY EXHIBIT

OUR EXHIBITORS REACH HUNDREDS OF THOUSANDS OF CUSTOMERS AT AUSTRALIA'S LARGEST TICKETED EVENT. THE SHOW PROVIDES THE PERFECT PLATFORM FOR BUSINESSES TO:

- Make immediate sales and generate leads to over 824,000\* new customers
- Build brand awareness and educate customers about your product
- Build a database of prospective customers
- Sampling opportunities to a broad cross-section of consumers
- Demonstrate the features and benefits of your product
- Gain additional exposure with exclusive promotional opportunities

\* Average Show attendees 2014-2018

"Attending the Sydney Royal Easter Show gives us a unique and wonderful opportunity to connect with our regional members and to welcome many new ones to Bupa's health and care family."

**Kate Russo**

**Sales Activation Specialist NSW/ACT**

**Bupa**

# OUR AUDIENCE

## ATTENDEES

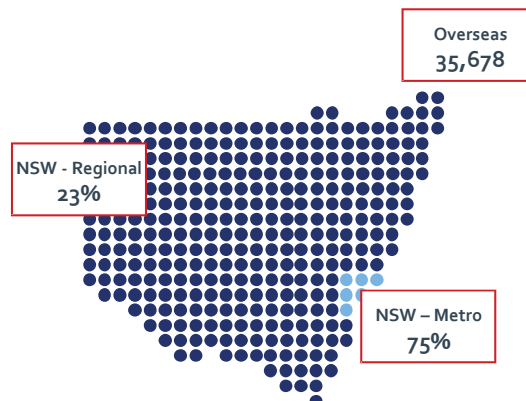
Total Attendees  
**791,106**  
Avg. 824,000 over the last 5 years

## GENDER

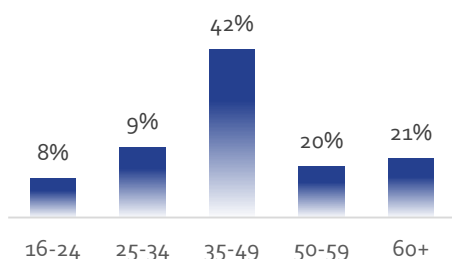
Male **36%**  
Female **64%**

## ATTENDEE ORIGINS

(NUMBER OF UNIQUE INDIVIDUALS)



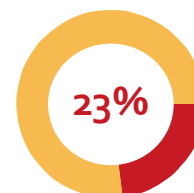
## AGE GROUPS



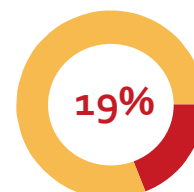
## KEY CUSTOMERS SEGMENTS



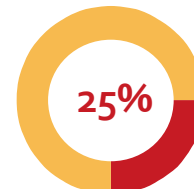
Parents with pre-school children



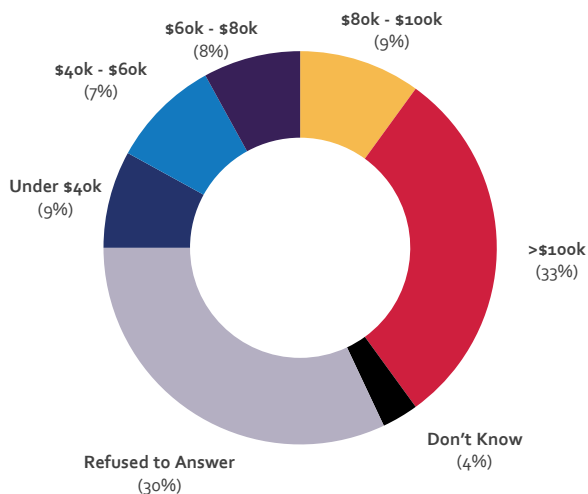
Parents with primary school children



Empty Nesters



## HOUSEHOLD INCOME



ANIMALS AND LIVESTOCK ARE THE MAIN REASONS PEOPLE COME TO THE SHOW

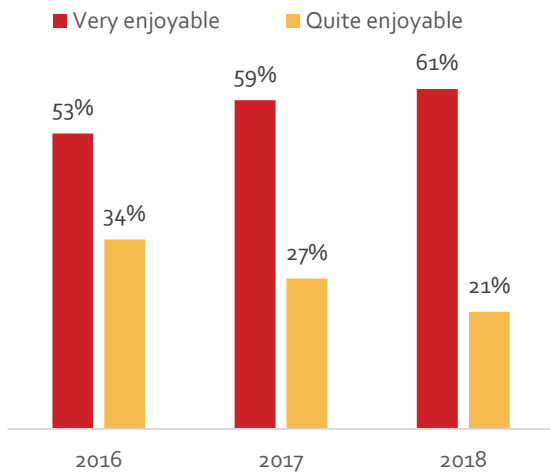


Royal Agricultural Society of NSW

CELEBRATING EXCELLENCE IN AGRICULTURE SINCE 1822

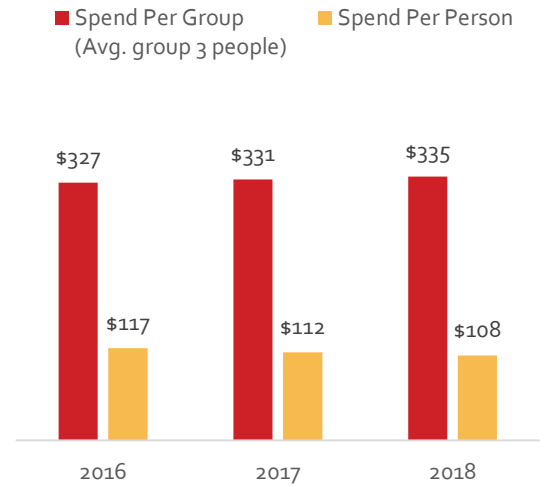
AUSTRALIA'S LARGEST TICKETED EVENT

## OVERALL ENJOYMENT OF THE SHOW



THE SHOW  
RECEIVED  
\$40 MILLION WORTH  
OF MEDIA  
EXPOSURE

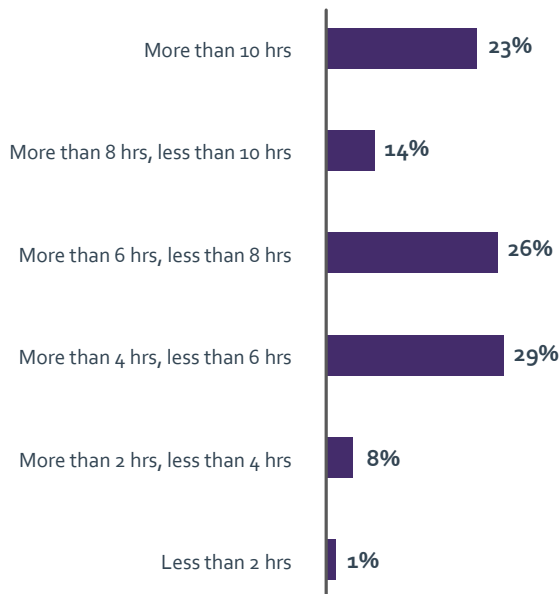
## AVERAGE SPEND BY ATTENDEES



## WHY THE SHOW MAKES PEOPLE HAPPY

1. It's a fun day & good experience
2. There are a variety of things to see & do
3. It's great for the family & people of all ages
4. The range of food & drink options available
5. The cultural history, 'country meets city' & agri-educational aspects are appealing

## NUMBER OF HOURS SPENT AT THE SHOW AVERAGE: 7.6

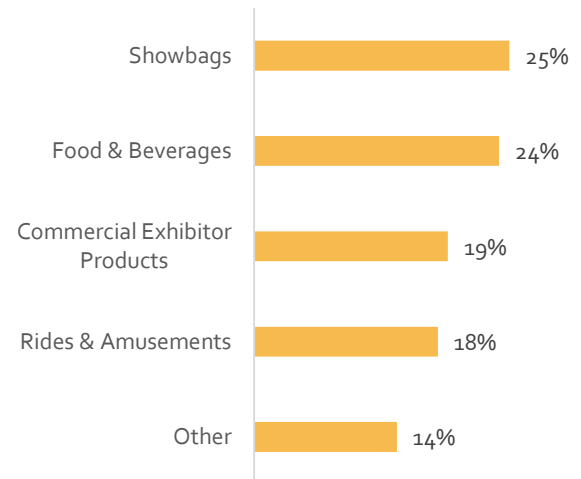


eastershow.com.au

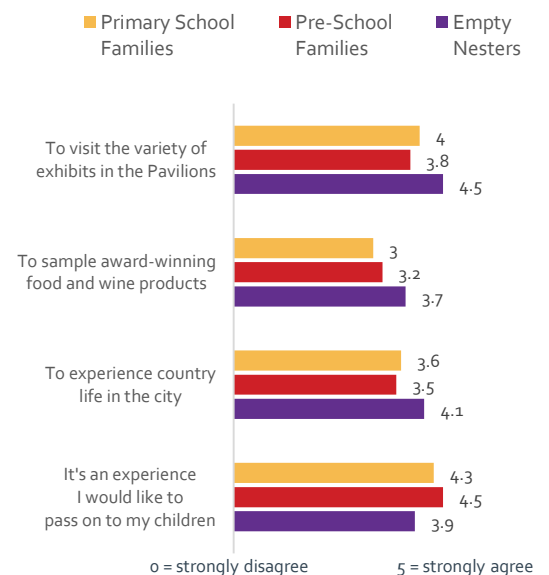
21 MILLION  
PAGE VIEWS



## BREAKDOWN OF SPEND



## MOTIVATIONS FOR ATTENDANCE



58% OF  
ATTENDEES  
WILL DEFINITELY  
OR ARE LIKELY  
TO RETURN  
IN 2019

Source – IER Attendee Research 2018



## HEAR FROM A SELECTION OF OUR EXHIBITORS



### KIA — HOME & LIFESTYLE PAVILION

"The 2018 Sydney Royal Easter Show was one of the most successful events we've exhibited at this year. With the recent introduction of the Kia Stinger, the Show provided the perfect environment for us to showcase this exciting new car directly to the public.

We received overwhelmingly positive feedback from those who visited the stand. People were happy to get up close and learn about the product features in an easy, fun environment without having to go into a dealership.

Thank you for a wonderful experience and a great Show this year."

**Julie Bennetts**  
Senior Account Executive  
Sponsorships & Events  
Innocean Worldwide



### BIANCO KITCHEN — THE WOOLWORTHS FRESH FOOD DOME

"Bianco Kitchen has been an exhibitor for the last 21 years, this year expanding from The Dome - Bianco Kitchen (our signature stand) to Home & Lifestyle - Bianco Taste of Italy plus part of the Graze dining precinct.

Every year it's exciting and a pleasure being part of such an amazing and perfectly executed event. Exhibiting at the Sydney Royal Easter Show has given Bianco Group unmeasurable exposure over the years from launching new products to improving others with consumer changing demands.

The Show is a huge part of Bianco's success and growth which continues not only for the 12 days of the Show but for the rest of the year."

**John Panebianco**  
Owner  
Bianco Kitchen

## HEAR FROM A SELECTION OF OUR EXHIBITORS

### FOXTEL — HOME & LIFESTYLE PAVILION



"Every year we attend The Sydney Royal Easter Show to connect with the on average 800k consumers the Show attracts. Our primary objective is to reach the wide cross-section of consumers the Show offers creating advocacy for our brand.

We have enjoyed unprecedented success in acquisition alongside product and brand awareness. In addition to resolving concerns and enquires directly with our consumers. We consider The Sydney Royal Easter Show to be a key event in our events calendar and look forward to attending each year."

**Donna Huckerby**  
Retail Event Specialist  
Foxtel

### OPA DESIGNS — FASHION & STYLE PAVILION



"2018 was Opa Designs' 9th year at the Sydney Royal Easter Show.

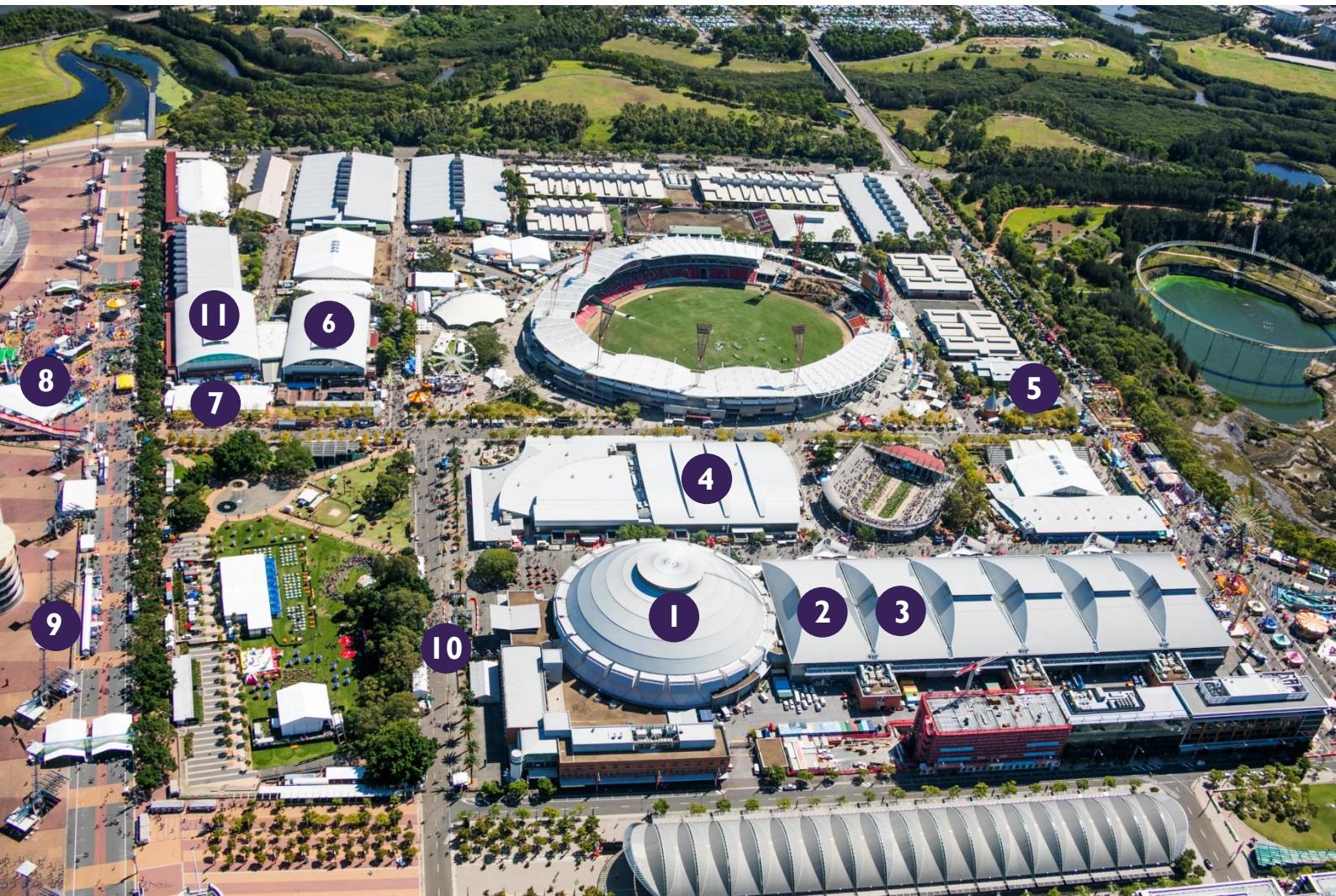
Since we started exhibiting our business has gone from strength to strength, our customers know and trust our brand. We have had repeat business over the years at the Show and it's always a pleasure to hear customers say that they especially love coming to see us at the Show and our beautiful exhibition stand.

We look forward to our 10th year in 2019 as we are planning a big one!"

**Dimmy Mormanis**  
Owner  
Opa Designs



# EXHIBITOR OPPORTUNITIES





**1. WOOLWORTHS FRESH FOOD DOME**

With 89% of Showgoers visiting the Woolworths Fresh Food Dome every year, it is the most visited pavilion at the Show. Home to the most popular attraction, the District Exhibits is an iconic showcase of Australian agricultural produce. The Woolworths Fresh Food Dome includes fine food, wine, dairy products, tea, coffee, condiments, confectionary, herbs, spices, and much more. The Australian-made guidelines are in accordance with the ACCC's regulations.

**Shell Scheme \$867/sqm**

**Space Only \$725/sqm**

(Excludes main aisle stands. Enquire for rates)

**2. HOME & LIFESTYLE**

This pavilion showcases an array of products such as boutique giftware and decor, gardening tools, cookware, spas, pool supplies, bedding, home appliances and international food. This destination also offers a dedicated Government Department area.

**Shell Scheme \$816/sqm**

**Space Only \$674/sqm**

**3. PET PAVILION**

Adjacent to the Home & Lifestyle Pavilion, the Pet Pavilion offers a wide range of pet care products, toys, insurance and food. This pavilion hosts the domestic animal competitions and pet entertainment arena.

**Shell Scheme \$429/sqm**

**4. FASHION & STYLE**

Located in the central district of Sydney Showground, the Fashion & Style Pavilion offers a stunning array of boutique clothing, homewares, jewellery, cosmetics and beauty products. Featuring the Natural Fibre Showcase, which includes a daily high-end fashion parade of Australian-grown natural fibres. Includes 'Pamper Me' area where you can receive tips, handy hints and buy the latest beauty products. New in 2019 men's area features clothing, accessories, skin care and footwear.

**Shell Scheme \$771/sqm**

**Space Only \$674/sqm**

**5. HERITAGE PAVILION**

A celebration of the rich heritage of the Easter Show and RAS since it began in 1822. Stands include displays of trophies, memorabilia and horse-drawn carriages. Exhibition stands include Make-Your-Own Kewpie Dolls and a range of associated products and services.

**Shell Scheme \$317/sqm**

**6. SHEEP & FLEECE PAVILION**

Here you will find high-quality products, clothing and accessories made from wool and other natural fibres alongside the interactive animal exhibits and sheep-shearing demonstrations.

**Shell Scheme \$714/sqm**

**7. WORLD BAZAAR**

World Bazaar provides a multicultural shopping bonanza, showcasing a range of exotic, unusual and intriguing products from around the globe.

**Shell Scheme \$740/sqm**

**Space Only \$653/sqm**

**8. KIDS' WORLD**

Kids' World showcases a diverse range of products including interactive and educational games, toys and entertainment.

**Shell Scheme \$740/sqm**

**Space Only \$653/sqm**

**9. AROUND THE GROUNDS**

Outdoor spaces with high volume traffic provide amazing exposure and sales potential for promotional pop up stands, vans, marquees and trailers.

**Space Only \$644/sqm\***

**Space Only Grand Parade \$690/sqm\***

**\*Includes pagoda structure**

**10. THE ZONE**

A tween and teen favourite, this location showcases on-trend jewellery, clothing, gadgets and accessories.

**Shell Scheme \$653/sqm**

**Space Only \$567/sqm**

**11. STEGGLES POULTRY PAVILION**

A showcase of Poultry Products and industry associations alongside the Sydney Royal Poultry Show.

**Shell Scheme \$357/sqm**

**Please note: Prices include GST. Shell scheme is a minimum of 9sqm. Space Only minimum 18sqm (excludes outdoor sites). If allocated a corner site, an additional charge of \$878 for each corner will be charged. Correct as of July 2018.**

**This information is subject to change.**

[Click here for Terms and Conditions](#)

# WHAT'S INCLUDED IN YOUR STAND

A number of options are available to ensure your exhibition space meets your objectives and requirements.

## I. SHELL SCHEME EXHIBITION SPACE

Shell scheme exhibition space inside our pavilions includes carpeted floor space, walls, fascia board bearing your company name and two spotlights per 3m x 3m stand. The minimum size available is 9sqm.





## 2. SPACE ONLY EXHIBITION SPACE

Space only consists of bare floor space inside one of our pavilions. This option is best suited to companies who wish to construct their own exhibition stand. Space only exhibits must provide their own flooring, walls and lighting. The minimum size space available is 18sqm.



Space Only Custom Built Stand

### Space Only Provisions

The provision of approved walling is a requirement for all stands. Shell scheme from neighbouring exhibits cannot be used for display purposes or rigging. The RAS recommends the use of professional stand designers and construction specialists. We have a number of preferred suppliers to recommend upon request. Please contact the RAS Operations Team for more information 02 9704 1368.



Space Only Custom Built Stand

"We've been exhibiting our farm produced Organic Irrewarra Natural Ice Cream for 21 years and enjoy the buzz and friendship of fellow exhibitors, staff and customers"

**Marg and Garry Hitchings, Owners**  
**Irrewarra Natural Ice Cream**  
**Winner of the John Ross Award 2018**

### 3. SPACE ONLY EXHIBITION OUTDOORS

Space only exhibition outdoors consists of an identified bare space that must be filled by a stand structure arranged by the Exhibitor through the RAS Operations Team.



Space Only Around the Grounds

### 4. PAGODA EXHIBITION OUTDOORS

Pagoda structures included in stand rate.

Alternatively, if building a structure you must adhere to the SOPA guidelines, which can be provided to you by the RAS Operations Team.

Power, plumbing and other requirements can be organised through the RAS' preferred suppliers for an additional charge.



Pagoda (Minimum 3m x 3m)

"The Sydney Royal Easter Show provides the NSW Police an unique opportunity to interact and engage with a large and diverse audience in a happy, safe and non-confrontational environment. The popular and well attended NSW Police Force exhibit is also the ideal forum for police to share positive messages about police work; and how police assist and work with the community everyday to reduce crime and keep NSW safe."

**Alicia Aldini, Public Relations Officer  
NSW Police Force**

**Winner of the Gold Ribbon - Home & Lifestyle Pavilion and Best in Show Award 2018**





# WHAT'S NEXT

## 1. APPLY FOR A STAND

To start the process of applying for a stand, download the 2019 Exhibitor Expression of Interest Form (EOI) [eastershow.com.au/partnerwithus](http://eastershow.com.au/partnerwithus) or contact Diana Saloum on (02) 9704 1421.

## 2. HAVE YOU BEEN SUCCESSFUL?

If your EOI has been successful, you'll receive a link to the Exhibitor Portal which will contain your Schedule of Key Terms, and other tasks (including uploading of documentation) that need to be completed. It also features the Event Manual which details key dates and requirements and is compulsory reading for exhibitors.

## 3. SECURE YOUR STAND

Successful applicants are required to accept the Schedule of Key Terms and pay a **35% non-refundable deposit within 2 weeks** to confirm their stand and its location.

## 4. FINAL INVOICE

After the deposit has been received, the final invoice will need to be paid by the due date as specified on the invoice.

## 5. IT'S TIME TO GET EXCITED

From late March you can pick up your exhibitor pack from the Exhibitor Services Centre at Sydney Showground. It's filled with everything you will require for the Show including entry tickets, staff IDs, bump in/out passes and maps.





## 6. SHOWTIME

It's time to enjoy everything Australia's largest ticketed event has to offer.

## 7. MAKE YOUR STAND, STAND OUT!

The Commercial Exhibitor Awards acknowledge and reward exhibitors who demonstrate high standards in presentation, appeal and personnel at the Sydney Royal Easter Show. Bring your creative flair to make your stand unforgettable.

## KEY DATES

**Exhibitor Services Centre opens**  
Late March 2019

**Bump-in**  
Space only – 2 April 2019  
Shell Scheme – 9 April 2019

**Sydney Royal Easter Show**  
12-23 April 2019

**Commercial Exhibitor Awards Judging**  
15-16 April 2019

**Commercial Exhibitor Awards Presentations**  
18 April 2019

**Bump-out**  
24 April 2019





## MESSAGE FROM THE EXHIBITION SALES MANAGER

Thank you for your interest in being part of the 2019 Sydney Royal Easter Show.  
If you would like to reserve exhibition space or receive more information about the largest ticketed event in Australia, please do not hesitate to make contact.

We look forward to seeing you at the Show!

Diana Saloum  
Exhibition Sales Manager  
Royal Agricultural Society of NSW

## CONTACT

(02) 9704 1421  
[dsaloum@rasnsw.com.au](mailto:dsaloum@rasnsw.com.au)

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