

COMMERCIAL EXHIBITOR PROSPECTUS

11 - 22 APRIL 2025



OUR 2024 AUDIENCE

Total Attendees

797,615

Avg. 854,000 over the last 5 Shows

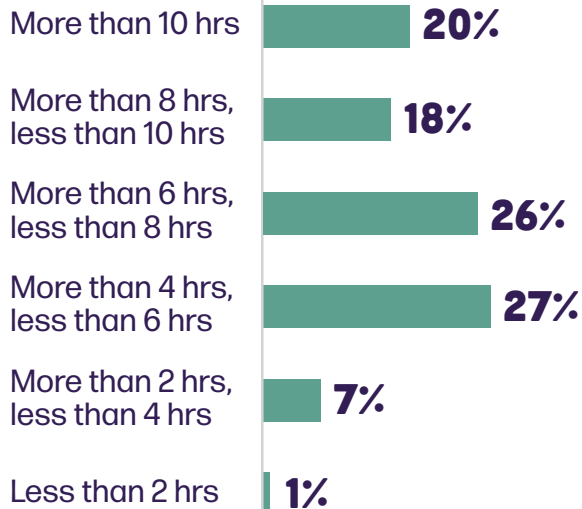


THE SHOW RECEIVED OVER

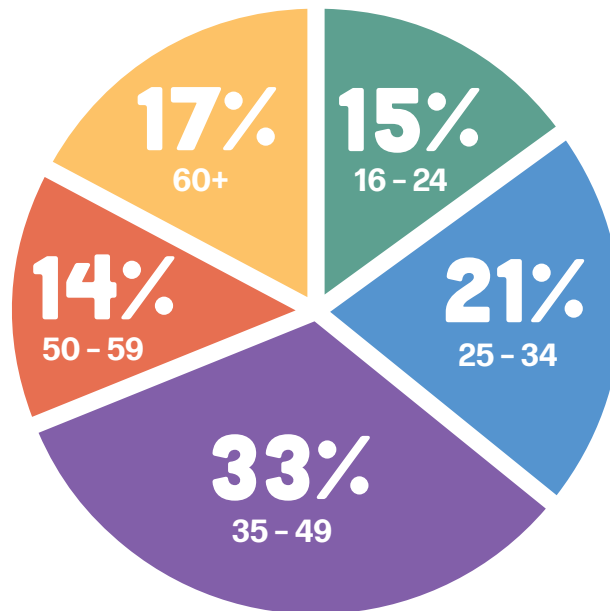
\$66 MILLION

WORTH OF MEDIA EXPOSURE

NUMBER OF HOURS SPENT AT THE SHOW



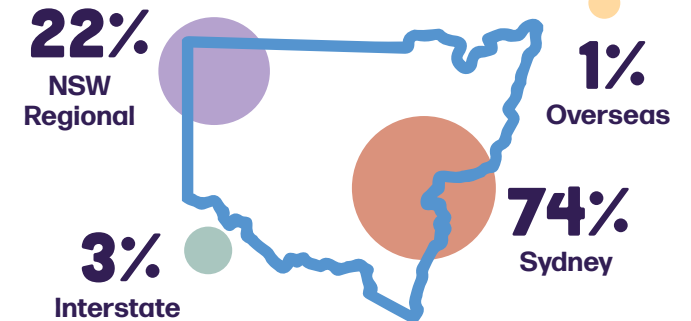
AGE GROUPS



AVERAGE SPEND



ATTENDEE ORIGINS





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

INDOOR STAND OPTIONS

SHELL SCHEME

Includes carpeted floor space, timber fabric-covered walls, fascia board bearing your company name and spotlights.

All stand heights must be 2.4m and retain their fascia sign (unless approved by the RAS).

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.

Space Only stand designs must be approved by the RAS.

Minimum size 18sqm.*

* Height restrictions apply.



OUTDOOR STAND OPTIONS

SHELL SCHEME

Includes marquee, concrete/grass floor space, and fascia board bearing your company name. All stands must retain and not cover or inhibit the fascia sign.

Minimum size 9sqm.

SPACE ONLY

Includes bare ground space. For companies to construct their own exhibition stand (must install flooring, walls, and include lighting). Space Only stand design/structure must be approved by the RAS.

Please note no BYO marquee structures.

Minimum size 18sqm.





EXHIBITOR OPPORTUNITIES

- 1 WOOLWORTHS FRESH FOOD DOME
- 2 HOME & LIFESTYLE PAVILION
- 3 PET PAVILION
- 4 FASHION & STYLE PAVILION
- 5 AROUND THE GROUNDS (AGRI-LEISURE)
- 6 WORLD BAZAAR PAVILION
- 7 AROUND THE GROUNDS
- 8 KIDS' WORLD





1

WOOLWORTHS FRESH FOOD DOME

The Woolworths Fresh Food Dome is the most visited pavilion at the Show.

It is home to the iconic District Exhibits, where primary producers, Sydney Royal medal winners, and exhibitors from across Australia showcase and offer samples of an impressive variety of the freshest Australian food and beverage products.

(Australian-made guidelines adhere to the regulations set by the ACCC.)

SHELL SCHEME	\$1,030 per sqm (excluding main aisle)
SPACE ONLY	\$870 per sqm (excluding main aisle)
CORNER	\$1,044
(GST Inclusive)	





2

HOME & LIFESTYLE PAVILION

The Home & Lifestyle Pavilion is a shopping destination that caters to a wide range of consumer needs. From home improvement products to international food, automotive, health, indoor/outdoor products, technology, stylish décor, and government services, the pavilion offers a diverse array of products and services under one roof.

Additionally, the pavilion houses the Country Women’s Association tea room, renowned for its delectable scones with jam and cream.

SHELL SCHEME	\$970 per sqm
SPACE ONLY	\$808 per sqm
CORNER	\$1,044
(GST Inclusive)	





3 PET PAVILION

Featuring everything for a four-legged friend, 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	\$590 per sqm
CORNER	\$1,044
(GST Inclusive)	





4

FASHION & STYLE PAVILION

The ideal location to showcase all things fashion including clothing, handbags, jewellery, footwear, beauty and haircare.

The Fashion & Style Pavilion also features a dedicated area for emerging small businesses, providing an opportunity for first-time exhibitors to exhibit at the Show.

SHELL SCHEME \$917 per sqm

SPACE ONLY \$808 per sqm

CORNER \$1,044

(GST Inclusive)





5

**AROUND THE GROUNDS
(AGRI-LEISURE)**

Agri-Leisure, within Cathy Freeman Park, offers exhibitors a chance to promote/sell outdoor products such as farm management systems, irrigation, drones, vehicles, boating, caravans/ camping, fishing, solar/wind power, water tanks and much more.

SPACE ONLY

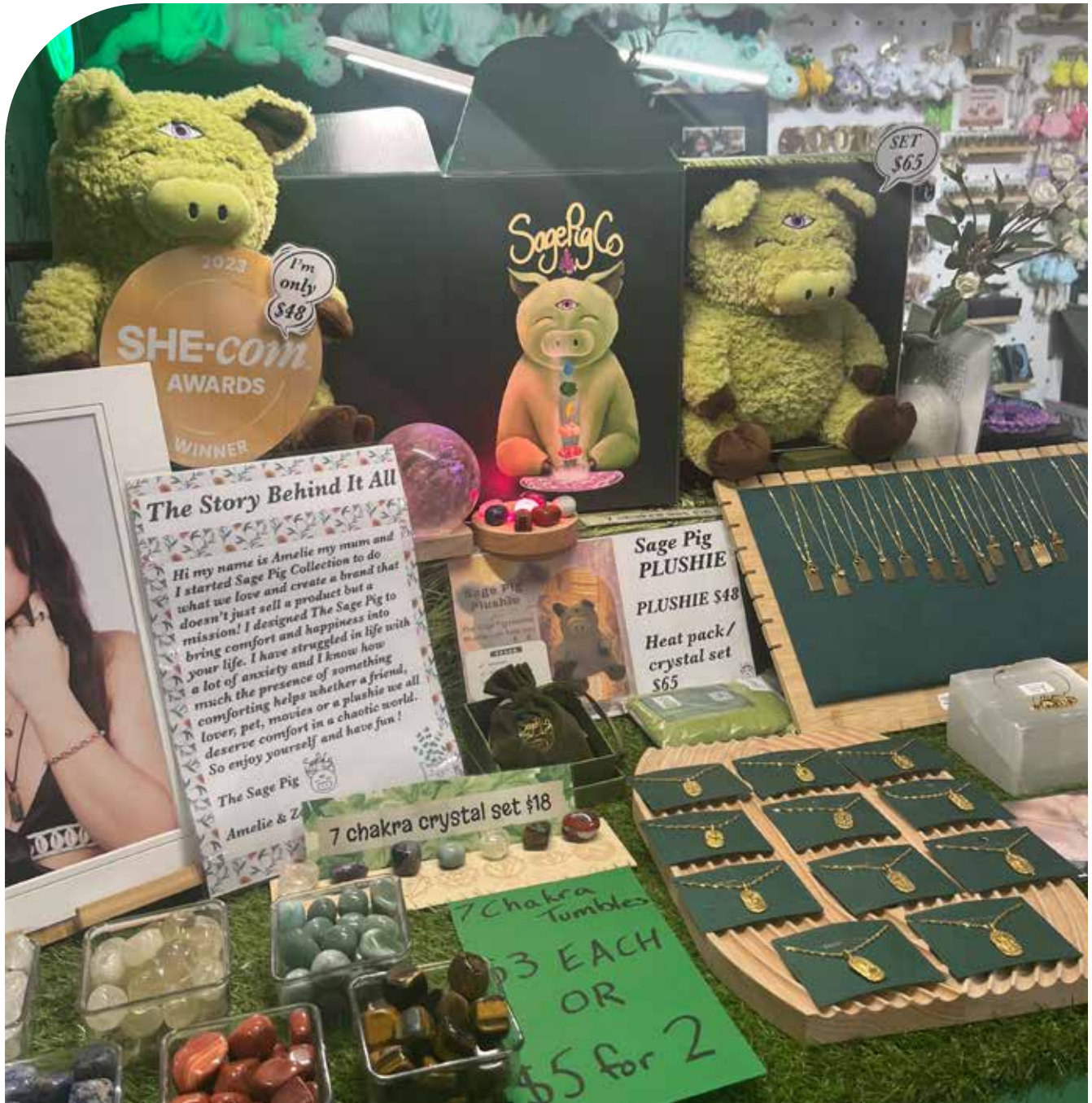
\$678 per sqm

CORNER

\$535

(GST Inclusive)





6

WORLD BAZAAR PAVILION

A diverse selection of international products, including psychic readings, candles, bath and body products, crystals, henna art, hair braiding, massage, clothing, jewellery, accessories and electronics.

SHELL SCHEME	\$880 per sqm
CORNER	\$1,044
(GST Inclusive)	





7 AROUND THE GROUNDS

Our strategically positioned outdoor sites, which experience a substantial volume of foot traffic, presents exhibitors with exceptional opportunities for sales and brand promotion.

These sites are ideally suited for marquees, promotional vans, containers, and custom-build stands.

STANDARD SHELL SCHEME	\$767 per sqm
STANDARD SPACE ONLY	\$678 per sqm
PREMIUM SHELL SCHEME	\$846 per sqm
PREMIUM SPACE ONLY	\$755 per sqm
OLYMPIC BLVD STRUCTURE	\$874 per sqm
HORSE/DAVIDSON PLAZA	\$596 per sqm
INDOOR	\$662 per sqm
CORNER	\$535

(GST Inclusive)



8 KIDS' WORLD

Visit the Kids' World section of the Sushi Hub Kids' Carnival for a variety of entertaining, interactive, and educational games, clothing, accessories, the most recent toys, and experiences for all children in the family.

SHELL SCHEME \$767 per sqm

CORNER \$535

(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

Please check your stand location on the floor plan before accepting the schedule of key terms. **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 April 2025.



Royal Agricultural Society of NSW

A MESSAGE FROM THE HEAD OF COMMERCIAL, PAUL BOWD

The Sydney Royal Easter Show is an iconic celebration of Australian culture, from our rural traditions to our modern-day lifestyles, providing unique experiences for attendees

Each year, for 12 days over Easter, the country and city come together to enjoy agricultural competitions, animal interactions, world-class entertainment, carnival fun, new food experiences, shopping and so much more.

With an average of 854,000* attendees, who spend an average of 7.2 hours on site, the Show provides an ideal platform for commercial exhibitors to generate direct sales, launch new products and provide

sampling opportunities, build brand awareness, and engage, inform and potentially entertain consumers. The Show also offers a unique opportunity to build a data base that allows exhibitors to trade and keep in touch with customers, new and old, for repeat business, long after the Show has concluded. Hear from some of our exhibitors who have enjoyed success at the Show by **clicking here** to listen to a short testimonial video.

To join these exhibitors at the 2025 Sydney Royal Easter Show please refer to **page 18** of the prospectus or contact the exhibition sales team for more information.

* Average Show attendees over last 5 Shows (2019-2024)





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 if ag business and ag tech alike, to ensure prosperity and sustainability for generations to come.

Thank you for supporting the RAS!

The cost from your stand goes back to also helping the Show and Australian Agriculture Thrive!





CONTACT US

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COMMERCIAL OPPORTUNITIES

EXPRESSION OF INTEREST

EXHIBITOR TESTIMONIALS

AUDIENCE PROFILE

SPONSORSHIP OPPORTUNITIES

ADVERTISING OPPORTUNITIES