

Commercial Exhibitor *Prospectus* 2024



Melbourne Royal Show
Thursday 26 September – Sunday 6 October



There will be plenty in store *at the Melbourne Royal Show* in 2024!



Captivating audiences since 1848, the Melbourne Royal Show has been promoting and celebrating excellence in Victorian agriculture for over 175 years.

With an extraordinary and vibrant array of animals and agriculture, award-winning food and beverage offerings, arts and crafts, spectacular live entertainment, thrilling carnivals, and the unmissable showbags, there's nothing like promoting your brand at the Melbourne Royal Show.

In 2024, the Show will be ramping up to deliver an even bigger, better and more enjoyable experience for visitors and exhibitors alike, while providing significant economic and social benefits to the state of Victoria.

Melbourne Royal is committed to developing the Melbourne Royal Show as a world-class event, maximising its appeal and success by presenting a unique and memorable agricultural event experience that is relevant, entertaining and provides a unique platform to inform consumers about quality Victorian produce and products.

Now is the opportunity to secure your place and be a part of this iconic Victorian celebration!

Reach Around 450,000 Visitors in 11 Days

The Melbourne Royal Show offers exhibitors a unique opportunity to engage Victorians at Victoria’s largest and most iconic annual community event across a uniquely motivated and diverse audience.

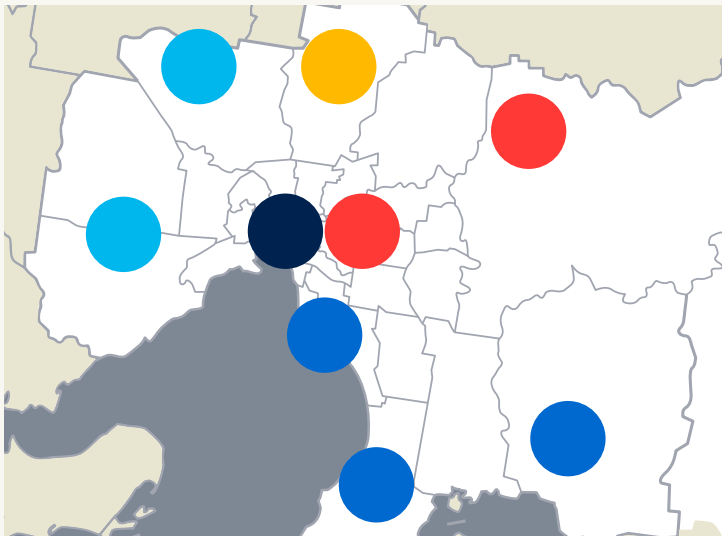
89%	of visitors were satisfied with their Show experience
75%	of adult attendees are female
\$143	average retail spend per person at the Show
7.7	Show patron overall event satisfaction
6hrs	average time spent at Show
72%	of attendees are definitely, or likely to return the following year

VICTORIAN ATTENDEESS 2023	
West	24%
North	10%
East	15%
Inner	16%
South	23%
Regional	11%



AUDIENCE	
Families	Aged 25 – 44 years with young children aged 13 years and under
Adults	Aged 45 – 59 years with non-dependant or no children
Teenagers	Aged 14 – 18

Data averages from Melbourne Royal average attendance surveys



A Rewarding Involvement

- Make immediate sales and generate leads
- Build brand awareness within new markets
- Educate consumers about your product or service
- Build a database of prospective customers
- Interact and engage with a diverse and significant audience
- Demonstrate the features and benefits of your product or service
- Leverage from the Show’s additional promotional opportunities
- Be involved in Victoria’s largest and most iconic community event that generates over \$244 million in value to the state’s economy.

Show Exhibitor Feedback

“As a stall holder who exhibits at expos and markets, the immediate sales and being able to talk to a whole new demographic is amazing, we knew doing the show we would meet so many people that might not live near our local markets etc. so our follower base grew a lot as well as hitting our sales goal.”

“Connecting with people who usually aren’t reachable. Ability to strengthen brand awareness.”

“I just wanted to say a big THANK YOU for putting together an amazing event for us. We look forward to doing it again next year!”



Show Patron Feedback

“Seeing a widely varied, culturally diverse range of people (young and old) absolutely relishing all the Melbourne Royal Show has to offer, was very special.”

“Loved connecting with artists and small business owners and supporting them whilst being entertained.”

Custom *Designed* Exhibitor Space

Shell Scheme – Indoor Sites

Shell scheme includes carpeted floor space, shell scheme, fascia-name board bearing your company name, two spotlights per 9sqm (3x3m), and 4amp power. The minimum size available is 9sqm (3x3m).

Space Only

Space only consists of bare floor space, which is best suited to companies who wish to build their own exhibition stand.

Space only exhibits must provide their own flooring, walls and lighting. The minimum size space available is 9sqm. Shell scheme walls from neighbouring exhibits cannot be used for display purposes or rigging.

Melbourne Royal recommends the use of professional stand designers and construction specialists.

Melbourne Royal preferred suppliers are available to assist.

Premium / Corner Sites (Indoor)

If allocated a premium or corner site, an additional levy of \$895.00 (incl. GST) will be charged.



Indicative image only

Custom Stands

Select Events Australia
1300 359 663
selectevents.com.au
info@selectexhibitions.com.au

Marquee – Outdoor Sites

Outdoor sites include marquee, light and 10amp power. Minimum site available is 9sqm (3x3m).

Minimum Standards for Stands

Your display should include the following elements:

- Be of a professional, high standard
- Demonstrate creativity and innovation.
- Professional signage
- Engage, educate and entertain
- Usable space is as per licensed area

Additional space outside your marquee

Select zones are permitted to have a maximum of 1 meter additional frontage (space only) relative to the site size.

Frontage space is to be used for clothing racks, tables and signage only – restrictions apply to ensure compliance with OH&S requirements.

Premium / Corner Sites (Outdoor)

If allocated a premium or corner site, an additional levy of \$895.00 (incl. GST) will be charged.

Fascia Name Signage

Available upon request, fee's apply.



Indicative image only

Custom Marquee

Select Events Australia
1300 359 663
selectevents.com.au
info@selectexhibitions.com.au

World-Class Exhibitor Opportunities

Please note: This map and information are subject to change.



The Melbourne Royal Show presents a series of themed pavilion and exhibition spaces affording exhibitors of all sizes the opportunity to present their products and services in a world-class environment. Details of exhibition spaces overleaf.

Generating *Direct Sales* To Your Target Audience

LIFESTYLE PAVILION 9.30am - 6.30pm

Located in Melbourne Showgrounds' most premium exhibition space, the Victoria Pavilion!

This pavilion is the perfect place to showcase stylish fashion, giftware, jewellery, homewares and kids toys.

An unrivalled opportunity to sell and test your product in front of a wide audience, boost brand awareness and make sales within a family friendly space.

Our local heroes, government and community partners will be complementing the offering with vibrant displays, family friendly activities and much more to celebrate community spirit.

ART, CRAFT & COOKERY PAVILION 9.30am - 7pm

The home of Art, Craft & Cookery, located in a fantastic central location, this pavilion offers an unrivalled opportunity to engage with a motivated audience of art and craft enthusiasts and the general public.

Disciplines include needle craft, cake decorating, painting, felting, photography, millinery and much more as well as interactive industry and guild demonstrations making it a must see for show patrons and a great opportunity for exhibitors to sell their products to enthusiastic show patrons.

Please note: Times, naming rights partners and information are subject to change.

GOURMET PANTRY & CELLAR 9.30am - 7.30pm

Gourmet Pantry & Cellar is located in the heart of the Show featuring your favourite products where a large range of foods, beverages, confectionery, condiments, and cheeses exhibitors come together for children and adults to sample and make purchases, making it one of the most visited retail pavilions on-site.

The pavilion is also home to our highly regarded Melbourne Royal Food & Beverage Award winners showcasing the finest local and regional produce in a celebration of Australia's multicultural pallet with Australian-made cheese, wine, chocolate, nuts, bakery treats, condiments, healthy eating options and much more.

There are limited exhibition spaces available in this pavilion for you to promote and sell your products or services.

AROUND THE GROUNDS Zone A & B – 9:30am - 9pm Zone C – 9:30am - 7pm

Showcase your products as part of the outdoor shopping haven that only the Melbourne Royal Show can provide.

The outdoor sites are located in prominent positions, with three different zones available. All offer prime exposure and exceptional positioning along the bustling Grand Boulevard and Graze Square area, providing a high volume of foot traffic, amazing exposure and incredible sales potential for commercial exhibitors.

This is the perfect opportunity to display a wide range of products including outdoor furniture, farming products, automotive, recreation, leisure, fashion, novelties and toys, accessories and much more.

LIVESTOCK PAVILION 9.30am - 7pm

The Livestock Pavilion features the best in Victorian and Australian agriculture, with some of the country's most awarded farmers and their livestock.

It is the ultimate platform for commercial exhibitors to connect with industry professionals and the general public to promote and sell their products and services.

Also home to the Ag Hub where patrons are able to engage with farmers to learn firsthand knowledge about agriculture, as well as with a large range of farm animal experiences.

DOGS PAVILION 9.30am - 5pm

The Melbourne Royal Show hosts the All-Breeds Championship Show, the largest of its kind in the Southern Hemisphere!

Featuring more than 200 breeds competing in esteemed blue-ribbon events with judges from all corners of the globe, this truly is a pavilion of international appeal.

An ideal environment to promote your pet care products, accessories, toys and treats to a captive, motivated audience of both industry professionals and the general public.

HOME & LEISURE PAVILION 9.30am - 7pm

In a prime location next to the bustling Thrillseekers Carnival and train entrance, the Home & Lifestyle Pavilion is the largest retail pavilion at the Melbourne Royal Show.

This is the number one location for home wares, recreation & leisure products.

After the success of the Farm Discovery Zone in 2023, planning is underway for another fun filled family activity zone for this pavilion.

Commercial Exhibitor Rate Card

PER SQUARE METRE RATE		
	Early Bird Special (\$)	Standard Rate (\$)
Specialty Retail – Art, Craft & Cookery Pavilion	–	585
Specialty Retail – Livestock Pavilion	485	525
Specialty Retail – Dogs Pavilion	395	420
Outdoor – Zone A – Premium*	715	770
Outdoor – Zone A	695	750
Outdoor – Zone B – Premium*	680	725
Outdoor – Zone C	635	690
Gourmet Pantry & Cellar*	655	710
Lifestyle & Local Heroes Pavilion	645	700
Home & Leisure Pavilion	645	700

Exhibiting Rate Inclusions

- Access to exhibit for 11 days* of the 2024 Melbourne Royal Show *relevant to booking
- Exhibitor passes and ticketing allocation based on site size
- Rates are inclusive of GST
- * Exhibitors that require a Hand Wash Station in compliance with Food Safety standards will incur a \$295 hire fee in addition to the site fee.
- * Zone A & B (Premium) sites include 1m space only frontage in addition to marquee footprint (restrictions apply).

Indoor Sites

Shell Scheme, fascia signage, lights (2 x spotlights per 9sqm), power (4amp), flooring, allocation of Show passes.

Outdoor Sites

Marquee, light, power (10amp), allocation of Show passes.

PER SITE (3M x 3M) (Min site size – 9sqm (3M x 3M))	
Early Bird Special (\$)	Standard Rate (\$)
–	5,265
4,365	4,725
3,555	3,780
6,435	6,930
6,255	6,750
6,120	6,525
5,715	6,210
5,895	6,390
5,805	6,300
5,805	6,300

Important Information

- Early Bird offer ends 30th March 2024 (Available for selected site categories only)
- Melbourne Royal have final approval when determining business suitability to relevant site rate and location allocation.
- Products and applications are assessed to ensure a range of categories are represented, limited availability per category.
- Products are required to be package to sell to ‘take home’ and are not available to ‘ready to eat’, sampling is permitted, approval required.

Additional fees apply for:

- Corner / Premium sites - \$895
- Storage (limited availability)
- Plumbing (where required)
- Electrical Services (where required)
- Outdoor Fascia Signage - \$230 per 3x3
- Outdoor Flooring - POA
- Hand Wash Station - \$295 per unit

Join forces, and have a Collab site!

Join forces with another small business that aligns with your product and share your show experience together – ask us for more information!

Please note: Conditions apply, limited to a maximum of 2 businesses (that have product synergy), minimum 3x3m (9sqm) site, standard rates apply per site. This opportunity is available for indoor site locations only. Melbourne Royal has final approval determining whether this opportunity is suitable for your application. Proof of design required prior to application approval.

For more information regarding exhibiting at the 2024 Melbourne Royal Show, please contact **Jemma Croft, Commercial & Exhibitor Manager** via sales@melbourneroyal.com.au | **03 9281 7413**.



It's Showcasing Your Brand Time!

A Unique Opportunity

Offering a unique opportunity to reach and engage with around 450,000 people – exhibition space at the 2024 Show will be in high demand.

Be sure to secure your space now!

Early Bird Pricing Available Until March 30th

Don't miss your chance to secure your place now and receive a complimentary Melbourne Royal® membership with a range of benefits valued at \$180! For further details, please contact sales@melbourneroyal.com.au *All prices quoted include GST.

Key Dates

Early Bird offer concludes	30 th March
1st Instalment and Signed Contract – 30%	Payable within 7 days of confirming your site
2nd Instalment – 40% payable	30 th June
Final Instalment – 30% payable	16 th August
Bump In	21, 23 & 24 September * <u>no access</u> to the site (at all) on 22 & 25
Bump Out	7 th October



Please note:

- Dates are subject to change; confirmed exhibitors will be notified accordingly of any relevant changes. Further detail and final confirmation will be included in your Show Manual that will be distributed in July/August.
- Bookings secured after July 30th may be subject to a late fee of 5% of the total booking value to accommodate last minute requests and coordination of the booking.

Additional Opportunities

UPGRADE TO A CORNER OR PREMIUM SITE	\$895.00
SHOWBAG OFFERING – INCLUDES LISTING ON WEBSITE AND IN THE OFFICIAL SHOWGUIDE *Subject to publication proceeding. Valid for up to 2 showbags, additional fee's apply for additional bags	\$550.00
CAR PARKING (CLOSE TO SITE) FOR 11 DAYS (CARPARK B)	\$385.00
DRY STORAGE – SHARED SPACE (2x3m) (Per sqm rate also available on request)	\$415.00
WIFI– UNLIMITED DATA @ 100 MB/S FOR 14 DAYS (11 DAYS OF SHOW + BUMP IN / BUMP OUT)	\$365.00
COOL STORAGE	POA

Expand Your Brand

ROAMING STAFF TO PROMOTE YOUR BRAND THROUGHOUT THE GROUNDS	POA
TARGETED COLLATERAL PIECE FOR VISITORS ON ENTRY	POA
SOCIAL MEDIA INTERVIEW / FEATURE	POA

Please contact Commercial & Exhibitor Sales Manager, Jemma Croft, to discuss these opportunities further. Prices include GST.

Other Advertising Opportunities

E-Newsletter

Melbourne Royal Show E-Newsletter

With a subscriber base of 276,000+ the Melbourne Royal Show e-newsletter provides direct access to a database of loyal and committed show goers.

Exclusive advertising space is available for each e-newsletter, including launch events and special announcements.

RATES	
STANDARD	POA
LAUNCH EVENT EG. SHOWBAGS LAUNCH	POA
2 X STANDARD EDM	POA
AVERAGE OPEN RATE	22%

Website

The website attracted almost 1 million unique visitors in 2023, generating over 5 million page views, from August through to September*.

The Melbourne Royal Show website offers advertisers unprecedented access to engaged and active target audiences, with a range of options available including take overs & shared advertisements on the following pages:

- Home Page
- Showbag Pages
- Rides Pages
- What's On Pages
- General Information Page

AUDIENCE	65% FEMALES, APPROX EVEN SPREAD OF DEMOGRAPHICS 18-44, HIGHEST 25-34 YO (33%)
DATES AVAILABLE	EARLY SEPTEMBER – 6 OCTOBER 2024
TOTAL PAGE VIEWS	5,333,977

Additional Advertising opportunities available

See here – [Advertising Opportunities](#) or ask us for further information.

A Unique Opportunity to Engage

The Show's comprehensive marketing strategy attracts a high level of engagement in the lead up to and during the event. Take advantage of the opportunities to connect with an engaged, diverse audience.

1,098,475

new users to
royalshow.com.au

5,333,977

website
page views

2,626,077

users reached
on social media

114k +

Facebook
Fans

276,000+

subscribers on the
Melbourne Royal Show
mailing list

24k +

Instagram
Followers

Next Steps

1 Apply to exhibit

To start the process of reaching around 450,000 potential customers, fill out an **Expression of Interest** form.

2 Have you been successful?

Once Melbourne Royal has reviewed and approved your application to exhibit you will receive a letter of offer and Exhibitor Agreement.

This will include key dates for you to note in preparation for Show.

3 Offer and agreement

Review, sign and return the letter of offer and Exhibitor Agreement, along with a 30% deposit to secure your site.

4 September – it's time to get excited!

Get ready to pick up your exhibitor pack! It's filled with all the necessities to bump in and bump out, and enjoy the 2024 Melbourne Royal Show.

Ensure you collect your pack prior to bump in so you are well prepared!

Once your application is submitted, you will be subscribed to our Show data base to keep you in the loop with important updates!

Get In *Touch*

Jemma Croft, Commercial & Exhibitor Manager

T 03 9281 7413 E sales@melbourneroyal.com.au W royalshow.com.au



Terms & Conditions

Melbourne Royal® is a registered trademark of
The Royal Agricultural Society of Victoria Limited.



**MELBOURNE
ROYAL
SHOW**