

Commercial Exhibitor *Prospectus 2025*



Melbourne Royal Show
Thursday 25 September - 5 October



**MELBOURNE
ROYAL
SHOW**

There will be plenty in store at the Melbourne Royal Show in 2025!



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 or business at the Melbourne Royal Show.

In 2025, 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 distinctive 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 over 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 motivated and diverse audience.

86%

of visitors were satisfied with their Show experience

74%

of adult attendees are female

\$414

average spend per group at the Show

5.8hrs

average time spent at Show

66%

of attendees are definitely, or likely to return the following year

61%

of visitors are families

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

VICTORIAN ATTENDEES 2024

West

24%

North

24%

East

18%

Inner

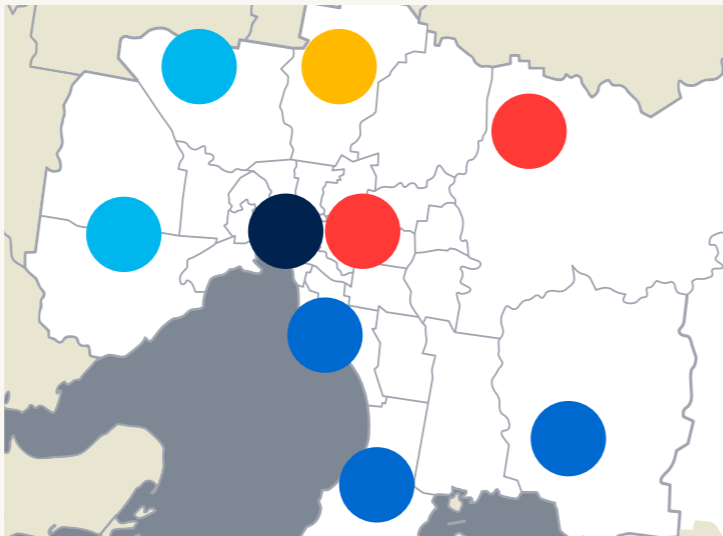
20%

South

6%

Regional

11%



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 \$275 million in value to the state’s economy.

Show Exhibitor Feedback

“My experience at the Melbourne Royal Show has been phenomenal. We’ve had a great outpouring of customers that have come to see my exhibit for the first time and I’m very satisfied with the performance from the Show.”

"We’ve been here for over ten years now, the thing that keeps us coming back is the direct engagement with people. It’s a really good opportunity to have one on one conversations with people. We see the difference when we have those conversations, we feel that people will take action to make themselves more fire safe."

“The fact that it’s such a huge Show, we get to engage with customers that we normally wouldn’t see, a lot of kids, a lot of kids with their parents.”



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.”

Exhibitor Space

Indoor Sites

Shell scheme

Includes carpeted floor space, shell scheme, fascia-name board bearing your company name, two spotlights located on the back wall 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 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 \$950.00 (incl. GST) will be charged.



Indicative image only

Custom Stands

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

Outdoor Sites

Marquee

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 metre additional frontage (space only) relative to the site. Subject to additional fees and approval.

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

Space Only

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

Space only exhibits must provide their own infrastructure and lighting. The minimum size space available is 9sqm. Outdoor exhibits must be approved by Melbourne Royal.

Indicative image only



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

Melbourne Royal preferred suppliers are available to assist.

Premium / Corner Sites (Outdoor)

If allocated a premium or corner site, an additional levy of \$950.00 (incl. GST) will be charged.

Fascia Name Signage

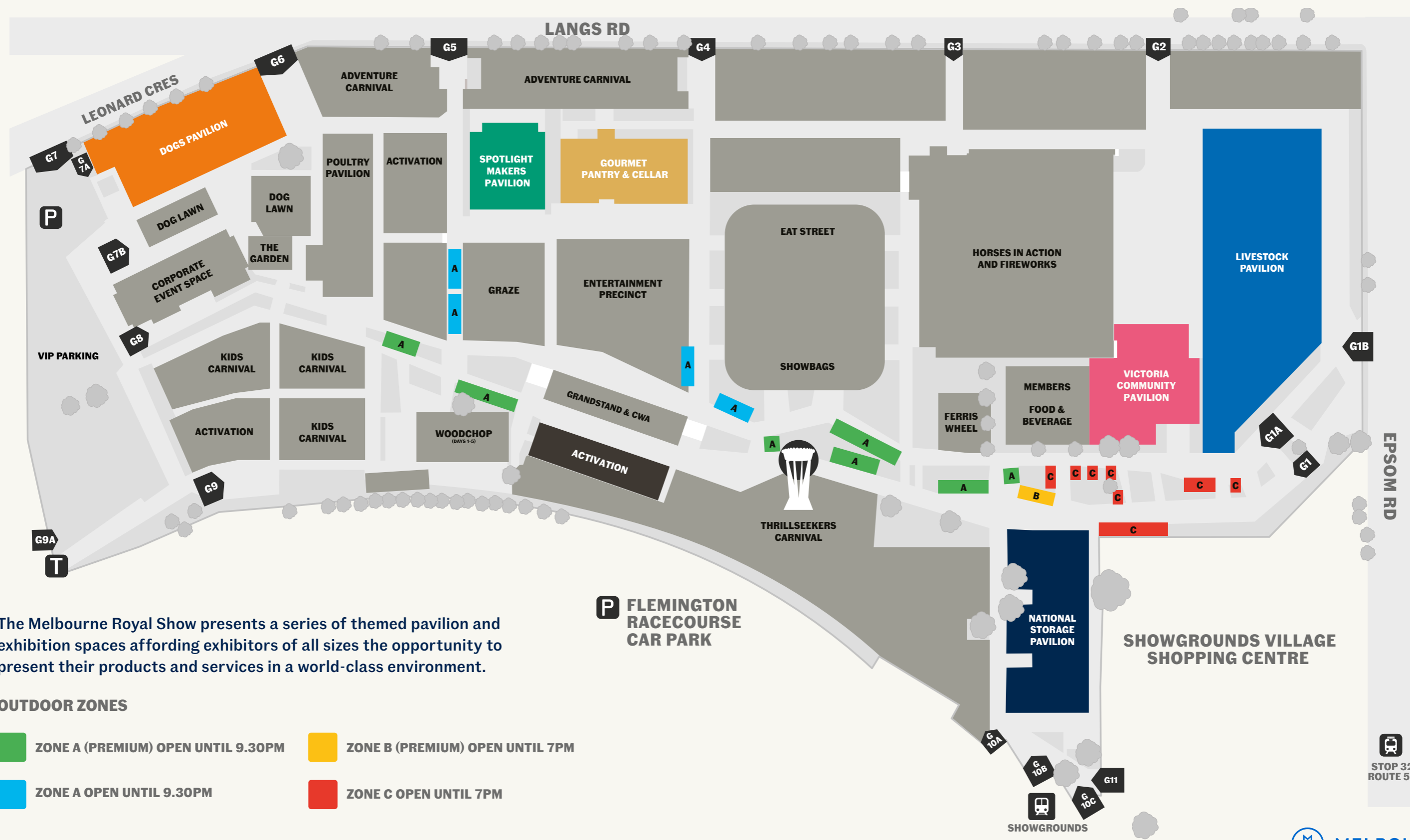
Available upon request, fees apply.

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.

OUTDOOR ZONES

- ZONE A (PREMIUM) OPEN UNTIL 9.30PM
- ZONE B (PREMIUM) OPEN UNTIL 7PM
- ZONE A OPEN UNTIL 9.30PM
- ZONE C OPEN UNTIL 7PM

Generating *Direct Sales* To Your Target Audience

VICTORIA COMMUNITY PAVILION 9.30am - 6.30pm

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

This pavilion is aimed at highlighting the best of the Victorian community, featuring key government agencies, essential services, charities, and community groups.

Offering vibrant displays and family-friendly activities, this pavilion offers free educational experiences all while celebrating the community spirit of the Show.

SPOTLIGHT MAKERS PAVILION 9.30am - 7pm

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

Disciplines include needlecraft, 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.

GOURMET PANTRY & CELLAR 9.30am - 7.30pm

Gourmet Pantry & Cellar is located in the heart of the Show. This pavilion is where a large range of foods, beverages, confectionery, condiments, and cheese 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 palate 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 – 9:30am - 9:30pm Zone B & 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 four 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, and interact 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.

NATIONAL STORAGE PAVILION 9.30am - 7pm

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

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

Additionally, the rear of the pavilion will house a fun family activation or activity

Please note: Content, including times, naming rights partners and information are subject to change.

Commercial Exhibitor Rate Card

PER SQUARE METRE RATE		PER SITE (3M x 3M) (Min site size – 9sqm (3M x 3M))		
	Early Bird Special	Standard Rate	Early Bird Special	Standard Rate
Specialty Retail – Spotlight Makers Pavilion	–	605		5445
Specialty Retail – Livestock Pavilion	500	540	4500	4860
Specialty Retail – Dogs Pavilion	405	435	3645	3915
Outdoor – Zone A – Premium*	735	795	6615	7155
Outdoor – Zone A	715	775	6435	6975
Outdoor – Zone B – Premium*	700	745	6300	6705
Outdoor – Zone C	655	710	5895	6390
Gourmet Pantry & Cellar*	675	730	6075	6570
National Storage Pavilion	665	720	5985	6480

*Rates in \$ AUD

Exhibiting Rate Inclusions

- Access to exhibit for 11 days* of the 2025 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
- * Exhibitors that require a Floor Mat in compliance with Food Safety standards (or other) will incur a \$300 hire fee in addition to the site fee.

Important Information

- Early Bird offer ends 28th February 2025 (Available for selected site categories only)
- Melbourne Royal have final approval when determining business suitability to relevant site size, 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 packaged to sell to ‘take home’ and are not available ‘ready to eat’, sampling is permitted, approval required

* Select sites in Zone A & B (Premium) include 1m space only frontage in addition to marquee footprint (restrictions and fees apply)

Indoor Sites

Shell Scheme, fascia signage, lights (2 x spotlights per 9sqm, placed on front fascia, any changes will incur a fee), power (4amp), flooring, allocation of Show passes.

Outdoor Sites

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

Additional fees apply for:

- Corner / Premium sites - \$950.00
- Storage (limited availability)
- Plumbing (where required)
- Electrical Services (where required)
- Outdoor Fascia Signage - POA
- Outdoor Flooring - POA
- Hand Wash Station - \$295 per unit
- Floor Mat - \$300.00 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 2025 Melbourne Royal Show, please contact the Sales Team at Melbourne Royal Show via sales@melbourneroyal.com.au | 9281 7444



It's Showcasing Your Brand Time!

A Unique Opportunity

Offering a unique opportunity to reach and engage with over 450,000* people – exhibition space at the 2025 Show will be in high demand.

Be sure to secure your space now!

Early Bird Pricing Available Until 28 February 2025

Don't miss your chance to secure your place now and receive a complimentary Melbourne Royal membership with a range of benefits valued at \$190! For further details, please contact sales@melbourneroyal.com.au *All prices quoted include GST.

Key Dates

Early Bird offer concludes	28 February 2025
1st Instalment and Signed Contract – 30%	Payable within 7 days of confirming your site
2nd Instalment – 40% payable	30 th May
Final Instalment – 30% payable	18 July
Bump In	20, 22 & 23 September *no access to the site (at all) on 21 & 24 September
Bump Out	6 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	\$950.00
SHOWBAG OFFERING – INCLUDES LISTING ON WEBSITE AND IN THE OFFICIAL SHOWGUIDE TBC *Subject to publication proceeding. Valid for up to 2 showbags, additional fees apply for additional bags	\$550.00
CAR PARKING (CLOSE TO SITE) FOR 11 DAYS (CARPARK B)	\$440.00
DRY STORAGE – SHARED SPACE (2x3m) (Per sqm rate also available on request)	\$425.00
WIFI– UNLIMITED DATA @ 100 MB/S FOR 14 DAYS (11 DAYS OF SHOW + BUMP IN / BUMP OUT)	\$395.00
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

To discuss these opportunities further, please contact the Sales Team at Melbourne Royal Show via sales@melbourneroyal.com.au | 9281 7444. Prices include GST.

Other Advertising Opportunities

E-Newsletter

Melbourne Royal Show E-Newsletter

With a subscriber base of 322,000+ 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 over 1 million unique visitors in 2024, generating over 5 million page views, from August through to October.

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	57.4% FEMALES, APPROX EVEN SPREAD OF DEMOGRAPHICS 18-44, HIGHEST 25-34 YO
DATES AVAILABLE	AUGUST - 5 OCTOBER 2025
TOTAL PAGE VIEWS	5,505,297

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.

1,029,278

users to
royalshow.com.au

5,505,297

website
page views

4,200,000

users reached
on social media

115k +

Facebook
Fans

322k

subscribers on the
Melbourne Royal Show
mailing list

29k +

Instagram
Followers

Next Steps

1 Apply to exhibit

To start the process of reaching over 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.

3 Offer and agreement

Once the offer letter is accepted you will receive an Exhibitor Agreement to sign within 7 days. A deposit of 30% must be paid within 7 days of contract authorisation to secure your site.

An Exhibitor Manual will be forwarded to you in July/August providing all necessary information in preparation for the Show.

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 2025 Melbourne Royal Show.

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

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



Get In *Touch*

Sales Team at Melbourne Royal Show

T 9281 7444

E sales@melbourneroyal.com.au

W royalshow.com.au

Commercial Exhibitor Promo Video

Terms & Conditions

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