



MELBOURNE
ROYAL
SHOW

2026 Advertising Kit

24 September – 4 October 2026





Promote your business at *Melbourne Royal Show*

As a Retailer you have the opportunity to amplify your on site presence with additional advertising and promotional opportunities.

400,000+

Attendees

110

Melbourne Royal Staff

1,200

Volunteers Involved

900

Businesses Involved

Advertising Opportunities

There are various advertising opportunities available which attract a high level of engagement in the lead up to and during the Melbourne Royal Show.

This includes:

Restroom Advertising

TikTok Content

Digital Out Of Home



Restroom Advertising

Reaching attendees, volunteers and staff from over 600 onsite businesses via a network of restroom door advertising placements.

What better place to capture someone's undivided attention. This quiet location with uninterrupted dwell time offers 100% visibility (you simply can't miss your message), multiple opportunities for repeat exposure and another touch point for your business. Drive attendees directly to your stall, tell them you are here, share your location, promote exclusive offers, use a QR code to enter a competition and have some fun with your messaging!

Spaces are limited, so contact us now with the number of restroom doors you'd like to book and your precinct preference.

RATES (inc. GST)

- 1 Cubicle \$295 for 11 days (*only \$27 per day*)
- 4 Cubicle Package \$1,000 (*15% saving*)

Advertiser responsible for artwork design and to supply A3 PDF.



TikTok Reels

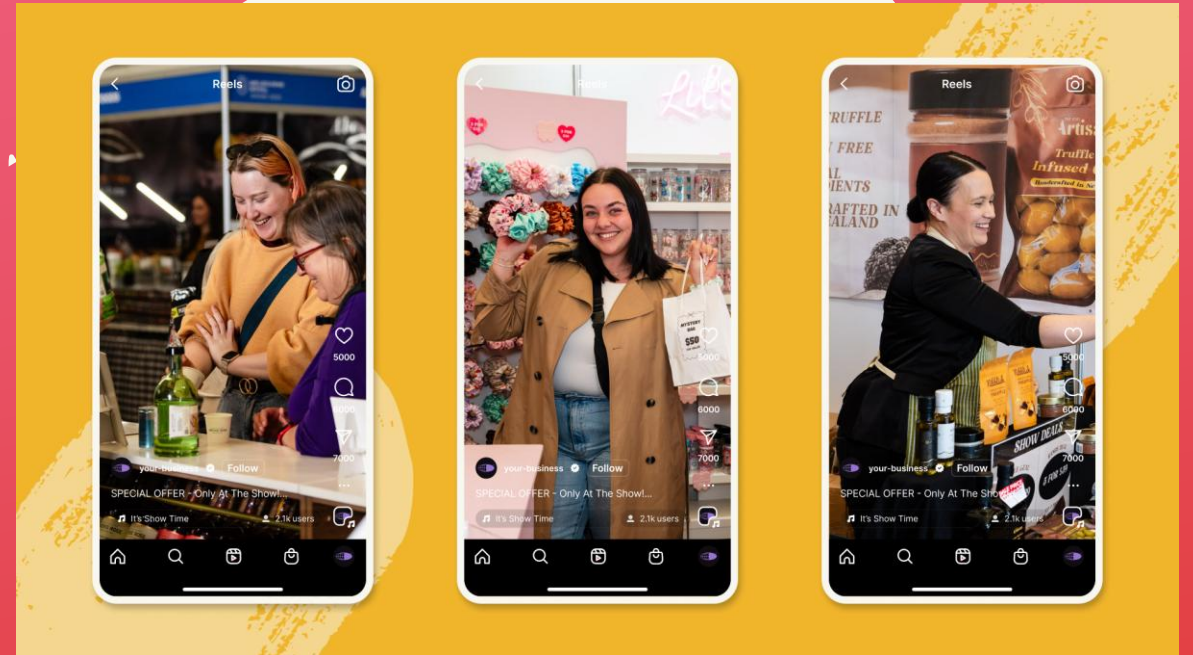
Let us help you create a video up to 30 seconds long for exposure on this popular platform.

Includes video, editing and 1 correction.

Pre-Show Booking Essential Apply by September 16th

RATES (inc. GST)

- 1 Video \$250



TVC Content *Video*

Share the story behind your brand. A seated area has been allocated in Gourmet Pantry & Cellar for visitors to 'take a load off' and listen to the great stories of how your business came to be. What better way to bring attention to your brand.

Played on rotation all day, every day!

RATES (inc. GST)

- 90-120sec video \$270 for 11 days

Submission deadline: September 16th

Please supply in .mp4 format with subtitles



Digital Out of Home



SHOWBAG PAVILION



RETAIL PAVILION



GRAND BOULEVARD

Total opportunities to see your brand at the Melbourne Royal Show:

3,190 advertisements

Location

Plays

Showbag Pavilion x1

29 per day

Retail Pavilion x1

29 per day

Digital Kiosks x8

232 per day

RATES (inc. GST)

- \$5,500

Advertiser responsible for production costs of artwork.

Dynamic content (30sec) available for all screens.

On Premise Digital Screen *Locations*



RETAIL PAVILION



DIGITAL KIOSKS



SHOWBAG PAVILION



MELBOURNE
ROYAL
SHOW

Email us to
Book

Contact:

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