



Commercial Exhibitor *Prospectus* 2026

Melbourne Royal Show

Thursday 24 September - Sunday 4 October 2026



Reach over 400,000 visitors in 11 Days

The Melbourne Royal Show offers exhibitors a unique opportunity to engage patrons at Victoria's largest and most iconic annual community event, attracting a motivated and diverse audience with an average onsite retail spend of \$3.5 million.

86% of visitors were satisfied with their Show experience

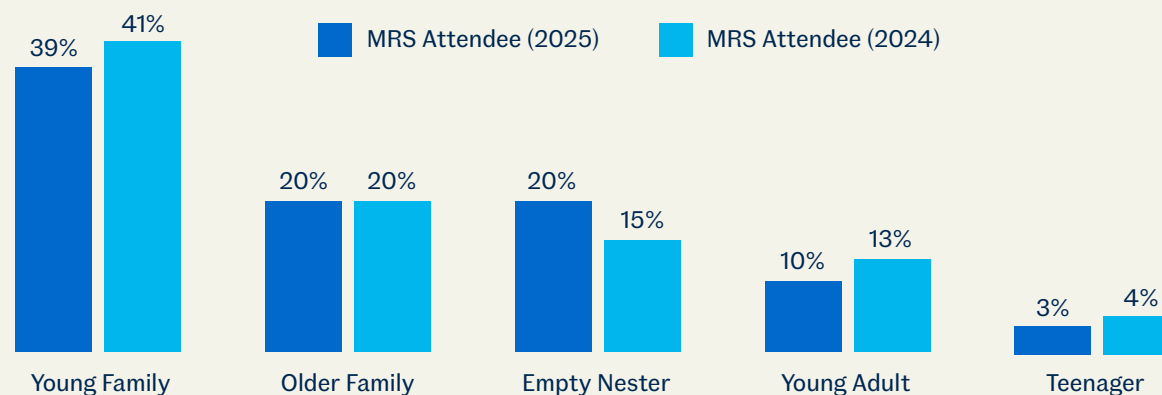
74% of adult attendees are female

\$386 average spend per group at the Show

5.3hrs average time spent at Show

66% of attendees are definitely, or likely to return the following year

AUDIENCE



VICTORIAN ATTENDEES 2025

Melbourne - West	24%
Melbourne - North West	14%
Melbourne - South East	11%
Melbourne - North East	10%
Regional	9%

Melbourne - Inner	8%
Melbourne - Outer East	8%
Melbourne - Inner South	6%
Mornington Peninsula	6%
Melbourne - Inner East	4%

Exhibitor Space

Indoor Sites

Shell scheme

Includes flooring, shell scheme, fascia-name board bearing your company name, two spotlights positioned on the back of the fascia board per 9sqm (3x3m), and 4amp power.

The minimum size available is 9sqm (3x3m).

Space Only

Bare floor space for exhibitors who wish to build their own exhibition stand (must install flooring, walls, lighting). Marquees are not permitted to be used within pavilions.

Minimum size available is 9sqm (height restrictions apply).

Recommended use of professional stand builders, Melbourne Royal preferred suppliers are available to assist.



Exhibitor Space

Outdoor Sites

Marquee

Includes marquee, light and 10amp power.

Suitable flooring will be provided based on accessibility needs.

Minimum size available is 9sqm.

Additional 1 metre frontage outside of marquee space is available subject to additional fees and approval.

Space Only

Bare ground space for exhibitors who wish to construct their own exhibition stand. Must provide their own infrastructure and lighting.

Space Only exhibits must be approved by Melbourne Royal.

Minimum size available is 9sqm.



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

Melbourne Royal preferred suppliers are available to assist.

World-Class Exhibitor Opportunities



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

Pavilion Trading Hours

-  RETAIL PAVILION OPEN UNTIL 7PM
-  GOURMET PANTRY OPEN UNTIL 7.30PM
-  VICTORIAN COMMUNITY PAVILION OPEN UNTIL 6.30PM
-  LIVESTOCK PAVILION OPEN UNTIL 7PM
-  DOGS PAVILION OPEN UNTIL 5PM

Exhibitor Opportunities

VICTORIAN COMMUNITY PAVILION 9.30am - 6.30pm

Located in Melbourne Showgrounds' premium exhibition space, the Victorian Community 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.



AROUND THE GROUNDS Zone A – 9.30am - 9.30pm Zone B & C – 9.30am - 7pm

Located in and amongst the action and busy foot traffic of the Show, outdoor sites offer exceptional exposure and opportunities to interact with patrons of all ages.

Outdoor Zones are located along the bustling Grand Boulevard, behind Graze, in the Kids Carnival, and alongside the Rural Pavilion featuring the Woodchop competition.



Exhibitor Opportunities

GOURMET PANTRY & CELLAR 9.30am - 7.30pm

The Gourmet Pantry & Cellar is the most-visited commercial pavilion at the Melbourne Royal Show.

Bringing together producers and businesses from Victoria and around Australia, this pavilion offers sampling opportunities and the purchase of take-home food and beverage products.

Also home to our highly regarded Melbourne Royal Food & Beverage Awards winners, showcasing the finest local and regional products in celebration of Australian-made cheese, wine, spirits and 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 can engage with farmers to learn firsthand knowledge about agriculture, and interact with a large range of farm animal experiences.



Exhibitor Opportunities

DOGS PAVILION 9.30am - 5pm

This pavilion hosts the All Breeds Championship Dog Show, the largest of its kind in the Southern Hemisphere, featuring more than 200 breeds competing in esteemed blue-ribbon events.

An ideal environment to promote pet care products, accessories, toys and treats to a daily audience of industry professionals, breeders, groomers and pet lovers alike.

The pavilion also features free animal-themed activities for patrons of all ages.



RETAIL PAVILION 9.30am - 7pm

Home to a diverse range of retailers and small businesses, the Retail Pavilion is the largest shopping precinct at the Melbourne Royal Show.

Categories featured include fashion, accessories, homewares, recreation, health and leisure products.



Commercial Exhibitor *Rate Card*



Early Bird

Rack Rate

Precinct/Pavilion	Sqm Rate	Per 9sqm (3mx3m)	Sqm Rate	Per 9sqm (3mx3m)
Outdoor Zone A Premium	\$755	\$6,795	\$815	\$7,335
Outdoor Zone A	\$735	\$6,615	\$795	\$7,155
Outdoor Zone B Premium	\$720	\$6,480	\$765	\$6,885
Outdoor Zone C	\$670	\$6,030	\$730	\$6,570
Gourmet Pantry & Cellar	\$690	\$6,210	\$750	\$6,750
Retail Pavilion	\$665	\$5,985	\$720	\$6,480
Victoria Community Pavilion	\$705	\$6,345	\$750	\$6,750
Showbag Pavilion	\$1,165	\$10,485	\$1,325	\$11,925
Livestock Pavilion	\$515	\$4,635	\$555	\$4,995
Dogs Pavilion			\$250	\$2,250

Early Bird Pricing Available *Until 28 February 2026*

Don't miss your chance to secure your place now and receive a complimentary Melbourne Royal membership with a range of benefits valued at \$199! For further details, please contact sales@melbourneroyal.com.au *All prices quoted include GST.

Important Information

- Early Bird offer ends 28th February 2026 (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

Additional fees apply for:

- Corner / Premium sites - \$970
- Storage (limited availability)
- Plumbing (where required)
- Electrical Services (where required)
- Outdoor Fascia Signage - POA
- Hand Wash Station - \$295 per unit
- Floor Mat - \$300 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.

Additional Opportunities

Other Advertising Opportunities

Melbourne Royal Show E-Newsletter

With a subscriber base of 299,000+ the Melbourne Royal Show e-newsletter provides direct access to a database of loyal and committed Show patrons. 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%

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

Expand Your Brand

UPGRADE TO A CORNER OR PREMIUM SITE	\$970
SHOWBAG OFFERING – INCLUDES LISTING ON WEBSITE AND IN THE OFFICIAL SHOWGUIDE TBC <i>*Subject to publication proceeding. Valid for up to 2 showbags, additional fees apply for additional bags</i>	\$550
CAR PARKING (Close to site) FOR 11 DAYS (Car Park B)	\$395
DRY STORAGE – SHARED SPACE (2x3m) (Per pallet rate also available upon request)	\$425
WIFI– UNLIMITED DATA @ 100 MB/S FOR 14 DAYS (11 days of Show + Bump In / Bump Out)	\$395
COOL STORAGE	POA

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

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.

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.

841,403

users to
royalshow.com.au

4,703,925

website
page views

119k +

Facebook
Fans

299k

subscribers on the
Melbourne Royal Show
mailing list

4,498,641

users reached
on social media

38k +

Instagram
Followers

Next Steps

1 Apply to exhibit

To start the process of reaching over 400,000 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.

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 - 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 2026 Melbourne Royal Show.

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



MELBOURNE
ROYAL
SHOW

Get In Touch

Melbourne Royal Sales Team

T 9281 7444

E sales@melbourneroyal.com.au

W royalshow.com.au

Commercial Exhibitor Promo Video

Terms & Conditions

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

