

ROYAL ADELAIDE SHOW



2025 EXHIBITOR PROSPECTUS

THESHOW.COM.AU

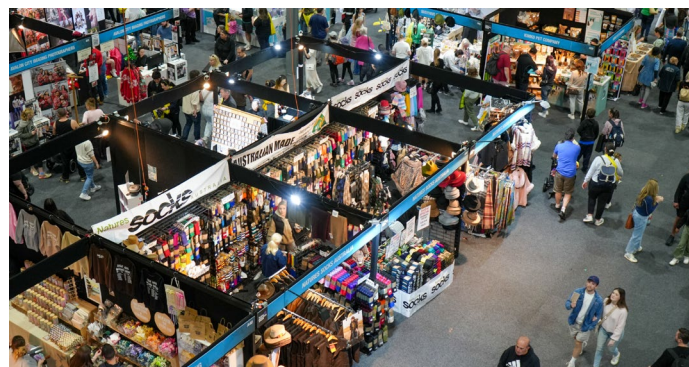


THE ROYAL ADELAIDE SHOW

is iconic, attracting almost 400,000 visitors.

Presented by the Royal Agricultural & Horticultural Society of South Australia Inc, the Royal Adelaide Show delivers a platform for businesses to showcase products and engage with thousands of potential customers.

It is the longest running and largest community event on the South Australian calendar.



Attendance



**Almost
400,000
people**

Average time people
spend at the Show

7.3 hours



Trying new products
is one of the **top 3**
attendance drivers.

Shopping is a driver for
30% of attendees.

Average retail spend



\$357

per household

Engaged Social Audience



Facebook **97,000**

Instagram **19,700**



85%
of 2024 exhibitors
expected to
achieve
ongoing business
from the Show

Over **60%**
of attendees
are
families

Source: Mint Research, 2024. Royal Adelaide Show Exhibitor Feedback, 2024.



JUBILEE PAVILION

Our largest indoor commercial feature with over 150 exhibitors showcasing their innovative products and services.

Jubilee is a shopper's paradise, and effective platform to activate brands.

Stall spaces start from a 3m x 3m size with the opportunity to increase your space to suit your needs.

Jubilee hosts a range of lifestyle products, services and experiences for all ages.

Over half of Show goes visited Jubilee Pavilion in 2024

Source: Mint Research, 2024.

DIVIDED INTO MAJOR CATEGORIES:

Jubilee is sectioned into four areas to strategically target clients and strengthen interest

- LIFESTYLE
- HOME & OUTDOOR LIVING
- KIDS ZONE
- HELLO SA



OPERATING HOURS: FRI & SAT 9AM – 9PM, SUN – THURS 9AM – 8PM



GOYDER FOOD & WINE

Located next to the Jubilee Pavilion, Goyder Pavilion hosts several major features including the premium Food & Wine exhibition.

Goyder Food & Wine offers an abundance of delicacies to see, try, and buy. The aromas, flavours and colourful displays tempt and entice showgoers to taste and engage with producers. If you are a food or beverage producer, this is the place to retail!

OUR SURVEY OF SHOWGOERS REVEALED:

- 58% of Show goers visited Food & Wine in the Goyder Pavilion
- Some of the top drivers for purchase include taste, quality, customer service and a sample/tasting
- 1 in 4 indicated they would purchase a product discovered about at the Show post event
- Food & beverage products have the highest likelihood for future purchase

Source: Mint Research, 2024.





MARKET BAZAAR

Market Bazaar is the mecca of the eclectic, funky, and unique. Featuring a vast range of treasures from all around the world it has a true market atmosphere.

There is something for all ages! From collectables, pop culture, to sporting merchandise, fashion and jewellery, it can all be found in the Market Bazaar.

Located next to the Showbag Pavilion, the busy flow of foot-traffic leads into this hall, keeping exhibitors busy all day!

60% of Show goers visited the Market Bazaar in 2024

Source: Mint Research, 2024.

OPPORTUNITIES FOR:

- FASHION
- ECO & SUSTAINABLE PRODUCTS
- SPECIALTY PACKAGE FOODS
- HAIR/MAKE UP ARTISTS
- A NEW PRODUCT LAUNCH



OPERATING HOURS:
FRI & SAT 9AM – 9PM, SUN – THURS 9AM – 8PM



TASTE SA PAVILION

Taste SA is one of the Royal Adelaide Show's most iconic destinations and is a must-see feature. In 2024, Taste SA moved to its new location in Stirling Angus where Show goers could see, taste and buy a diverse range of food and beverage produced from across South Australia, including confectionery, condiments, smallgoods, baked goods, honey, whisky, liquor, wine and more.

Exhibiting in Taste SA is an ideal on opportunity for you to showcase your product and inform Show goers about the significance and value of South Australia's food and beverage industry.

Businesses are eligible to exhibit in Taste SA at the Royal Adelaide Show if they fulfil the following criteria:

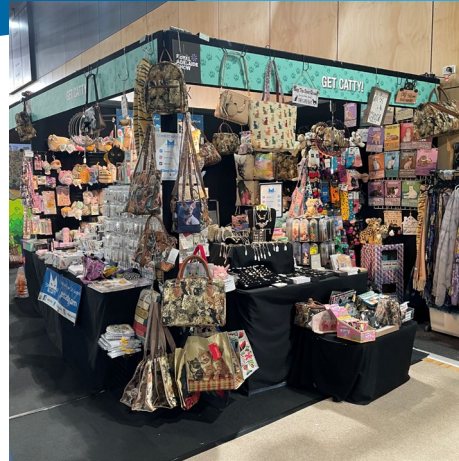
1. Are a South Australian food or beverage producer or processor with the ABNs main business location in South Australia, and
2. Over 80% of food or beverage production is in South Australia

69% of Show goers visited the Taste SA Pavilion in 2024, making this the third most visited commercial pavilion.

South Australian product was one of the top future purchase drivers.

Source: Mint Research, 2024.





DOG PAVILION & PET CENTRE

Featuring a daily program of reptile and cat presentations plus interactive hands-on-experiences, The Pet Centre showcases the cat, rabbit, reptile, dog grooming and cavies (guinea pigs) competitions. Alongside The Pet Centre is The Vili's Dog Pavilion where you can enjoy the dog judging, amusing performances and walk through the dog benching area to see a wide variety of Show dogs.

Both The Pet Centre and Dog Pavilion give the opportunity for Show goers to shop for their fur babies with a wide range of products available for the dog, cat and animal lovers, including homewares, fashion and more!

OUR SURVEY OF SHOWGOERS REVEALED:

- 62% visited the Dog Pavilion and more than half visit the Pet Centre
- Dogs were the second favourite competition in 2024 and Pets (including Cats, Cavies, Rabbits and Reptiles) were among the top 10

Source: Mint Research, 2024.

OPPORTUNITIES FOR:

- PET PRODUCTS
- FASHION
- HOMEWARES
- INTERACTIVE ACTIVATIONS
- JEWELLERY



OPERATING HOURS:
DOG PAVILION: 9AM – 7PM, PET CENTRE: 9AM – 6PM



OUTDOOR

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

Our outdoor sites are located in prominent positions throughout the Showground, including alongside Hamilton Boulevard (outside Jubilee Pavilion), around the Main Arena and down Kingsway. All offer prime exposure and provide a high volume of foot traffic, amazing exposure and incredible sales potential for commercial exhibitors.

This is the perfect opportunity to offer your products and/or services to a wide range of Show goers. Whether you're selling the latest "must have" items or exciting children with face painting, our outdoor sites are the best way to ensure you are seen as people wander the Showground moving from precinct to precinct.



**OPERATING HOURS: 9AM – 11PM DAILY
EXCEPT SUNDAY 8 SEPTEMBER – 10.00PM CLOSE**

ROOFTOP

ROYAL ADELAIDE SHOW MAP



JUBILEE PAVILION



TASTE SA



GOYDER PAVILION



**PET CENTRE &
DOG PAVILION**



MARKET BAZAAR



NOTE: OUTDOOR SITES LOCATED THROUGHOUT SHOWGROUNDS

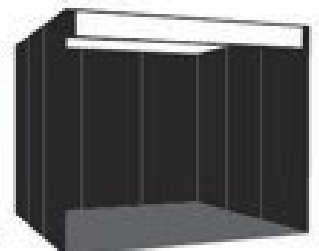
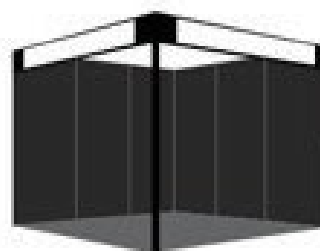




BOOTH

A shell scheme exhibition booth is a turn-key package including walling, carpet, 10-amp power, booth lighting, printed fascia bearing your company name.

Standard sizes are 9sqm & 18sqm

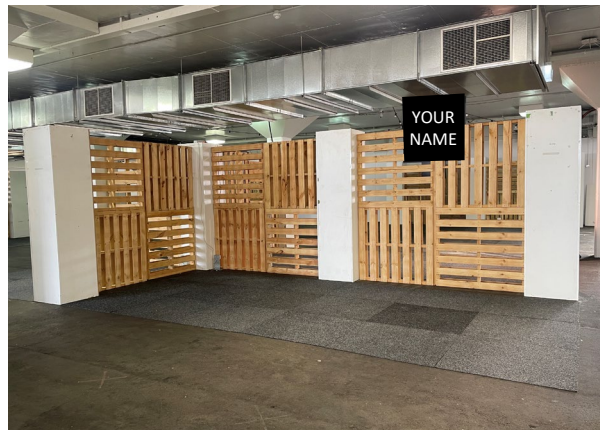


SPACE ONLY

A space only site consists of carpeted floor area inside the pavilion. Best suited to companies who wish to construct their own custom build stand.

Sizes available: 36sqm, 54sqm and 72sqm

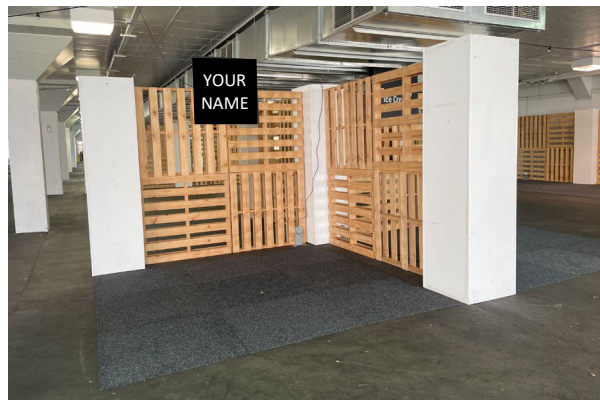




TASTE SA

All sites sold include the basic power & shell scheme (wood pallet back wall, carpet, name board). A single power 10amp double powerpoint is included with each stand and additional power can be purchased, if required. The back-wall panels allow 2400 mm width x 2150 mm height for display material.

Standard sizes are 9sqm & 18sqm



OUTDOOR

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

Standard sizes are 9sqm and 18sqm. Please note that outdoor capacity is limited.



A NOTE TO FOOD & WINE EXHIBITORS

The Society has contracted O'Brien Group Australia as our Official Caterer to manage the provision of all food and beverage for consumption at the Royal Adelaide Show. Within the Taste SA and Goyder Food & Wine pavilions, exhibitors will be able to offer samples of food and beverage as part of their promotion at the Royal Adelaide Show.

Exhibitors will be allowed to provide samples of food and beverage under the following conditions:

- The Society is notified of the proposed sampling in advance of the Show.
- The Exhibitor complies with all Food Safety standards and all relevant City of Unley policies and procedures.
- The portion size represents a genuine sample:
 - In the case of packaged product, the sample represents no more than 20% of the full product size.
 - In the case of unpacked food, the sample does not exceed 50 grams.
 - In the case of beverage, the sample does not exceed 50 mls.
- The sample will be consumed at the point from which the sample was received, and appropriate facilities are provided to accommodate any waste generated.
- The sample is provided free of charge.
- Biodegradable sample containers are used.

Limited Liquor Licence

The Society will coordinate a limited liquor licence for all exhibitors who are sampling and selling alcoholic beverages (complimentary tastings up to 50mls per serving, and sales of sealed bottles 500ml or greater). Exhibitors will be invoiced separately for the liquor license costs. Names of the responsible persons for inclusion on the application will be requested closer to the event. While exhibitors aren't responsible for the actions of patrons once they have left their site, exhibitors must ensure that they are advising patrons that bottled items can NOT be opened onsite and they may be confiscated if they are found open. Packaging of purchased items should also be secured in such a way to discourage them from being opened onsite.

Public Liability Insurance

Food & Beverage exhibitors must hold a Certificate of Currency for Product and Public Liability Insurance for the minimum of \$20million for one occurrence. In addition, the Royal Agricultural and Horticulture Society of SA Incorporated must be listed as an interested party on the insurance. A copy provided to RA&HS is required no later than 1 month prior to the event.



EXTRA ADVERTISING OPPORTUNITIES

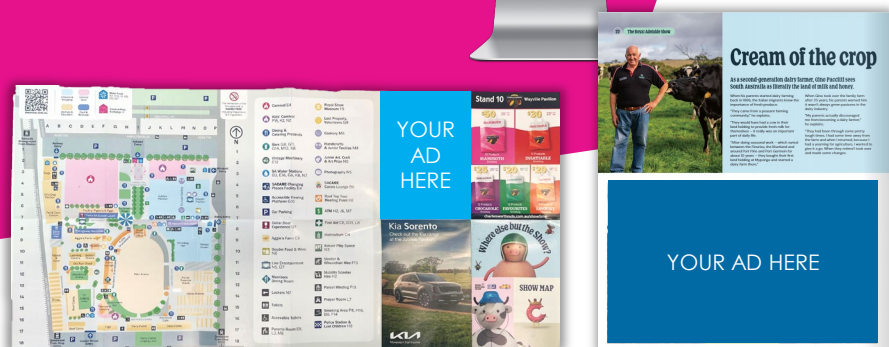
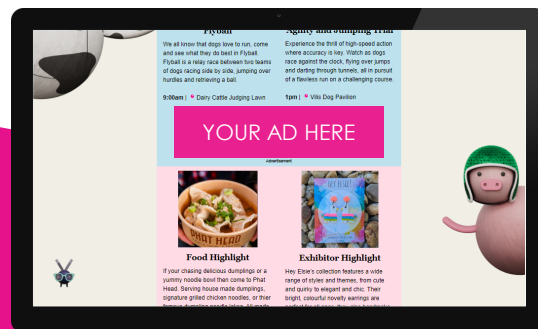
We can offer exhibitors the opportunity for added exposure for their business throughout the many public facing assets we create in the lead up to the show.

These assets include a 56-page gloss colour magazine, Z-Fold Map given out upon entry to the show each day as well as digital advertising opportunities such as Royal Adelaide Show desktop and mobile website, and EDM's.

BONUS OPPORTUNITY

Please speak to your sales consultants for extra information and rates for the below assets today!

- SHOW MAGAZINE
- Z-FOLD MAP
- EDMS
- SHOW WEBSITE



REACH OUT TO US AT SALES@ADELAIDESHOWGROUND.COM.AU FOR MORE INFO

ADDED EXPOSURE

WHAT OUR EXHIBITORS HAVE TO SAY...

"A great way to introduce your products to South Australian foodies."

"The Royal Adelaide Show is the best organised and supported show we have attended. We will continue to participate for years to come!!"

"Loved being a part of the 2024 Royal Adelaide Show. It allowed me to share my business with a wider audience, generate sales and future opportunities."

"As someone who has done shows all around Australia, the Royal Adelaide Show is the best value for money. With plenty of time to set up, payment plans, great communication and great advertising we have found attending to be stress free and an asset to our business."

2024 MARKETING CAMPAIGN

- \$500,000 marketing campaign
- 6-week campaign to promote ticket sales
- Over 9,000 media hits in a 6-week period
- Advertising value and estimated value of media coverage \$11,000,000
- Show website – 9.6 million total event count, 4m 19 sec average engagement time

ROYAL ADELAIDE SHOW

PREMIER PARTNERS



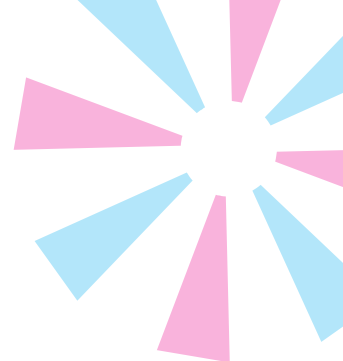
MAJOR PARTNERS

The Advertiser
Sunday Mail
We're for you



SECURE YOUR OPPORTUNITY

The Royal Adelaide Show is the 'people's event' and truly offers something for everyone. Don't miss this valuable opportunity to showcase your brand today!



MOVE-IN:
25 AUG – 29 AUG 2025

EVENT DATES:
30 AUG – 7 SEPT 2025

MOVE-OUT:
8 SEPT 2025



JOIN US

Like what you see...

[APPLY ONLINE HERE](#)

EXHIBITOR TOOLKIT

Tips, starter guide, and more info about exhibiting procedures coming soon!

CONTACT US

Need help? Contact us and we help guide you to the best solution that's right for you and your business.

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