

# Commercial Exhibitor *Prospectus* 2022



**Melbourne Royal Show**  
Thursday 22 September – Sunday 2 October



**MELBOURNE  
ROYAL  
SHOW**



# The Melbourne Royal Show is Back with a Fresh New Look, Set to Be *Bigger and Bolder* Than Ever!



**Captivating audiences since 1848, the Melbourne Royal Show has been promoting and celebrating excellence in Victorian agriculture more almost 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.

Get ready, 'cos it's Show time!



After a two-year absence, a return to capacity crowds is expected at the 2022 Melbourne Royal Show with around 450,000 Victorians expected to attend the 11-day event.

The Show has been re-imagined to deliver a safe and enjoyable experience for visitors and exhibitors, and will provide 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!

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 **MELBOURNE  
ROYAL  
SHOW**



# Reach 450,000 Visitors

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.

**88%** of visitors were satisfied with their Show experience

**74%** of adult attendees are female

**\$157** average retail spend per person at the Show

**20%** of attendees were visiting the Show for the first time

**6hrs** average time spent at show

**74%** of attendees are definitely, or likely to return the following year

**66%**  
of visitors  
are families



## AUDIENCE

**Families** Aged 25 – 44 years with young children aged 13 years and under

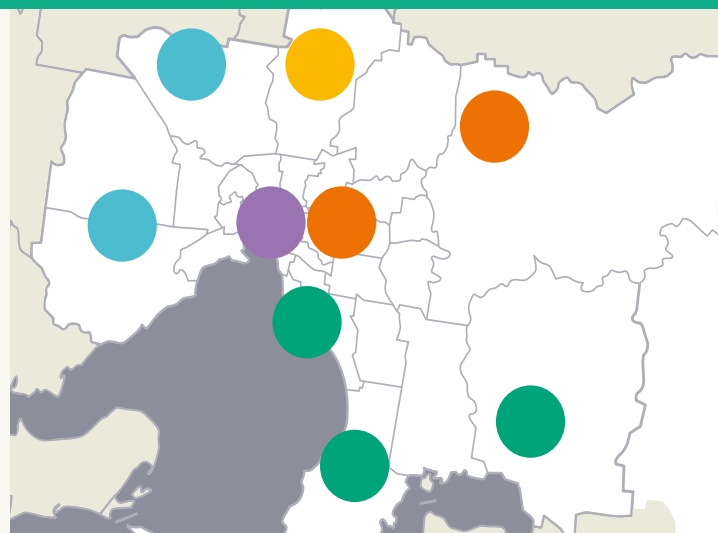
**Adults** Aged 45 – 59 years with non-dependant or no children

**Teenagers** Aged 14 – 18

\*Source 2019 Melbourne Royal Show attendee survey

## Victorian Attendees 2019

● West	23%
● North	11%
● East	18%
● Inner	13%
● South	24%
Regional	10%



# 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.

"With the Melbourne Royal Show we are able to interact with thousands of people on a daily basis. We find that many people down the track, when they are ready for a new pet, think greyhounds as they remember meeting them at the Show. We would highly recommend to businesses to exhibit at the Melbourne Royal Show, as it is a great place to showcase your brand and product. The demographics are broad and you're bound to communicate with your target market."

**Greyhound Adoption Program**  
Over 12 years at the Melbourne Royal Show



"For many years now we have regular customers and exhibitors coming to us for a massage. Book in early so that you don't miss out on a great Show to exhibit your product."

**Deep Muscle Chinese Massage**  
15 years at the Melbourne Royal Show

# Custom *Designed* Exhibitor Space

## Shell Scheme – Indoor Sites

**Shell scheme includes carpeted floor space, white octonorm walls, fascia-name board bearing your company name, two spotlights per 9m2 stand, and 4amp power. The minimum size available is 9sqm.**

### 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.



### Custom Stands

1. Harry the Hirer  
Indoor sites  
[www.harrythehirer.com.au](http://www.harrythehirer.com.au)  
03 9429 8688

2. Excel Events  
Outdoor sites  
[www.excelevents.com.au](http://www.excelevents.com.au)  
03 9394 1013

## Marquee – Outdoor Sites

**Outdoor sites include marquee, fascia name board bearing your company name, light and 10amp power. Minimum site available is 9sqm.**

### Premium Corner Sites

If allocated a corner site, an additional levy of \$825.00 (incl. GST) will be charged.

### 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

For clothing racks, tables or signage a square metre rate applies.

Please note: all additional space is available on request only and must be reviewed and approved prior to Show.



# 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. Details of exhibition spaces overleaf.

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



# Generating *Direct Sales* To Your Target Audience

## **Home, Fashion & Lifestyle Pavilion** **10am-6pm**

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.

## **Outdoor & Recreation Pavilion** **10am-7pm**

In a prime location next to the bustling Thrillseekers Carnival and rail entrance, the Outdoor & Recreation Pavilion is the largest retail pavilion at the Melbourne Royal® Show.

This is the number one location for outdoor and recreation, leisure products and services, health and wellbeing.

Home to interactive demonstrations, live talks, family friendly activities and much more.

## **Food & Produce Pavilion** **10am-8pm**

The Food & Produce Pavilion is located in the heart of the Show featuring your favourite products where a large range of food, beverage and kitchen exhibitors come together.

Within the indoor pavilion there are fine foods and wines, confectionery, condiments, cheeses and much more.

There are a host of things for families to see and do with learning activities for children and adults making it one of the most visited retail pavilions on-site.

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 Town 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.

## **Producer & Creator Pavilion** **10am-7pm**

Captivating and charming, our Producer & Creator Pavilion is at home in the Melbourne Showgrounds 'Agricultural Hall', steeped in history and adding a level of character to this timeless exhibition space.

Home to our highly regarded Melbourne Royal Food & Beverage Award winners and showcasing our finest 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.

This pavilion is the perfect place for emerging and small producers of food and beverage, art, crafts and specialty items. Complementing the offering will be a range of lively talks and demonstrations.

Our Melbourne Royal award winners and small producers are offered a unique opportunity to exhibit for 5, 6 or the full 11 Show days to accommodate their business requirements. Larger commercial businesses are welcome to exhibit in this pavilion for the full 11 days.

**Please note: Times and information are subject to change.**

## **Dogs Pavilion** **9.30am-5pm**

The Melbourne Royal Show hosts the All-Breeds Championship Show, the largest of its kind in the Southern Hemisphere with the 2022 Show being its 150th year!

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.

## **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.

# Commercial Exhibitor Rate Card

PER SQUARE METRE RATE			
	Early Bird Special (\$)	Standard Rate (\$)	
Specialty Retail – Livestock Pavilion	475	515	
Specialty Retail – Dogs Pavilion	385	410	
Outdoor – Zone A	670	725	
Outdoor – Zone B	645	690	
Outdoor – Zone C	620	675	
Food & Produce Pavilion	640	695	
Home, Fashion & Lifestyle Pavilion	630	685	
Outdoor & Recreation Pavilion	630	685	
Producer & Creator Pavilion – Commercial	630	685	
Producer & Creator Pavilion – Art & Craft	530	560	
Producers & Creators Pavilion – 3x3m Site. Melbourne Royal® Award Winners & Small Producers*	–	5 Days	450 (per day)
		6 Days	
		11 Days	
Producers & Creators Pavilion – 3x2m Site. Melbourne Royal® Award Winners & Small Producers	–	5 Days	420 (per day)
		6 Days	
		11 Days	

## Exhibiting Rate Inclusions

- Access to exhibit for 11 days\* of the 2022 Melbourne Royal Show \*relevant to booking
- Exhibitor passes and ticketing allocation based on site size
- Rates are inclusive of GST

## 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), fascia signage, flooring, allocation of Show passes.

PER SITE (3M x 3M) (Min site size – 9sqm (3M x 3M))	
Early Bird Special (\$)	Standard Rate (\$)
4275	4,635
3465	3,708
6,030	6,534
5,805	6,210
5,580	6,075
5,760	6,165
5,760	6,165
5,760	6,165
5,760	6,255
4,770	5,049

## Important Information

- Early Bird offer ends 30th April 2022 (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.

\*Melbourne Royal® Award Winner & Small Producer exhibiting date options:  
5 Days – 22–26/9/22  
6 Days – 27/9 – 2/10/22 | 11 Days – 22/9 – 2/10/22.

Additional fees apply for:

- Corner sites - \$825 per corner
- Storage (limited availability)
- Plumbing (where required)
- Electrical Services (where required)

For more information regarding exhibiting at the 2022 Melbourne Royal Show, please contact Jemma Croft, Commercial & Exhibitor Manager via [sales@melbourneroyal.com.au](mailto: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 2022 Show will be in high demand.

Be sure to secure your space now!

## Early Bird Pricing Available Until April 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 \$165! For further details, please contact [sales@melbourneroyal.com.au](mailto:sales@melbourneroyal.com.au) \*All prices quoted include GST.

### Key Dates

Early Bird offer concludes	30th April
1st Instalment and Signed Contract – 30%	Payable within 7 days of confirming your site
2nd Instalment – 40% payable	30th June
Final Instalment – 30% payable	15th August
Bump In	16, 17, 19, 20th September
Bump Out	3rd October



### Please note

- Dates are subject to change; onfirmed 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.
- Confirmed sites will be notified of any relevant changes.



# Additional Opportunities

UPGRADE TO A CORNER STAND	\$825.00
SHOWBAG OFFERING – INCLUDES LISTING ON WEBSITE AND IN THE OFFICIAL SHOWGUIDE	\$550.00
VIP PARKING ON SITE FOR 11 DAYS (GATE 7)	\$490.00
STORAGE – 2X3M LOCKABLE STORAGE CAGE FOR 11 DAYS OF SHOW, PLUS 1 DAY PRE AND POST SHOW	\$390.00
WIFI- UNLIMITED DATA @ 20 MBPS FOR 14 DAYS (11 DAYS OF SHOW + BUMP IN / BUMP OUT)	\$350.00

# Expand Your Brand

ROAMING STAFF TO PROMOTE YOUR BRAND THROUGHOUT THE GROUNDS
TARGETED COLLATERAL PIECE FOR VISITORS ON ENTRY

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

# Other Advertising Opportunities

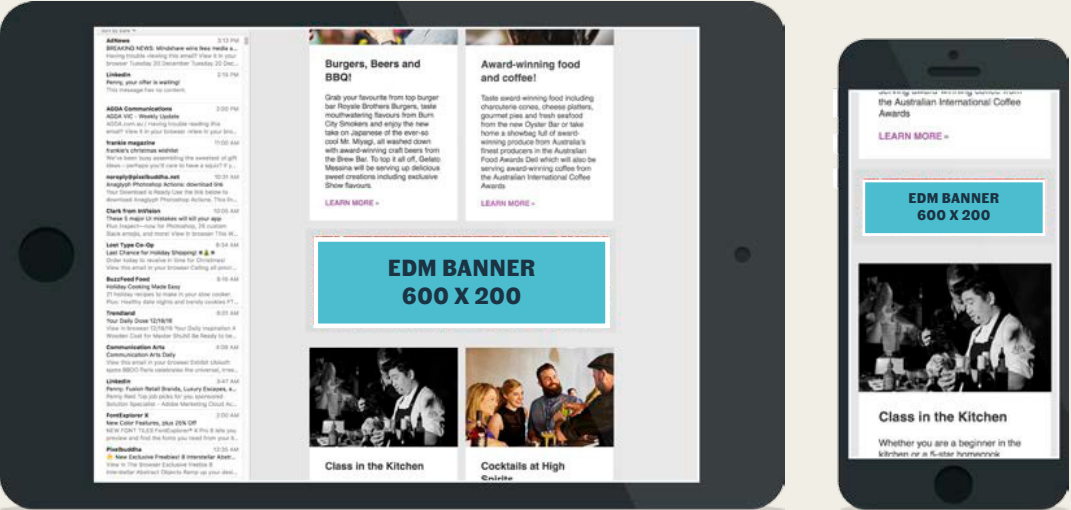
## E-Newsletter

### Melbourne Royal Show E-Newsletter

With a subscriber base of 134,000 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	34%



# Other Advertising Opportunities

## Showbag Desktop Takeover

The showbags landing page is the most visited single page of the website after the home page, generating almost 2 million\* desktop page views in September 2019.

AUDIENCE	63% FEMALES / YOUNG AUDIENCES – PRIMARILY TEENS AND 18-34Y.O.
DATES AVAILABLE	EARLY SEPTEMBER – 2 OCTOBER 2022
TOTAL PAGE VIEWS	1,900,000

## Weekly Takeover

Advertisers will have exclusivity for seven days with a showbags desktop takeover, providing you high impact through unmissable exposure.

AVE. WEEKLY IMPRESSIONS	422,900
WEEKLY RATE	POA
CPM	\$40

\* All prices quoted are excluding GST.  
Limited opportunities available, offers are subject to change.



## Super Screens

Super screens are positioned in two premium locations during the Show to ensure your brand receives maximum exposure to 450,000 people over 11 days.

Limited packages are available to reach and engage your target market at the 2022 Melbourne Royal Show.

PRICE ON APPLICATION
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## 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.

## 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 2022 Melbourne Royal Show.

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](mailto:sales@melbourneroyal.com.au) W [royalshow.com.au](http://royalshow.com.au)



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