



ROYAL  
AGRICULTURAL  
SOCIETY  
*of WA*



# 2024 Commercial Exhibitor Prospectus

21 - 28 September 2024 | [perthroyalshow.com.au](http://perthroyalshow.com.au)

PERTH  
**ROYAL  
&  
SHOW**

21-28 SEPTEMBER 2024





# It's not everyday you... get the chance to be a part WA's most iconic annual event - **The Perth Royal Show**

21 - 28 September 2024

For over 191 years, the Perth Royal Show has been WA's premier annual community event, connecting all parts of WA, from country to city, young to old and business to families in a true Aussie celebration.

Each year, more than 315,000 visitors make their way to celebrate the best of WA, including an amazing variety of animals and agriculture, award-winning produce, arts and crafts, amusement fun, spectacular live entertainment, educational activities and an extraordinary selection of showbags.

#### **There's something for everyone!**

The Perth Royal Show runs over eight days at Claremont Showgrounds and is committed to providing a safe and enjoyable experience for all.

It creates important economic and social benefits for WA and offers a unique, once-a-year platform for businesses of all sizes to showcase their products or services.

Claremont Showgrounds is in the highly enviable position of having a dedicated railway station at its doorstep, all within 6km of the CBD, which makes it easily accessible for patrons and exhibitors.

An array of exhibitor space is available for new and existing exhibitors and vendors across shopping and food pavilions and outdoor sites.

**Don't miss your chance to be a part WA's most iconic annual event!**

# WA's Largest and Most Iconic Annual Event.

It's not everyday ... you get to put your brand on show!

Total of more than  
**315,000 showgoers**



Around **half of showgoers** spend over 6 hours at Show, and nearly **90%** are returning attendee.

## Key Customer Segments

**36%**  
**Young Families**  
*Families w/ children under 12*

**15%**  
**Mature Families**  
*Families w/ children between 12-18*

**15%**  
**Emerging Adults**  
*18-29s w/o children*

**28%**  
**Mixed Households**  
*30+ w/ friends & relatives including children*

**7%**  
**Teenagers**  
*aged 14-17*



**2/3 of showgoers**  
**Extremely Satisfied**

**62%**  
Female

**37%**  
Male

1% Non-binary

## Digital Reach



**12 M**  
Page Impressions



**5.2 M**  
Users Reach



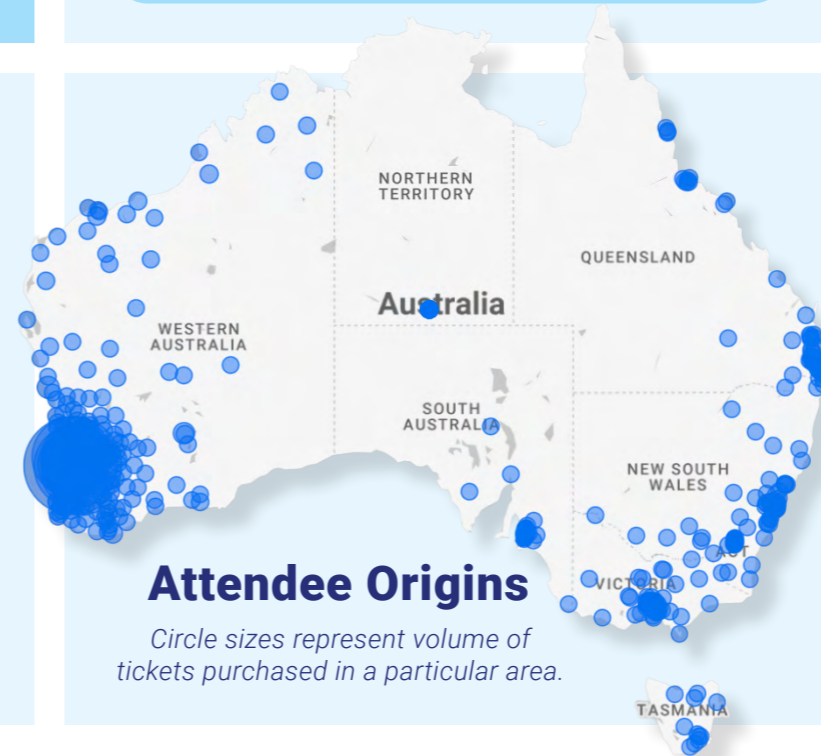
**135K+**  
Social Media Followers



**140K**  
EDM Database



**500K**  
Website Views in 2023



Almost half of showgoers  
**spend over \$200**  
at the Show

# \$ Connect

with a diverse range of consumers  
and increase sales at Perth's  
largest community event.



# Showcase

your products or services  
and demonstrate  
key features.



# Grow

your database of potential  
new customers.



# Capture

new leads by offering  
samples and specials.



# Build

brand awareness and educate  
customers about your offerings.



# Promote

your business at the show  
and through our exclusive  
promo opportunities.





Myself and staff all thoroughly enjoyed the Perth Royal Show, the **lovely people** we met and the connections we made. Especially with the couple other First Nations stalls.

I was so blown away by **winning Best New Exhibitor Award 2023**. It was a blessing and a very happy moment for my company - being our first Perth Royal Show and our first time to the beautiful state of WA.

We made many **new connections**, made a lot of **friends**, and **networked** over the 8-day show. We love the atmosphere, it's a family orientated event, it's fun and enjoyable! And lastly **great for businesses** with sales, especially in prime locations with **high foot traffic**. ”

*Bianca Brackenridge, BRACKS Indigenous Clothing*

# Space Types

**Please note:**  
All products, displays, services and demonstrations must be contained within your allocated site.



## Shell Scheme Indoor Sites

Take the stress out of organising your stand build and let us do it for you!

Based on the pavilion you select, we organise the site build including walling, flooring, fascia signage, lighting and power based on your requirements.

### Ground Space only – Indoor Site

We provide you with your designated space and you have the creative freedom to build it as you like. You must organise your own stand build & flooring and arrange power & lighting requirements direct with us.

**Complex stand builds must be approved by RASWA before build commences.**

## Marquee Outdoor Sites

Due to the duration of the Perth Royal Show, you must have a certified marquee structure outside, no marquees with pop up legs. With this site option, we organise the marquee based on your requirements (size/lighting & walling requirements) and make sure its installed before bump in.

### Ground Space only – Outdoor Space

Much like the indoor option, we provide you with your designated space and you do the rest. You must organise the stand build (if needed) and supply RASWA will your power and plumbing requirements.




**Again, complex stand builds must be approved by RASWA before build commences.**

# Exhibition Spaces

## The Shopping & Lifestyle Pavilion

Robinson Pavilion



-  150+ sites
-  1.5x3 to 9x3 (m)
-  10am - 8pm

**The Shopping & Lifestyle Pavillion** is one of the Perth Royal Show's most popular venues, it allows the Perth community to connect with local business owners and explore their products.

Businesses can showcase their unique goods and services in a traditional style exhibition setting.

**Inclusions:**

- Velcro compatible exhibition booth with carpet
- Fascia signage
- 2 x LED spotlights
- 1 x 10 amp power outlet
- 1 x Supervisor Pass and 16 x Exhibitor Passes

## Food Forum



-  30+ sites
-  3x3, 5x3, 6x3, 9x3 (m)
-  10am - 8pm

**The Food Forum** attracts tens of thousands of people every day at the Perth Royal Show. This is an ideal opportunity for fresh food companies and producers to display their products to the Perth community.



**Inclusions:**

- Exhibition booth
- Optional fascia and counters
- 2 x LED spotlights
- 1 x 15 amp power outlet
- Shared freezer and refrigeration space
- Shared sink and hand washing facilities
- 1 x Supervisor Pass and 16 x Exhibitor Passes

## Outdoor Sites

Excludes catering, fairyfloss & sideshow



-  150+ sites
-  3x3, to 20x20 (m)
-  10am - 9pm

**Outdoor Sites** provide an opportunity for businesses to showcase their goods and/or services in an outdoor setting. The sites come in a range of sizes to suit the business owner's needs, from 9sqm up to 1500sqm.




**Inclusions:**

- Ground space only  
**Marquee inclusion is at an extra cost. NO BYO marquee structures are permitted.**
- 1 x 15 amp power outlet

## WA Small Business Markets

Robinson Pavillion



-  15+ sites
-  3x3 (m)
-  10am - 8pm

**The WA Small Business Markets** is located on the north east of the Robinson Pavillion and provides new and upcoming small businesses with the opportunity to build brand awareness and educate customers about their products or services, capitalizing from the unique market and audience that the Perth Royal Show attracts.

**Inclusions:**

- Velcro compatible back wall (no sides)
- Wooden signage
- 2 x led signage
- 1 x 10 amp power outlet
- 1 x Supervisor Pass and 8 x Exhibitor Passes

# What are you waiting for? Apply Now!

## 6 Steps Application Process

The steps below outline each stage of the application process so you know what to expect. This year there is a Royal Show Exhibitor e-Portal which will be a hub of information and keep you in the loop with important updates.

START

### 1 APPLY TO EXHIBIT

To start the process of reaching up to 315,000 potential customers visit [perthroyalshow.com.au](http://perthroyalshow.com.au) or contact the Exhibitor Services on 08 6263 3147 and complete the expression of interest form.

### 2 SUCCESSFUL APPLICATIONS

Once the Perth Royal Show has reviewed your expression of interest to exhibit and deemed it successful, you will receive a link to the Perth Royal Show Exhibitor e-Portal which contains all the important information you require, including site options and pricing.

### 3 SECURE YOUR STAND

Once a site and pricing has been agreeable, successful applicants are required to pay a 30% non-refundable deposit within five days to hold their site.

### 4 AGREEMENT & FORMS

After the deposit has been received you will be required to complete and sign the exhibitor agreement forms and upload to the Perth Royal Show Exhibitor e-Portal. Forms include the site application form, public and product liability insurance, workers compensation, food forms, risk assessment and covid vaccination certificates.

### 5 EXTRA SERVICES & MARKETING

After you have uploaded your agreement you will be offered an opportunity to purchase additional items such as electricity, plumbing solutions and staff passes. You will also get the opportunity to opt-in to marketing and promotional opportunities.

### 6 PREPARE FOR SHOW

Once final payment has been made you can access your official 2023 Perth Royal Show Exhibitor Pack on the exhibitor e-portal, with everything you need to get prepared for the Show, including staff passes, bump in/out passes and lots more.

FINISH



# Essential Information

## Site Fee

Each of the commercial pavilions have a different fee structure. Please contact our Exhibitor Services to secure a commercial site tailored to your specific needs.

## Insurances

It is the responsibility of all exhibitors to arrange Public, Product and Workers Compensation Insurance to cover their liabilities in respect to all aspects of their activities at Claremont Showground. The exhibitor will affect and maintain the following insurances:

- a. **Public and Product Liability Insurance** to insure the interests of the Royal Agricultural Society of WA (RASWA), the exhibitor and its contractors and subcontractors for an amount of not less than:
  - i) Exhibitors operating rides, activities and games \$10 million (\$10,000,000) and the policy must include a cross-liability clause.
  - ii) Caterers and showbag retailers \$10 million (\$10,000,000).
  - iii) All other exhibitors \$5 million (\$5,000,000).
- b. **Professional Indemnity Insurance** – exhibitors providing treatment including, but not limited to, massage, acupuncture, blood and other tests, will provide evidence of professional indemnity insurance with an indemnity limit of not less than \$5 million (\$5,000,000).
- c. **Employers Indemnity Insurance** in the name of the exhibitor insuring liability under workers compensation legislation and at common law in respect to employees, contractors and subcontractors and including the interest of RASWA as Principal.
  - i) In the event no employees or subcontractors are engaged, the declaration must be completed and signed by the exhibitor.

## Staff and Operating Hours

All exhibition stands are to be staffed with engaging staff throughout the hours of operation of the pavilion or area.

08.45am – 23.00pm	Sideshow
08.45am – 20.00pm	Indoor sites
08.45am – 21.00pm	Outdoor sites

## Site Licence Agreement

In order to operate as an exhibitor at the Perth Royal Show, all exhibitors are required to sign and return their Site Licence Agreement or complete the online application together with their completed Product Listing before the start of Show.

## Food & Beverage Sampling, Tasting and Selling

All exhibitors considering sampling and/or selling food and/or beverage must complete and return a Food Notification Form and pay the applicable fees.

## Security

RASWA provides routine security for its buildings and ground. RASWA will not accept any responsibility for the protection of exhibits nor for any loss or damage how so ever caused. The exhibitor must accept responsibility for claims under the Workers' Compensation Act or any other Act or Regulation related to their activities during the Show.

## Parking

No parking is provided by the Perth Royal Show and limited parking is available nearby. The Perth Royal Show encourages the use of public transport.

# Key Dates

## 26 July 2024

- Electrical Requirements Form deadline
- Plumbing Requirements Form deadline
- Advertising Opportunity deadline
- Ride and Games Details and Pricing deadline

## 9 August 2024

- Showbag Contents Form deadline\*

## 30 August 2024

- Site Sales close
- Final Payments for Sites due
- Food Notification Form deadline\*
- Gas Safety Checklist deadline\*

## 9 September 2024

- Outdoor Sites Bump In commences - space only

## 16 September 2024

- Indoor Sites Bump In commences
- Outdoor sites including Marquee Bump In commences

## 21 September 2024

- Commercial Exhibitor Awards judging

## 24 September 2024

- Commercial Exhibitor Awards presentations

## 4 October 2024

- All Bump Out to be completed

If you have any questions or would like to discuss your options, please call us on **08 6263 3147** or email [exhibitorservices@raswa.org.au](mailto:exhibitorservices@raswa.org.au)



# Other ways to get **involved?**

## Other Opportunities

### Media

The Perth Royal Show is Western Australia's biggest event and receives a high level of media coverage and exposure, generating great public awareness and engagement. The Royal Show Marketing and Media Team operates from the Showground and is onsite throughout the Royal Show to manage all media visits and opportunities. We work with all media operators to ensure the Show is read about, seen and heard, so customers are fully aware and sponsors and exhibitors get maximum exposure.

Contact us at [media@raswa.org.au](mailto:media@raswa.org.au)

### Sponsorship

Become a Perth Royal Show Sponsor and work with the RASWA marketing and partnership team to create a tailor-made solution to suit your needs and budget. Each opportunity varies according to your business's needs. Whether sales focused, database driven or with the goal to increase brand awareness, specific plans will be strategically designed to deliver the results you require.

Contact us at [sponsorship@raswa.org.au](mailto:sponsorship@raswa.org.au)



## Get in Touch

08 6263 3147

[exhibitorservices@raswa.org.au](mailto:exhibitorservices@raswa.org.au)

[perthroyalshow.com.au](http://perthroyalshow.com.au)

## Commercial Opportunities

[Exhibitors & Caterers](#)

[Carnival Ride Operators](#)

[Sponsorship](#)

[Media](#)