

2025 Commercial Prospectus

27 September – 4 October 2025
perthroyalshow.com.au



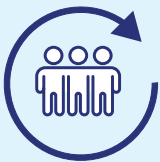
2024 Audience



438,636
Attendees in 2024



Up 39%
From 2023 and some days
SOLD OUT
with record numbers



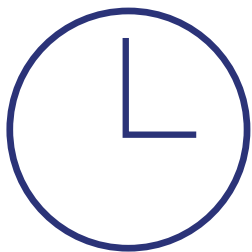
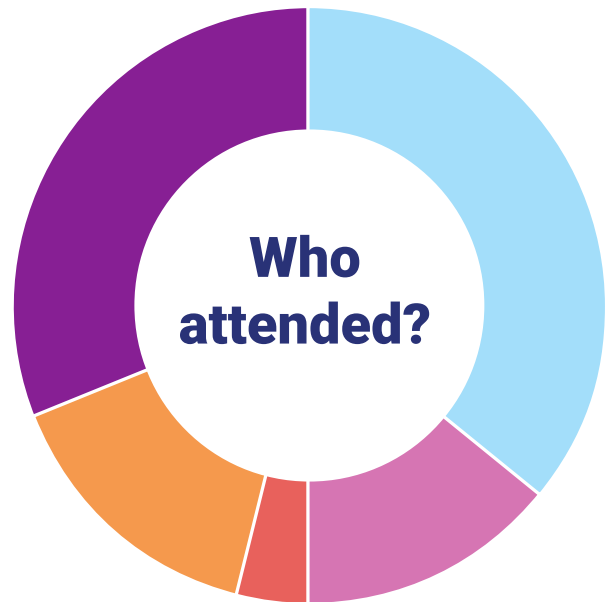
86%
returning
visitors



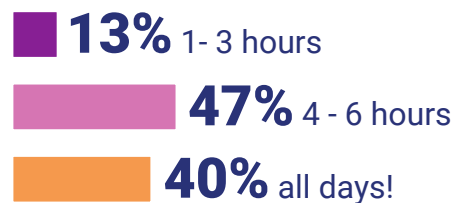
4 in 5
attendees likely
to return for 2025



14%
first-time
visitors



Length of Stay:



- 36%** Young Families (Children under 12)
- 31%** Mixed Households (30+)
- 15%** Young Adults (18-29 yrs w/out children)
- 14%** Mature Families (Child aged 12-18)
- 4%** Teenagers (14-17 yrs)

**Average spend
per person**

\$136



2024 Coverage



1.3M
Mailing List



686K
Website Users



32.2K
App Downloads



29.12M

Media Reach Across the Campaign



118K
Followers
Reach: 924,935



21.1K
Followers
Reach: 466,582



4.8K
Followers
Reach: 313,085

Our Media Partners



The West Australian



“

We had an **incredible experience** at Royal Show and highly recommend it to any business looking to **increase brand exposure, engage with customers, and boost sales**. This event is a fantastic opportunity to showcase products to a diverse audience, build relationships, and create lasting brand recognition.

TNS

Amber
TNS HAIR

“

The Perth Royal Show offers an incredible opportunity to connect directly with a **diverse audience**. As a small hat specialist business, and first-time exhibitor at the Show in 2024 we found it invaluable to meet new customers face-to-face, share our story, and showcase our products in a vibrant, supportive environment. **The exposure we gained during the Show exceeded our expectations.**



Danielle
Green Duck Society

“

The Perth Royal Show is one of the best local events for businesses looking to showcase their products and connect with thousands of visitors. If you're considering exhibiting, don't hesitate—**the show's energy is unmatched**. Working alongside like-minded businesses is always exciting and **the exposure you gain is invaluable**.



Tess
Whipper Snapper Distillery

“

We have been involved in the Perth Royal Show for 2 decades. It has been wonderful for us to bring new concepts and ideas to the show each year and have the Show support us by **providing tailored opportunities** to showcase our goods and services.



Andrew
My Onesie

Exhibitor Sites



Site	Size	Hours	Prices
1 Shopping & Lifestyle Pavilion	9sqm +	10am - 7pm	From \$3000+GST
2 Feasting Barn	9sqm - 18sqm	10am - 8pm	From \$5000+GST
3 The Royal Bazaar	9sqm - 60sqm	10am - 9pm	From \$3500+GST
4 Pawvillion	9sqm - 18sqm	10am - 5pm	From \$2400+GST
5 Rodeo Drive	9sqm - 24sqm	10am - 5pm	From \$3000+GST
6 Street Sites/ Outside catering	9sqm +	10am - 9pm	From \$4500+GST

Please note: Additional services beyond what is included in your site package will incur separate charges. Site areas indicated within this prospectus are indicative only and subject to change. RASWA reserves the right to allocate sites at its discretion and may offer alternative locations deemed most suitable to support event operations and exhibition success.

Indoor Site Options



Shell Scheme

The Shopping and Lifestyle Pavilion, inside the Pawvillion and the Feasting Barn sites include Walling, Fascia Signage displaying your company name, Lighting, 1 x power connection, and Flooring (Shopping and Lifestyle & Pawvillion only).

Ground Space Only

A ground space-only exhibition site provides a designated area for exhibitors to set up their own structures, displays, and equipment, without any additional infrastructure or booth setup provided. Please note that all stand designs must be submitted and pre-approved by RAS prior to construction.



Outdoor Site Options



Marquee Shell Scheme

An outside marquee site provides a fully covered space for exhibitors, with either grass or hardstand flooring, depending on the location. All marquee sites will have fascia signage displaying your company name. Please be advised that no external marquees or structures will be allowed on site this year, and all exhibitors must utilize the designated marquee space provided.

Outside Ground Space only

A dedicated outdoor site provides exhibitors with a blank canvas to create their own unique setup. Ideal for larger displays, car displays, interactive exhibits, or food vans/trucks. Please note that all stand designs must be submitted and pre-approved by RAS prior to construction.



Key Dates

START

1 Applications Open

To apply for the biggest event in WA, head to perthroyalshow.com.au and apply via the exhibitor portal. Hang on tight – we will reach out once applications close!

2 Applications Close

4 June 2025
Submit your application before the deadline to secure your spot at the Perth Royal Show. Late applications may not be accepted, so apply early to avoid missing out!

3 Successful Applicants

Once Perth Royal Show has reviewed all applications, successful applicants will receive a site offer via email with next steps to secure your site. This will include your site details, pricing and what we require from you to move forward.

4 Documentation Due

25 July 2025
All required documents (ie. insurance, food notification forms) must be submitted to confirm your attendance.

5 Payment Due

1 August 2025
All invoices must be paid by the deadline to confirm your attendance. Please note that surcharges apply to late site requests and unpaid invoices.

6 Bump In

Late September
Depending on your site location, bump in dates differ. We will contact you directly to discuss bump in dates.

7 Show Time!

27 Sep– 4 October

8 Bump Out

5 October from 7am
Please note that bump out is not permitted on the final night of show.

FINISH

Get in Touch

Exhibitor Services

08 6263 3147

exhibitorservices@raswa.org.au

perthroyalshow.com.au

Lisa Drennan

Senior Event Sales Executive
(Sales for Site 6 only)



Lauren Daley

Event Sales Executive
(Sales for Sites 1-5)





PERTH
ROYAL
&
SHOW

perthroyalshow.com.au