



RASWA
PERTH
ROYAL SHOW

COMMERCIAL EXHIBITOR PROSPECTUS 2020

26 September - 3 October
perthroyalshow.com.au



Exhibiting at the Perth Royal Show

26 September - 3 October

For over 186 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, business to families.

Each year, more than 350,000 visitors make their way to the Claremont Showground to celebrate the best of WA including agricultural competitions, award-winning produce, educational activities, entertainment, shopping and more.

Claremont Showground 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.

The Perth Royal Show provides a unique, once-a-year opportunity for businesses of all sizes to showcase their products or services, increase brand awareness, grow databases and ultimately increase sales.

Don't miss your chance to be a part of the 2020 Perth Royal Show. Register your interest by [CLICKING HERE](#) or email exhibitorservices@raswa.org.au

Why should you exhibit?

Testimonials from just some of the successful Perth Royal Show exhibitors

“ We run a family business that has been attending the Perth Royal Show for years, and my wife and I look forward to it every year. We've developed a number of friends amongst the Royal Agricultural Society of WA (RASWA), other vendors, and some of the country people who spend so much time at the Show, and it's always good to catch up with everyone amidst the hustle and bustle. When the Show is really humming it's a pretty exciting place to be – lots of happy people and things going on. It's certainly lots of hard work, but the excellent organisation by RASWA makes this as easy as possible, and for me it's pretty magical walking around the main arena when the fireworks and soundtrack kick off to close out another big day. ”

Ben Talbot, Exhibitor

“ We started attending RASWA 5 years ago. We were invited to be involved with Trevor Cochrane of Garden Gurus. We have exhibited as a stand-alone stall for the past 3 years. We have thoroughly enjoyed attending RASWA each year. RASWA has worked with us to find a suitable site for our stall. This year they contacted us in February in order to change our site. We met with Michelle and Owen to discuss this. We have mutually agreed on a new site not far from our site for the last 3 years which we are very happy about. We are excited about this new site as it is larger. We are going to create an Australiana display at the entrance to our stall this year for the public to enjoy. We love that we have grown bigger and bigger at the Show. RASWA opens us up to the whole of WA and we love to listen to the comments of the public. ”

Martin Jaine, Exhibitor

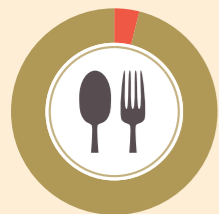
- **Showcase** your business and have your products or services seen by more than 350,000 people.
- **Increase** product sales.
- **Expand** your database for future potential sales.
- **Provide** samples or giveaways to a diverse range of visitors.
- **Launch** new products or demonstrate existing products in front of a regular, captive audience.
- **Promote** your business being at the show through Perth Royal Show Website Advertising, Electronic Direct Mail (EDM) Advertising ([Turn to page 15 to find out more information](#)).

Fun facts



100%

Visitors were **satisfied** with the 2019 Perth Royal Show, while **83%** were **delighted**



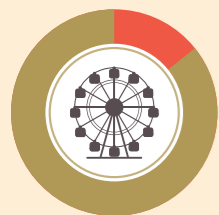
92%

Visitors were **satisfied** with the 'quality and variety of food and beverage' at the 2019 Perth Royal Show, while **59%** were **delighted**



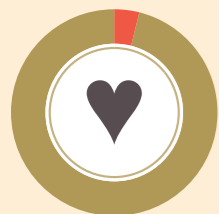
80%

Visitors strongly agree that the Perth Royal Show is different from other events and festivals in Perth



83%

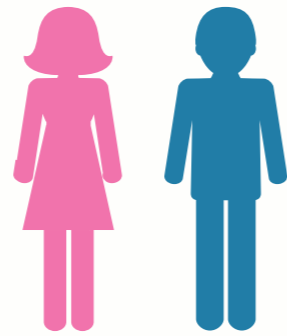
Visitors who had attended the 2019 Perth Royal Show had been in previous years and **7% new visitors** in 2019



70%

New visitors to 2019 Perth Royal Show considered it very likely that they will be coming back to the Perth Royal Show in future years

Demographic Gender



70% 30%

Demographic Age

11% 15-17

20% 18-25

18% 26-35

37% 36-55

14% 56+

* Statistics from 353 customer sentiments at the 2019 Perth Royal Show, undertaken by an independent market agency⁹

Exhibition spaces

THE SHOPPING AND LIFESTYLE PAVILION (ROBINSON PAVILION)

The Shopping and Lifestyle Pavilion, one of the most popular pavilions, allows businesses to showcase their unique goods and services in a traditional style exhibition setting. As one of the Perth Royal Shows most popular venues, it allows the Perth community to connect with local business owners and explore their products. 98% of showgoers surveyed were satisfied with this pavilion in 2020.

Inclusions:

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

FOOD FORUM (JIM WEBSTER PAVILION)

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 AND SIDESHOW)

The Perth Royal Show provides an opportunity for businesses to showcase their goods and/or services in an outdoor setting.

Outdoor sites come in a range of sizes to suit the business owner's needs, from 9sqm up to 1500sqm.

Inclusions:

- Ground space only
- 1 x 15 amp power outlet



How to apply



1 APPLY TO EXHIBIT

To start the process of reaching up to 350,000 potential customers visit www.perthroyalshow.com.au or contact the Exhibitor Services on 08 6263 3147.

2 HAVE YOU BEEN SUCCESSFUL?

Once the Perth Royal Show has reviewed your application to exhibit you will receive a letter of offer if you have been successful, with a quote for your site. If not, the Exhibitor Services will contact you to discuss and help you through the process.

3 SECURE YOUR STAND

Successful applicants are required to pay a 30% non-refundable deposit within five days to hold their site.

4 AGREEMENT AND FORMS

After the deposit has been received you will be sent an exhibitor agreement and forms to be signed and uploaded into the Perth Royal Show Exhibitor e-Portal.

5 ADDITIONAL SERVICES AND 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 IT'S TIME TO GET EXCITED

Once final payment has been made you can pick up your official 2020 Perth Royal Show Exhibitor Pack with everything you need to get prepared for the Show, including staff passes, bump in/out passes and a load more.

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.

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 – 21.00pm	Outdoor Sites
08.45am – 21.00pm	Shopping and Lifestyle Pavilion (Robinson Pavilion)
	Food Forum (Jim Webster Pavilion)
	Small Business Market

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.

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.



Sponsorship overview

Aligning with WA's largest annual community event, the Perth Royal Show presented by the Royal Agricultural Society of WA (RASWA), has distinct advantages with an average 350,000 people who attend the Show each year. Sponsorship with the Show is engaging, lively and unique, offering your business and brand the opportunity to connect with a huge percentage of the population from metro and regional WA, both before the Show and during the 8 days, with choices varying from significant corporate partnerships to small prize contributions.

A sponsor who chooses the Perth Royal Show works in partnership with the RASWA marketing team, and together a tailor-made solution is developed. Each opportunity varies according to your business's needs. Whether sales focused, branding exposure or database driving, specific plans will be strategically designed to deliver the results required. For the 2019 Perth Royal Show, a record number of corporate partners and prize contributors were on board.

Corporate partner opportunities include:

- Alignment with the Show's animal competitions, food competitions, educational and entertainment attractions
- Presenting Partner rights to a precinct or pavilion such as the Animal Nursery
- Perth Royal Food Awards sponsorship opportunities
- Product sampling and product placement

To ensure exposure of your involvement, sponsorship opportunities can also include:

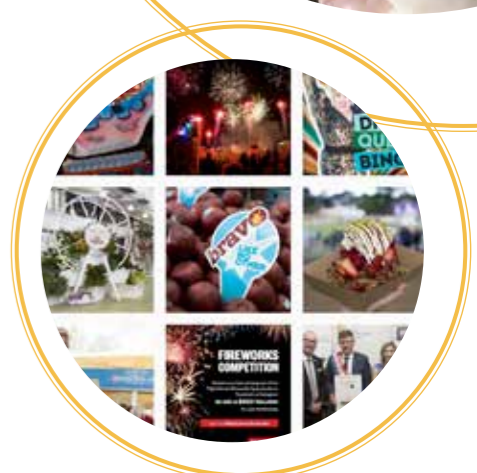
- Onsite activations for visitor engagement with your products and services including signage
- Targeted social media through Perth Royal Show including the 100,000+ Perth Royal Show Facebook page and Instagram page
- Perth Royal Show website advertising
- Connection to the Perth Royal Show 35,000+ newsletter database
- In-Show advertising and exposure including main arena big screen TV advertising and main arena audio announcements

As an entry level, your business can also align with a specific competition as a prize contributor. Ask about how you could sponsor a winner at this year's Show.

No matter your requirements, all sponsorship is designed to work in synergy with the key drivers of your business, delivering your business targeted results. Talk to us about how we can help you achieve this. Please contact:

Stacey Forward

Corporate Partnerships Executive
 08 6263 3105
 0437 582 373
stacey.forward@raswa.org.au



Media

The Royal Agricultural Society of WA (RASWA) Media Team is onsite throughout the Show and manages all media visits and opportunities.

- More than 1,500 individual pieces of media coverage for the 2019 Perth Royal Show
- Nearly 90 per cent of all coverage in 2019 was positive in sentiment
- Major media partners included Channel 9; Seven; Network 10; The West Australian and Hit 92.9
- Stories from the Perth Royal Show carried across Australia and even reached audiences in New Zealand and the United States

Please liaise directly with the RASWA Media Team prior to speaking to any media outlets or contacts.

For potential news stories, please speak to the RASWA Media Team to assist in gaining exposure to build recognition for the Show sponsors and exhibitors.

Robert Davies

PR & Communications Executive
08 6263 3104
robert.davies@raswa.org.au

Statistics

1 August to 15 October 2019

- **Perth Royal Show website** had 624,567 sessions from over 313,219 users, approx. spending five minutes each on the site.
- **Facebook followers** increased by 7,000 to reach over 108,000 and each post averaged 894 interactions per day. Video proved to be most popular with one video viewed more than 77,000 times.
- **Instagram followers** increased by 3,000 and during Show week, there was a total of 393,507 impressions from the Perth Royal Show Instagram alone.



Key dates * if applicable

10 December 2019

- Site Sales Open

29 July 2020

- Electrical Requirements Form Deadline
- Plumbing Requirements Form Deadline

31 July 2020

- Advertising Opportunity Deadline
- Ride and Games details and pricing deadline

12 August 2020

- Showbag Contents Form Deadline*

14 August 2020

- Authorised showbags to be provided to the Perth Royal Show for inspection by Department of Commerce*

28 August 2020

- Site Sales Close
- Final Payments for Sites Due
- Food Notification Form Deadline*
- Gas Safety Checklist Deadline*

14 September 2020

- Outdoor Sites Bump In Commences



Advertising opportunity

ELECTRONIC DIRECT MAIL

For the first time we are offering an exclusive advertising opportunity to appear within our EDM's, distributed to more than 35,000 members signed up to our database online. You can provide a website or social media link for your image to be hyperlinked.

ADVERTORIAL	COST PER EDM	3 EDM PACKAGE	6 EDM PACKAGE
405w X 550h pixels	\$300	\$750	\$1250
Banner (between articles) 405w X 200h pixels	\$150	\$300	\$600
Square advert 160w X 110h pixels	\$150	\$300	\$600

- Artwork to be supplied as a high resolution jpg



WEBSITE HOME PAGE BANNER

624,567 sessions on the Perth Royal Show website last year during 1 August 2018 to 15 October 2019.

Five advertising banners and tiles will be placed on the Perth Royal Show website home page which will load at random per page load. As there are five banners available, these will be allocated on a first come, first serve basis.

PRICE	\$750 each + GST
SPECIFICATIONS	300w X 250h pixels 728w X 90h pixels

- Artwork to be supplied as a high resolution jpg or gif



PURCHASE DEADLINE

Friday 31 July 2020

ARTWORK DEADLINE

Friday 7 August 2020

For more information, please email Marcus Visic on marketing@raswa.org.au or call **08 6263 3181**



CONTACT US

General Enquiries

Exhibitor Services

08 6263 3147

exhibitorservices@raswa.org.au

www.perthroyalshow.com.au