People First Bank

TOOWOOMBA ROYAL SHOW

# TOOWOOMBA ROYAL SHOW

## EXHIBITOR PROSPECTUS 2027

**15 - 17 APRIL 2027**

Partner with one of Queensland's premier regional events and connect with more than 30,000 engaged visitors across three unforgettable days.

# *More than* A SHOW

For more than 165 years, the Toowoomba Royal Show has celebrated the people, industries and communities that make the Darling Downs one of Australia's most productive regions.

**Each year,** thousands of visitors come together to experience the very best of agriculture, entertainment, education and community spirit in one iconic event.

**By partnering with the Toowoomba Royal Show, your organisation becomes part of a tradition that people genuinely love and return to year after year.**

### AGRICULTURE

Honouring our rural heritage and future

### COMMUNITY

Connecting our region like no other event

### EDUCATION

Inspiring the next generation

### ENTERTAINMENT

Exciting experiences for all ages

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# AUDIENCE SNAPSHOT

**30,000+**
**VISITORS**
Over three action-packed days

**4.5 HOURS**
**AVERAGE STAY**
Visitors spend more time at the Show

**200+**
**VOLUNTEERS**
The heart of our community event

**100K +**
**PROMOTIONAL VALUE**
Extentive media and marketing exposure

**86%**
**LOCAL & REGIONAL VISITORS**
From Toowoomba and surrounding regions

## OUR AUDIENCE

- FAMILIES
- AGRICULTURE PRODUCERS
- REGIONAL BUSINESSES
- YOUNG ADULTS
- FOOD LOVERS
- COMMUNITY GROUPS

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*Through the Lens of*

# THE TOOWOOMBA ROYAL SHOW

***More than 150 years of bringing together agriculture, business and community.***

"Every exhibitor helps create *experience*.
Every visitor creates the *memories*."

### AGRICULTURE

Showcasing excellence across livestock, produce and rural industries

### COMMUNITY

Bringing people together to celebrate, connect and belong.

### EDUCATION

Inspiring the next generation through hands-on learning.

### ENTERTAINMENT

Exciting attractions and experiences for the whole family

# WHY PARTNER WITH US?

- **Increase brand awareness** across a highly engaged audience
- **Connect face-to-face** with thousands of potential customers
- **Showcase your products** and services
- **Demonstrate your support** for regional Queensland
- **Align your brand** with **agriculture,** education and community
- **Create memorable experiences** that build loyalty
- **Gain year-round marketing** and networking opportunities

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# PARTNERSHIP OPPORTUNITIES

## PLATINUM PARTNER

Exclusive event partnership

## GOLD PARTNER

Premium brand exposure across key attractions and experiences

## SILVER PARTNER

Strong visibility with opportunities to engage directly with patrons

## BRONZE PARTNER

Affordable entry-level partnership with meaningful community impact

## FEATURE SPONSORSHIPS

- ***Livestock Competitions***
- ***Equestrian***
- ***Entertainment***
- ***Emerging Leaders***
- ***Pavilion***
- ***Education Programs***

## IN-KIND PARTNERSHIPS

Products • Services • Equipment • Media • Hospitality

Every partnership is tailored to meet your marketing objectives, audience and budget. We'd love to work with you to create something unique.

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# TOOWOOMBA ROYAL SHOW

**15TH, 16TH & 17TH APRIL 2027**

## 1. EXHIBITOR INFORMATION

*A preview of site prices & types*

Every year the Toowoomba Royal Show welcomes hundreds of exhibitors, businesses and organisations who help create one of Queensland's largest regional events. Whether you're promoting products, selling food, showcasing services or engaging with our community, there's a site to your business.

| SITE TYPE | SUITABLE FOR | INDICATIVE | FROM* PER METRE |
|---|---|---|---|
| INDOOR TRADE SITE | Retail, displays, community groups, services. | Various sizes available | $600 |
| OUTDOOR TRADE SITE | Retail, machinery, displays, equipment, services | Various sizes available | $135 |
| FOOD VENDOR SITE | Food & beverage, refreshments, food trucks | Various sizes available | $160 |
| COMMERCIAL DISPLAY | Vehicles, agriculture, equipment, large displays | Various sizes available | $135 |

*Powered sites available* | *Water access (where applicable* | *Multiple site sizes* | *Early booking recommended*

***Pricing is indication only and subject to change**

*A full exhibitor prospectus, including application information, conditions and available sites, is available upon request.*

## 2. IMPORTANT DATES & TIMES

*Plan ahead for a successful Show*

**KEY DATES**

| | |
|---|---|
| **APPLICATIONS OPEN** – Site applications open. | 1 SEPTEMBER 2026 |
| **APPLICATIONS CLOSE** – Final date for all site applications. | 31 JANUARY 2027 |
| **SITE ALLOCATIONS CONFIRMED** – Sites allocated and confirmed. | 28 FEBRUARY 2027 |
| **BUMP IN** – Set up your site | 13-15 APRIL 2027 |
| **SHOW DAYS** – Three action-packed days! | 15-17 APRIL 2027 |
| **BUMP OUT** – Pack down and site to be vacated | 17-18 APRIL |
| **SITE FEES DUE** – Final payments due | 15 MARCH 2027 |

**TRADING HOURS**

| THURSDAY 15 APRIL 2027 | FRIDAY 16 APRIL 2027 | SATURDAY 17 APRIL 2027 |
|---|---|---|
| 11:00am-9:00pm | 9:00am-9:00pm | 9:00am-9:00pm |

***All exhibitors are required to stay open until 9.00pm daily. Times are subject to change.***

## 3. FIND YOUR PLACE AT THE SHOW

*Site maps & exhibition areas*

The Toowoomba Royal Show offers a variety of indoor and outdoor locations across the Showgrounds. The maps below provide an overview of the exhibition areas and visitor flow.

**INDOOR SITES (FOUNDERS PAVILION)**

**NORTHERN PARK SITES**

**CENTRAL PARK AND VILLAGE GREEN SITES**

# LET'S BUILD SOMETHING GREAT TOGETHER

Whether you're looking to increase brand awareness, connect with regional Queensland or support one of the the state's most iconic agricultural events, we'd love to hear from you.

**Let's create something extraordinary together.**

**CONTACT US TODAY**

**0746 347 400**

**events@rasq.com.au**
**rasqadmin@rasq.com.au**

**www.toowoombashow.com.au**

*Get in Touch!*

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