

RASWA
PERTH
ROYAL SHOW

COMMERCIAL EXHIBITOR | 20 PROSPECTUS | 23

23 - 30 September 2023 | perthroyalshow.com.au

Be part of Perth's biggest and
longest standing community event

“

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, Dippin'Dots Perth



The Perth Royal Show

23 September - 30 September 2023

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 345,000 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.

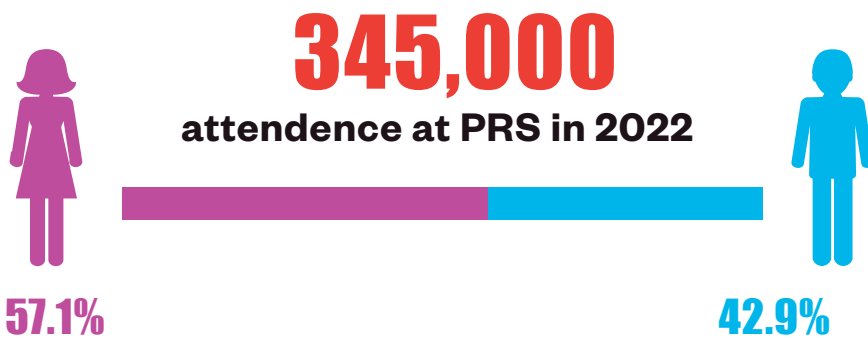
Don't miss your chance to be a part WA's most iconic annual event!



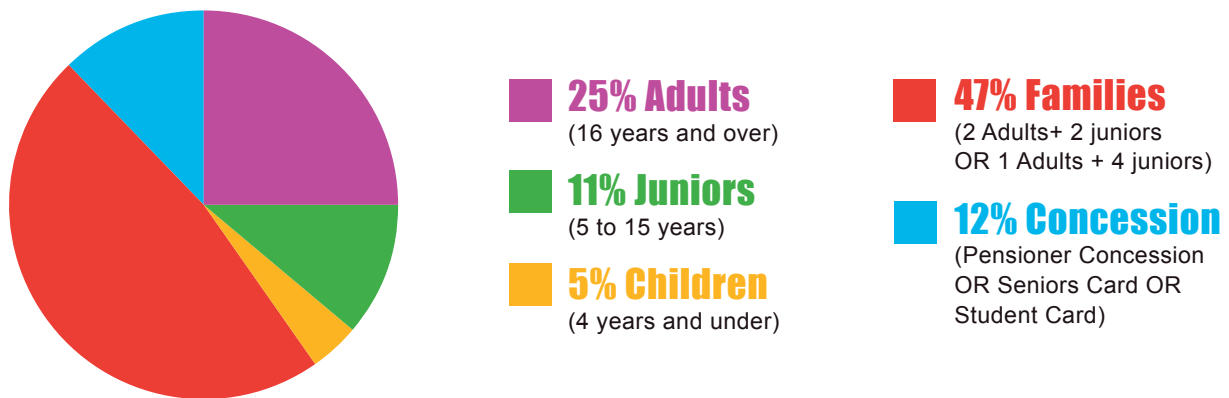
Why exhibit?



2022 Audience



The 2022 Survey was conducted by third party market research group.



96%
of visitors were satisfied with the 2022 PRS. **93%** were return visitors and **85%** said they are very likely to come back to future shows.

89%
of visitors think the Perth Royal Show brings the City and Country together. **76%** agreeing it connects communities.

92%
of show goers think the Perth Royal Show is an iconic community event. **91%** believe it is very important as a longstanding community tradition.

86%
of show goers believe the PRS offers education about agriculture and food from WA.

96%
of visitors believe the PRS should stay for many years to come. **80%** think the PRS is different from any other event or festival held in Perth.

93%
think the PRS is very important in acknowledging farmers and the great work they do.

Space types

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 with your power and plumbing requirements. **Again, complex stand builds must be approved by RASWA before build commences.**



We launched our business at the Caravan and Camping show at Claremont Showgrounds in March 2019. It was there where we were approached at our stall by RASWA about attending the Perth Royal show - this was something we never really considered for our type of product being High end Retro and Off-Road Campers. But OMG it worked a treat and we have been back every year since. You just cannot beat the local Western Australian exposure. This was totally amazing for our new Fremantle base company and its branding. Hats off to the professionally and flawless efforts of RASWA and the many many others who run this Massive event so well.”




Josh McLernon, Cool Beans Campers

Exhibition Spaces

The Shopping & Lifestyle Pavilion

Robinson Pavilion



-  150+ sites
-  1.5x3 to 9x3 (m)
-  10xam - 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 and 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

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.



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.



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

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



Key dates

28 July 2023	<ul style="list-style-type: none"> • Electrical Requirements Form deadline • Plumbing Requirements Form deadline • Advertising Opportunity deadline • Ride and Games Details and Pricing deadline
11 August 2023	<ul style="list-style-type: none"> • Showbag Contents Form deadline*
16 August 2023	<ul style="list-style-type: none"> • Authorised showbags to be provided to the Perth Royal Show for inspection by Department of Commerce*
1 September 2023	<ul style="list-style-type: none"> • Site Sales close • Final Payments for Sites due • Food Notification Form deadline* • Gas Safety Checklist deadline*
11 September 2023	<ul style="list-style-type: none"> • Outdoor Sites Bump In commences - space only
18 September 2023	<ul style="list-style-type: none"> • Indoor Sites Bump In commences • Outdoor sites including Marquee Bump In commences
23 September 2023	<ul style="list-style-type: none"> • Commercial Exhibitor Awards judging
26 September 2023	<ul style="list-style-type: none"> • Commercial Exhibitor Awards presentations
6 October 2023	<ul style="list-style-type: none"> • All Bump Out to be completed

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



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