



2027 Exhibitions Prospectus

19 – 30 March 2027



A MESSAGE FROM THE HEAD OF COMMERCIAL, PAUL BOWD

The Sydney Royal Easter Show is a true celebration of Australian culture – from proud rural traditions to vibrant modern lifestyles. With over 800,000 passionate attendees over 12 days, it stands as one of the largest annual ticketed events in the country and an unrivalled platform for brand exposure and engagement.

Whether you're a well-established brand or a business just starting out, the Show provides a powerful platform to drive direct sales, launch new products, sample and showcase offerings and build brand awareness.

With attendees spending an average of 7.5 hours on site, the Show presents a valuable chance to form meaningful connections with consumers. It's also a unique opportunity to build your customer database, boost your social media reach, and maintain engagement well beyond the event – supporting repeat business and long-term growth.

But don't just take our word for it [CLICK HERE](#) to hear from exhibitors who've found success at the Show.

To be part of our 2027 Show, refer to the last page of this prospectus or contact our Exhibition Sales Team for more information.





SHELL SCHEME – INDOORS

Carpeted floor space, fabric-covered walls, fascia sign with your company name and spotlights (Minimum size 9sqm).



SHELL SCHEME – OUTDOORS

Marquee, concrete floor/grass space, and fascia sign with your company name (Minimum size 9sqm).



SPACE ONLY – INDOORS

Bare floor space to construct an exhibition stand (must install flooring, walls, and lighting). Please note marquees cannot be constructed within pavilions. Space Only stand designs must be approved by the RAS. (Minimum Size 18sqm and height restrictions apply).



SPACE ONLY – OUTDOORS

Bare ground space to construct your exhibition stand (must install flooring, walls, and include lighting). Space Only stand design/structure must be approved by the RAS.

OUR 2026 AUDIENCE



TOTAL ATTENDEES
796,780

Attendee Origins
76% Sydney
20% NSW Regional
3% Interstate
2% Overseas

THE SHOW RECEIVED
OVER
20 THOUSAND
MEDIA MENTIONS

AVERAGE 7.5 HOURS
SPENT AT THE SHOW

49% OF ATTENDEES WILL
DEFINITELY OR ARE
LIKELY TO RETURN IN
2027

AVERAGE SPEND
\$533 per group of 3
\$185 per person

ONE OF AUSTRALIA'S LARGEST ANNUAL TICKETED EVENTS, PROVIDING THE PERFECT PLATFORM TO:



Create sales and
capture leads

Increase brand
visibility and
utilise promotional
opportunities

Sample your
product to
a wide range
of demographics

Develop and grow a
network of
potential customers

Gain exposure and
educate consumers
on your products or
services

Bring the features
and benefits
of your product
to life



EXHIBITOR OPPORTUNITIES



1

WOOLWORTHS FRESH FOOD DOME

**Sydney Royal
EASTER
SHOW**
19 - 30 MARCH 2027

The Woolworths Fresh Food Dome remains the most visited pavilion at the Show.

Home to the renowned Districts Exhibits, the Dome showcases local producers, Sydney Royal Medal Winners, and exhibitors from across Australia. Show patrons can explore and taste a wide range of premium Australian made products (guidelines adhere to the regulations set by the ACCC.)

Pricing

Shell Scheme \$1,080# per sqm
(excluding main aisle)
Space Only \$922 per sqm
(excluding main aisle)
Corner \$1,102
(GST Inclusive)

Enquire for introductory 6sqm small business rate

2

ADJUSTA MATTRESS HOME & LIFESTYLE PAVILION

Sydney Royal
**EASTER
SHOW**
19 - 30 MARCH 2027

The Home & Lifestyle Pavilion is a one-stop shopping hub with a broad range of consumer products.

Enjoy an exciting retail environment with home renovation services, garden products, home décor, health and wellness, and explore automotive, indoor/outdoor solutions, technology, government services and international food options.

The large indoor space provides opportunities for engaging custom-built activations, conveniently located adjacent to the Woolworths Fresh Food Dome.

You'll also find the Country Women's Association tearoom, a popular spot known for serving freshly baked scones with jam 'n cream.



Pricing

Shell Scheme \$1,030 per sqm

Space Only \$860 per sqm

Corner \$1,102

(GST Inclusive)

3 PET PAVILION

Sydney Royal
**EASTER
SHOW**
19 - 30 MARCH 2027

The Pet Pavilion offers everything for your four-legged friend from pet care products, treats, accessories, and fashion to toys, bedding, photography, and branded merchandise.

Showcasing breeding excellence within the domestic animal competitions plus Cavy Club, Cats NSW, Rabbit Hopping Society, learn, interact, and explore your next family pet.

Watch the wildlife reptile show and enjoy the entertainment in the Sushi Hub arena, where Farmer Dave's irresistible dogs charm crowds and demonstrate obedience in "temptation alley", blending education and entertainment.

Pricing

Shell Scheme \$630 per sqm
Corner \$1,102
(GST Inclusive)

4

FASHION & STYLE PAVILION

Sydney Royal
EASTER
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19 - 30 MARCH 2027

The Fashion & Style Pavilion is the perfect destination for retailers showcasing clothing, handbags, art, homewares, jewellery, footwear, beauty products, and haircare.

New to the Sydney Royal Easter Show? then our Emerging Small Business area is designed specifically for first-time exhibitors, offering an affordable entry point to the Show. Spaces are limited and sell out quickly.

Pricing

Shell Scheme \$970# per sqm
Corner \$1,102
(GST Inclusive)

Enquire for introductory 4sqm small business rate

5

WORLD BAZAAR

Sydney Royal
EASTER SHOW
19 - 30 MARCH 2027

Discover a diverse and engaging collection of products and services, including psychic readings, candles, bath and body products, crystals, henna art, hair braiding, massage, fashion, jewellery, accessories, and electronics, making it a favourite destination for Showgoers.



Pricing

Shell Scheme \$935 per sqm

Corner \$1,102

(GST Inclusive)

6

AROUND THE GROUNDS



OLYMPIC BOULEVARD, GRAND PARADE, CATHY FREEMAN, HORSE PRECINCT

Street sites are positioned throughout the Sydney Royal Easter Show, providing excellent opportunities for sales, brand exposure, and customer engagement.

Ideal for RAS-supplied marquees, promotional vehicles, shipping containers, and custom-built displays, with Platinum, Premium, Standard Shell Scheme, and Space Only options available.

Pricing

Shell Scheme – Standard \$820 per sqm

Shell Scheme – Premium \$895 per sqm

Shell Scheme – Platinum \$930 per sqm

Shell Scheme – Horse \$640 per sqm

Space Only – Standard \$718 per sqm

Space Only – Premium \$800 per sqm

Corner \$600

(GST Inclusive)

7

DISTILLERS' DEN



In its second year The Distillers' Den will feature premium spirits and wines from distilleries and wineries all over Australia. In addition, we plan to include gourmet offerings including artisan cheeses, cured meats, premium nuts, and olives ... available to sample and take home.

Also featuring a stylish 1920s prohibition-themed cocktail bar, providing the perfect spot to enjoy a quiet drink.

Pricing

Shell Scheme \$560 per sqm
Corner \$600
(GST Inclusive)

PRICE LIST

1 x Liqueurs 200mls - \$70 (Saves \$5)
Elderflower Liqueur 700ml - \$25
Salted Caramel Liqueur 700ml - \$60
Highland Vodka 700mls - \$60
Raw Vodka 700mls - \$60
Gin 700mls - \$60

GROW YOUR BUSINESS AT THE SHOW

HOW TO APPLY

STEP 1

Return your Expression of Interest including a stand design and list of products. We will confirm the per sqm costs and if products listed are permitted.

STEP 2

Access the Exhibitor Portal for details and key planning information for your booking.

STEP 3

Read the Schedule of Key Terms, confirm your location on the floor plan, sign the Terms & Conditions and pay your deposit invoice.

STEP 4

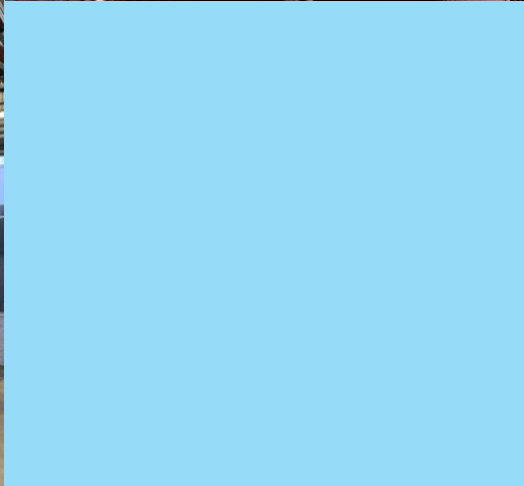
Complete the tasks on the Exhibitor Portal (Public & Product Liability, Workers Compensation, Risk Assessment, etc).

STEP 5

Once final payments have been made, refer to the Show Event Manual for pick up details of your Commercial Exhibitor pack.

STEP 6

Create your stand and focus on presentation, product appeal and personnel.



About Us

The Royal Agricultural Society of NSW has been mission purposed to forge the future of sustainable Australian agriculture, and award- quality produce and animal breeds through competitions, education and events since its foundation in 1822. The RAS is a not-for-profit organisation committed to supporting rural agricultural communities and driving the development if ag business and ag tech alike, to ensure prosperity and sustainability for generations to come. Thank you for supporting the RAS.





CONTACT US

HEAD OF COMMERCIAL

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COMMERCIAL EXHIBITOR OPPORTUNITIES

[EXPRESSION OF INTEREST](#)

[EXHIBITOR TESTIMONIALS](#)

[AUDIENCE PROFILE](#)

[SPONSORSHIP OPPORTUNITIES](#)

[ADVERTISING OPPORTUNITIES](#)