

# Commercial Exhibitor Prospectus 2025

THE SUNSHINE COAST'S **LARGEST 3-DAY EVENT!**



**Sunshine Coast Agricultural Show**  
Friday, June 13 - Sunday, June 15

# Welcome to the **Sunshine Coast Agricultural Show**



The Sunshine Coast Show has been held annually at the Nambour Show grounds for the past 118 years. The Show offers exhibitors the opportunity to market and sell their products to a variety of viewing public over 3 days.

The Show offers a variety of opportunities to further promote your business which could include being part of our marketing campaign, social media and sponsorship options throughout the grounds.



**For more  
information contact**

**Melissa Green**

**Trade Coordinator - Sunshine Coast Agricultural Show**

**Phone:** 0405 705 416

**Email:** [trades@sunshinecoastshow.com.au](mailto:trades@sunshinecoastshow.com.au)

# Audience

**30,000+ ON AVERAGE**

**ATTEND THE SUNSHINE COAST SHOW  
GROWING 50% SINCE 2018!**

## Age

**33.92%**

Under 18  
Years

**19.86%**

18 - 35  
Years

**33.82%**

36 - 60  
Years

**12.39%**

Over 60  
Years

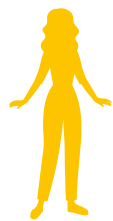
**80%**

of Residence come from the  
Greater Sunshine Coast Region

**71%**

Rate the Sunshine Coast Show  
higher than 7 out of 10 for enjoyment

## Average Spend



**\$110**  
Individuals



**\$105**  
Couples



**\$628**  
Families

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# Why Exhibit?

## Sunshine Coast's Largest Ticketed Event

**30,000+**  
Huge Brand Exposure

**Build a Database of  
Potential Customers!**

**Make  
Immediate  
Sales and  
Generate  
Leads!**

### Cross Promotional Opportunities!

**Demonstrate/sample  
products to a broad  
cross-section of  
consumers**

**Build brand  
awareness and  
educate customers  
about your service  
or product**

**Sites starting from:  
\$306.00**

## Important Dates

**Applications Open  
December 15th**

**Applications Close  
March 15th**

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# Exhibitor Locations

## Main Gate:

This year the Main Gate ticket booth will be moving out towards the road and opening the area up to more trades/displays. This will offer trades more access to showgoers as they come through the Main Gate into the show. If you want to be seen first, this is your location.

## The Fields:

This is a grassed area on either side of the Show office. In past years this area hosted a variety of trades, cars, motorbikes, boats, face painters, camel rides, trucks and machinery, plants and novelty products. This year it will have the free petting zoo located nearby. **Please note:** this area is on grass and may have slightly uneven terrain.

## The Barn:

The Barn is an open-air pavilion, opposite the Kid's Paddock and Show Saloon. Regular flow of people coming from the main gate. This area hosts a huge arrange of businesses and therefore has something for everyone.

## Show Saloon:

This is the licensed area with food. The Show Saloon is an open-air pavilion with an attached outside grassed courtyard. It offers live music daily and a big screen to watch events in the Main Ring. **Please note:** only suited to breweries, wineries, distillers and food.

## The Shed:

This area is located opposite the ring and has a high flow of people. An open aired pavilion; this area trades later due to its proximity to the BOQ Nambour Hill where people sit to relax and watch the Main Ring entertainment and fireworks.

## Grazier's Lane:

This is the main area for food and non-alcoholic beverages and strictly no other trade types are accepted. Located right next to the showbag outlets, on top of the BOQ Nambour Hill where families sit to watch entertainment in the Main Ring or the Community Stage. Food outlet numbers are capped to ensure you have maximum exposure.

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### Upper Ring Road:

The Upper Ring Road has high pedestrian traffic flow all day and night. It is one of the primary access routes to walk to rides, BOQ Nambour Hill and the Grandstand. This is a highly requested area. **Please note:** there is no water access in this zone.

### Green Pastures:

This grassy, leafy tree-lined area has seating for families to relax and enjoy what trade exhibitors have to offer. Daily entertainment shows are also run in this space. The area normally hosts a coffee outlet, limited food outlets, artisan trades, clothing and general business

### Mid Ring Road:

A grassy area offering trade site visibility to passing visitors moving around the show. The Mid Ring Road is a major thoroughfare and is a great way for your product/business to be seen.

### Horseman's Way:

This lively outdoor space is a major intersection linking patrons to the Side Show Alley, the ever popular Emergency Services Display and Cattleman's Drive where the animal precinct and Education Stage all reside.

### Cattleman's Drive:

Showgoers enter this area from one of our major parking locations and funnel through Cattleman's Drive into the showgrounds. This area hosts our animal and livestock precinct and Education Stage.

## Show Hours

### Friday

- Main Gates open from 9:00am each day for Patrons.
- Crushers Gate opens from 6:00am for trade exhibitors
- Gates close at 9.30pm

### Saturday

- Main Gates open from 9:00am each day for Patrons.
- Crushers Gate opens from 6:00am for trade exhibitors
- Gates close at 9.30pm

### Sunday

- Main Gates open from 9:00am each day for Patrons.
- Crushers Gate opens from 6:00am for trade exhibitors
- Gates close at 8.30pm

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# Application Process

## 1. Application Process

Complete the application form through our website [sunshinecoastshow.com.au/trade-sites/](https://sunshinecoastshow.com.au/trade-sites/) this will require stand requirements, products and pricing list. Pay the fully refundable \$100.00 bond online and we will review your application.

## 2. Successful Applications

Successful applications will receive a Letter of Offer, via email listed on your application by April 1, 2025 along with your tax invoice and any additional relevant information.

## 3. Securing your Site

Acceptance of the offer to attend and full payment by May 1, 2025 will have you attending our Show. Early Bird discounts will only apply to Exhibitors that pay in full before April 15, 2025. This will then secure your space.

## 4. Documentation

Ensure that final invoice has been processed and paid by outlined invoice dates. Submit all required documentation by June 2, 2025.

## 5. Exhibitor Bump Packs

Exhibitor Bump Packs & Passes will be emailed to you on May 15, 2025.

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# General Information

- We have limited sites and food/drink Exhibitors are capped. We recommend you put in your second choice of site location in the notes for our Exhibitor Coordinator as we are not always able to offer your preferred location.
- Read all Exhibitor information including the [Terms and Conditions](#) carefully as you will need to accept them as part of your application.
- When completing your application you will be required to upload pictures of your display, products, insurance and/or food licence (if applicable).
- Study the map in conjunction with the Site Price. **Please note:** site fee is for the site only, Exhibitor Passes, electricity, Parking Passes and backing walls will be sold separately.
- The first size requirement is the frontage and second is depth e.g 6x3 (6m frontage and 3m depth)
- If you would like more information on Exhibitor pricing, trading hours please check out our [Exhibitor Handbook](#).

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