

Commercial Exhibitor Prospectus 2026

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

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

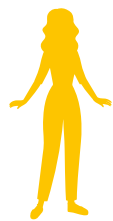
80%

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
January 15th**

**Applications Close
April 15th**

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Exhibitor Map



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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/ 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, 2026 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, 2026 will have you attending our Show. Early Bird discounts will only apply to Exhibitors that pay in full before April 15, 2026. 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, 2026.

5. Exhibitor Bump Packs

Exhibitor Bump Packs & Passes will be emailed to you on May 15, 2026.

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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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