

# Ekka

ROYAL QUEENSLAND SHOW

AUGUST 10-18

# QUEENSLAND'S LARGEST EVENT

## EXHIBITOR PROSPECTUS 2024

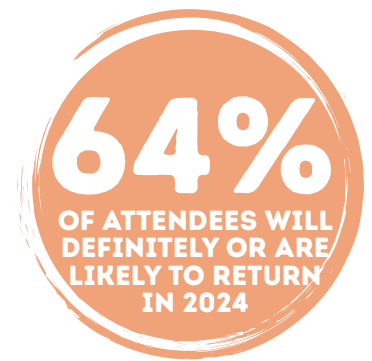


**WINNER OF 22 AWARDS IN THE  
2023 INTERNATIONAL FAIRS & EXPOS AWARDS #IAFE**



# EKKA AUDIENCE

## 400,000 ON AVERAGE ATTEND EKKA



### ATTENDEES

33%  
FAMILIES

25%  
YOUNGER  
SINKS/DINKS

27%  
EMPTY NESTERS

15%  
OTHER



(18-35 years)



(51-65 years)



(36-50 years)

### AGE



# EKKA AUDIENCE

## RESIDENCE



72.9%  
Brisbane

23.3%  
Regional  
QLD

2.3%  
Interstate

1.5%  
Overseas

## LENGTH OF STAY

4+  
HOURS  
43% of attendees

7+  
HOURS  
38.8% of attendees

## MOST CONSUMED

88%  
FAMILIES  
Showbags

81%  
FAMILIES  
Rides &  
Games

75%  
YOUNGER  
SINKS/DINKS  
Carnival & Street  
Food

## DAILY VISITOR SPEND

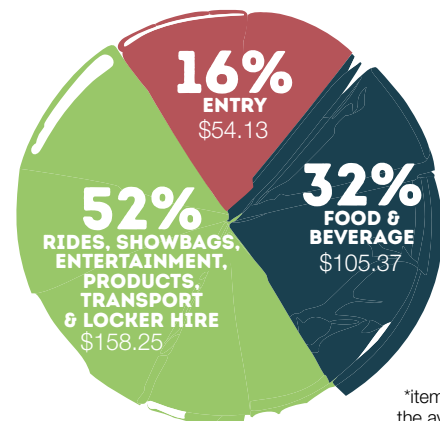
\$347  
EMPTY  
NESTERS

\$434  
FAMILIES

\$228  
YOUNGER  
SINKS/  
DINKS



## BREAKDOWN OF VISITOR SPEND\*



\*itemised expenditure by the average group at Ekka

# COVERAGE

**11**  
MILLION+  
TOTAL SOCIAL  
REACH

**5,600+**  
EKKA RELATED  
MEDIA  
STORIES

**\$132.7**  
MILLION+  
FREE PUBLICITY  
GENERATED

**4.3**  
MILLION+  
WEBSITE PAGE  
VIEWS

**984,300+**  
WEBSITE USERS

**270,000+**  
CUSTOMER  
DATABASE



REACH: 7,219,777



REACH: 3,396,390



REACH: 333,427



REACH: 192,915

## MEDIA PARTNERS

**4BC**  
BRISBANE

**B105**  
105.3 *h.*

The **Courier Mail**  
The **Sunday Mail**



**Radio**  
BRISBANE

**goa**  
get noticed

**TRIPLE**  
104.5 *MM*

# WHY EXHIBIT?

QLD'S  
LARGEST  
EVENT

400,000+  
VISITORS  
HUGE BRAND  
EXPOSURE

\$318+  
AVERAGE  
SPEND

\$132.7  
MILLION+  
FREE PUBLICITY  
GENERATED



**BUILD NEW  
CUSTOMER DATABASES**



**GENERATE SALES WITH  
COUNTRY / CITY CUSTOMERS**



**DEMONSTRATE/SAMPLE  
PRODUCTS TO  
NEW AUDIENCES**



**ENHANCE CUSTOMER  
RELATIONSHIPS**



**CROSS PROMOTIONAL  
DIGITAL OPPORTUNITIES**

*"Ekka stands as a cornerstone event for Hoy Pinoy, providing invaluable opportunities for business expansion and community engagement. The vibrant atmosphere amplifies our brand visibility, fostering connections with a diverse customer base. Ekka allows us to connect with both new and existing customers and serves as a dynamic marketing channel, contributing significantly to our overall business growth."*

**hoy pinoy**

*"We have been attending the show for over a decade exhibiting our biggest brand we manufacture Nougat Limar, Australia's favourite gluten free Nougat. The Ekka is the perfect platform which allows us to connect with new and returning customers. If you're looking for perfect show and platform that will reach a wide audience in Queensland, the Ekka is the place to exhibit your business, products, and ideas."*

**NOUGAT LIMAR**  
AUSTRALIA'S FAVOURITE GLUTEN FREE NOUGAT

# EXHIBITOR SITES



**1 SIDESHOW ALLEY**

**2 KIDS CARNIVAL**

**3 WOOLWORTHS FRESH FOOD PAVILION**

**4 GOURMET PLAZA**

**5 AG EDUCATION HALL**

**6 GREGORY TERRACE**

**7 JOHN REID PAVILION**

**8 MACHINERY HILL**

**9 EKKA EMPORIUM**

**10 ALEXANDRIA LANE**

**11 BUSHMAN'S TRADING POST**

**12 KING STREET**



## **SITES 1 & 2 SIDESHOW ALLEY & KIDS CARNIVAL**

There's definitely no shortage of entertainment at Ekka, with two carnival areas filled with rides and games. Sideshow Alley combines adult and family friendly attractions, while the Kids Carnival area is dedicated to the younger children.

### **SIDESHOW ALLEY**

Sizes available: 1x2 to 30x7

Hours: 9am - late

### **KIDS CARNIVAL**

Sizes available: 1x2 to 30x7

Hours: 9am - 6pm

## SITE 3 WOOLWORTHS FRESH FOOD PAVILION

Woolworths Fresh Food Pavilion is certainly a favourite with foodies with thousands flocking to the site daily. A large range of food and beverage vendors come together each year to form a boutique foodie mecca showcasing the latest Instagram worthy treats.

Included in the undercover pavilion are fine foods and wines, beer, coffee, confectionery, condiments, cheeses and much more. This undercover area is the perfect escape from the winter sun for families to enjoy a diverse array of meal offerings. It's the one stop shop for snacks, lunch, dinner and drinks.

Shell scheme or bare space options are available. Please note, marquees & gas are not permitted in this pavilion. Limited cold room and dry storage hire is available through the RNA.

**Sizes available: 3x3 to 9x3**

**Hours: 9am - 7pm**



## SITE 4 GOURMET PLAZA

Gourmet Plaza is filled to the brim with flavours from all over the globe. With seating available, it's a popular spot for Ekka visitors to stop and enjoy restaurant quality meals at affordable prices, as well as alcoholic beverages and coffee. Hurry to apply, there are limited spots available.

**Sizes available: 6x3 to 6x6**

**Hours: 9am - late**





## SITE 5 AG EDUCATION HALL

Full of immersive hands-on educational activities and displays, the Ag Hall is very popular with families showcasing agriculture & horticulture. Perfect location to promote products that connect to the educational, farming or horticulture sectors.

Sizes available: 3x3 to 12x3

Hours 9am – 7pm

## SITE 6 GREGORY TERRACE

Adjacent to the Main Arena, the Plaza and steps away from the animal nursery and kids' carnival areas, Gregory Terrace is the major thoroughfare of Ekka located in the heart of the Showgrounds.

It is split into two areas – Upper and Lower – both hugely popular areas filled with food, games and ride options.

Sizes available 3x3 to 9x3m

Hours: 9am to late





**SITE 7  
JOHN REID  
PAVILION**

John Reid Pavilion is a popular shopping haven for visitors, featuring high-quality home and lifestyle products. With more than 40 sites available the pavilion offers everything from clothing and fashion accessories to beds.

**Sizes available: 3x3 to 6x6**

**Hours: 9am - 6pm**



**SITE 8  
MACHINERY HILL**

The perfect pit-stop for hungry crowds watching competitions in the Main Arena during the day and later the 20,000 strong crowd for the night show. Located behind Machinery Hill, this is a high traffic transit area, offering opportunities for food trucks to pop-up outlets.

**Sizes available 3x3 to 9x3**

**Hours 9am to late**

**SITE 9**  
**EKKA EMPORIUM**  
 A retail space for the young at heart. This shopping area near Kids Carnival features everything from toys, novelties and gadgets to clothing and jewellery.  
 Sizes available: 3x3 to 6x6  
 Hours: 9am - 6pm



**SITE 10**  
**ALEXANDRIA LANE**  
 Situated in one of the Ekka's most popular family areas, close to the baby animal nursery and Kids Carnival Area, Alexandria Lane bursts to life with a variety of games alongside everyone's favourite show food like dagwood dogs, ice-cream and more!  
 Sizes available: 3x3 to 6x6  
 Hours: 9am - 6pm



**SITE 11  
BUSHMAN'S  
TRADING POST**

This retail space is located opposite the horse stables, selling everything from horse riding equipment to riding apparel. The main customers are those involved in the Horse and Showjumping competitions including horse owners, trainers and riders

**Sizes available: 3x3 to 12x5**

**Hours: 7am-5pm**



**SITE 12  
KING STREET**

King Street is one of Brisbane's most popular food precincts featuring bars, restaurants, sweet treats plus family entertainment. A high traffic area due to its location, Ekka gate entrance plus popularity, King Street is a feast for the senses.

**Sizes available: 3x3 to 12x3**

**Hours: 9am - 6pm**

# TYPES OF EXHIBITION SPACES

## PAVILION - SHELL MODULE

Includes walls, company name signage, lighting and one x 4-amp power point.

## PAVILION - BARE SPACE

'Unimproved' floor space. You must arrange your own stand build, flooring and supply Exponet with your power requirements. Your stand design and structure must be provided to and approved by the RNA.

## OUTDOOR AREAS - MARQUEE

Marquee Includes structure, lighting and one x 4-amp power point.

## OUTDOOR AREAS - BARE SPACE

Bare Space 'Unimproved' floor space. You must arrange your own stand build, flooring and supply the RNA with your power requirements. Your stand design and installation must be provided to and approved by the RNA.

### SHELL MODULE EXAMPLE



## EKKA 2024 PRICING

Please contact the Ekka Leasing Team for pricing enquiries.

[leasing@ekka.com.au](mailto:leasing@ekka.com.au)

T +61 7 3253 3913

# EKKA 2024 APPLICATION PROCESS

## 1. APPLICATION PROCESS

Complete an Expression of interest through our Ekka Leasing Portal with your stand design, stand requirements, product and pricing list.  
[leasing.ekka.com.au](http://leasing.ekka.com.au)

## 2. SUCCESSFUL APPLICATIONS

Successful applications will receive a Letter of Offer, with details about their allocated stand location and any additional relevant information.

## 3. SECURING YOUR STAND

Acceptance of Ekka's T&C's and payment of a deposit of 25% of the licence fee is due to secure your space

## 4. DOCUMENTATION

Ensure that final invoice has been processed and paid by outlined invoice dates.  
Submit all required documentation by Friday 28th June 2024.

## 5. EXHIBITOR PACKS

Collect exhibitor passes and packs from the Royal International Convention Centre, Bowen Hills from the 31st July 2024



# IMPORTANT INFORMATION

## KEY DATES 2024

### APPLICATIONS OPEN

MONDAY 5TH FEB 2024

### APPLICATIONS CLOSE

SUNDAY 5TH MAY 2024

### FINAL PAYMENT

FRIDAY 28TH JUNE 2024

### ALL REQUESTED DOCUMENTATION DUE

FRIDAY 28TH JUNE 2024

### BUMP IN

EARLY AUGUST 2024  
SPECIFIC DATES TO BE ADVISED

### VEHICLE FREE DAY

FRIDAY 9TH AUGUST 2024  
(7AM-6PM)

### SHOW DATES

SATURDAY 10TH -  
SUNDAY 18TH AUGUST 2024

### BUMP OUT

SUNDAY 18TH (FROM 11PM) -  
TUESDAY 20TH AUGUST 2024

## EKKA LEASING CONTACTS



**LACHLAN WOOD**

SENIOR EXHIBITION SALES COORDINATOR

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**FURTHER INFO AT [WWW.EKKA.COM.AU/LEASING](http://WWW.EKKA.COM.AU/LEASING)**