

QUEENSLAND'S LARGEST EVENT

EXHIBITOR PROSPECTUS 2025



Ekka

ROYAL QUEENSLAND SHOW

AUGUST 9-17

WHY EXHIBIT?

QLD'S
LARGEST
EVENT

\$335+
AVERAGE
SPEND

400,000+
VISITORS
HUGE BRAND
EXPOSURE

\$149
MILLION+
FREE
PUBLICITY
GENERATED



JOIN THE EXPERIENCE AND
HELP SHAPE MEMORIES



GENERATE SALES WITH
COUNTRY / CITY CUSTOMERS



ENHANCE CUSTOMER
RELATIONSHIPS

DEMONSTRATE/SAMPLE
PRODUCTS TO
NEW AUDIENCES



CROSS PROMOTIONAL
DIGITAL OPPORTUNITIES

TESTIMONIALS

"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."

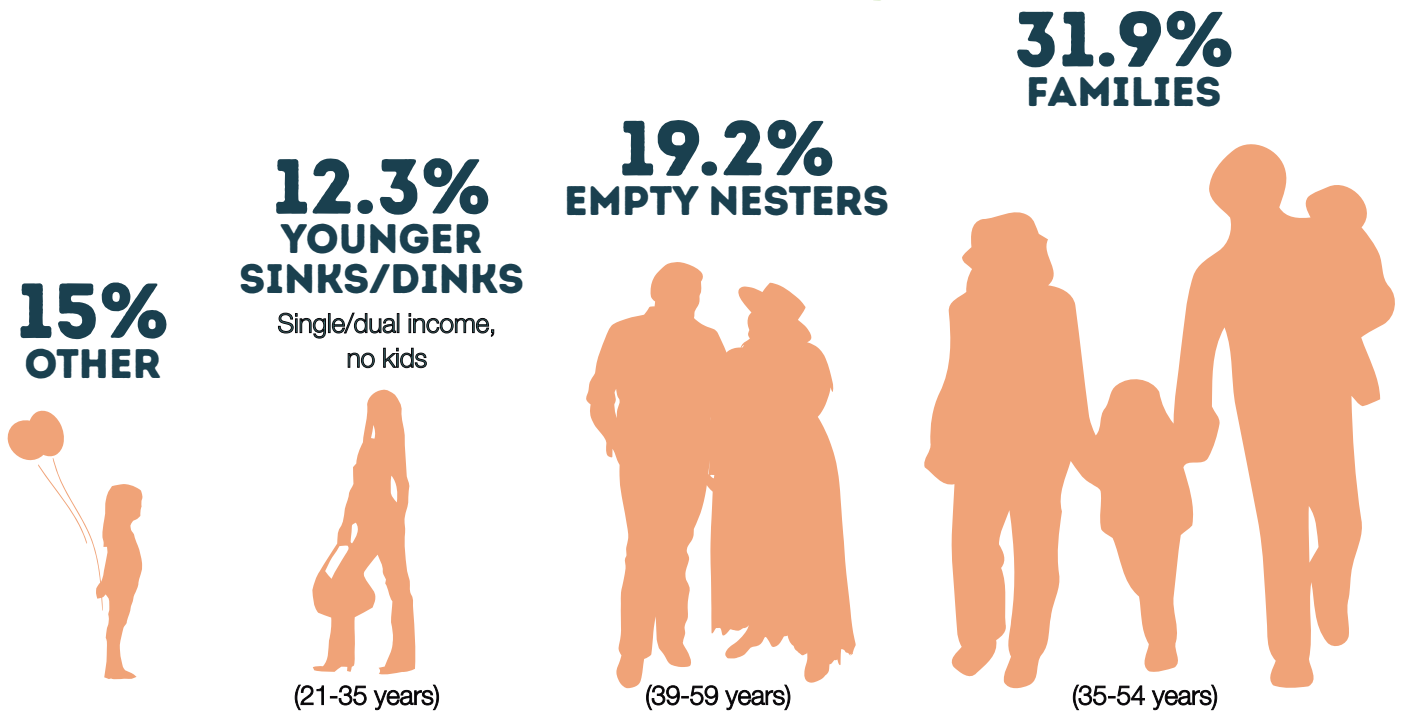
hoy pinoy

"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."

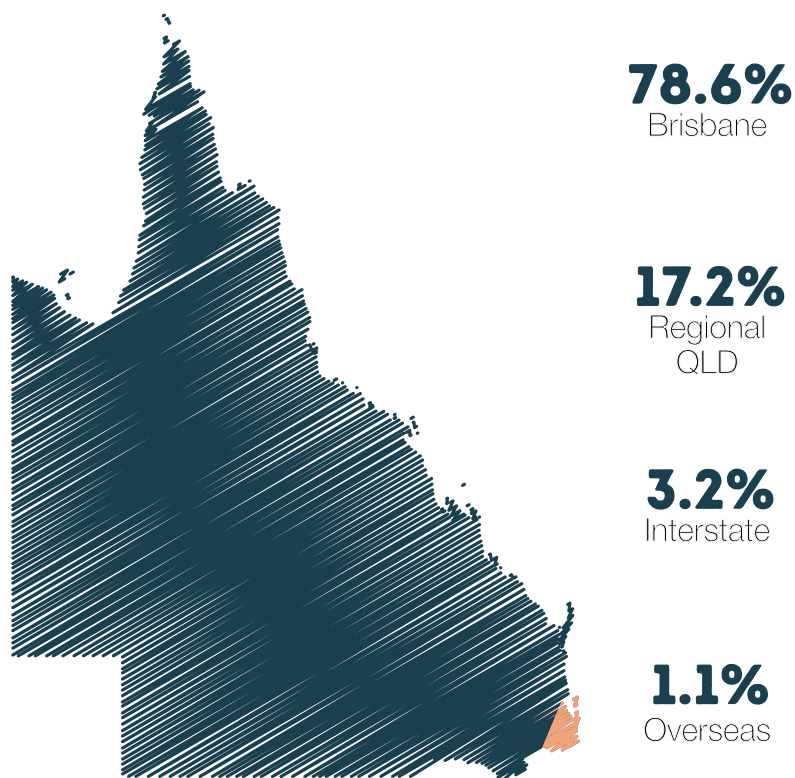
NOUGAT LIMAR
AUSTRALIAN HAND MADE SINCE 1985

EKKA AUDIENCE

ATTENDEES



RESIDENCE



EKKA AUDIENCE

LENGTH OF STAY



MOST CONSUMED

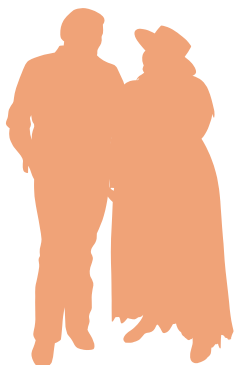


DAILY VISITOR SPEND

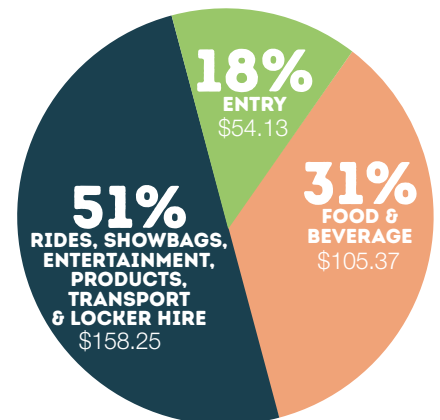
\$257
EMPTY
NESTERS

\$428
FAMILIES

\$230
YOUNGER
SINKS/
DINKS



BREAKDOWN OF VISITOR SPEND*



*itemised expenditure by the average group at Ekka

COVERAGE

9
MILLION+
TOTAL SOCIAL
REACH

4.2
MILLION+
WEBSITE PAGE
VIEWS

926,000+
WEBSITE USERS

689,635+
FOOD VENDOR
SOCIAL
MEDIA REACH

589,524+
COMMERCIAL &
SHOWBAG SOCIAL
MEDIA REACH

565,680+
RIDES & GAMES
SOCIAL
MEDIA REACH



REACH: 2,818,264



REACH: 5,075,333



REACH: 309,910



REACH: 8,156

MEDIA PARTNERS



EXHIBITOR SITES



1 SIDESHOW ALLEY

5 AG EDUCATION HALL

9 EKKA EMPORIUM

2 KIDS CARNIVAL

6 GREGORY TERRACE

10 ALEXANDRIA LANE

3 WOOLWORTHS FRESH FOOD PAVILION

7 JOHN REID PAVILION

11 KING STREET

4 GOURMET PLAZA

8 MACHINERY HILL



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 - 7pm

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 for hire. 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. Suitable for exhibitor supplied food trucks or customised marquee stalls.

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 – 6pm

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 9pm





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 homeware.

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 foot 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 STREET**

Situated in one of the Ekka's most popular family areas, close to the 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 - 7pm



SITE 11 KING STREET

King Street is one of Brisbane's most popular food precincts featuring bars, restaurants, sweet treats plus family entertainment. A high foot 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 - 9pm

TYPES OF EXHIBITION SPACES

PAVILION - SHELL MODULE

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

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.

SHELL MODULE EXAMPLE



OUTDOOR AREAS - MARQUEE

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

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.



KEY THINGS WE LOOK AT WHEN ASSESSING APPLICATIONS:

SITE PRESENTATION - Professionally signed, eye catching, colourful, clean

PRODUCT OFFERING - Trending, unique offerings, marketable items

PRICING - Competitive pricing of products

SAMPLING - Does your stall offer sampling of items or products.

APPLICATION - Completion of all parts of the application, including site sizing & good photos of your stall/set up

EKKA 2025 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.

Final pricing to be submitted with application. Any changes to pricing or product list must be communicated to and approved by the RNA.

Food Vendors must submit one (1) Value Meal Bundle and one (1) Low-Cost (under \$10) menu item with their application.

www.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 within 2 weeks of receiving your Letter of Offer is required 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 27th June 2025.

5. EXHIBITOR PACKS

Collect exhibitor passes and packs from the Royal International Convention Centre, Bowen Hills from Wednesday 30th July 2025



IMPORTANT INFORMATION

KEY DATES 2025

APPLICATIONS OPEN

TUESDAY 18TH FEB 2025

APPLICATIONS CLOSE

WEDNESDAY 7TH MAY 2025

BUMP IN

EARLY AUGUST 2025
SPECIFIC DATES TO BE ADVISED

FINAL PAYMENT & REQUESTED

DOCUMENTATION DUE

FRIDAY 27TH JUNE 2025

SHOW DATES

SATURDAY 9TH -
SUNDAY 17TH AUGUST 2025

BUMP OUT

SUNDAY 18TH (FROM 11PM) -
WEDNESDAY 20TH AUGUST 2025

VEHICLE FREE DAYS

THURSDAY 7TH & FRIDAY 8TH
AUGUST 2025 (6AM-6PM)

EKKA LEASING CONTACTS



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FURTHER INFO AT WWW.EKKA.COM.AU/LEASING