

Ekka

Presented by **RACQ**

ROYAL QUEENSLAND SHOW

AUGUST 11-20



2017 EXHIBITOR PROSPECTUS



Ekka is Queensland's largest marketplace with more than 400 retailers

A marketplace like no other, the Royal Queensland Show (Ekka) is the state's largest and most loved annual event. The Ekka can offer retailers a unique opportunity to expand into new markets, boost revenue and significantly increase brand awareness.

The Ekka attracts around 400,000 people each year, for a 10 day celebration of what makes Queensland great.

The iconic event connects around 400 retailers with new and existing consumers, with the average family spending at least seven hours at the show and spending an average of \$300.

The Ekka has been bringing the country and city together since 1876, to celebrate and champion Queensland agriculture and the critical role it plays in our everyday lives. The show welcomes 21,000 competition entries, 10,000 animals, a smorgasbord of award-winning food and wine and hours of free family entertainment.

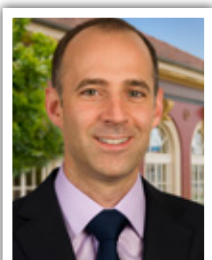
Exhibitors can gain invaluable brand exposure, with an average of 400,000 people over 10 days, with the event generating more than \$60 million in free publicity alone. The Ekka attracts comprehensive coverage across television, radio, print, online and social media, reaching regional, state, national and international audiences.

The Ekka will continue to run over two full weekends which greatly benefits exhibitors, as it gives Queenslanders more opportunity to experience what the show has to offer. In 2017, the Ekka will run from Friday 11 – Sunday 20 August and will be celebrating its 140th anniversary.

The Ekka is held at the Brisbane Showgrounds, its original birthplace, which is located just 1.5km from Brisbane's CBD. Ekka guests will once again be able to enjoy the new facilities forming part of the \$2.9 billion Brisbane Showgrounds Regeneration Project, including the state-of-the-art Royal International Convention Centre and the Plaza.

Don't miss your chance to be part of Ekka 2017. Complete and return the enclosed application form or apply online at www.ekka.com.au/about-ekka/exhibitors by 24 February 2017.

We look forward to seeing you at a very special Ekka 2017, celebrating 140 years.



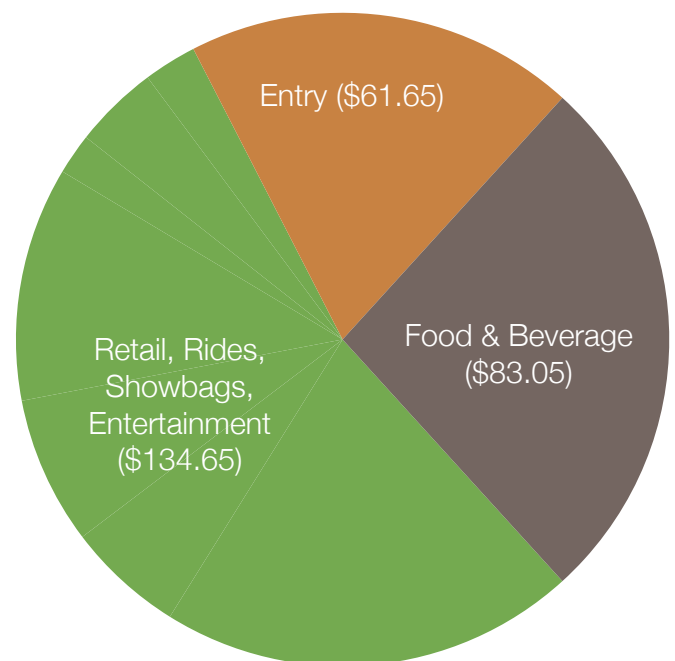
Brendan Christou
Chief Executive



Key Dates

Applications Close	24 February 2017
Letter of Offer	9 April 2017
25% Deposit Due	23 April 2017
Show Licence	1 June 2017
Final Payment	7 July 2017
Move In	Outdoor: 31 July - 10 August Indoor: 5 - 10 August
Show Dates	11 - 20 August 2017
Move Out	21 - 22 August 2017

By the numbers



Ekka 2016

- More than 500 stands were leased by various companies
- 152,000 + iconic Ekka Strawberry Sundaes enjoyed
- 184,000 + Dagwood Dogs
- 40,000 cheese toasties (two tonne of butter and four tonne of cheese)
- 2,000 + bowls of mac and cheese (more than a tonne of pasta and half a tonne of cheese)
- 176,000 + schooners of beer
- 33,000 + glasses of wine
- 600 + pairs of Ugg boots
- 100 + rides and games
- 360 + showbags
- Ekka Facebook posts reached 3.4 million people
- 70,200 Facebook page likes
- 61,908 #ekka Instagram posts

*numbers are an estimate only

Why exhibit at Ekka?

More than 95% of Ekka 2016 exhibitors indicated they would like to return in 2017.

Exhibitor feedback for 2016 establishes Ekka as an event to:

- Raise market awareness of brand/product
- Generate sales
- Build a database of prospective customers
- Launch or promote a new product/service

Visitors by Age

35 years and under	23%
36-50 years	43%
51-65 years	25%
65+ years	9%

Visitors by Residence

Brisbane	71.5%
Other Queensland	22%
Interstate	4%
Overseas	2.5%

Visitor Expenditure

Families	\$360
SINKS & DINKS (39 - 59 years)	\$270
Weekend Warriors (15 - 35 years)	\$215

Source:

2016 Ekka Research Report, IER, August 2016.



Maximise your Ekka sales experience

Ekka exhibitors can take advantage of the powerful advertising potential of Queensland's most loved annual event. The Ekka Sales and Marketing team will be coordinating a number of opportunities in 2017, which will create additional exposure and sales for participating exhibitors.

Exhibitor Promotional Opportunities

As an exhibitor at Ekka, the following promotional opportunities are available:

- Listing on the Ekka website (www.ekka.com.au)
- Opportunity to be included in the official 'Coupons' section in the Show Guide produced by The Courier-Mail (limited availability)
- Advertising in The Courier-Mail or its associated publications
- Social media posts
- Special offers to be included in an Ekka eDM or printed marketing collateral (limited availability)
- Be part of our sales promotions (limited availability)
- Access to the Ekka logo and branding materials, for advertising via your own channels

Sponsorship with Ekka

Become an Ekka Sponsor to gain access to exclusive marketing opportunities. By working with the Ekka Sales and Marketing team, a tailored package can be developed to meet your business objectives.

Benefits may include:

- Brand recognition
- Tailored activation on grounds
- Naming rights
- Signage
- Advertising and digital engagement
- Promotional activities
- Supplier rights
- Ticketing and hospitality

The Ekka Sales and Marketing team can be contacted on: 07 3253 3900, sponsorship@ekka.com.au or www.ekka.com.au/sponsorship

Ekka PR and Media

The Ekka Media team is responsible for day-to-day media liaison and the handling of all media enquiries in the lead-up to and during Ekka. Opportunities may be available for exhibitors to work with the Ekka Media team to maximise exposure for unique products and other interesting news stories.

While at the show, it is important all communication between exhibitors and the media is managed by the Ekka Media team, so please ensure you liaise with them prior to speaking with media outlets.

The Ekka Media team can be contacted on 07 3253 3930 / 07 3253 3931 or pr@ekka.com.au

Ekka is Queensland's largest marketplace with an average of 400,000 visitors and 400 retailers each year. Whether you're launching a new product, strengthening your brand position or simply seeking out new customers, exhibiting at Ekka makes perfect business sense.



Target your audience at Ekka



Food and Wine

Ekka provides a smorgasbord of food and wine for guests, from gourmet treats and fine wines to the traditional favourites. A range of food and wine vendors come together each year to form a boutique foodie mecca which features Woolworths Fresh Food Pavilion, many food vans and stalls around the grounds and Gourmet Plaza.



Retail Therapy

Ekka is a shopping haven for visitors, with stalls in the John Reid Pavilion, Ekka Emporium and around the grounds featuring clothing, hats, hand-crafted jewellery and quality homewares.

Showcase products for the home and in the John Reid Pavilion and Ekka Emporium. Visitors enjoy purchasing products such as fashion accessories, DIY equipment and tech gadgets to enhance their homes. Lifestyle products, essential services and health products are enjoyed by many show visitors looking to get their work/life balance in check. These products can be showcased in various pavilions.

Home and Outdoor Living



Dancing in the Garden



The 2017 Royal Queensland Show (Ekka) will feature the new Dancing in the Garden precinct at The Old Museum. Last year the two acre Old Museum returned to the Ekka for the first time in 119 years and was home to the flower and garden exhibition and Quilts Across Queensland. This year The Old Museum will feature a new community stage encompassing dance acts and horticultural presentations. Quilts Across Queensland will also be back as well plus the exciting flower and garden exhibition which will come to life in the museum's beautifully restored gardens. This precinct offers a variety of leasing options from market stalls, to food and beverage to home, lifestyle and garden products.

Children and Education

As Queensland's largest classroom, the Ekka has no shortage of educational products, children's clothing and interactive games and toys. These products can be displayed in the Lower Royal International Convention Centre, which has an educational focus.



Equine Central

With some of Australia's best horses and riders on grounds, the Bushman's Trading Post at Ekka is the perfect place for equestrian products, saddlery and riding attire.



Outdoor

Offering stand size flexibility, pagodas/marquees and mobile catering units, outdoor stands are available across the Ekka grounds.



Carnival Rides and Games

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.



Terms and Conditions

Your Application

- The RNA cannot guarantee that requested space will be available
- The RNA reserves the right to reject any proposals and its decision will be final
- The RNA is not required to enter into any correspondence regarding reasons for non-acceptance of any expression of interest

Your Responsibilities as an Exhibitor

- You are responsible for organising and providing the RNA with all permits and licences necessary for you to carry out the activities outlined in your Permitted Use
- Exhibitor stands must be staffed and ready to commence trade by 9:00am Friday August 11, 2017 and for the operational hours as advised by the Ekka Leasing Department for the 10 days of show

Allocated Space and Items for Sale

- You must not sublet or allocate any portion of the allocated space to any third party
- You must not sell or promote any product/service which has not been pre-approved by the RNA, under the definition of Permitted Use in your Licence Agreement
- All products, displays and signage must be within the confines of the stand boundaries at all times
- You cannot increase prices during the show period

Cancellations

- The following cancellation fees will apply:

More than 90 days prior to the start of Ekka	10%
Between 60 - 90 days prior to the start of Ekka	25%
Less than 60 days prior to the start of Ekka	No refund

Car Parking and Deliveries

- There is NO designated exhibitor parking on or close to the Brisbane Showgrounds
- Vehicle delivery passes will need to be completed online for the move in/out and Ekka period
- Vehicle access is not permitted to the Brisbane Showgrounds on Thursday August 10, 2017

Competitions and Promotional Activities

- Competitions or promotional activities including signage must be pre-approved
- Without prior approval, the RNA may request for promotions and/or signage to be withdrawn

Exhibitor Passes

- Exhibitor passes are issued for the purposes of staffing your stand only. Under no circumstances may an exhibitor sell or exchange any pass provided by the RNA. Breach of this will give the RNA the right, without notice and without incurring any liability, to terminate the exhibitors show licence
- Please refer to the relevant fact sheet for the number of passes allocated per stand
- A 1-day (single) crew pass provides entry for 1 staff member for 1 day of Ekka
- A 10-day (whole of show) Photo ID pass provides entry for 1 staff member for all 10 days of Ekka
- Additional passes can be purchased at a discounted rate

Collection of Passes

- Exhibitor passes will only be released if the RNA holds:
 - The Licence Agreement documentation signed by you
 - Full payment
 - Completion of the OHS online induction
 - A copy of all relevant permits, licences, insurance and any other requested documentation

Move in is not permitted until the RNA receives the above paperwork.

Your Agreement with the RNA

- Successful applicants must sign a Licence Agreement with the RNA and adhere to the Terms and Conditions contained in the Agreement and the 2017 Ekka Exhibitor Event Manual
- It is a requirement of your Agreement that the Terms and Conditions are read thoroughly and adhered to
- Any exhibitor requests for amendments to the Terms and Conditions will attract a fee

- The Licence Agreement only becomes binding once signed by both the Exhibitor and the General Manager of the Royal Queensland Show

Gross Takings

- You are required to declare your gross takings within two weeks of Ekka close

Ownership and Property Rights

- In the Licence Agreement you will warrant that you are the owner or operator of the product or equipment on your Permitted Use
- You will not be permitted to sell or transfer your rights under that agreement (for example by selling the right to operate or display the products or equipment to a third party)
- You must not infringe the Intellectual Property Rights of any person in regards to the Permitted Use of your Licence Agreement

Public Liability Insurance

- You are responsible for your own Public and Products Liability insurance and must submit a copy of your Certificate of Currency for Public Liability Insurance if your application is successful
- **The Certificate must note 'The Royal National Agricultural and Industrial Association of Queensland' as a Named Insured (or Interested Party)**
- Please note RNA or Royal Show is not accepted wording
- The period of insurance, including the Named/Interested Party notation must be valid from move in, throughout Ekka and up to and including the day your goods are removed
- Your insurance must be held with an APRA approved insurer and be approved by the RNA
- Your insurance must be held in the same name as your Company Name on your application

Minimum \$ Value of Cover

- Commercial or Carnival Games: \$10 million
- Catering or Carnival Rides: \$20 million

Security

- You are responsible for the safety and security of your staff and property

Storage

- Please note there is no storage available on-site for Ekka 2017 and Exhibitors must make their own offsite storage arrangements
- Coldroom/freezer storage requests must be included in your application
- You are not permitted to store items outside the boundaries of your allocated stand (for example, behind or adjacent to your stand)

Workplace Health and Safety

- The RNA is committed to Workplace Health and Safety and requires all exhibitors and their staff to complete an Online Safety Induction
- You must comply at all times with the provisions of WH&S Legislation and all relevant regulatory agencies, eg. risk management, emergency planning and response, licenses and qualification for the operation of high risk plant, food compliance, limiting sound levels to 85dBA
- Workplace Health and Safety inspectors will be on-site during the move in and Ekka period

Communication Policy

- The RNA complies with all State and Federal anti-discrimination legislation and the Work Health Safety Act 2011 (Qld)
- The RNA is committed to communicating with all clients, contractors, exhibitors and members of the public in a courteous and professional manner
- The RNA expects all clients, contractors and exhibitors to reciprocate and communicate with the RNA in a courteous and professional manner
- Harassment of any kind towards any member of the RNA will not be tolerated and in severe cases will be treated as a police matter and the RNA may withdraw any allocation of space
- The RNA has the right to decline, at its absolute discretion, any application for exhibition or contract received by it and is not required to provide any reasons for doing so

Disclaimer: Information correct at the time of distribution

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