

# Ekka

Presented by **RACQ**

ROYAL QUEENSLAND SHOW

AUGUST 7-16

# EXHIBITOR PROSPECTUS 2020





# WELCOME

The Royal Queensland Show (Ekka) is Queensland's largest annual event, attracting more than 413,000 people in 2019.

The Ekka brings the country to the city to celebrate and showcase agriculture and its importance to the community.

It features 21,000 competition entries from beef cattle to woodchop, 10,000 animals, world-class live entertainment, award-winning food and wine, carnival rides and showbags, family shopping, educational activities and much more.

Over 10 days each August, the show offers businesses a once-a-year opportunity to connect with a diverse range of customers. Most attendees stay at the show for more than seven hours, with families spending an average of \$300.

The Ekka has 550 leasing spaces available across nine sections, giving businesses the chance to expand into new markets, boost revenue and significantly increase their brand awareness.

Businesses can also gain invaluable brand exposure, with more than \$70 million in free publicity generated in 2019 across television, radio, print, online and social media, reaching regional, state, national and international audiences.

The Ekka is run by the RNA and has been showcasing the best of Queensland since 1876.

In 2020, the 143rd Ekka will run over two full weekends from Friday 7 to Sunday 16 August.

Don't miss the chance to be part of Ekka 2020. Simply complete the application form online by clicking here.

We look forward to seeing you at the Royal Queensland Show.

Brendan Christou  
Chief Executive

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## Vehicle Access

Due to pedestrian safety, vehicles / forklifts will not be permitted on Gregory Terrace, Machinery Hill, King Street, Alexandria Street and the Royal ICC Plaza between 6am-6pm on **Thursday 6 August (Ekka eve)**. Sideshow Alley and The Old Museum are not impacted.

## Key Dates

Applications Close	3 February 2020
Letter of Offer	28 February 2020
25% Deposit Due	13 March 2020
Show Licence	3 April 2020
Final Payment	22 June 2020
Move In	<b>Outdoor:</b> 27 July - 6 August <b>Indoor:</b> 3 - 6 August
Move Out	16 - 18 August 2020



## WHY EXHIBIT AT EKKA?

- You can reach an audience of more than 400,000 people. The 2019 Ekka was a great success, with more than 413,000 people attending the show
- In 2019, the Ekka achieved a Net Promoter Score of 35.5, an increase of 4.6 points compared to 2018. This is considered extremely high for customer satisfaction when attending a major public event. The Ekka also attracts a loyal customer base with 68% indicating they 'definitely will' or 'probably will' attend in 2020.
- Connect with customers all day long. More than 70% of attendees arrive at the Ekka between 9am and 11am, with more than half spending seven or more hours at the show
- Generate immediate sales for your business. Ekka attendees spend an average of \$300 at the show
- Build a database of prospective customers. We have a diverse range of attendees, with most aged between 21 and 59
- Increase your brand awareness. In 2019, the Ekka generated more than \$70 million in free publicity across television, radio, print, online and social media
- Proven results from past exhibitors. More than 92% of Ekka exhibitors in 2019 indicated they would like to return in 2020

For the third year, the RNA will consider offering tenure of up to three years in the same leasing space, ensuring you don't miss out on your prime position.\*

\*Subject to Brisbane Showgrounds redevelopment changes

### Testimonials

*"Terrific opportunity to see our target audience."*

RSPCA Queensland

*"Amazing event to achieve more sales for new customers in the Queensland area."*

HelloFresh

*"We had a phenomenal result with fantastic sales. We are always blown away by the volume of customers that we serve at the Ekka..."*

Ice Tea Man

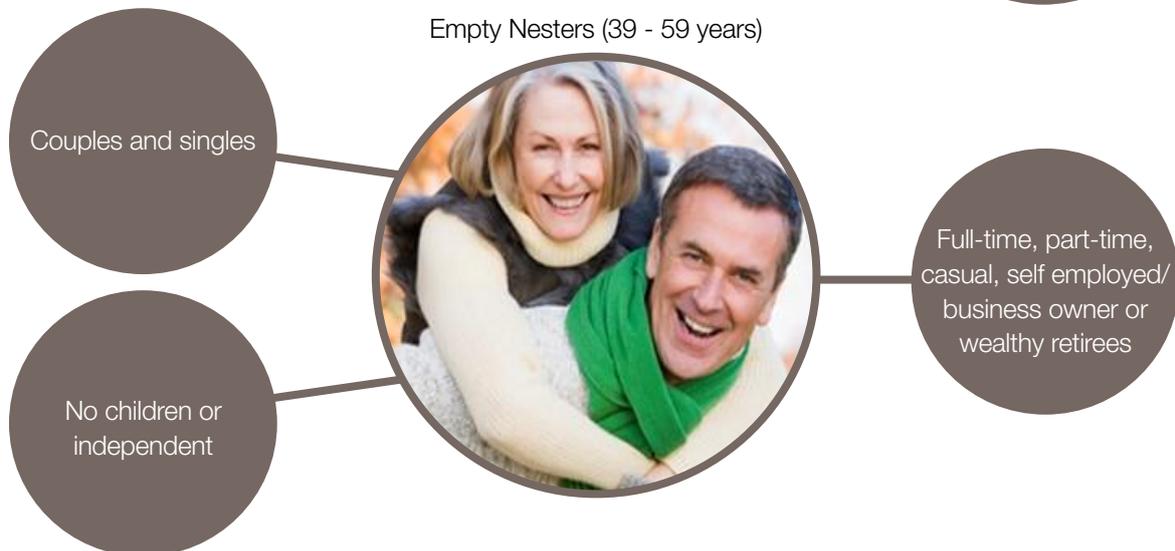
*"Ekka provides an excellent opportunity for us to engage with key audience segments."*

JBS

# OUR VISITORS

## Segmentation

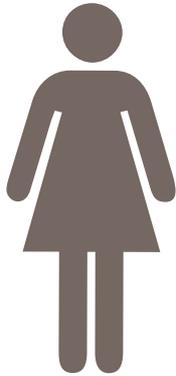
In 2017, 2018 and 2019 the following three customer segments were considered within the research framework for the first time. These segments include Families, Younger Sinks/Dinks and Empty Nesters.



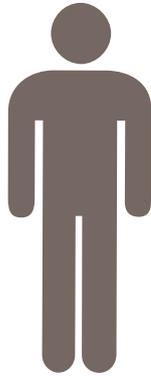
# OUR VISITORS

In 2019, more than 413,000 people attended the Ekka. The below is an approximate snapshot of our visitors.

## Gender

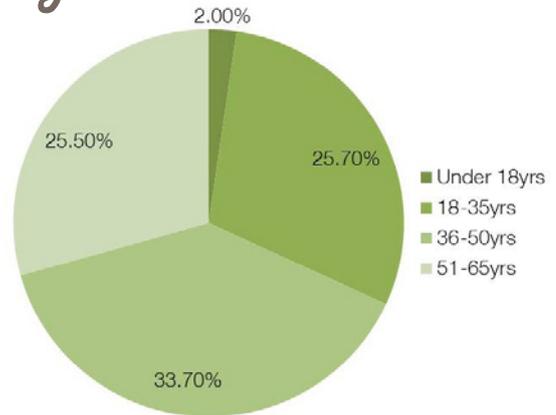


71% female

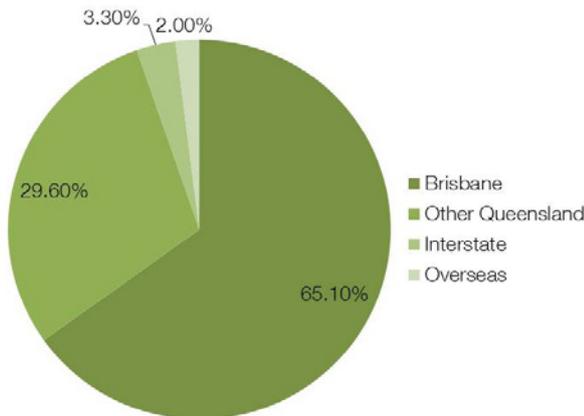


29% male

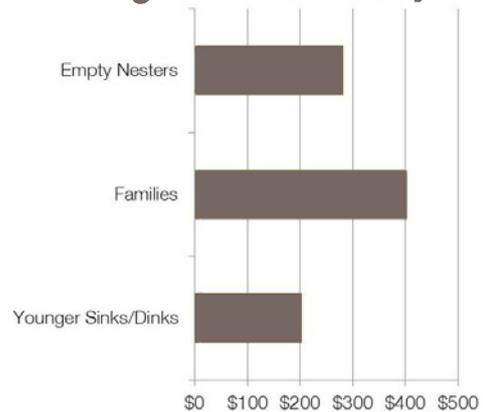
## Age



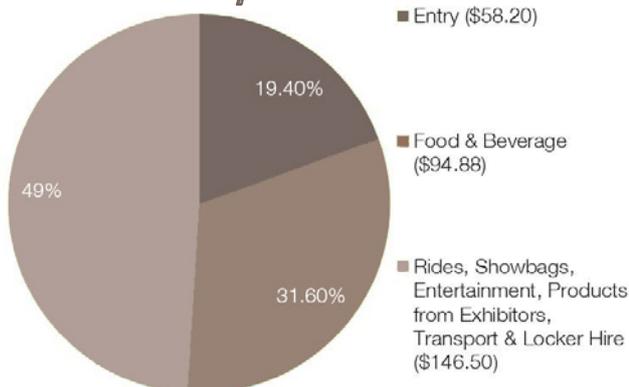
## Residence



## Daily Visitor Spend



## Breakdown of Visitor Spend



## Sold at Ekka 2019

- 220,000+ *Dagwood Dogs*
- 180,000+ *Strawberry Sundaes*
- 40,000+ *cheese toasties*
- 400+ *Akubras*
- 210,000+ *schooners of beer*
- 43,000+ *cans of rum*
- 400+ *teddy bears*
- 6,000+ *steaks*
- 39,500+ *glasses of wine*
- 250,000+ *Bertie Beetle showbags*

\*Numbers are an estimate only

Source: 2019 Ekka Attendee Research Report, IER Pty Ltd

# MAXIMISE YOUR EKKA SALES EXPERIENCE

## Maximise your exposure with the Ekka media team

The Ekka media team is responsible for day-to-day media liaison plus the handling of all media enquiries, social media posts and production of Ekka TV in the lead-up to and during show.

### Media stories

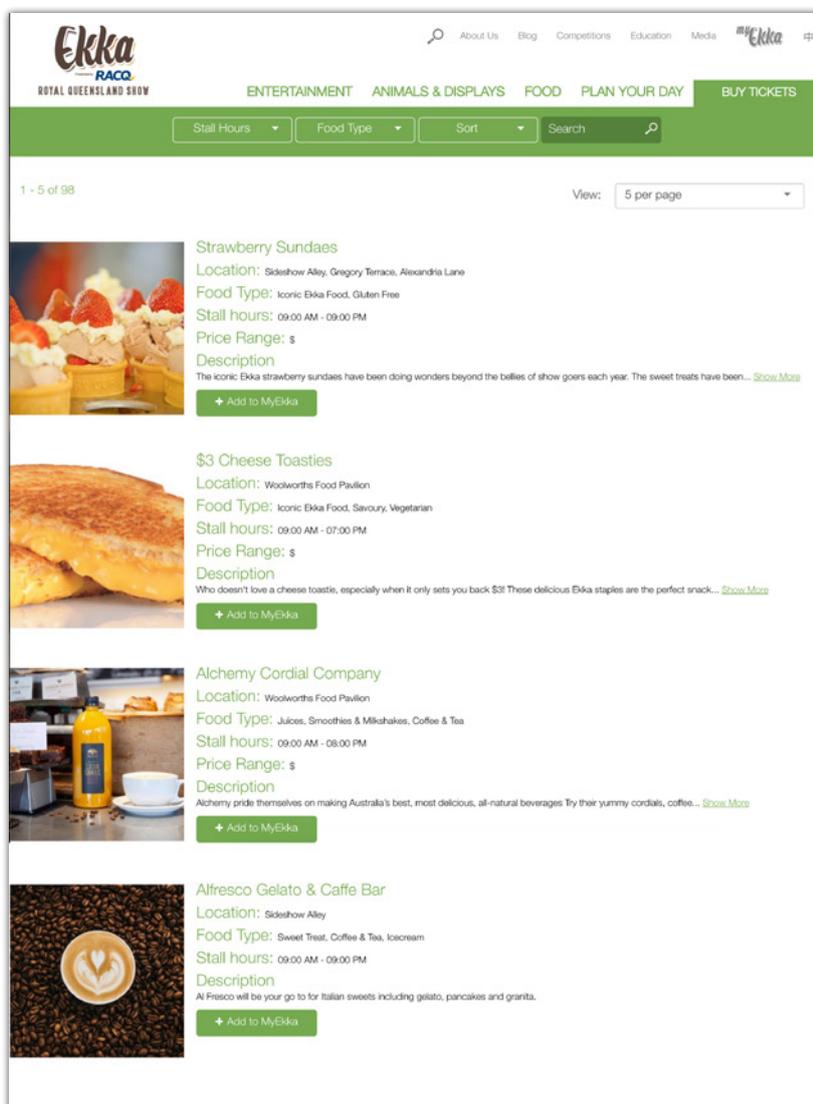
Opportunities may be available for exhibitors to work with the Ekka media team to maximise exposure for unique products and other interesting news stories. If you have a story to tell, then make sure you let the team know.

### Food Finder

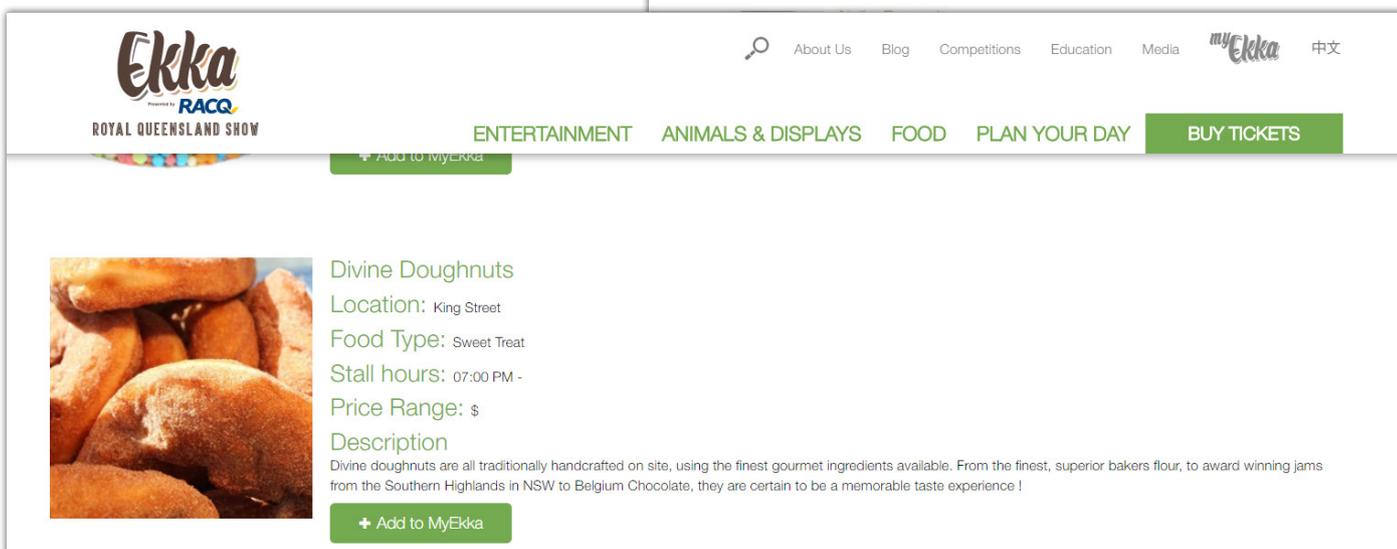
The Ekka media team looks after the Food Finder on the Ekka website which had 733,800+ page views in 2019. The team will contact all successful applicants for a high resolution image, Ekka menu and information on their stall to ensure they receive exposure on the website.

### Ekka TV

The Ekka media team produces Ekka TV - a series of promotional videos highlighting the key drivers to attendance including food and fun. The videos are uploaded to the Ekka YouTube channel and posted on the show's Facebook page. If you have a unique product, there may be an opportunity to feature on Ekka TV.



The screenshot shows the Ekka website's Food Finder interface. At the top, there's a navigation bar with the Ekka logo, 'Presented by RACQ ROYAL QUEENSLAND SHOW', and links for 'About Us', 'Blog', 'Competitions', 'Education', 'Media', and 'myEkka'. Below this is a secondary navigation bar with categories: 'ENTERTAINMENT', 'ANIMALS & DISPLAYS', 'FOOD', 'PLAN YOUR DAY', and 'BUY TICKETS'. A search bar and filters for 'Stall Hours', 'Food Type', and 'Sort' are also present. The main content area displays a list of food items, each with a photo, title, location, food type, stall hours, price range, and a description. The items shown are: Strawberry Sundaes, \$3 Cheese Toasties, Alchemy Cordial Company, and Alfresco Gelato & Caffe Bar. Each item has a green '+ Add to MyEkka' button.



This screenshot shows a detailed view of a food item on the Ekka website. The Ekka logo and navigation bar are visible at the top. The main content area features a large photo of 'Divine Doughnuts'. To the right of the photo, the following information is displayed: Title: 'Divine Doughnuts', Location: 'King Street', Food Type: 'Sweet Treat', Stall hours: '07:00 PM -', Price Range: '\$', and a Description: 'Divine doughnuts are all traditionally handcrafted on site, using the finest gourmet ingredients available. From the finest, superior bakers flour, to award winning jams from the Southern Highlands in NSW to Belgium Chocolate, they are certain to be a memorable taste experience!'. A green '+ Add to MyEkka' button is located at the bottom of the item's details.

# MAXIMISE YOUR EKKA SALES EXPERIENCE

## Social Media Promotion of Ekka Food

Throughout show, the food at Ekka is promoted across social media to attract the Foodie Demographic.

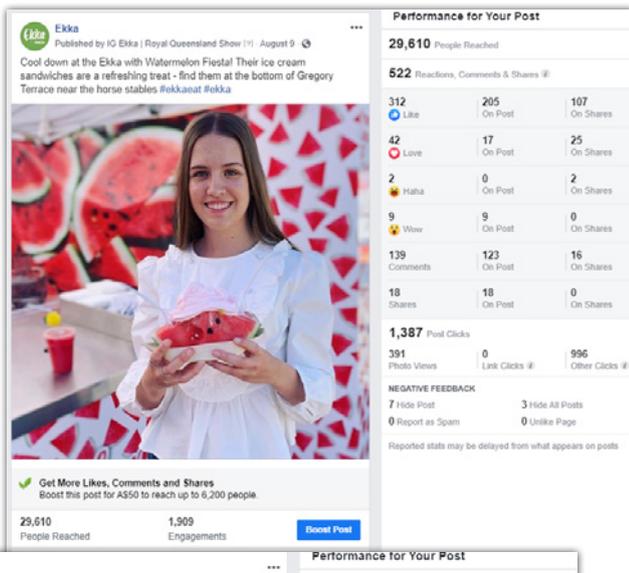
This is done through the Ekka Foodie Tour, where we invite a group of influential food bloggers to eat their way around the grounds.

They take photos of the food and post it on their platforms, tagging the business owners as well as the Ekka. At the 2019 show, we invited 13 bloggers with a combined social reach of nearly 200,000 to promote the food offerings at show.

In addition to this, we use the Ekka social media platforms to promote different food retailers, with many of the weird and unusual foods receiving large engagement and reach.

During Ekka 2019 the Ekka media team generated:

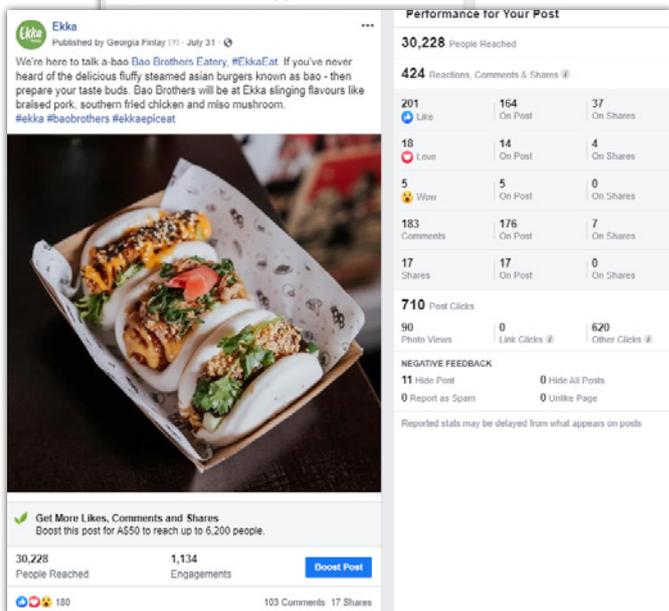
- 5.2 million+ views across social media platforms
- \$70 million+ in free publicity across television, radio, online and print media
- 733,800+ Food Finder website page views
- 19 episodes of Ekka TV



## Ekka 2019 social media by the numbers:

- Reach: 3,443,000  
Engagement: 271K
- Reach: 671.3K  
Engagement: 42.9K
- Reach: 1,070,400  
Engagement: 38.2K
- Reach: 4,234  
Engagement: 462
- Impressions: 55,800

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





# MAXIMISE YOUR EKKA SALES EXPERIENCE

## *Marketing and Promotions*

Ekka exhibitors are asked to join the powerful marketing and promotional campaign supporting Queensland's most loved annual event.

Key opportunities for 2020 are:

- *The Ekka Website* – all rides and food outlets will be listed on the Ekka website. There were over three million views on the website in 2019
- *The Ekka App* – all exhibitors have the opportunity to submit a special offer for promotion on the Ekka App. There were 34,000 downloads of the App in 2019. *Limited availability, best value chosen*
- *\$50 and \$100 Ride Cards* – RNA will pre-sell \$50 and \$100 ride cards for use at all rides at the Ekka. \$50 ride cards will be sold for \$45 (10% off), \$100 ride cards will be sold for \$85 (15% off) and \$150 ride cards will be sold for \$120 (20% off). All ride operators must honour the discounts
- *Super Ride Tuesday* – RNA will offer discounted entry and promote 2-for-1 rides from 9am to 5pm on Tuesday 11 August 2020. Select ride offers will be promoted in Ekka email communications to over 200,000 people and all ride offers will be listed on the Ekka website (all ride operators must agree to participate)
- *Super Seniors Thursday* – RNA will offer discounted entry for seniors and promote offers for seniors from 9am to 5pm Thursday 13 August 2020. Select seniors offers will be promoted in Ekka email communications to over 200,000 people. All offer must be submitted by Friday 24 July 2020 for consideration
- *Super Food Sunday* – RNA will offer discounted entry and promote 2-for-1 food from 9am to 5pm on Sunday 16 August 2020. Select food offers will be promoted in Ekka email communications to over 200,000 people and all food offers submitted by Friday 24 July 2020 will be listed on the Ekka website (all food exhibitors must agree to participate)
- *The Courier-Mail Official Show Guide Coupons* – all exhibitors have the opportunity to submit a discount coupon offer for publication in this guide with a circulation of 225,000. This guide is distributed in a select issue of The Courier-Mail and on grounds at the Ekka. *Limited availability, final offers chosen by The Courier-Mail*
- *The Courier-Mail Official Show Guide Showbag Listing* – all showbags will be published in this guide with a circulation of 225,000. This guide is distributed in a select issue of The Courier-Mail and on grounds at the Ekka. RNA must receive details by Friday 29 May 2020 for inclusion
- *The Courier-Mail Official Show Guide Advertisements* – all exhibitors have the opportunity to purchase an advertisement in this guide with a circulation of 225,000. This guide is distributed in a select issue of The Courier-Mail and on grounds at the Ekka

The Ekka Marketing team can be contacted on 07 3253 3900 or [marketing@ekka.com.au](mailto:marketing@ekka.com.au).

## *Sponsorship*

Become an official Ekka partner to gain access to exclusive marketing opportunities and tailored packages to meet your business objectives.

Benefits may include:

- Brand recognition
- Tailored activation on grounds
- Naming rights
- Supplier rights
- Signage and promotions
- Corporate suite
- Inclusions in Ekka email communications and social media posts
- Tickets and hospitality
- Access to the Ekka logo and branding materials for advertising via your own channels

The Ekka Sponsorship team can be contacted on 07 3253 3900 or [sponsorship@ekka.com.au](mailto:sponsorship@ekka.com.au)



# OPPORTUNITIES AT EKKA

Ekka is Queensland's largest marketplace, with more than 413,000 people and 550+ exhibitor stands in 2019. Whether you're launching a new product, strengthening your brand position or simply seeking out new customers, exhibiting at Ekka makes perfect business sense.

## FOOD AND BEVERAGE

Food and beverages make up 31.6% of the daily visitor spend at Ekka. In 2019, the average daily spend on dining increased by 30% to \$29.49, while spending on alcoholic beverages increased by a huge 41% to \$12.29.\*

\*Source: 2019 Ekka Attendee Research Report, IER Pty Ltd

### *Taste Triangle*

The Ekka will once again feature the popular Taste Triangle for foodies to get lost in. Our version of Bermuda, the Taste Triangle is the only food experience of its kind where Ekka guests can enjoy everything from cheap eats to fine dining and Insta-worthy food trends to classic show favourites. Foodies navigate their way to Welcome to Bowen Hills and Beerhaus; journey along the stalls and shops that make up King Street Feast; set sail for the Woolworths Fresh Food Pavilion; get lost in the global delights on offer in the Gourmet Plaza; and relax at the Royal Queensland Steakhouse and bar presented by Aussiebeef.com.au. With sweet treats like doughnuts and danishes to epic eats like loaded fries and pizza, there is a huge variety of cuisines for Ekka guests to choose from.

# OPPORTUNITIES AT EKKA

## *Woolworths Fresh Food Pavilion*

Woolworths Fresh Food Pavilion is certainly a favourite with foodies. With more than 70 sites available (minimum size 3x3 / maximum size 9x3), a large range of food and beverage vendors come together each year to form a boutique foodie mecca. Woolworths Fresh Food Pavilion is the place where foodies hang out, finding all 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.

### *Fast Fact:*

74 Exhibitors  
(Ranging from  
3x3 – 9x3)



# OPPORTUNITIES AT EKKA



*Fast Fact:*  
10 exhibitors  
(Ranging from  
6x3 – 6x6)

## *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. Included on Gourmet Plaza are food and beverage exhibitors such as those dishing up Italian, Mexican, Indian and Thai meals, as well as alcoholic beverages and coffee. Hurry to apply, there are limited spots available.

## RETAIL THERAPY

Products from exhibitors make up 16.4% of a visitor's daily spend at Ekka.

### *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 (minimum size 3x3 / maximum size 6x6), the pavilion offers everything from clothing and fashion accessories to beds.

### *Fast Fact:*

44 Exhibitors  
(Ranging from  
3x3 – 10x6)

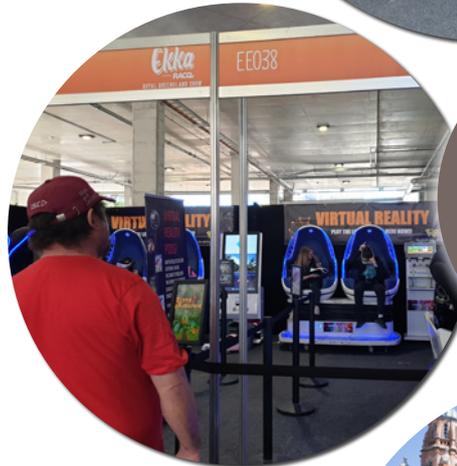


### *Ekka Emporium*

Ekka Emporium is the place to go to find novelty products. With almost 30 sites available (minimum size 3x3 / maximum size 6x6), this shopping area near Kids Carnival features everything from toys and gadgets to kitchen utensils.

### *Fast Fact:*

31 exhibitors  
(Ranging from  
3x3 – 9x7)



### *The Old Museum*

The Old Museum is home to Ekka's flower and garden precinct. The area is always buzzing with a hive of activity from creative garden and scarecrow displays to fun activities for the kids such as flower crown making. The Old Museum is the perfect place to sell horticultural products and services. Limited sites are available.

### *Fast Fact:*

6 exhibitors  
(Ranging from  
3x3 – 6x3)



# OPPORTUNITIES AT EKKA



*Fast Fact:*  
17 Exhibitors  
(Ranging from  
3x3 – 10x10)

## *Agricultural Education Hall*

Queensland's largest classroom attracts on average more than 30,000 children. The Agricultural Education Hall in the Lower Royal International Convention Centre features educational games and toys for children. There are also some food and beverage sites available.



## *Channel Seven Pavilion*

The Upper Royal International Convention Centre features the popular Natural Fibres Fashion Parades and a chill out zone. Leasing space is available for fashion and food and beverage outlets. Other exhibitors will also be considered.

*Fast Fact:*  
3 exhibitors  
(Ranging from  
3x3 – 10x12.5)

## *Rides and Games*

Rides, showbags and entertainment make up 26% of a visitor's daily spend at Ekka.

### *Sideshow Alley and 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.



*Fast Fact:*  
Sideshow Alley: 72  
exhibitors  
Kids Carnival: 44  
exhibitors (Ranging  
from 1x2 – 30x7)

# 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 7, 2020 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 6, 2020

## 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 2020 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 2020 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

### Compulsory Till Training

- All exhibitors with tills are required to complete compulsory till training before Ekka commences. Date and time to be advised.

*Disclaimer: Information correct at the time of distribution*

# CONTACT EKKA LEASING

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600 Gregory Terrace, Bowen Hills  
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