



ROYAL QUEENSLAND SHOW

Presented By:



# QUEENSLAND'S LARGEST EVENT



**EXHIBITOR PROSPECTUS 2026**

# WHY EXHIBIT?

QLD'S  
LARGEST  
EVENT

\$335+  
AVERAGE  
SPEND

428,000+  
VISITORS  
HUGE BRAND  
EXPOSURE

\$101  
MILLION+  
FREE PUBLICITY  
GENERATED



JOIN THE EXPERIENCE AND  
HELP SHAPE MEMORIES



ENHANCE CUSTOMER  
RELATIONSHIPS



DEMONSTRATE/SAMPLE  
PRODUCTS TO  
NEW AUDIENCES



GENERATE SALES WITH  
COUNTRY / CITY CUSTOMERS



CROSS PROMOTIONAL  
DIGITAL OPPORTUNITIES

## TESTIMONIALS

"EKKA is a great community driven event that we put high on our calendar each year. Since attending we have had an overwhelming amount of return customers coming back to us year-on-year to get their fix of platter goodies. We really enjoy getting in-front of our customers and engaging with them one on one, which is highly beneficial to the exposure of our business. I can't recommend this event more."

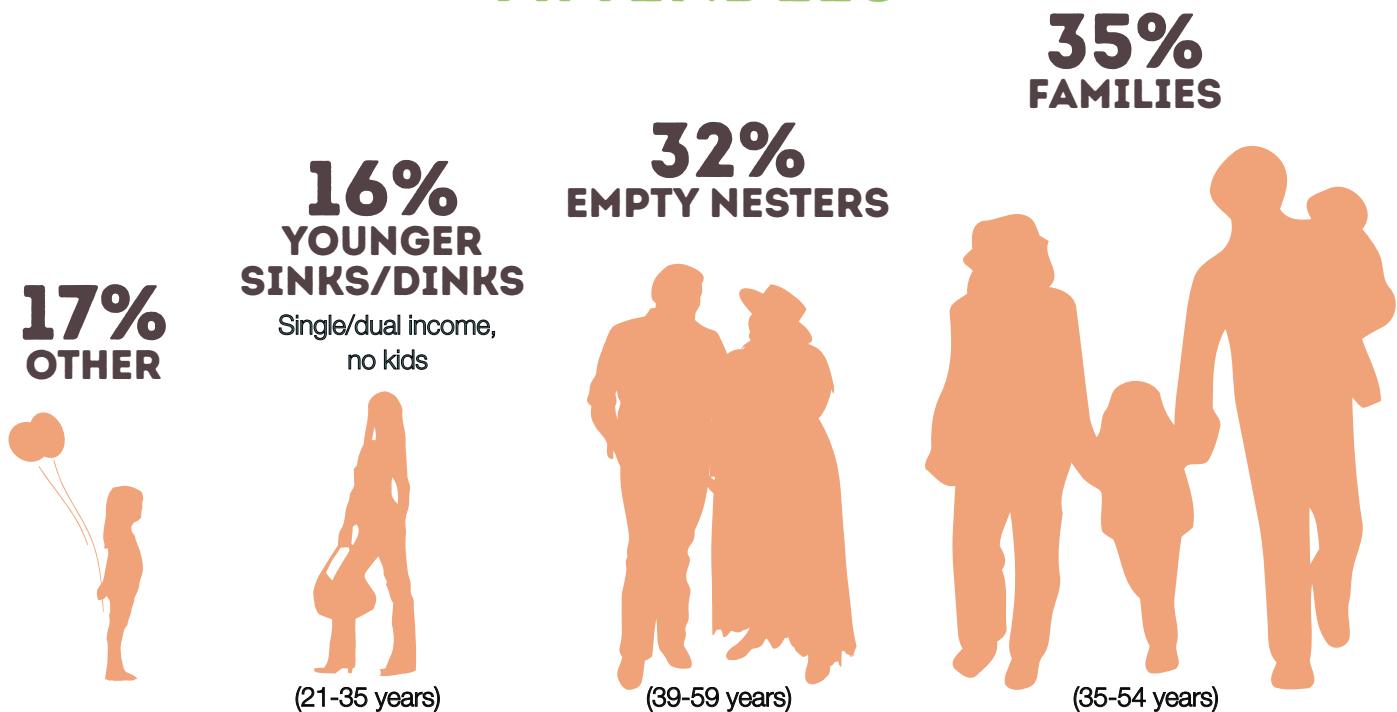


"Exhibiting at the Ekka is always one of the highlights of our trading year. We are always thrilled with the sheer volume of foot traffic which generates fantastic sales during the event. The exposure that the Ekka brings to our business provides considerable turnover during the show, but we also see many customers returning year on year, recognising our product and growing our business overall."



# EKKA AUDIENCE

## ATTENDEES



## RESIDENCE



**76%**  
Brisbane

**20%**  
Regional  
QLD

**2.7%**  
Interstate

**1.3%**  
Overseas

# EKKA AUDIENCE

## MOST CONSUMED

Showbags

**84%**  
FAMILIES

Rides  
& Games

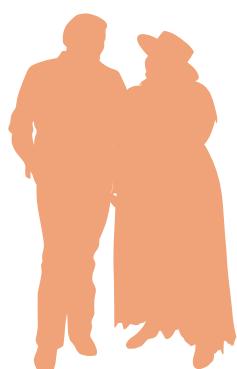
**76%**  
FAMILIES

Carnival &  
Street Food

**84%**  
FAMILIES

## DAILY VISITOR SPEND

**\$296**  
EMPTY  
NESTERS



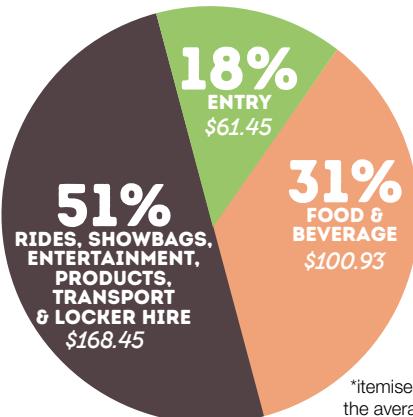
**\$461**  
FAMILIES



**\$278**  
YOUNGER  
SINKS/  
DINKS



## BREAKDOWN OF VISITOR SPEND\*



\*itemised expenditure by the average group at Ekka

# COVERAGE

**18.6**  
**MILLION+**  
**TOTAL SOCIAL  
REACH**

**4.8**  
**MILLION+**  
**WEBSITE PAGE  
VIEWS**

**998,000+**  
**WEBSITE USERS**

**2.2 MILLION+**  
**FOOD VENDOR  
SOCIAL  
MEDIA REACH**

**63 MILLION+**  
**COMMERCIAL &  
SHOWBAG SOCIAL  
MEDIA REACH**

**1.2 MILLION+**  
**RIDES & GAMES  
SOCIAL  
MEDIA REACH**



REACH: 5,404,509



REACH: 7,421,113



REACH: 245,669



REACH: 4,082,799

## MEDIA PARTNERS

**4BC**  
BRISBANE

**B105**  
105.3

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



**Radio  
BRISBANE**

**TRIPLE**  
104.5

# EXHIBITOR SITES



**1 SIDESHOW ALLEY**

**5 AG EDUCATION HALL**

**9 REST & RECOVERY ZONE, PRESENTED BY ADJUSTA**

**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 - 9pm

## 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

green electricity  
**That's today's fresh food people.**

**Save at least 20% with The Odd Bunch<sup>^</sup>**

<sup>^</sup>When compared to the standard shelf price of comparable fruit and veg lines. Some exclusions apply.

We pick fresh Australian fruit and veg first.

**That's today's fresh food people.**



Woolworths



## SITE 4

### GORUMET 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 - 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 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 - late**

## **SITE 9 REST & RECOVERY ZONE, PRESENTED BY ADJUSTA**

The Rest & Recovery Zone, presented by Adjusta is a go-to sanctuary for all things health, wellness and beauty — a relaxing space where guests can explore curated products, take a breath, and reset before diving back into the Show.

**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 - 9pm**





## **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 2026 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) Famil Meal and one (1) Low-Cost (under \$10) menu item with their application.

[www.leasing.ekka.com.au](http://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 26th June 2026.

## 5. EXHIBITOR PACKS

Collect exhibitor passes and packs from the Royal International Convention Centre, Bowen Hills from Wednesday 29th July 2026.



# IMPORTANT INFORMATION

## KEY DATES 2025

### APPLICATIONS OPEN

WEDNESDAY 11TH FEB 2026

### APPLICATIONS CLOSE

WEDNESDAY 6TH MAY 2026

### BUMP IN

EARLY AUGUST 2026

SPECIFIC DATES TO BE ADVISED

### SHOW DATES

SATURDAY 8TH -

SUNDAY 16TH AUGUST 2026

### FINAL PAYMENT

### & REQUESTED

### DOCUMENTATION DUE

FRIDAY 26TH JUNE 2026

### BUMP OUT

SUNDAY 16TH (FROM 11PM) -

WEDNESDAY 19TH AUGUST 2026

### VEHICLE FREE DAYS

THURSDAY 6TH & FRIDAY 7TH

AUGUST 2026 (6AM-6PM)

## EKKA LEASING CONTACTS



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