

EKKA APPS

Ekka app

The Ekka App is the ultimate pocket-sized guide to the Show. Packed with interactive features, exclusive content and helpful information, it makes planning the perfect Show day easier than ever before.

NEW! MyEkka Day Builder

The new MyEkka Day Builder lets the app do the planning for you.

Users can take a fun, interactive quiz to generate a personalised itinerary based on their preferences from food and rides to animals, entertainment and more.

If the suggested plan isn't quite right, they can simply tap 'Remake Day' to create a new itinerary in seconds, or customise it by adding or removing items.

The app also allows users to explore themed categories to suit their style, including **Family Day Out**, **All Things Country**, **Education**, **\$10 & Under Showbags** and more.

Main features of the Ekka app

Digital Map

The interactive map with blue-dot tracking helps users navigate the Show with ease, from pavilions and food outlets to amenities and live entertainment shows.

Milo's Magic - Augmented Reality Game

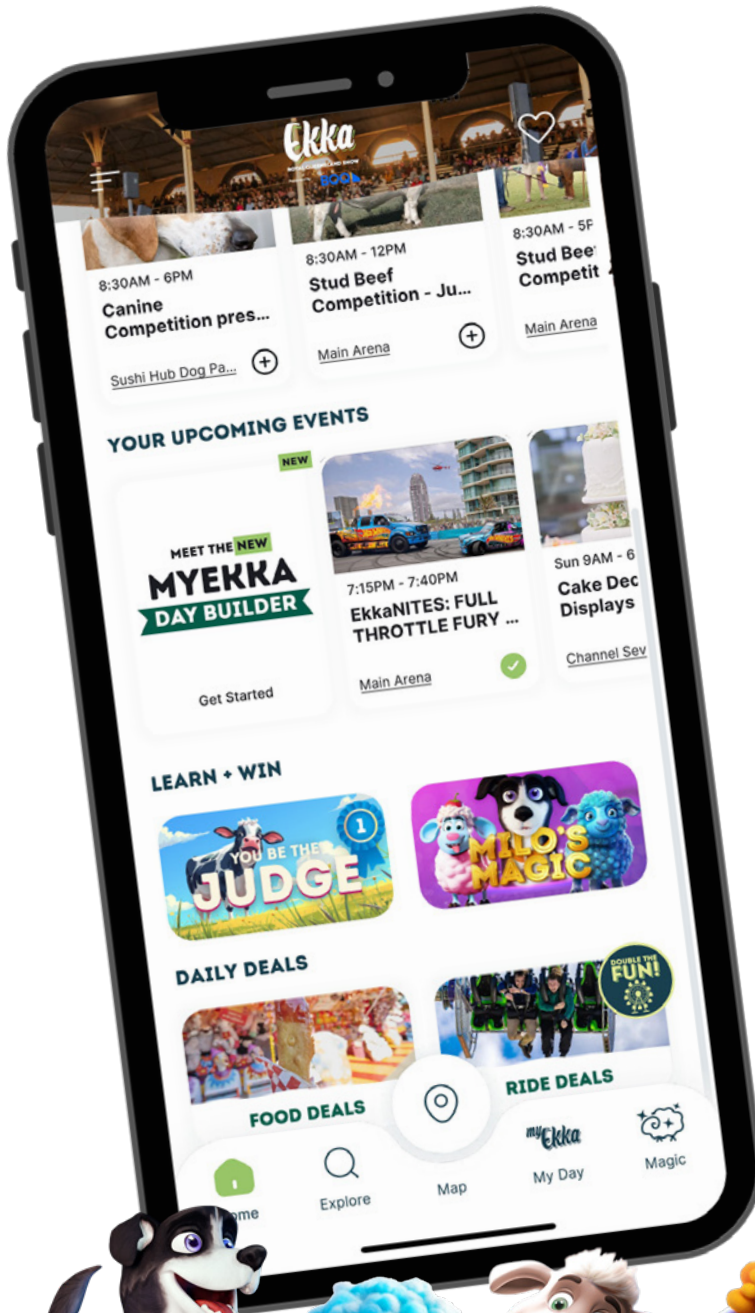
Children and families can join Milo on a magical augmented reality adventure around the Ekka. By helping Milo find his lost sheep, users go in the draw to win a free showbag and a \$100 Visa gift card thanks to BOQ. Two winners are drawn daily.

You Be The Judge - Educational & Family-Friendly Fun

This interactive, hands-on feature lets users step into the role of a judge and learn what it takes to evaluate champion animals and produce. Along the way, players collect 10 digital badges. Those who complete all badges will receive the title of Honorary Chief Judge.

Deals & Offers

The app makes it easy to find the best value at the Show, with a dedicated section showcasing food and ride deals at the tap of a button.



New! Ekka fun pass

Enhancing this year's ride experience is the new Ekka Fun Pass, designed to eliminate the need to visit a ticket booth.

Replacing physical ride cards, visitors simply need to download the Ekka Fun Pass app, purchase credits and scan their phone at each ride or game – making queues at ticket booths a thing of the past.

The Fun Pass continues to offer the popular bonus credit system previously available through the Ekka Ride Card (\$50 credit for \$45 Pass; \$100 credit for \$85 Pass and \$150 credit for \$120 Pass).

Credits can be topped up via the app, at self-serve kiosks or at information booths throughout the Show.

How it works

1. Download the app
2. Follow the instructions to preload credits
3. Tap and Ride or Tap and Play straight from the app – no need to visit a ticket booth



Ekka

**FUN
PASS**

