



ROYAL AGRICULTURAL
SOCIETY of WA
**CLAREMONT
SHOWGROUND**

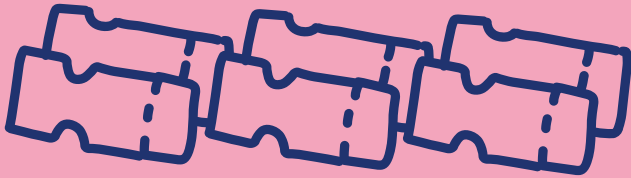
Perth Royal Show 2026 Commercial Retail & Catering Prospectus

26 SEPTEMBER – 3 OCTOBER, 2026

perthroyalshow.com.au



2025 AUDIENCE



300,000
attendees in 2025



**Over 90% of attendees
rated their experience
positively**



89%
returning visitors

11%
first-time visitors



4 in 5
attendees
likely to
return for
2026

\$174

**Average spend
per person**

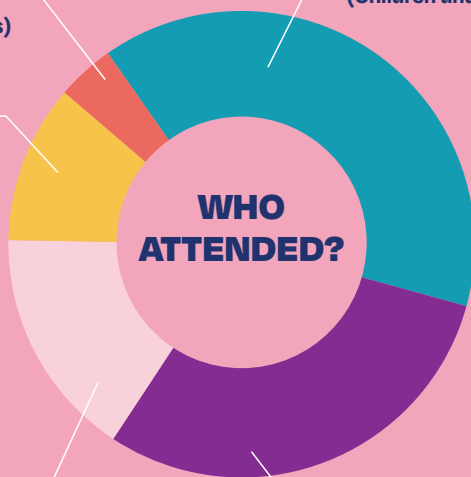


**Over 80% of attendees
spend between 6-8 hours
or all day at the show**

4%
TEENAGERS
(14-17 years)

11%
MATURE
FAMILIES
(Children
aged 12-18)

16%
YOUNG ADULTS
18-29 years
without children



39%
YOUNG FAMILIES
(Children under 12)

30%
MIXED HOUSEHOLDS
(30+)

**The most popular
attraction in 2025 was
Sweetie Lane, located
in The Royal Bazaar**



Huge audience reach

Make direct sales



Demonstrate your product



Build your database



Network with like-minded businesses



2025 COVERAGE



195,000
Mailing List



686,000
Website Users



31,000
App Downloads



33.5M
MEDIA REACH
ACROSS THE
CAMPAIGN



119,000
Followers
Reach: 1.3M



25,800
Followers
Reach: 407,000



7,700
Followers
Reach: 1.3M

OUR MEDIA PARTNERS



perth **now**

Countryman

The West Australian

MIX
94.5 **h.**

TRIPLE
92.9 **AAA**


LISTNR



“

As a first-time exhibitor in 2025, the Perth Royal Show was an incredible experience for our business.

Travelling from the east coast to showcase our products to Western Australia was exciting and rewarding.

We loved meeting customers face-to-face, sharing our story, and growing our brand. We can't wait to come back again!

**Christmas
Snowglobes
by HouseworX**



“

We have proudly exhibited at the Perth Royal Show for three consecutive years.

The Show has greatly boosted our brand exposure through its large, diverse crowds.

We especially appreciate the vibrant atmosphere and the strong support from the organising team, which makes every year rewarding and enjoyable.

**Felix and
French**



EXHIBITOR SITES



Site		Size	Hours
1	The Emporium - Shopping & Lifestyle	From 6m ²	10am - 8pm
2	Grazeland Indoors and Outdoors	From 9m ²	10am - 8pm
3	The Royal Bazaar including Sweetie Lane	From 9m ²	10am - 9pm
4	Pawvilion	From 9m ²	10am - 6pm
5	Rodeo Drive	From 9m ²	10am - 5pm
6	Around the Grounds - Retail, Catering and other	From 9m ²	10am - 9pm
7	Dairy Pavilion	From 9m ²	10am - 5pm

Please note: Additional services beyond what is included in your site package will incur separate charges. Site area locations within this prospectus are indicative only and subject to change. Royal Agricultural Society of WA reserves the right to allocate sites at its discretion and may offer alternative locations deemed most suitable to support event operations and exhibition success.

*Location subject to change

THE EMPORIUM

SHOPPING AND LIFESTYLE



The Emporium is the Show's hub for shopping, style, and lifestyle.

The Emporium is the perfect location for fashion, homewares, health, and wellness vendors, and presents a fantastic opportunity to promote unique products that Show patrons won't find anywhere else. The Emporium also features Taste Street, which is a dedicated pre-packaged food and beverage location that provides you with the opportunity for Show visitors to sample your products. People can enjoy tastings and then purchase your products to take home. It's a win win!

SIZE

From 6m²

HOURS

10am - 8pm

PRICES

From \$2,750+GST



GRAZELAND

GOOD FOOD

Grazeland is the Perth Royal Show's ultimate food and drink destination!

Grazeland is one of the most popular areas for dining at the Show. With both indoor and outdoor areas, you can share your sizzling street eats, sweet treats, refreshing drinks and local specialties in a vibrant delicious atmosphere. We also welcome food and beverage vendors to provide products that can only be found at the Show, with powerful marketing support to drive visitors to your stall.

SIZE

From 9m²

HOURS

10am - 8pm

PRICES

From \$5,000+GST*

*catering sites may incur commission based fees



The Royal BAZAAR

Sweetie Lane

Most popular attraction in 2025

Step into the vibrant Royal Bazaar, a bustling hub brimming with cultural treasures, unique souvenirs, and beautifully handcrafted goods from near and far.

The Royal Bazaar is the ideal location for retailers across a wide range of weird and wonderful product areas, from toys and trending products, novelties and nicknacks, through to tattoos and hair braiding. It's a bustling retailers paradise and an ideal spot if you are looking to reach a young adult audience. For vendors offering sweet treats and sugary delights, we are bringing back the popular Sweetie Lane, a colourful paradise where visitors can enjoy your irresistible sweet bites.

SIZE

From 9m²

HOURS

10am - 9pm

PRICES

From \$3,500+GST



PAWVILION

A must-visit for dog lovers, the Pawvilion is packed with stalls dedicated to our four-legged friends.

Pawvilion is a pooch's paradise and an ideal location if you trade in doggie treats, toys, grooming products and accessories.

SIZE

From 9m²

HOURS

10am - 6pm

PRICES

From \$2,600+GST



RODEO DRIVE

Rodeo Drive is a vibrant strip of Western-inspired stalls that bring the true spirit of the Show to life.

This area lends itself to country-style fashion, agricultural and rural lifestyle products and authentic Australian-made goods like hide, leather and animal products. Supported by other Ag-related education activations, this area is the ideal location for country-oriented vendors.

SIZE

From 9m²

HOURS

10am - 9pm

PRICES

From \$3,000+GST



AROUND THE GROUND

RETAIL, CATERING AND OTHER

A range of flexible outdoor site options are available throughout the event, perfect for retail, trailers, catering and standout activations.

With sites positioned throughout various precincts, this is your chance to bring your brand to life and connect with Showgoers in your own unique way.

Make the space your own and create an experience that stands out—just remember all site builds and custom setups will need prior approval from the Royal Agricultural Society of WA.

SIZE

From 9m²

HOURS

10am - 9pm

PRICES

Retail and other from \$2,400+GST
Catering from \$5,000+GST*

*catering sites may incur commission based fees



Dairy Pavilion

Exciting
new refresh
for 2026

The Dairy Pavilion is a celebration of fresh, local goodness and the heart of Western Australia's dairy industry.

This location offers visitors interactive exhibits, product samples, our famous cheese toasties, and an education on the journey of milk and all things dairy. This year, we are refreshing the look and feel of the Dairy Pavilion and are looking for vendors who are in the dairy industry, who may be in complementary industries, or who are able to contribute to the educational aspect of the site.

SIZE

From 9m²

HOURS

10am - 5pm

PRICES

From \$3,000+GST



INDOOR SITE OPTIONS



Shell Scheme

The Emporium Shopping and Lifestyle Pavilion, inside the Pawvilion and the Grazeland Indoor sites include:

- Walling
- Fascia signage displaying your company name,
- Lighting
- 1 x power connection
- Flooring (select sites)



Indoor Ground Space Only

A ground space-only exhibition site provides a designated area for exhibitors to set up their own structures, displays, and equipment, without any additional infrastructure or booth setup provided.

Please note that all stand designs must be submitted and pre-approved by Royal Agricultural Society of WA prior to construction.

OUTDOOR SITE OPTIONS



Marquee Site

An outside marquee site provides a fully covered space for exhibitors, with either grass or hardstand flooring, depending on the location.

Please be advised exhibitors are able to provide their own commercial grade marquees, with approval from the Royal Agricultural Society of WA



Outside Ground Space Only

A dedicated outdoor site provides exhibitors with a blank canvas to create their own unique setup, ideal for larger displays, car displays, interactive exhibits or food vans/trucks.

Please note that all stand designs must be submitted and pre-approved by Royal Agricultural Society of WA prior to construction.

KEY DATES

22 April

Applications open

To apply for the biggest event in WA, head to perthroyalshow.com.au and apply via the exhibitor portal. Hang on tight – we will reach out after applications close!

Submit your application before the deadline to secure your spot at the Perth Royal Show.

29 May

EOI Closes

Once Perth Royal Show has reviewed all applications, successful applicants will receive a site offer via email with next steps to secure your site.

This will include your site details, pricing and what we require from you to move forward.

3 July

Documentation due

All required documents (ie. insurance, food notification forms) must be submitted to confirm your attendance.

7 August

Payment due

All invoices must be paid by the deadline to confirm your attendance. Please note that surcharges apply to late site requests and unpaid invoices.

21 September

Bump In

Bump in starts on 21 September but may differ based on your site location. We will contact you directly to discuss bump in dates.

Show Time!

**Saturday
26 September
to Saturday
3 October,
2026**

4 October

Bump out

Bump out begins at 7am. Please note that bump out is not permitted on the final night of show.



GET IN TOUCH

Showground Exhibitor Services

(08) 6263 3147

exhibitorservices@raswa.org.au

perthroyalshow.com.au



**ROYAL
AGRICULTURAL
SOCIETY**
of WA

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