ROYAL ADELAIDE SHOW

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SHOWMO.
DON'T MISS OUT

2027 Exhibitor Prospectus





Become part of South Australia's biggest event

For more than 180 years, the Royal Adelaide Show has been bringing South Australians together.

Presented by the Royal Agricultural & Horticultural Society of South Australia Inc, every September for nine unforgettable days the Show transforms into the meeting place for more than **400,000 people** who come together to celebrate agriculture, food, entertainment, innovation and community.

The Royal Adelaide Show delivers a platform for businesses to showcase products and engage with thousands of potential customers, whether you're launching a new product, looking to drive retail sales, growing brand awareness, or building customer loyalty.

400,000 people across 9 days

Average spend of $352 per household

7.4 hours spent at the Show on average

CLICK HERE TO APPLY

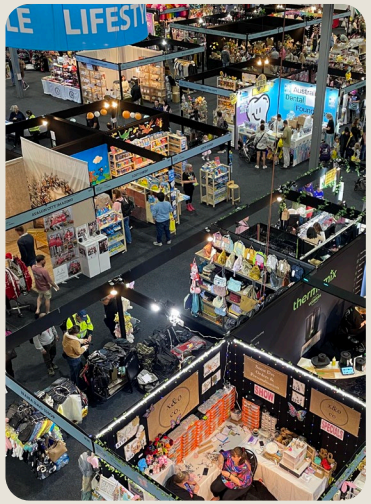
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Source: Further Insight, Royal Adelaide Show report 2025.

Our commercial precincts

Find the best fit for your brand from our commercial and agricultural precincts throughout the Showground.



Jubilee Pavilion

Wide range of lifestyle, home and outdoor products and services.



Market Bazaar

A treasure trove of unique and different finds.



Goyder Pavilion

A national and international food & wine precinct.

Located to the north of the entertainment stage is the horticulture sites and displays.



Taste SA

Profiling and celebrating all local South Australian producers.



Outdoors

A mix of different retail options peppered throughout the Showground.



Other Areas

Including Pet Centre, Dog Pavilion, Dairy Food Hall and more!

Location of commercial precincts

The Royal Adelaide Show has a range of different commercial areas so that you can find the one that suits you.

1. Jubilee Pavilion
2. Market Bazaar
3. Goyder Pavilion
4. Taste SA
5. Outdoor Areas
6. The Pet Centre and Vili's Dog Pavilion
7. Dairy Food Hall



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A word from our exhibitors



JUBILEE PAVILION

Secure a site in our largest retail precinct at the Show







Jubilee Pavilion brings together more than 150 exhibitors showcasing an extensive range of innovative products, services and experiences. A shopper's destination, Jubilee Pavilion provides an ideal platform for brands to connect directly with Show visitors, drive retail sales and build brand awareness through engaging, face-to-face experiences.

Divided into two distinct precincts, Lifestyle and Home & Outdoor, the pavilion offers something for every interest, including:

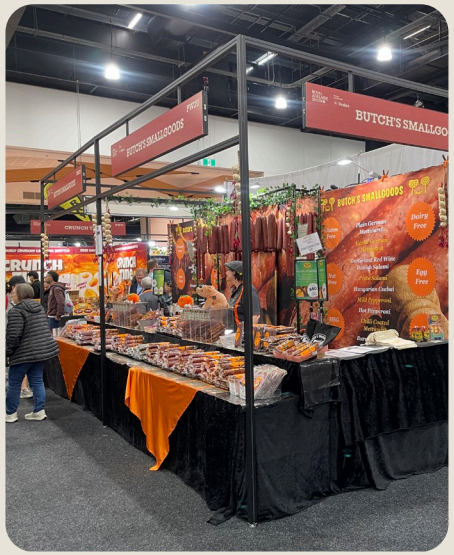
- Building, construction and home renovations
- Homewares and furniture
- Fashion, jewellery and accessories
- Crystals, candles and aromatherapy
- Children's products, including toys and clothing
- Interactive brand activations and photo opportunities

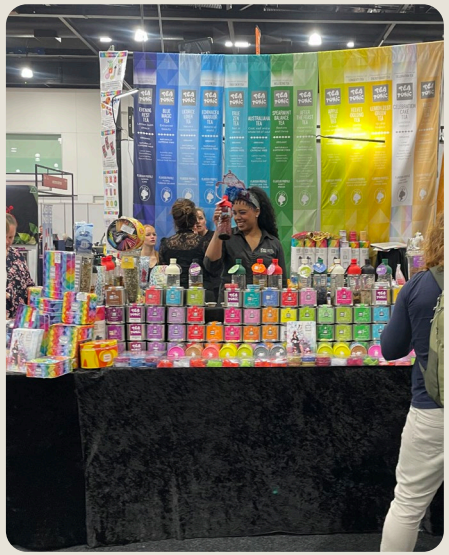
With its diverse exhibitor mix and strong retail focus, Jubilee Pavilion offers brands an opportunity to showcase their products, engage with a broad audience and create memorable connections with Show visitors.

Current trading hours
Open 9am daily
Close 9pm Friday and Saturday | 8pm Sunday to Thursday









GOYDER PAVILION

Food & Wine Precinct

Put your products in the spotlight at the Royal Adelaide Show!

With tempting aromas, vibrant displays and opportunities to taste and purchase products, Food & Wine creates an engaging retail environment where producers can connect directly with consumers.

For food and beverage businesses, the exhibition offers an opportunity to showcase your products, drive sales, build brand awareness and introduce your range to a diverse audience of potential customers. Whether you're an established brand, artisan producer or emerging business, Food & Wine provides a platform to share your passion and turn product discovery into sales.

Product categories include:

- Wine, gin, spirits and other beverages
- Chocolates, sweets and confectionery
- Sauces, spices, marinades and condiments
- Meats, smallgoods, cheeses, olives and antipasto
- Honey, jams, preserves, nuts, dried fruit and snack foods
- Oils, dressings and cooking ingredients
- And much more!

Current trading hours
Open 9am daily
Close 9pm Friday and Saturday | 8pm Sunday to Thursday

GOYDER PAVILION

Horticultural Precinct

Horticulture is a key feature of Goyder Pavilion, celebrating the beauty, diversity and expertise of South Australia's gardening and growing communities. Visitors can explore colourful floral displays, admire prize-winning blooms, discover new plants and gain inspiration for their own gardens. From traditional gardening and floral artistry to contemporary plant trends, Horticulture offers an engaging experience for garden enthusiasts and curious Showgoers alike.

For horticultural exhibitors, the pavilion provides an opportunity to showcase products, share knowledge, connect with gardening enthusiasts and generate retail sales among a broad audience of visitors.

Horticulture categories and products may include:

- Flowers, potted plants and indoor greenery
- Gardening tools and equipment, pots, planters and decorative garden accessories
- Soil, potting mixes, compost and growing media
- Hydroponics and innovative growing solutions
- Garden décor, ornaments and outdoor accessories

Current trading hours
Open 9am daily
Close 9pm Friday and Saturday | 8pm Sunday to Thursday





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MARKET BAZAAR

The mecca of the eclectic, funky, and the unique







Discover a world of unique finds at Market Bazaar, where you can find a mix of treasures, styles and products creating a vibrant, bustling market atmosphere.

With something to capture the interest of everyone, visitors can explore an exciting mix of:

- Collectables and pop culture
- Unique clothing and fashion
- Cottagecore-inspired treasures
- Funky jewellery and accessories
- Crystals and books
- And plenty more unexpected discoveries!

Market Bazaar spans two locations – Ridley Centre and Wayville Pavilion. Located alongside the popular Showbag Hall, Wayville Pavilion features an open thoroughfare connecting the two spaces during Show opening hours, creating a lively flow of visitors between the attractions.

Current trading hours - Ridley
Open 9am daily
Close 9pm Friday and Saturday
| 8pm Sunday to Thursday

Current trading hours - Wayville
Open 9:30am daily
Close 10pm Friday and Saturday
| 9pm Sunday to Thursday









TASTE SA brought to you by DRAKES SUPERMARKET

Featuring all South Australian food and beverage producers

Taste SA is one of the Royal Adelaide Show's most iconic destinations, celebrating the quality, diversity and innovation of South Australia's food and beverage industry. Taste SA brings together local producers and processors, offering visitors the opportunity to discover new products, sample local favourites and connect directly with the passionate businesses behind them.

From much-loved South Australian favourites to emerging brands and innovative new products, Taste SA celebrates the people and products that make our state's food and beverage industry unique.

Product categories may include:

- Confectionery, chocolates and sweets
- Condiments, sauces and marinades
- Smallgoods and speciality meats
- Baked goods, biscuits and pastries
- Oils, dressings and cooking ingredients
- Honey
- Wine, spirits and other beverages
- Cheese, dairy and artisan produce
- Jams, preserves, honey and spreads
- And more!

To be eligible to exhibit in Taste SA, businesses must be a South Australian food or beverage producer or processor, with their Australian Business Number (ABN) registered to a main business location in South Australia, and they must produce more than 80% of their food or beverage products in South Australia.

Current trading hours
Open 9am daily
Close 8pm Friday and Saturday | 7pm Sunday to Thursday

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OUTDOORS

Showcase your brand in prime outdoor locations

Outdoor sites at the Royal Adelaide Show offer an excellent opportunity to showcase your products and connect with Showgoers in high profile locations throughout the Adelaide Showground. From prominent positions along Hamilton Boulevard, outside Jubilee Pavilion, to sites surrounding the Main Arena and key agricultural precincts, outdoor spaces provide strong visibility, high foot traffic and exciting opportunities to drive sales and build brand awareness.

With visitors exploring the Showground throughout the day, outdoor sites are ideal for commercial exhibitors looking to stand out, demonstrate their products and engage directly with a diverse audience.

Important information for outdoor exhibitors

Outdoor sites are limited and allocated subject to space availability, site suitability and product category. This applies to both standard outdoor sites and space-only sites.

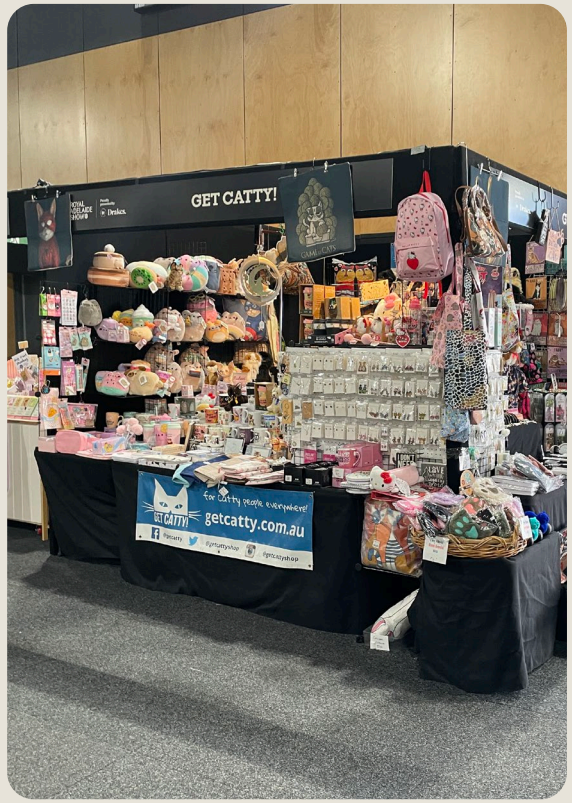
Where a marquee is required, it will be provided as part of the standard site offering. Exhibitors are not permitted to supply or install their own marquees, and alternative marquee structures will not be accepted.

Current trading hours
Open 9am daily





THE PET CENTRE & VILI'S DOG PAVILION







Animal lovers are in for a treat at the Royal Adelaide Show, with The Pet Centre and Vili's Dog Pavilion bringing together animal competitions, interactive experiences and a dedicated shopping destination for pet enthusiasts.

Featuring a daily program of reptile and cat presentations, hands-on experiences and a range of popular competitions, including dog breeds, dog agility, cats, rabbits, reptiles, dog grooming and cavies (guinea pigs), it offers Showgoers the opportunity to get up close with animals, learn something new and enjoy the fascinating world of pets.

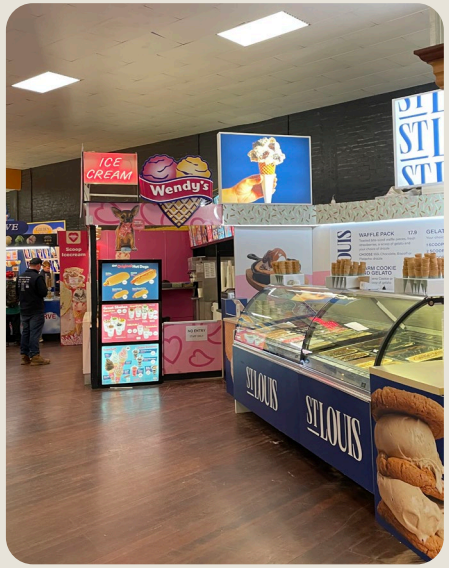
Product categories may include:

- Pet treats, food and specialty products
- Toys, accessories and enrichment products
- Pet beds, bedding and homewares
- Pet fashion, clothing and accessories
- Grooming products and care essentials
- Leads, collars, harnesses and other pet accessories
- Gifts and lifestyle products for animal lovers

Current trading hours
Open 9am daily
Close 7pm daily, 5pm daily for Dog Breed Display area

**Please note that, as these are not among our key commercial pavilions, available space may be limited.*









DAIRY FOOD HALL

The home of dairy at the Royal Adelaide Show, the Dairy Food Hall celebrates the quality, variety and innovation of dairy products, offering the opportunity to discover, sample and purchase products from a range of producers.

From delicious ice cream and artisan cheeses to fresh milk products and other dairy favourites, the Dairy Food Hall provides an opportunity for brands to connect directly with consumers and showcase their products in a dedicated food destination.

Exhibitor opportunities

The Dairy Food Hall offers a unique opportunity to create a standout retail presence. Exhibitors are required to design and construct their own custom structure, providing the flexibility to create an impactful display, incorporate prominent branding and deliver a memorable experience for Showgoers.

Product categories may include:

- Ice cream and frozen dairy treats
- Cheese and speciality dairy products
- Milk and flavoured milk
- Yoghurt and cultured dairy products
- Butter, cream and other dairy ingredients
- Innovative dairy products and alternatives

Current trading hours
Open 9am daily
Close 7pm daily

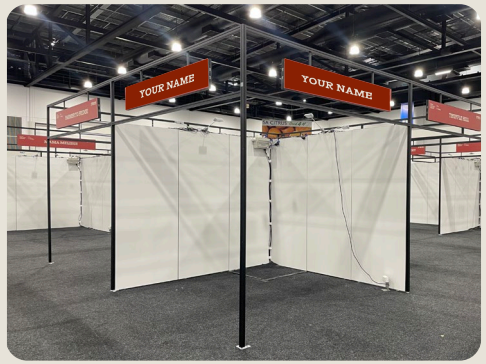
Exhibitor Space

Shell Scheme: A shell scheme site includes the basic structure you need to set up your site for the Show. The minimum size available is 9sqm (3x3m). See indicative inclusions for each area below.



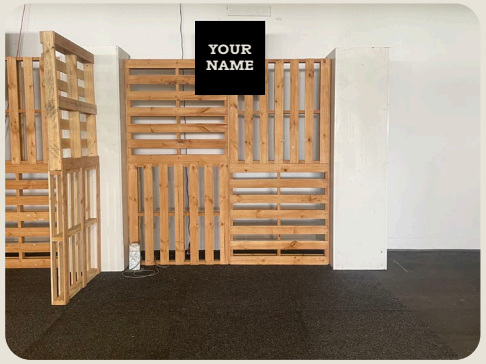
Jubilee/Market Bazaar/Pet & Dogs
- Carpeted pavilion / site
- Corinthian expo walling (2.4m height)
- Fascia bearing your stand signage
- 2 x LED spotlights (per 9sqm)
- 1 x 10 amp double power point

Allocation of staff passes, minimum of;
- 2 x 9 day passes
- 9 x single entry passes



Food & Wine in Goyder Pavilion
- Carpeted pavilion
- Galaxy walling (2.4m height)
- Fascia bearing your stand signage
- 2 x spotlight on arm (per 9sqm)
- 1 x 10 amp double power point

Allocation of staff passes, minimum of;
- 2 x 9 day passes
- 9 x single entry passes



Taste SA
- Carpeted site space
- Pallet walling (approx. 2.4m x 2.4m)
- Name board bearing your stand signage
- 1 x 10 amp double power point

Allocation of staff passes, minimum of;
- 2 x 9 day passes
- 9 x single entry passes



Outdoor
- Marquee with suitable flooring
- External banner bearing your stand signage
- 1 x fluro light (per 9sqm)
- 1 x 10 amp double power point

Allocation of staff passes, minimum of;
- 2 x 9 day passes
- 9 x single entry passes

*Any other structures are subject to prior approval by RAHS.

Exhibitor Space

Space Only

A space only site provides bare floor space for exhibitors who wish to build their own exhibition stand (must install their own flooring, walls, lighting etc.). Marquees are not permitted to be used within pavilions. This is recommended for the use of professional stand builders or exhibitors who require extensive floorspace to adequately display their products. Royal Adelaide Show can provide preferred suppliers to assist if required.

The minimum internal space only size available is 36sqm (6m x 6m). Height restrictions apply and walling facing onto the walkways are not permitted without approval.

Space only is also suitable for outdoor areas where site space permits exhibitors to bring a suitable structure (i.e. trailer or similar). Note that we do not allow external marquees; all marquees must be via shell scheme site.







Exhibitor Process

1. **Expression of Interest.** Complete your Expression of Interest application via the Royal Adelaide Show 2027 Exhibitor Portal. Include your preferred location, stand design, and product description.
2. **Site Proposal.** Successful applications will receive a Site Proposal, with details about one or more stand options including location, size, pricing etc.
3. **Site Agreement.** Once you accept a Site Proposal, providing the site can be accommodated, we will send a Site Agreement. This is required to formally accept the site and includes acceptance of RA&HS's terms and conditions and your payment schedule.
4. **Exhibitor Portal Tasks.** Action tasks in the Exhibitor Portal. These include reviewing key information, submitting documentation, purchasing additional requirements etc.
5. **Site Requirements.** All outstanding requirements must be finalized by Friday, 30 July 2027.
6. **2027 Royal Adelaide Show.**
   - **Move in:** Monday, 30 August to Friday, 3 September, 8am to 5pm daily
   - **Royal Adelaide Show:** Saturday, 4 to Sunday, 12 September
   - **Move out:** Monday, 13 September only, 7am to 5pm.



Key Dates

Expressions of interest open	Expressions of interest reviewed	Expressions of interest close	Outstanding requirements due	Move in	Royal Adelaide Show	Move out
November 2026	From February 2027	Subject to space and content availability	30 July 2027	30 August to 3 September 2027 8am to 5pm daily	4 to 12 September 2027	13 September 2027 only 7am to 5pm

Thank you

Jo Moroney – New exhibitor enquiries

08 8210 5204

jmoroney@adelaideshowground.com.au

Royal Adelaide Show team

08 8210 5211

sales@adelaideshowground.com.au

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