EMERALD SHOW

2ND-3RD JUNE 2026

TRADE SITE PROSPECTUS

TERMS AND CONDITIONS

WHY EXHIBIT?

Emerald Agricultural Show is one of the largest 2 day events in the region

Make immediate sales and generate leads for future events

Get your brand directly in front of a broad audience — from local families to regional visitors and agricultural industry professionals.

Engage with over **10,000** attendees across two days

Gain exposure through the Show's marketing, social media, and event program coverage

Affordable site options
Sites start at just $135

Great opportunity to launch new products or promote special deals to generate returning customers

Benefit from word-of-mouth promotion — many visitors love supporting businesses they meet at the Show

OUR AUDIENCE

Approximately 10,000+ attended the Emerald show in 2025

AGE DEMOGRAPHICS

Under 18
29.01%

18-25 YRS
16.62%

26-40 YRS
36.59%

41+ YRS
15.2%

Over 90% of visitors come from Emerald and Surrounds
3.6% are from outside the Central Highlands and interstate

Welcome to the Emerald Show

In 2026, the Emerald Agricultural Show will proudly celebrate its 97th year, continuing to showcase the rich agricultural industry of our region. The two-day event will run on Tuesday 2nd and Wednesday 3rd June, with a full program of entertainment and attractions for the whole family. Emerald's official Show public holiday will be held on Wednesday 3rd June 2026.

The application process is slightly different this year.
Vendors will begin with submitting an Expression of Interest (EOI). Once all EOIs have been assessed, successful applicants will be provided with a link to complete the final application and make payment. Unsuccessful applicants will be notified by email and may be placed on a waiting list at the discretion of the Show Society.

Please note, we are mindful of limiting the number of similar vendors and ensuring all vendors align with the Agricultural Show brand

Key times and dates

Expressions of interest open:	20th October 2025
Sites fees due:	At time of final application
Trade site bump in:	Sunday 31st May 9am-5pm & Monday 1st June 7am-4pm IF YOU ARRIVE OUTSIDE OF THESE TIMES YOU MAY PARK BUT DO NOT SET UP
Trade site hours:	<u>INSIDE, OUTSIDE & MACHINERY :</u> Tuesday 8.00am -8.00pm (you may trade later into the evening) Wednesday 8.00am-4.00pm <u>FOOD:</u> Tuesday 10.00am -8.00pm (you may trade later into the evening) Wednesday 10.00am-4.00pm
Trade site bump out:	Wednesday from 4.00pm to Thursday anytime

For more information contact **Yvonne O'Neill General Manager** **0448 824 333 admin@emeraldshow.org.au**

Emerald Show Trade Sites

Application Process

Trade site applications will be assessed based on suitability to the event and the following event selection criteria:

- Applicants will complete an expression of interest form on our website and if successful will be sent a link for further details and payment. If you are not successful, we will email you to advise.
- Applicants must meet all requirements, including fully completed forms and supply the relevant documentation outlined in the application checklist.
- Emerald Show Society reserve the right to reject any application in our sole discretion and in this regard will be final.
- Site fees and refundable holding amount must be paid at the time of completing the invited online final application.
- Once we reach site capacity, unsuccessful applicants will be placed on a waiting list. In the event of a cancellation or declined offer, we will refer to the waiting list and make second round offers.

Trade Site Fees

Food Vendor:	$60 per M front- min 3M
Outside:	$45 per M Front- min 3M
Inside:	$250.00 3x3M, $400.00 6x3M, $550.00 9x3M
Machinery:	$500.00 15M front
Prime location:	$50.00 Subject to availability
Additional trade pass 2 day	$20.00

*Please ensure accurate measurements when selecting a site size, this will be the total of space provided, this includes back of house requirements. If you don't specify complete space, we cannot guarantee spacing on the day.

For more information contact Yvonne O'Neill General Manager 0448 824 333 admin@emeraldshow.org.au

Waste

Wheelie bins and skip bins are scattered throughout the show for the vendors and patrons use. Site holders are required to maintain their site throughout the event and leave their site in a clean and tidy condition. Please remove any items belonging to your site, including any large cardboard boxes, wrapping etc. NO oil drums are to be left, it is your sole responsibility to discard safely in the provided oil waste bin.
See Map for bin locations

Trade Passes and Vehicle Movement

Each site is issued with 2 exhibitor passes, any extras (e.g. for additional staff) required will need to be purchased at $20 for 2 days.
No parking on grounds unless the vehicle is part of your display. If your vehicle forms part of your display, no vehicle movement is permitted during event operating hours. All vehicles can be parked in the showgrounds carpark. ANY VEHICLES SEEN MOVING INSIDE THE SHOW OPENING TIMES WILL NOT RECEIVE THEIR BOND REFUND AND WILL NOT BE INVITED BACK.

Site Allocation

Trade site placement and overall event layout is at the discretion of the Emerald Agricultural Show organisers. Trade site applicants can request a preferred location, however this cannot be guaranteed in all instances.
When advising what site size you require, the entire stall footprint including all ropes and awnings and back of house must be included. If you are a food vendor you need to include cold rooms, storage and freezers. You will be shown your allocation spot on arrival by the trade steward.

Items Not Approved

The sale of Traditional Showmens Lines are restricted as per the agreement with the Queensland Chamber of Agricultural Societies Inc. The following products can only be sold by members of the Showmen's Guild of Australasia and thus are not to be sold by exhibitors.

***Fairy Floss *Dagwood Dogs *Waffles *Doughnuts *Toffee Apples *Snow Cones *Cordial based drinks *Toys & Novelties – Dolls on sticks *Inflatable toys and soft plush toys**

Safety Instructions

- All persons working on site during the event are required follow at all times:
- All relevant licenses for the operation of plant and equipment (if applicable)
- Current Food License (if applicable)
- Current Public Liability Insurance
- All electrical equipment used on site, including power cords MUST be tested and tagged with a valid and up-to-date tag. Random compliance checks are done throughout set up time by the Compliance Officer. All leads on the grounds are to be covered. Stallholders to supply their own lead covers
- No Double Adaptors permitted

Safety Instructions Continued

- Pegs greater than 300mm are prohibited on the showgrounds .If you require the use of pegs greater than 300mm a council permit will be required.

Please contact: admin@emeraldshow.org.au to obtain further information and requirements.

- It is not acceptable for stallholders to encroach onto the walkways for access and safety reasons.
- If you require first aid and are able to take yourself to the onsite first aid facility during the event period, the First Aid tent is available to all patrons.
- In the event of an emergency, please call 000
  - There are 3 areas allocated for an Emergency Evacuation, please make yourself familiar with the area(s) allocated for any event precinct you may be working in.
  - Evacuate the area as directed - MAP BELOW
  - Go to the nearest assembly area and wait for further instructions.
  - Follow the instructions of the Fire Officers or Emergency Service Officers.
  - Do not go back to your work area without prior approval from the chief warden or emergency services personnel.

AgVenture Showbag Trail

Be Part of the AG Venture Bags!
Join us in creating an exciting, interactive trail for kids at the 2026 Emerald Show. As a trail stop sponsor, your business will feature in the AG Venture Bags program—encouraging children to visit your site, collect a stamp, and enjoy a hands-on Show experience.
Each bag, valued at over $100, is packed with snacks, ag items, toys, and keepsakes proudly provided by sponsors and site vendors. With prizes for kids who complete their adventure card, this is a great way to connect with families and showcase your brand. You can get involved by providing an item for the bag, a discount card or prize to go in the final draw
Spots are limited to 10 trail stops—secure yours today!

General Information

- All Exhibitors MUST see the Trade Site Steward or General Manager to get your site allocation before setting up regardless if you have been apart of the show before.
- All items relating to your site MUST be within your allocated site space, this includes advertising materials (sandwich boards, flags, banners)
- You must keep your area in a clean, tidy and safe state at all times
- Emerald Show Society has a ZERO TOLERANCE approach to discrimination, harassment, bullying, victimisation and violence.
- Consumption of alcohol by any personnel working on site is prohibited
- Smoking or vaping is not permitted within the designated event precinct at any time
- All animals must be on a leash or chain at all times. Any dogs found roaming the grounds will be removed by council at the owners cost
- Licensed security is onsite from 6pm Monday 1st June - 5pm Wednesday 3rd June 2026

Terms and Conditions

By submitting an application for 2026 Emerald Show , you agree to abide by and be bound by the following terms and conditions:
1. When advising what site size you require, the entire stall footprint including all ropes and awnings and back of house. If you are a food vendor you need to include cold rooms, storage and freezers.

2. Emerald Show Society reserves the right to cancel or postpone the 2026 show for any reason. In the event of cancellation by us prior to the commencement of the event, we will reimburse all the site fees. All other costs incurred by the site holder such as accommodation and travel will not be reimbursed.

3. Cancellation by the trade site holder must be in writing to admin@emeraldshow.org.au with minimum TWO week's notice to be eligible for a refund on your trade site. The $100 Bond will NOT be refunded.

4. The trade site holder indemnifies Emerald Show Society against claims by any person in respect of injury, death or loss of or damage to any property, resulting from or in any way connected to the trade site holder.

5. All trade site holder are required to hold a public liability insurance policy current at the time of the Emerald Agricultural Show 2026 (including bump-in/bump-out period) for an amount not less than twenty million dollars ($20,000,000). The insurance policy must list Emerald Show Society as an interested party and cover liability to the Emerald Show Society for loss of or damage to property and death or injury to any person.

6. Trade site holder are not permitted to sublet their site.

7. Any trade sites deemed by the Emerald Show Society to have NOT complied with trade site regulations including early pack up, late opening, encroaching outside your allocated space will forfeit their $100 trade deposit.

8. Emerald Show Society retains the right to enter your site at any time and request the removal of any article or sign which is deemed not eligible for display or is considered offensive.

9. Any faults or power failures caused due to a trade site holder's underestimation will be charged to the trade site holder.

10. All food vendors must comply with health requirements of the Food Act 2006, Food Regulation 2016 and the Food Safety Standards. Council Environmental Health Officers may inspect your business to ensure the requirements are being met.

11. Dumping of your used water or waste on the ground/or in the gardens is not permitted and is a direct breach of Environmental Laws in place across Australia.

12. Trade site holders must not encroach onto any walkways or pedestrian access. If Emerald Show Society identifies a potential safety hazard within the site, you must comply with instructions to remove the hazard. This includes any form of signage, promotional or advertising material on or around the precinct outside the boundaries of their allocated site.

13. Emerald Show Society will not be liable for any theft, loss or damage to property during the event including bump in and bump-out period.

14. Microphones, sound amplifiers and machine demonstrations will be permitted only so long as they cause no annoyance to neighbouring trade site holders or the visiting public. If you are asked to cease use by the Emerald Show Society you must comply.

15. The site set up must be completed and the display open for business and manned at all times during the operating hours listed in key dates and times. The trade site holder shall not dismantle, remove or pull-down the site or any part of it before the close of business on the final day of the event.

16. Vehicles involved in the dismantling of trade sites will not be permitted entry to the event site before the close of the event on the final event day. Vehicles forming part of the trade site display are not permitted to move during event operating hours.

Trade Site Area Map

Emergency Evacuation Points and bin location

Queensland Ag Shows
A.B.N. 79 086 021 294
PO Box 240, Rocklea QLD 4106
Phone: (07) 3277 7747
Email: admin@qldagshows.com.au

LIST OF BANNED ITEMS AT AGRICULTURAL SHOWS

- Drug Related Goods (including Cocaine Kits, Bongs etc.)
- Explicit and Hardcore T-Shirts
- Fake Cigarettes
- Fireworks – Crackers
- Fuel type Fire Lighters (Zippo)
- Horns and Trumpets
- Knives (including Pen Knives)
- Laser Pointers
- Metal and wooden Martial Art Nunchakus
- Playing Cards (nude or lurid)
- Pressure Pack Snow
- Pressure Pack Fart Gas
- Bouncing Beans
- Silly String
- Shang-hi/sling shots
- Bomb Bags
- Fire Wallets
- Water Bomb
- Explicit DVD's and Videos
- Iridescent Hair Spray
- Prohibited Symbols as defined under section 52C of the Criminal Code (Serious Vilification and Hate Crimes) Act 2023

Toy Guns are acceptable; however, the following are not:

- Ball Bearing Guns
- Eight Shot Caps
- Pellet Guns
- Pop Downs (Throw Downs)
- Potato Guns
- Replica Guns (bullet type)
- Roll Caps
- Strip Caps
- Water Pistols over 150mm (6")
- Gel Blaster Guns

Samurai Swords, English Swords, and Fencing Swords are to be sold in Sealed Packages by Licensed Traders ONLY.

Retail Laws have banned the sale of knives to anyone under 18 and require clear signage to be displayed regarding age restricted items. The laws also require retailers to securely store particular controlled items such as double-edged knives, machetes, tomahawks and axes.2 Sept 2024

This list complies with Queensland Chamber of Agricultural Societies agreed list of banned items.