

2022

COMMERCIAL SITE PROSPECTUS

Reach thousands of potential customers in one place!



SECURE YOUR SITE AT THE 2022 MAITLAND SHOW

FRIDAY, SATURDAY & SUNDAY 18-19-20 FEBRUARY
- MAITLAND SHOWGROUND -

Come and meet thousands of potential customers from over the Hunter Region as they enjoy three spectacular days in February 2022. The iconic Maitland Show offers you the opportunity to



showcase your products and services at one of the region's largest events, targeting 20,000 visitors. Celebrate our region, our agricultural heritage and our unique lifestyle as you build on your brand and make new connections. Choose between inside or outside sites to suit your offerings and your budget. There is something to suit everyone at the Maitland Show.

YOUR AUDIENCE

You can engage with a range of prospective customers at the Maitland Show.

FAMILIES

COUPLES

SINGLES

EMPTY
NESTERS

YOUNG
PEOPLE

RETIREES

BENEFITS FOR YOUR BUSINESS

Booking a commercial site at the Maitland Show is a great place to start if your business wants to:

- ◇ build brand awareness and loyalty
- ◇ showcase your existing products and services
- ◇ promote new products and services
- ◇ research customer's needs and wants
- ◇ create and develop relationships
- ◇ build a database of potential customers
- ◇ influence customer behaviour
- ◇ contribute back to your community

SITE OPTIONS

Outdoor sites around the Showground

Our large showground provides a range of sites for commercial exhibitors. Position your business on a site around the Centre Ring, in the Agricultural section, adjacent to the Ring Road or along one of the main pedestrian thoroughfares. Site positioning will depend on your need for power and/or water, on availability and on our themes for different areas of the ground. *Early birds get the best sites and best rewards!*

Indoor sites

If your products and services are better suited to an indoor site, you can book a spot in the popular MacDonald, Willard or Morgan Pavilions. Throughout the Show, these pavilions are home to many top-quality exhibitors, Sponsors, demonstrations and competitions to attract a continuous crowd.

RETURNING FAVOURITES

The animal nursery always attracts a great crowd of youngsters and the young at heart. The Agricultural display features a variety of farm animals with demonstrations through the day and an opportunity to kiss a Llama or milk a goat. Our menagerie will feature feathered and furry friends – alpacas, rabbits, goats, lambs, Llamas, chickens and baby ducks to name a few.

Entertainment will fill the three days and two nights. The fireworks on Saturday night is always a popular attraction.

The best rides and attractions we can muster will be here and of course, the latest and greatest show bags to tempt everyone!

SHOW MARKETING

Our marketing plan aims at achieving 20,000 visitors. We have developed partnerships with all the major media outlets in the Lower Hunter covering television, radio and print which will give us great exposure and awareness of the Show. We communicate directly with our customers through social media to create an online community and build excitement and anticipation leading up to and throughout the Show. Our marketing kicked goals in 2020 and we look forward to the challenge of going further in 2022.

TAKE THE NEXT STEP!

We are ready to talk to you about your involvement in the 2022 Maitland Show. We have lots to offer you. Great crowds, good facilities and a 'can do attitude'.

Apply for your site now by completing the attached form and returning it as soon as possible to secure your preferred site. Please complete all sections on the form and return via email to events@maitlandshowground.com.au

Attached is a site map so you can identify which site might suit you best. The map is subject to change.

It is important that you clearly indicate your preference as we will consider all requests on a first in, first served basis. Our regular exhibitors are provided with the opportunity to book early up to the specified early bird closing.

With so much planning and preparation to ensure a successful show is delivered in 2022, it is vital that all exhibitors are **booked, paid and confirmed by Friday 11 February 2022**. This will provide us with sufficient time to ensure that the intensive media and public relations campaigns can feature all components of the Show to the residents of Newcastle, surrounding regions and country NSW.

CONTACT

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