

2026

COMMERCIAL SITE PROSPECTUS

Reach thousands of potential customers in one place!



- MAITLAND SHOWGROUND -

Come and meet thousands of potential customers from over the Hunter Region as they enjoy three spectacular days in February 2026. The iconic Maitland Show offers you the opportunity to showcase your products and services at one of the region's largest events, targeting 30,000 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. Site positioning will depend on your need for power and/or water, on availability and on our themes for different areas of the ground. The Grandstand Exhibition is our primary area for commercial sites. It will contain the food vendors, showbags, general commercial vendors and a few attractions, like the Reptile display, and emergency Services.

Indoor sites

If your products and services are better suited to an indoor site, you can book a spot in the popular McDonald, 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.

OUR ATTENDANCE

Our crowd attendance is increasing year on year. From just 12,000 in 2019 to **30,686** in 2022, the attraction of the Maitland Show is once again gaining significant momentum.

Despite the threat of rain on Friday evening and 39-degree heat on Sunday, the 2024 show still attracted 22,204 attendees. **2025 saw 22,669 people enjoy the show....**In 2026 our target is to attract 30,000 people to come together over three days to participate, learn and enjoy our traditional agricultural show.

The average attendance over the past 3 years was 24,570.

RETURNING FAVOURITES

The animal nursery always attracts a great crowd of youngsters and the young at heart. The emergency Services and 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 traditional rodeo on Friday night attract a large crowd. Our mixed program of entertainment on Saturday night will fill the grandstands. Thanks to the Showmens Guild, 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 to achieve 25,000 to 30,000 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 2025 and we look forward to the challenge of going further in 2026.

TAKE THE NEXT STEP!

We are ready to talk to you about your involvement in the 2025 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 form at

<https://maitlandshowground.com.au/msevents/maitlandshow/commercialsites/>

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.

Applications are assessed as received and close on the 16 January 2026 or when all sites have been allocated.

With so much planning and preparation to ensure a successful show is delivered in 2025, it is vital that all exhibitors are **booked by paid, and confirmed by Friday, 23 January 2026**. 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 Maitland and the lower Hunter region.

CONTACT

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