

# 2019 OUTDOOR COMMERCIAL SITE PROSPECTUS

Reach thousands of potential customers in one place!



• THE SHOW •  
NEWCASTLE & HUNTER

 regional  
australia **bank**

## 2019 OUTDOOR COMMERCIAL SITES PROSPECTUS

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The 2018 Newcastle Show was the best it has been in over 10 years. Come and join thousands of



Novocastrians, regional interstate visitors as they enjoy three spectacular days in March 2019. The iconic Newcastle Regional Show offers you the opportunity to showcase your products and services at one of the region's largest events – targeting over 40,000 visitors. The 2019 Show will celebrate all aspects of Newcastle and the Hunter Valley region through acknowledging our agricultural heritage, unique coastal lifestyle and artisan produce – all while still providing a carnival experience. Come and be a part of this celebration as you build on your brand in the community. Choose between

inside or outside sites that suit your needs, offerings and budget. This year will be introducing sights, sounds, tastes and experiences that are bigger and better than ever before!

### YOUR AUDIENCE

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

FAMILIES

COUPLES

SINGLES

EMPTY  
NESTERS

YOUNG  
PEOPLE

RETIRES

### BENEFITS FOR YOUR BUSINESS

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

- ◇ Build brand awareness and loyalty
- ◇ Showcase your existing products and new services
- ◇ Research customer's needs and wants
- ◇ Create and develop relationships
- ◇ Build a database of potential customers
- ◇ Influence customer behavior
- ◇ Contribute back to your community

### SITE OPTIONS

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#### 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 in accordance to our themes for different areas of the ground. *Early birds get the best sites and best rewards!*

### Indoor Exhibition Centre sites

If your products and services are best suited to an indoor site, you can request a spot in the popular Exhibition Centre which features a carpeted floor. Throughout the Show, the Exhibition Centre will be home to many top-quality exhibitors, Event Sponsors, cooking and other demonstrations. In 2019, the Exhibition Centre will hold the Art, Photography, Horticulture, Floral Art and Handcraft exhibitions. Followed with an exciting new attraction – **Get Kids Cooking**.

With a limited number of sites allocated for the Exhibition Centre each exhibitor will experience greater exposure and benefits. All sites in the Exhibition Centre will be Shell Schemed, allowing exhibitors to have three walls or a corner site with two walls. Their Business name will be showcased above their site and will be provided in the overall cost.

## NEW ADDITIONS

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This year the show will expand on its well-loved reputations through the addition of the ‘Hunter Vibes’ site. ‘Hunter Vibes’ will provide visitors with a more localized experience focusing on products and produce that are unique to the Hunter.

- Surfboard shaping competition
- A honey competition

## RETURNING FAVOURITES

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The animal nursery doubled in size in recent years and is set to enthrall kids and kids-at-heart as one of the most popular ‘must see’ attractions. In 2018, our menagerie will feature feathered and furry friends - rabbits, goats, lambs, chickens and baby ducks to name a few.

Entertainment and fireworks will fill the three days and two nights.

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

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Our marketing plan aims at achieving 40,000 visitors. We have developed partnerships with all the major media outlets in Newcastle 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 improves each year and kicked goals with a 206% increase in attendance over 2017.

In 2018 our marketing strategy achieved:

- ◇ 609 media mentions leading up to and during the Show including 265 Radio, 128 TV, 29 Print and 187 Online
- ◇ 133 Social Media posts reaching 878,203 people
- ◇ Growth in Facebook page likes to 14,835 with 14,898 engagements consisting of 5,732 shares, 6,999 likes and 2,167 comments

Event marketing materials including posters and flyers, were widely distributed throughout the community, and the Show's social media sites generated interest, anticipation and enthusiasm leading up to and during the event.

For 2019 and beyond, our marketing strategy will revolve around direct engagement with the community, especially young people, primarily through social media.

Recently we have entered into a partnership with Enigma Marketing who will provide professional advice and expertise to guide us to market the Show and all it has to offer to the lower Hunter and further afield.

### TAKE THE NEXT STEP!

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We are ready to talk to you about your involvement in the 2019 Newcastle Regional Show. With great crowds, good facilities and a 'can do attitude', we have plenty to offer you.

**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 [tracy@newcastleshow.com.au](mailto:tracy@newcastleshow.com.au)

Please also find attached a site map for your convenience, which may be subject to some changes.

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 already booked in for their preferred sites.

With so much planning and preparation to ensure a successful show is delivered in 2018, it is vital that all exhibitors are booked, paid and confirmed by 25<sup>th</sup> January 2019. 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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