



★ **STAND OUT** ★
 – from the –
CROWD

7-15TH SEPTEMBER ★ THESHOW.COM.AU

2012 ROYAL ADELAIDE SHOW MAIN ARENA PROMOTIONAL OPPORTUNITIES



PRESENTING PARTNER



The Main Arena is the focal point of the Royal Adelaide Show for entertainment and horse events.

Across the 9 days of the Show, a comprehensive program of horse events is scheduled during the day. Four 'Grand Parades' are scheduled at various times during the Show and these are a drawcard event for the Main Arena. Each afternoon, highlights of the evening entertainment program are featured and then nightly between 7-9pm crowds gather to watch the full Main Arena entertainment program which builds in intensity culminating in the nightly fireworks at 9pm.

With over 1/2 million people attending the Show annually, the Main Arena attracts over 100,000 people across the 9 days of the Show. It's a place to sit, rest and watch entertainment – so visual promotion works well in this setting.

Main Arena – Arena Fence Signage

A great way for Show patrons to see your brand and associate it with your presence at the Show. Signage is displayed on the inside of the Main Arena boundary fence for the duration of the Royal Adelaide Show (9 days). Signage should be made of vinyl and measure 9m long x 1m high.

Signage display rate: \$1,000 + GST per sign

Main Arena - Superscreen Advertising

The Main Arena Superscreen is located on the NE side of the Main Arena facing the Members and Public grandstands. During the day the screen broadcasts horse events, the Main Arena daytime entertainment program and Grand Parades and from 7-9pm the evening entertainment program.

Screen advert rate:

15 second TVC or 15 second static billboards with voice-over (nightly by 9 nights): \$1,800 + GST

