GYMPIE SHOW

Celebrating our community



2027 SITE HOLDER PROSPECTUS



WELCOME TO OUR 150TH YEAR

A message from our President, Debra Brown

In 2027, the Gympie Show celebrates an extraordinary milestone - 150 years of agriculture, enterprise, community spirit and shared memories.

As President, I am incredibly proud to invite businesses, producers, makers, food vendors, retailers, exhibitors and community organisations to be part of this historic year.

Our newly endorsed Strategic Plan, One Show, Strong Future, gives us a clear direction as we honour our heritage and build an even stronger Show for future generations. With a new Animal Nursery, our Little Sprouts family rooms, more free activities and displays, and a renewed focus on creating an exceptional visitor experience, there has never been a more exciting time to join us.

Your site helps bring the Show to life. We would love you to be part of our 150th year.

Debra Brown | President, Gympie District Show Society

ONE SHOW, STRONG FUTURE.

A milestone year – and a new chapter





New Animal Nursery & More

A brand-new Animal Nursery bringing families closer to agriculture, plus new dedicated family spaces supporting parents, carers and young children - helping make Show Days easier, more comfortable and more inclusive.

More Included In The Ticket

An expanded program of free activities, demonstrations and displays adding value for Showgoers and creating more reasons to move throughout the grounds.

Agriculture At Our Heart

The Show remains proudly grounded in agriculture, education, competition and rural traditions - the foundation of our identity since 1877.

Built For The Future

Our Strategic Plan focuses on exceptional Show experiences, stronger community connection and a sustainable future for generations to come.

ONE SHOW, STRONG FUTURE.

BE PART OF THE YEAR EVERYONE WILL BE TALKING ABOUT.

Why become a Site Holder?

A Show site is not just space – it's a live opportunity to sell, demonstrate, connect & build your brand.

Make Direct Sales

Put your products or services in front of thousands of engaged Showgoers across three busy days.

Generate Leads

Start conversations, capture new enquiries and build valuable customer relationships that continue long after Show week.

Build Brand Awareness

Create real-world visibility and connect your business with one of the Gympie Region's most recognised community events.

Demonstrate & Sample

Show people what you do, let them experience your product firsthand and bring the value and benefits of your business to life.

Reach New Audiences

Meet families, rural and urban communities, agricultural businesses, visitors and loyal returning patrons.

Be Part Of The Experience

Site Holders add colour, innovation, education, information, food, shopping and personality to the Show itself.

150 YEARS OF PEOPLE COMING TOGETHER – YOUR BUSINESS CAN BE PART OF WHAT THEY DISCOVER NEXT.

A strong audience. A bigger story.

Connect with thousands of potential customers, build your brand and be part of the excitement surrounding Gympie Show's historic 150th year.

82,000+
ANTICIPATED ATTENDANCE ACROSS THE SHOW

3 DAYS
OF TRADING, DISPLAY AND CONNECTION

2.25M+
SOCIAL MEDIA VIEWS REPORTED IN 2026



Who Comes To The Gympie Show?

Families and multi-generational groups • Agricultural producers and rural communities • Local businesses and industry • Schools, young people and community groups • Visitors looking for food, shopping and entertainment

More than Show Day exposure.

Site Holders can also benefit from the wider Show campaign through digital media, program exposure and other promotional opportunities where available. For nearly 150 years, the Show has connected agriculture, industry, creativity, education and community.

ONE SHOW, STRONG FUTURE.

Find your place at the Show

We're curating a vibrant mix of businesses, flavours, products & displays from across the region & beyond, that keeps Showgoers exploring.

Agriculture & Machinery

Agricultural machinery, vehicles & equipment, rural suppliers, services & large-scale displays.

MACHINERY ALLEY • LARGE OUTDOOR SITES

Trade & Commercial

Businesses promoting or selling services, products, technology, home, rural & lifestyle solutions.

MACHINERY ALLEY • PAVILION • GENERAL OUDOOR • PROMOTIONAL SITES

Food Vendors

Food vans, mobile kitchens, specialty foods, sweet treats, refreshments & beverage vendors.

EAT STREET • GRAZING ALLEY • PAVILION • TRADERS LANE • SELECT LOCATIONS

Market & Retail

Makers, artisans, fashion, gifts, homewares, lifestyle products, specialty goods & general retail.

TRADERS LANE • PAVILION • SHOWBAG CENTRAL • SELECT MARKET LOCATIONS

Community & NFP

Community organisations, education providers, associations, clubs & not-for-profit displays.

BY APPROVAL • SITE DEPENDS ON ACTIVITY

Special Activations

Unique demonstrations, displays or experiences that add something different to the Show.

SITE-SPECIFIC • PRIOR APPROVAL REQUIRED

FIND THE RIGHT SPACE, REACH THE RIGHT AUDIENCE & BE PART OF SOMETHING BIGGER IN OUR 150TH YEAR.

Bring the flavour. Feed the celebration.

Serve up something special and be part of a food experience that keeps the Show buzzing from morning to night.

EAT STREET | **GRAZING ALLEY** | **OTHER APPROVED PRECINCTS**

What We Look For

A clear, appealing food concept • Quality presentation and service • A menu that adds to the overall vendor mix • A professional, compliant operation • Capacity to trade across required Show hours

How Menu Approval Works

Tell us the general type of food you offer when you apply. We do not need to approve every individual menu item. GDSS may, however, exclude a particular product or category where we already have a specialist vendor or need to manage duplication.

You Will Need

Current food-business licensing and approvals applicable to your operation; appropriate food-safety, handwashing, cleaning and waste systems; and the utilities and equipment needed to operate safely. Please note: Gympie Regional Council requires a local food business license.

Waste & Site Care

Food Vendors are responsible for food waste, oils, grease, grey water and wastewater. Wastewater and liquid trade waste must be contained and removed off and away from the Showgrounds to a suitable location.

IMPORTANT: YOUR FULL FOOTPRINT MUST INCLUDE THE VAN/TRAILER, TOWBAR, AWNINGS, COUNTERS, REFRIGERATION, SEATING, SIGNAGE, BINS, WEIGHTS AND ALL OPERATING EQUIPMENT.

Stand out. Be discovered.

From Traders Lane & the Pavilion to select locations across the Showgrounds, we're creating a vibrant mix of traders, unique finds and quality products that give Showgoers every reason to stop, browse and buy.



TRADERS LANE | PAVILION | OTHER PRECINCTS

A Broad Product Mix

Suitable offerings may include fashion, jewellery, homewares, gifts, handmade and artisan products, lifestyle goods, plants and specialty retail that add interest, authenticity and variety to the Show experience.

Some Food Is Welcome Here Too

Food and beverage operators may also be located in Traders Lane, Pavilion sites, fixed food sites and other selected precincts where they suit the area or cannot be accommodated within the major food precincts.

Your Site Frontage Matters

Outdoor market areas are generally allocated by approved frontage or footprint. Your entire display, stock, signage and securing system must remain within the approved space.

Final Position Stays Flexible

For efficient bump-in, the exact order of stalls may be adjusted as vendors arrive. Your approved precinct and site space are confirmed; the precise position may be finalised during bump-in.

Big ideas. Big displays. Big opportunity.

From local services and innovative products to large-scale machinery and trade displays, the Gympie Show gives businesses the space to connect, demonstrate, engage and get noticed.

MACHINERY ALLEY | **LARGE OUTDOOR SITES** | **OTHER APPROVED PRECINCTS**







Trade & Commercial Exhibitors

Ideal for businesses in agriculture, home, building, lifestyle, rural services, finance, education, technology, automotive, professional services and other quality trade and commercial categories.

Machinery & Agricultural Displays

Machinery Alley and larger outdoor areas can accommodate farm machinery, vehicles, implements, agricultural equipment and major displays, subject to footprint and access requirements.

Demonstrate – Don't Just Display

Product demonstrations can create excellent engagement. Higher-risk demonstrations, moving machinery or other special activities require prior GDSS approval and suitable controls.

BEFORE COMPLETING YOUR APPLICATION, CONSIDER EVERYTHING YOUR SITE NEEDS TO ACCOMMODATE - INCLUDING VEHICLES, RAMPS, DRAWBARS, AWNINGS, SIGNAGE, CUSTOMER AREAS, ACCESS SPACE AND ALL EQUIPMENT.

Simple and transparent Site options.

Clear site choices, straightforward pricing and flexible options to help you find the right fit for your business.

SITE TYPE	COST PER METRE FRONTAGE (XGST)	COST PER METRE FRONTAGE (GST INC.)
FOOD	$110.00	$121.00
GENERAL RETAIL	$110.00	$121.00
TRADE & COMMERCIAL	$110.00	$121.00
MACHINERY, VEHICLES & LARGE AGRICULTURAL	$90.00	$99.00

ADDITIONAL FEES

POWER	POWER CHARGED AT $30+GST PER OUTLET. 10AMP, 15AMP & 3PHASE AVAILABILITY DEPENDENT ON LOCATION.
WATER	WATER AVAILABILITY DEPENDENT ON LOCATION.
STAFF PASSES	2 X 3-DAY PASSES INCLUDED WITH EACH SITE. ADDITIONAL 3-DAY PASSES AT $15+GST EACH

Your journey to the Gympie Show.

Easy to apply, thoughtfully selected to create the right mix of vendors, products and displays for a vibrant Show experience.



1 → 2 → 3 → 4 → 5

SUBMIT YOUR APPLICATION

Tell us about your business, products or general food offering, full site footprint, power/water needs and any special requirements.

GDSS REVIEWS YOUR FIT

Applications are assessed for suitability, presentation, product mix, duplication, space, infrastructure and operational requirements.

RECEIVE YOUR APPROVAL

If successful, GDSS confirms your general precinct/site type, approved frontage or area, any exclusions or special conditions, and applicable fees.

SIGN AGREEMENT & PAY

Return the Site Holder Agreement, pay your invoice by the due date and provide required insurance, licences and documentation.

PREPARE FOR SHOW WEEK

You will receive the annual Site Holder Information Guide with bump-in/out, access, trading hours, passes, traffic, safety and operational details.

PREVIOUS PARTICIPATION DOES NOT GUARANTEE ACCEPTANCE OR THE SAME POSITION IN A FUTURE SHOW. FINAL SELECTION AND PLACEMENT REMAIN SUBJECT TO GDSS APPROVAL.

Key requirements at a glance.

The Agreement and annual Information Guide cover the detail - these are the key things to plan for now.

INSURANCE

Maintain current public liability insurance at the level required by GDSS and provide a valid Certificate of Currency.

HI-VIS

High-visibility vests or safety clothing is mandatory for everyone involved in bump-in and bump-out.

MARQUEES

Temporary structures must be safely erected and adequately restrained with appropriate weights/ballast.

ANCHORING

No pegs, stakes, anchors, drilling or excavation without GDSS approval because of underground services.

POWER

Request the correct 10A, 15A or 3-phase supply. Bring your own compliant, tagged and tested extension leads.

TRADING HOURS

Sites must remain open and appropriately staffed for the operating hours that apply to their precinct.

FOOD LICENSING

Food Vendors must hold all licences and approvals required for their operation and comply with food-safety requirements.

WASTE

Remove commercial waste, oils, grease, grey water and wastewater as required. Wastewater must be taken off and away from the Showgrounds to be disposed of.

WATER

Water access is limited and must be requested in your application. Site Holders are responsible for providing suitable hoses, fittings and connections..



2027 Gympie Show key dates.

From applications to bump-in, these are the dates every Site Holder needs to know.

GENERAL APPLICATIONS OPEN

01/10/2026

GENERAL APPLICATIONS CLOSE

29/01/2027

SUCCESSFUL APPLICANTS NOTIFIED

BY 19/02/2027

AGREEMENTS & DOCUMENTS DUE

7 DAYS FROM RECEIPT

FULL PAYMENT DUE

AS PER AGREEMENT OR BY
12/03/2027

BUMP-IN COMMENCES

10/05/2027

150TH GYMPIE SHOW

13TH - 15TH MAY 2027

BUMP-OUT

9.00PM 15/05/2027
UNLESS APPROVED OTHERWISE







GYMPIE SHOW

Celebrating our community



Be seen.
Be discovered.
Be part of the 150th Gympie Show.

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