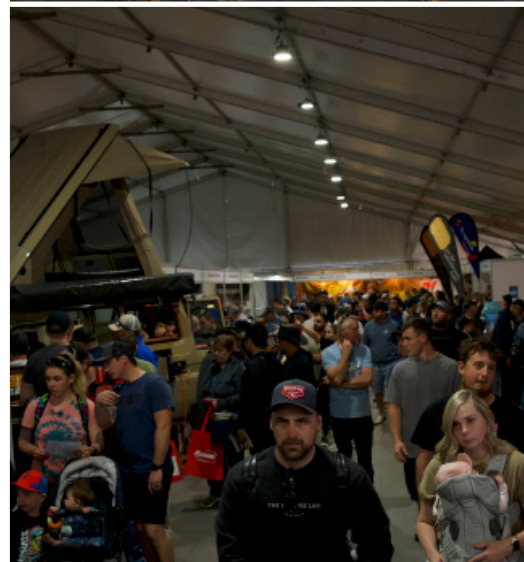


# PROSPECTUS

12th - 14th September 2025

Sydney Dragway, Eastern Creek



AUSTRALIAN  
**4WD**  
& ADVENTURE  
**SHOW**  
◀ SYDNEY ▶





# SYDNEY'S FAVOURITE 4WD & ADVENTURE SHOW

Sydney's BIG 4WD and Adventure Show is on this September at Eastern Creek Dragway! This exciting event will be held Friday 12th, Saturday 13th and Sunday 14th September 2025.

The Sydney 4WD and Adventure Show is the major 4WDing event for NSW and is part of an Australia wide group that covers similar events in Perth and Adelaide. The Australian 4WD and Adventure Shows are the one-stop place for visitors to see and purchase a variety of products and services relating to the outdoor leisure industry. The 4WD and Adventure Show is designed to be interactive and informative, with plenty of activations to watch or get involved in. Entertainment and attractions include Rock crawling on Tough Dog Mountain, special guests on the Engel Bush Camp stage, content creator area, camp cooking demos, fishing stage, 4WD and tech demos and 4WD test track.

## 2025 SHOW FACTS

- 100% privately owned and Australian operated.
- The Show is run over three days from Friday 12th until Sunday 14th September 2025.
- The Show is held at the Sydney Dragway, Eastern Creek NSW.
- Free parking is available to both visitors and exhibitors
- The Show incorporates indoor booths inside the Super Marquee for exhibits.
- The Show attracts 22,000+ visitors across the three days.
- The 2025 Show will be marketed nationally as part of the Australian 4WD and Adventure Show group marketing.

## CREATING A BETTER EXPERIENCE

The 4WD and Adventure Show exhibitors can now take advantage of a new range of marketing and promotional opportunities on offer through the Australian 4WD & Adventure Show. The 4WD and Adventure Show is the culmination of a year-long marketing strategy that encompasses a range of opportunities to promote your brand, your company, and your products to a unique audience. The team at the Australian 4WD & Adventure Show are pleased to offer these marketing options to our exhibitors.

## LOCATION

The Show is held at Sydney Dragway, Eastern Creek, NSW.

## SHOW HOURS

Friday 12th	9am – 5pm
Saturday 13th	9am – 5pm
Sunday 14th	9am – 4pm

## MOVE IN

Wednesday 10th	8am – 6pm
Thursday 11th	8am – 6pm

## MOVE OUT

Sunday 14th	4:30pm – 8pm
Monday 15th	8am – 6pm



# MARKETING OPPORTUNITIES

## CREATING A BETTER EXPERIENCE

To make the most of your experience at the 4WD and Adventure Show, we are introducing a new Exhibitor Portal whereby you can upload information on your new product releases, and this will automatically feed into the 4WD and Adventure Show website. Show customers will utilise the website as a reference throughout the year and will be encouraged to visit your stand at the Show to purchase the new products that you are listing.

In addition, we will aim to update our exhibitors on a regular basis via Exhibitor Newsletters which will offer tips on trade show displays and making the most of the Show experience, industry news, updates from Show suppliers that may be relevant, and customer/audience updates.

### [CLICK HERE FOR FURTHER INFORMATION](#)

Other marketing opportunities at the Show may include stage time, offering a prize, or bringing in special guests to your stand.

- Show Program.
- Participation in The 4WD Adventure Show tv program on Channel 7 and 7Mate.
- Promotional video packages including social media posts.
- E-Newsletter / Blog advertising and articles.
- Podcast sponsorship.
- Prizing.
- Brand Ambassadors.

# EXHIBITOR INFORMATION

## EXHIBITORS PLEASE NOTE

- Public Liability Insurance - A charge of \$150+GST for cover under our public liability insurance will be added to your balance invoice if a copy of your public liability insurance is not received at the time of the balance invoices being issued. If you do have your own cover, please forward a copy with your booking. Your policy must clearly state that you are covered for the show duration including move in and out.
- Security is provided throughout the show, however, please be aware that all goods are displayed at your own risk and must be adequately insured.
- Additional Exhibitor Pass requirements must be submitted at least 7 days prior to the start of the show.
- All displays must be in place by 6pm on the Thursday before the start of the show. No access will be available after 6pm.
- All stands must be manned until the close of the show each day.
- Cancellation of space – please see terms and conditions.
- Payment for space must be received in full by 31 August 2025.

If you would like further information, contact Premiere Events on (08) 9386 9666 or email [bookings@premevents.com.au](mailto:bookings@premevents.com.au)



Show News | Exhibitor News | New Products | Travel & Lifestyle | Tips & Tricks | Buy Tickets



### RONNY DAHL PUTS THE GRENADEIER TO THE TEST

Ronny Dahl is in Shark Bay, and he's taking the new Ineos Grenadier through its paces. He's heading for what he deems the roughest road in Western Australia – Useless Loop. The corrugations are punishing, but it's worth it for the views when he gets to camp. After rolling out the swag for the night at False Entrance, he's off the next day to follow the track to Steep Point.

[CLICK TO WATCH](#)



### 4WD ADVENTURE SHOW IS ON CHANNEL 7

Catch up with the team every week as they share their adventures! Watch on Channel 7 Perth and Regional, 7 Plus and 7 Mate.

[CLICK TO WATCH](#)

[FOLLOW @4wdadventureshows ON INSTAGRAM!](#)

## FOLLOW US ONLINE



[SYDNEY.4WDSHOW.COM.AU](http://SYDNEY.4WDSHOW.COM.AU)  
[4WDSHOW.TV](http://4WDSHOW.TV)



# SPACE RATES AND SIZES

## OUTDOOR DISPLAYS

See below for site sizes.

The space rate for outdoor displays is:

Less than 49sqm	\$47/sqm + GST
50sqm-149sqm	\$34/sqm + GST
150sqm-199sqm	\$32/sqm + GST
200sqm-399sqm	\$30/sqm + GST
Over 400sqm	\$26/sqm + GST

Outside 3x3 and 6x3 sites with marquee cover included:

3x3 - \$955
6x3 - \$1455

Minimum booking fee \$680 + GST

## SUPER MARQUEE INDOOR AND FLOOR DISPLAYS

Indoor display spaces are located in the super marquee. All booths are 3mx3m, and include walls, fascia, 1x 4amp power outlet and 2x spotlights. Additional power is available; more information will be provided in the Exhibitors' Information, sent out in due course.

The rate for indoor displays is:

Single booth	\$2046 + admin & GST
Two adjacent booths	\$2805 + admin & GST

(Booths must be taken as a full booth setup. No floor space only).

Multiple booths located separately within the marquee will be charged at full booth rate for each booth.

### Floor space within the super marquee

Sites with walling - \$58 per sqm plus admin and GST  
Sites without walling - \$50 per sqm plus admin and GST

## ALL DISPLAYS

**An administration fee** of \$200 + GST is payable upon booking.

**Public Liability Insurance:** A charge of \$150+GST for cover under our public liability insurance will be added to your balance invoice if a copy of your public liability insurance is not received at the time of the balance invoices being issued. If you do have your own cover please feel free to forward a copy with your booking. Your policy must clearly state that you are covered for the show duration including move in and out.

## ADDITIONAL COSTS YOU MAY HAVE:

**Electrical bookings:** Power does not come with hardstand sites; if you require power on your stand, you must book it through the Electrical Booking form which will be supplied with the Exhibitors Information.

**Additional entry passes:** Free passes are allocated to exhibitors on the basis of stand size, as follows.

Up to 18sqm	2 passes
19 - 49sqm	4 passes
50 - 99sqm	5 passes
100 - 149sqm	6 passes
150 - 249sqm	7 passes
250 - 300sqm	8 passes

Every 50sqm over 300sqm and up to 500sqm = 1 additional pass.

Notes on exhibitor passes:

- » Additional exhibitor passes may be pre-purchased at \$12 each. (note that there is a cut off time for pre-purchasing additional exhibitor passes)
- » Additional exhibitor passes can be pre-purchased up to 7 days prior to the first day of the show.
- » Allocated and pre-purchase exhibitor passes are valid for all days of the show.
- » After the deadline only single day passes can be purchased through the onsite show office at a cost of \$12 per pass per day.

## BOOKING YOUR SPACE

- 1 Complete the "Application to Exhibit" Form  
Attach deposit payment of 50% space rate, plus administration, plus GST. Payable by direct deposit or credit card (Credit card incurs 1% plus GST surcharge)
- 2 Email your booking form and payment to:  
Premiere Events  
bookings@premevents.com.au
- 3 Bookings will only be confirmed on receipt of a deposit payment.





# APPLICATION TO EXHIBIT



Company Name (for invoicing)..... ABN.....

Stand Name (for promotional purposes).....

Please ensure that spacing and capitalisation of stand name is correct, as this is what will be displayed in promotional materials. Also note that the below details will be listed in promotional material including a show program (if applicable) so please ensure that the contact details are correct for your company.

Address..... Postcode.....

Phone..... Fax..... Email.....

Contact Person..... Mobile.....

Signature of Responsible Officer..... Date.....

Please print name/position.....

In signing this form we accept the rules and regulations of the 2025 Sydney 4WD & Adventure Show as contained in the terms & conditions on page 7 of this prospectus. We also agree to fully pay for our space in full by 31 August 2025. Applications will be processed in order of receipt. Please be aware that due to demand we may not be able to fulfil your space request. By agreeing to the Terms and Conditions, your email will be added to the 4WD Adventure Show newsletter database. Please note: You can unsubscribe at any time.

## Exhibitor category

Primary Category (required).....

For marketing purposes please select **ONE** category from the list below which best describes your company

Secondary Categories (optional) (Secondary categories will be used where possible, in addition to your primary category)

- |                        |                       |                        |                  |                            |
|------------------------|-----------------------|------------------------|------------------|----------------------------|
| 4WD Accessories        | 4WD Clubs             | 4WD Training           | Boating & Marine | Caravans Motorhomes & RV's |
| Camper Trailers        | Camping & Accessories | Electronics/Navigation | Fishing          | Lifestyle Products         |
| Magazines/Publications | Marine Accessories    | New Vehicles           | Performance      | Tyres                      |
- Other:.....

## Calculating your space cost:

**Stand (Outdoor & Indoor)**  
Site Preference

Please refer to site plan and state your preferred site number/s in the boxes above.

	@		=	\$
Total m <sup>2</sup>		\$/m <sup>2</sup>		Outdoor subtotal

**Indoor Booth**  
Site Preference

1	2	3	\$
			Booth subtotal

Please refer to site plan and state your preferred booth number/s in the boxes above.

	SITE TOTAL	50% DEPOSIT
Outdoor stand subtotal + Indoor booth subtotal =		x 50% =
Administration Fee (Non-refundable)	\$200	\$200
Public Liability Insurance (Cross out if supplying own insurance)	\$150	
GST 10%		
<b>TOTAL</b>	<b>\$</b>	<b>\$</b>

NOTE: If a copy of your Public Liability Insurance is not provided at the time of booking, you will be charged \$150 (+GST) to be covered under our policy.

NOTE: If you book before the 31st March 2025, you will be eligible to pay only a 30% deposit.

## Payment options

**Direct Deposit** I/we have direct deposited the amount of \$..... to your nominated bank account.

Account name Sydney 4WD Show      BSB 086 136      Account number 195 542 423

These funds have been directly deposited on \_\_ / \_\_ / \_\_ from the account in the name of .....

**Credit Card** Please note credit card payments incur a 1% plus GST surcharge.

Card No.      Exp. Date      /

Amount to be charged to credit card: \$..... Credit Card:      Visa      Mastercard  
(Amex & Diners not accepted)

Cardholder's Name:..... Card holders signature.....  
(As appears on card)

Please send booking form with attachments to:

Email [bookings@premevents.com.au](mailto:bookings@premevents.com.au)



# TERMS & CONDITIONS

## GENERAL

The exhibitor shall indemnify and keep the organisers indemnified against all losses, claims, demands, actions, proceedings, damages, costs or expenses or other liability arising in any way from the use of the Site by the exhibitor except to the extent that the same is caused or contributed to/by the negligence of the organisers.

## BOOKING SPACE

All space bookings must be in writing with a booking form completed and sent in to the Premiere Events office. It is the exhibitor's responsibility to make sure that the booking has been placed and received by the show organisers. Once booked in exhibitors will receive a confirmation email with their invoice. If you do not receive an email from Premiere Event please contact us direct to ensure that the booking has been placed.

## DEPOSITS/PAYMENTS

A 50% Deposit is required to confirm a site booking and final payment must be received in full no later than the 15th of August 2025. Failure to remit final payment by the due date could result in your site being sold or discounted to another exhibitor with the full price still payable by yourselves. A late penalty fee of 10% of the total site cost will be imposed for late payments.

## SUB-LETTING

Subletting of stands is NOT permitted. The show director reserves the right to remove any signage or display stock not considered as part of the range specified for display and normally sold by the exhibitor. Any person or persons seen selling separately to the site who hold the booking will be asked to leave the grounds immediately. Failure to do so will have both the sub lessor and the exhibitor removed without refund.

## LEGAL REQUIREMENTS

Exhibitors must comply with all applicable laws, industrial agreements, industrial awards, occupational health and safety and consumer protection practices.

## INSURANCE

If providing own coverage, the Exhibitor must produce to the organisers a certificate of currency of public liability insurance policy with coverage of Twenty Million Australian dollars (AUD\$20,000,000) endorsed for the show duration including move in and move out. The Exhibitor shall be responsible for the insurance of all property brought by the Exhibitor onto the Show Site. The Exhibitor must hold adequate workers compensation coverage for staff working on stands. Where a supplier to an Exhibitor is displaying on the site with the Exhibitor, they must also send through a copy of their public liability insurance to Premiere Events. If this is not received then the Exhibitor will be held liable for any claims that may arise on their site.

## DISPUTES

Staff and Management of the Show will not involve themselves in disputes between Exhibitors.

## CONDUCT OF EXHIBITOR

The Exhibitor shall ensure that their stand is open to view and staffed by competent representatives during the official opening hours of the Show.

The Exhibitor shall not exhibit its products or conduct its business from any other than their allocated space.

The Exhibitor shall not conduct or permit to be conducted any auction, lottery, raffle, guessing competition, or other game of chance, whether for charity or otherwise, at the Show without written consent from the organisers.

The Exhibitor shall ensure that the aisles, passageways and walkways on or adjacent to their space are kept completely free from obstruction during the Show.

Sound levels caused by the Exhibitor's use of display equipment such as videos and televisions shall not be intrusive to other Exhibitors. The organisers reserve the right to terminate the use of such equipment on the basis of unacceptable sound levels.

The Exhibitor shall not use individual public address systems in the Show site unless written permission has been obtained by the organisers. Where such permission is obtained the PA system must comply with the above noise levels.

## MARQUEES

Marquees must be obtained through the preferred supplier for the show. This is so that the health and safety regulations can be adhered to. Marquees over 55sqm have to be certified structurally sound. In order that we can conform to the City's regulations a preferred supplier will be used. Installation of marquees other persons or companies will not be accepted.

## PA SYSTEM

The show PA system is for the notice of an Emergency Evacuation and as such shall not be tampered with at any stage, any exhibitor found to be tampering with the PA system and or equipment shall be liable for any damage or costs incurred.

## SITE MARK-OUT AND BOUNDARIES

All sites will be marked out and numbered prior to move-in. All exhibits must remain within their boundaries and displays are not to creep into walkways, aisles or other exhibits. Any exhibitor seen to be outside their boundary will be asked to reposition their display, however if the display does not fit within the space ordered a new site may be allocated with an additional charge being incurred. Failing this the exhibitor may be asked to remove items that clearly do not fit within their display area.

## RECEIPT OF BOOKED EQUIPMENT & SERVICES

Exhibitors must notify the Show organisers before the conclusion of the Show if any pre-booked equipment or services (e.g. electrical bookings) have not been provided. Refunds will not be given for non-supply if notification is not made.

## ELECTRICAL INSTALLATION

All electrical work will be carried out by the Show's official electrical contractors.

## FOOD, DRINK, TOBACCO

The Exhibitor shall not sell, distribute or give away any item of food, drink or tobacco on the Show site without prior written consent of the organisers. No BYO alcohol is to be brought onto the site and all catering is to be organised through Diamond Brook Catering.

## ANIMALS

No dogs or other animals are permitted in the Show except for assistance animals.

## STEPS AND STAGING

Any steps or landings that rise to 1m or more off the ground need to have continuous balustrades. This applies to platforms 1m high or more and steps that lead to a platform 1m high or more. Steps need to be between 280mm and 355mm and rises should be between 115mm and 180mm.

## SELLING AND PRODUCTION LIMITATIONS

Exhibitors are to only sell products and services that are part of their everyday business.

## ALTERATIONS TO THE SPACE BY SHOW MANAGEMENT

The organisers reserve the right at any time to make such alterations to the space as they consider necessary in the best interest of the show, including altering the size, shape, or position of the space. Where possible Exhibitors will be informed of any changes ahead of the show.

## POSTPONEMENT, ABANDONMENT OR CANCELLATION

If, for any cause beyond the reasonable control of the organisers, the holding of the show is postponed or abandoned or the show site becomes wholly or partially unavailable for the holding of the show, the organisers may at their discretion cancel the show and return such portion of the sums paid to it by the exhibitor in respect of the show as it shall determine.

In any case, the organisers shall not be liable, and are hereby released from liability, for any damage, loss (including consequential) or expense incurred by the exhibitor as a result of the postponement, abandonment or cancellation.

## CANCELLATION OF SPACE

Cancellations must be advised in writing. If you cancel your space 72 days prior to the start of the show, you will receive a refund of monies paid less the applicable admin fee (plus GST) if the site is sold to another exhibitor for the same price or within 25% of the original price. Cancellations after the 72 day deadline will forfeit the deposit paid regardless of the site being sold to another exhibitor.

## EXHIBITOR PASSES

Exhibitor passes are issued to each company for staff members working during the show only. They are not to be given to any other persons to gain access to the show. Show management reserves the right to take exhibitor passes off any persons found to be wearing them who are not working at the show and charge the exhibitor for entry to the show accordingly. The show makes available presale tickets to the exhibitor at a discounted price. These tickets can be purchased through the online ordering system in advance of the show.

## SHOW PROGRAM

The official Show Program (if applicable) is printed in August. Any exhibitors who have not confirmed their booking by Friday 15th August 2025 (or any new bookings made after this date) will not be listed in the Program.