

2026 PROSPECTUS

11th - 13th September 2026

Sydney Dragway, Eastern Creek



SYDNEY'S FAVOURITE 4WD & ADVENTURE SHOW



Outdoor exploring is a passion for so many people: the freedom, adventure, the peace of being in nature is all part of the experience. The 2026 Sydney 4WD and Adventure Show celebrates outdoor exploring in all its forms and aims to help everyone get out there and find their own adventures!

The Sydney 4WD and Adventure Show is presented by 4WD NSW & ACT and will be held at Eastern Creek Dragway from 11-13 September, 2026. It is the major 4WDing event for NSW and is part of a national group that covers similar events in Perth and Adelaide.

What sets the Sydney 4WD and Adventure Show apart is that it is an event for real adventurers to share and build on their passions - not only is the 4WD and Adventure Show a one-stop place for visitors to see and purchase a variety of products and services relating to the outdoor leisure industry; but it's also an avenue to get information, tips and knowledge on all things outdoor, and share stories with like-minded people.

2026 SHOW FACTS

- 100% privately owned and Australian operated.
- The Show is run over three days from Friday 11th until Sunday 13th September 2026.
- 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 2026 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 is designed as an interactive event where visitors can get equipped with knowledge and skills for their own adventures – as well as having a bit of fun! In 2026, the Show will bring back favourite attractions as well as introducing new activations for show visitors to get involved in, including:

- Special guests on the Engel Bush Camp Stage
- Toyo Tires Open Country Adventure Zone
- 4WD Recovery Workshops
- Bush Mechanics Zone
- Ultimate Rock Sports comp on Tough Dog Mountain
- Fishing Demos and Snake Safety
- 4WD Clubs Area
- Nitto Grappler Ground
- Show your Dirt Show and Shine with Built Not Bought
- iTechworld Content Creator's area
- Rides in the Isuzu Iron Summit

Plus more to be announced.

LOCATION

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

SHOW HOURS

Friday 11th	9am – 5pm
Saturday 12th	9am – 5pm
Sunday 13th	9am – 4pm

MOVE IN

Wednesday 9th 8am – 6pm
Thursday 10th 8am – 6pm

MOVE OUT

Sunday 13th 4:30pm – 8pm
Monday 14th 8am – 6pm



MARKETING OPPORTUNITIES

The 4WD and Adventure Show has Marketing Opportunities for Exhibitors to promote themselves before, during and after the event.

Get involved in the Show's marketing by:

- Get involved in social media promotions - share your content with us and collaborate on posts
- Share your new product information - posts on website and in social media
- Exposure in e-newsletters sent to a national database of more than 116,000 subscribers
- Segments available on our television program The 4WD Adventure Show on Channel 7
- Offer a prize to our followers
- Become a Show Sponsor
- Advertise in the 2026 Show Program (details below)

2026 SHOW PROGRAM

10,000 copies printed and handed out at the Show. Includes Show map, new product editorial, and all the Show information. Advertising is limited, sizes and prices listed below. If you'd like to book an advert in this year's program, choose your size on the booking form within this Prospectus.

<p>Full Page 297mm H x 210mm W \$750 + GST = \$825</p>	<p>Half Page 147mm H x 210mm W \$450 + GST = \$495</p>	<p>Quarter Page 147mm H x 104mm W \$300 + GST = \$330</p>	<p>PAGE LOADINGS Page 3: 20% loading Page 5: 15% loading if you'd like to request a right hand page, loading is 10%. NOTE: Back page is not available to book.</p>
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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 30 August 2026.

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

FOLLOW US ONLINE



SYDNEY.4WDSHOW.COM.AU

4WDSHOW.TV

SPACE RATES AND SIZES

OUTDOOR DISPLAYS

See below for site sizes.

The space rate for outdoor displays is:

Less than 49sqm	\$49/sqm + GST
50sqm-149sqm	\$36/sqm + GST
150sqm-199sqm	\$34/sqm + GST
200sqm-399sqm	\$32/sqm + GST
Over 400sqm	\$28/sqm + GST

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

3x3 - \$1250
6x3 - \$1875

Minimum booking fee \$680 + 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.

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	\$2250 + GST
Two adjacent booths	\$3080 + 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 - \$61 per sqm plus admin and GST

Sites without walling - \$53 per sqm plus admin and GST

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
- ② Attach deposit payment of 50% space rate, plus administration, plus GST. Payable by direct deposit or credit card (Credit card payments will incur a surcharge)
- ③ Email your booking form and payment to:
Premiere Events
bookings@premevents.com.au
- ④ 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:..... Email:.....

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

Signature of Responsible Officer:..... Please print name/position:.....

Accounts Contact for Invoice enquiries:..... Date:.....

In signing this form we accept the rules and regulations of the 2026 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 21 August 2026. 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)*

<input checked="" type="checkbox"/> 4WD Accessories	<input checked="" type="checkbox"/> 4WD Clubs	<input checked="" type="checkbox"/> 4WD Training	<input checked="" type="checkbox"/> Boating & Marine	<input checked="" type="checkbox"/> Caravans Motorhomes & RV's
<input checked="" type="checkbox"/> Camper Trailers	<input checked="" type="checkbox"/> Camping & Accessories	<input checked="" type="checkbox"/> Electronics/Navigation	<input checked="" type="checkbox"/> Fishing	<input checked="" type="checkbox"/> Lifestyle Products
<input checked="" type="checkbox"/> Magazines/Publications	<input checked="" type="checkbox"/> Marine Accessories	<input checked="" type="checkbox"/> New Vehicles	<input checked="" type="checkbox"/> Performance	<input checked="" type="checkbox"/> Tyres
<input checked="" type="checkbox"/> Other:.....				

Calculating your space cost:

Outdoor Stand

Site Preference

1	2	3
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Please refer to site plan and state your preferred site number/s in the boxes above.

	@		=	\$
Total m ²		\$/m ²		Outdoor subtotal

Indoor Booth

Site Preference

1	2	3	\$
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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)	\$100	\$100
Public Liability Insurance (Cross out if supplying own insurance)	\$150	
GST 10%		
TOTAL	\$	\$

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.

Show Program

Check which size advert you wish to book.

Full Page

Half Page

Quarter Page

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 will incur a 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)

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 21 August 2026. Failure to remit final payment by the due date will 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. Where payment is not made and the show engages a debt collection service to receive the funds any costs involved in the recovery will be borne by the exhibitor.

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 a 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 the venue's caterer.

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 21st August 2026 (or any new bookings made after this date) will not be listed in the Program.