



PROSPECTUS

24th - 26th October 2025

Adelaide Showground



AUSTRALIAN
4WD
& ADVENTURE
SHOW
◀ ADELAIDE ▶



CLUB MARINE
SA
BOAT SHOW



SA'S FAVOURITE OUTDOOR LEISURE SHOW

The Adelaide 4WD and Adventure Show and Club Marine SA Boat Show is the major outdoor lifestyle event in Adelaide and combines the boating show with a massive 4WD and adventure show. The Show will be held on 24 -26 October 2025 at Adelaide Showground.

This is the major outdoor lifestyle event in Adelaide and combines the boating and fishing show with a massive 4WD and adventure show. The Adelaide 4WD and Adventure Show is part of an Australia wide group that covers similar events in Perth and Sydney. 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 event is designed to be interactive and informative, with plenty of activations to watch or get involved in. Entertainment and attractions include Engel Bush Camp Stage, the interactive Club 4x4 Adventure Hub, Fishing Stage, Boat License Testing and technical info zones.

2025 SHOW FACTS

- 100% privately owned and Australian operated.
- The Show is run over three days from Friday 24th until Sunday 26th October 2025.
- The Show is held at Adelaide Showground.
- More exhibition space for all product segments.
- A revised floor plan for improved traffic flow.
- A forecast attendance of 22,000+ visitors.
- The 2025 Show will be marketed nationally as part of the Australian 4WD and Adventure Show group marketing.

LOCATION

The Show is held at Adelaide Showground which is immediately adjacent to the Adelaide CBD.

SHOW HOURS

Friday 24th	9am – 5pm
Saturday 25th	9am – 5pm
Sunday 26th	9am – 5pm

MOVE IN

Wednesday 22nd	8am – 6pm
Thursday 23rd	8am – 6pm

MOVE OUT

Sunday 26th	5:30pm – 8pm
Monday 27th	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.

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

- 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.
- Public Liability Insurance: payment of \$150 + GST (refer application form) does not apply if you supply a current copy of your "certificate of currency" which clearly provides coverage for the duration of the Show, including all move in/out days.
- A non-refundable administration fee of \$200 + GST is charged on all bookings.
- All displays must be in place by 6pm on the Thursday before the start of the show, no access will be allowed into the site after this time.
- All stands must be manned until the close of the show each day.
- A move-in schedule will be distributed at the beginning of September.
- Payment for space must be received in full by 14 August 2025.
- Cancellation of space – see Terms and Conditions.

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



AUSTRALIAN 4WD & ADVENTURE SHOW **ADVENTURE SHOW NEWS**

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



2025 SHOW DATES ANNOUNCED

Sydney's BIG 4WD and Adventure Show will be back next year at Eastern Creek Dragway. The Sydney 4WD and Adventure Show is the original 4WD Show for NSW and brings together massive displays of new products from new 4WDs and accessories to camping gear, caravans, camper trailers, boats and fishing gear and much more. The Show will be held from Friday 6th to Sunday 8th September 2024. Exhibitors should look out for information in the new year. The Sydney 4WD and Adventure Show is proudly presented by 4WD NSW & ACT.

[CLICK FOR MORE](#)



THE MIGHTY RIVER CROSSING!

[CLICK TO WATCH](#)



DOES YOUR INSURANCE COVER THIS? WHAT WE COVER



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4WDSHOW.TV

EXHIBITOR CHECKLIST

BOOKING YOUR SPACE

- 1 Complete the "Application to Exhibit" Form
- 2 Attach payment for 30% deposit, plus \$200 administration, plus GST.
Payable by direct deposit, credit card (Credit card incurs 1% plus GST surcharge) or cheque payable to Premiere Events.
- 3 Email your booking form and payment to:
Premiere Events - bookings@premevents.com.au

ADDITIONAL COSTS YOU MAY HAVE:

Electrical: Power and lighting is not included with open space sites and will need to be ordered using the electrical booking form included in the Exhibitor Kit. Please note Shell scheme booths come complete with power and two spotlights in an all-inclusive package with each 3x3 module.

Carpet, Walling and Furniture Hire: Please contact Adelaide Expo Hire on (08) 8350 2300 to hire carpet, walling and furniture. Please note Jubilee and Goyder pavilions are fully carpeted. Stands do not come with walling.

Car Parking Charges: Information on purchasing and pricing provided in the Exhibitor Kit.

Penalty Charges: The venue will impose penalty charges for damaged carpet tiles including tyre, paint and other markings, and repositioning carpet dislodged in large numbers due to inconsiderate use of forklift and/or tandem trailers. Any such charges imposed on the organiser become the liability of the offending exhibitor(s).

Floor Space: Floor space does not come with walling and must be ordered by the exhibitor. Please contact Premiere Events for adjoining exhibitors contact details so costs can be shared.

Banner Installations: There will be a charge for banner installations – more information will be available in the exhibitor information sent out closer to the show

Additional exhibitor passes: Each exhibitor will receive an allocation of complimentary exhibitor passes in accordance with the following schedule:

Up to 18sqm.....	2 passes
19–49sqm.....	3 passes
50–99sqm.....	4 passes
100–149sqm.....	5 passes
150–249sqm.....	6 passes
250–300sqm.....	7 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.



Public Liability Insurance: A charge of \$150+GST for cover under our public liability event insurance will be added to the final balance invoice if a copy of your public liability certificate of currency is not received by the end of July when final invoices issued.

All figures quoted are subject to GST.

Minimum booking fee of \$660 plus Admin and GST applies regardless of site size.

SPACE RATES & SIZES

INDOOR DISPLAYS (All prices are plus GST)

Goyder (Fully carpeted, new 4WD's / SUV's and Motorcycles) and Jubilee/Duncan (Jubilee carpeted, Boats, Marine Accessories & Fishing Tackle).

Up to 99sqm.....	\$46sqm +GST
100 – 199sqm.....	\$43sqm +GST
200 – 299sqm.....	\$40sqm +GST
300sqm +.....	\$37sqm +GST

Wayville (Cement floor, 4WD & Camping Accessories and Camper Trailers)

Up to 99sqm.....	\$42qm +GST
100 – 199sqm.....	\$39sqm +GST
200 – 299sqm.....	\$36sqm +GST
300sqm +.....	\$34sqm +GST

BOOTHS (All prices are plus GST)

Each 3m x 3m module comes complete with carpeted walls, Blue in Jubilee and Black elsewhere, carpet floor, name fascia, 1 x 4amp power outlet and 2 x 150amp spotlights – double the electrical allocation for 6m x 3m modules.

3mx3m (9sqm).....	\$1480 +GST
6mx3m (18sqm).....	\$2450 +GST

OUTDOOR DISPLAYS (All prices are plus GST)

Hamilton Boulevard includes grassed, hardstand and combination sites suitable for camper trailers, off-road caravans and camping related product.

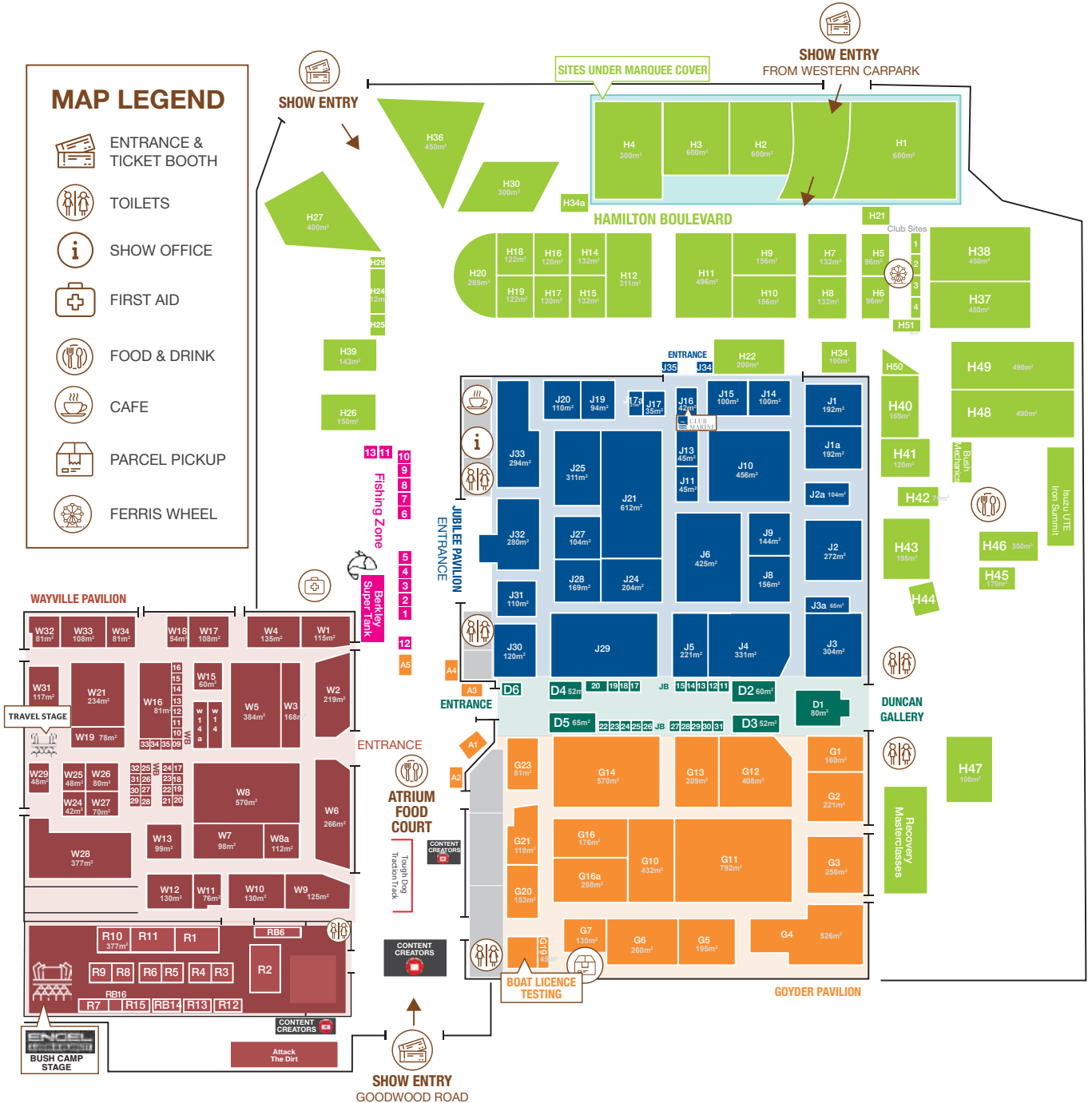
Up to 149sqm.....	\$30sqm +GST
150sqm +.....	\$27sqm +GST
Space in Super Marquee ...	\$35sqm +GST

2025 SHOW MAP

Adelaide Showground

MAP LEGEND

-  ENTRANCE & TICKET BOOTH
-  TOILETS
-  SHOW OFFICE
-  FIRST AID
-  FOOD & DRINK
-  CAFE
-  PARCEL PICKUP
-  FERRIS WHEEL



*Layout subject to change

*Inside floor space does not come with walling. All floor space is open space.



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 Adelaide 4WD & Adventure Show and Club Marine SA Boat Show as contained in the terms & conditions on page 6 of this prospectus and have read and understood the information outlined. We also agree to pay for our space in full by 14 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:

Floor Space/ Outdoor Stand

Site Preference

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

@ = \$

Total m² \$/m² Outdoor subtotal

Indoor Booth

Site Preference \$

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

	SITE TOTAL	30% DEPOSIT
Outdoor stand subtotal + Indoor booth subtotal =		x 30% =
Administration Fee (Non-refundable)	\$200	\$200
Public Liability Insurance (Cross out if supplying own insurance)	\$150	
GST 10%		
TOTAL	\$	\$

NOTE: Separate invoices will be issued for the second 30% instalment and the remaining balance 1 June and 30 July 2025 respectively, with settlement due 19 June and final balance 14 August 2025. If a copy of your Public Liability Insurance is not provided at the time of booking, you will be charged \$150 to be covered under our policy.

Payment options

Direct Deposit I/we have direct deposited the amount of \$..... to your nominated bank account.
 Account name Roadshow Adventures WA. BSB 086 136 Account number 73 316 1370
 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)

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.

PAYMENT OF BOOKING

Full payment must be made by the exhibiting company no later than the payment deadline. Failure to pay by this date will result in a cancellation of space booking. Please see Cancellation of Space for refund policy. Payment schedule: 30% deposit (with Application), 60% of total (Due 29 June 2025), Balance (Due 14 August 2025).

SUB-LETTING

The Exhibitor shall not sub-let or share booked space with another party without the prior written consent of the organisers.

LEGAL REQUIREMENTS

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

INSURANCE

If providing your own coverage, the Exhibitor must produce to the organisers a certificate of currency of public liability insurance police 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.

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 Exhibitors 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. Exhibitors 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 guidelines.

DISPUTES

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

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 September. Any exhibitors who have not confirmed their booking by Friday 12th September 2025 (or any new bookings made after this date) will not be listed in the Program.

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.

REMOVAL OF GOODS & EXHIBITS BY EXHIBITORS

The exhibitor shall not dismantle or remove any part of its stand or product exhibited until the official closure of the show on the evening of the final day, unless written permission is obtained from the organisers.

All goods and materials must be removed from the Showground by 6pm on the Monday immediately following the show. Site to be left clean and all rubbish deposited in the waste bins provided.

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 and compliance with venue regulations on food/drink samples. No BYO alcohol is to be brought onto the site.

ANIMALS

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

STEPS AND STAGING

Any steps, staging 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 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 is hereby released from liability, for any damage, loss (including consequential loss) 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.