

**PERTH
GARDEN
SHOW**



Nursery & Garden Industry
Western Australia

2 - 4 May 2025
📍 McCallum Park

2-4 May 2025

PROSPECTUS

📍 McCallum Park

Featuring the



PERTH GARDEN SHOW



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Get inspired to love life outdoors!

WELCOME TO THE 2025 PERTH GARDEN SHOW

Western Australia's premier gardening and outdoor living event is back with a fresh look and an exciting new feature – the Green Living Expo! The Perth Garden Show remains the ultimate destination for garden enthusiasts, showcasing WA's largest plant market, inspiring landscape displays, and an extensive range of home, outdoor living, and garden products, all in one place. In 2025, the show moves to the beautiful grounds of McCallum Park, creating the perfect setting to introduce the Green Living Expo.

Sustainability Takes Centre Stage: Green Living is becoming a priority as more people embrace sustainable lifestyles. The Green Living Expo will highlight eco-friendly practices such as reducing energy and water use, choosing environmentally friendly materials, cultivating waterwise gardens, and growing native plants and food at home. This dedicated area will feature informative displays, engaging presentations, and practical solutions to help visitors reduce their carbon footprint and adopt sustainable habits.

More to Explore at the Perth Garden Show: The Perth Garden Show offers an array of exciting features to delight every visitor. Enjoy engaging presentations by special guests and expert horticulturists, hands-on workshops, and inspiring demonstrations. Be captivated by stunning show gardens and entertained throughout the event, while discovering unique must-have plants for your garden. The show also includes daily seminars led by Perth's top gardening experts, outdoor cooking showcases, and so much more to inspire your gardening and outdoor living journey.

2025 SHOW FACTS

- **Ownership:** 100% owned by the Nursery and Garden Industry Western Australia.
- **Event Dates:** Runs for three days, from Friday, 2nd May to Sunday, 4th May 2025.
- **Location:** Held at McCallum Park, Victoria Park.
- **New Layout:** Features specialised zones and activation areas.
- **Attendance:** Forecasted to attract 15,000–20,000 visitors.
- **Management:** Managed by WA-based events company, Premiere Events.

2025 SHOW HIGHLIGHTS

- **Cooking Stage:** Featuring well-known WA chefs showcasing live demonstrations throughout the weekend using fresh, local produce.
- **Green Living Stage:** Offering valuable insights into creating sustainable homes and eco-friendly gardens.
- **Garden Stage:** Presenting expert advice on all things gardening, including planting, soils, irrigation, and more.
- **Grow Your Own Food Area:** Highlighted by the Farmer on a Plate Stage, focusing on cultivating homegrown produce.
- **Indigenous Food Information:** Discover the rich traditions and knowledge of Indigenous foods and their role in sustainable living.



MARKETING OPPORTUNITIES

CREATING A BETTER EXPERIENCE

The new Perth Garden Show will be supported by a comprehensive, year-round marketing campaign, with a strong focus on social media. In the lead-up to the 2025 event, promotional efforts will include mainstream media (radio, television, and print), targeted social and digital advertising, and e-newsletters designed to engage visitors and highlight participating exhibitors. Post-event, ongoing marketing in collaboration with Nursery and Garden Industry WA will ensure continued audience engagement and promotion.

Exhibitors can participate in the Show's marketing in different ways:

- Follow the Perth Garden Show on Facebook [@perthgardenshow](#) and Instagram [@perth_garden_show](#).
- Tag us in your posts to expand reach and visibility.
- Like and share the official Facebook Event.
- Subscribe to the Show's e-newsletter.
- Leverage Perth Garden Show marketing assets for your own promotions.
- Share your content with us to feature on our social media channels and e-newsletters.

Marketing Packages:

Exhibitors can also benefit from tailored marketing opportunities in the lead-up to the Show, including:

- Advertising in the *Show Program*.
- Featuring in the *TV Special* on *Channel 7*.
- Custom *promotional video packages*.
- Opportunities for *e-newsletter or blog advertising and articles*.
- Opportunity to provide *prizes*.

For more information on these packages, contact the team at Premiere Events.

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 1st April 2025.

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



FOLLOW US ONLINE



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PERTH_GARDEN_SHOW

SPACE RATES AND SIZES

OUTDOOR DISPLAYS (Non-Nursery)

3x3 Site (9sqm) = \$1150 (non-member) or \$1050 (member)

6x3 Site (18sqm) = \$1450 (non-member) or \$1150 (member)

See below for other site sizes and rates:

SIZE (SQM)	\$/Square Metre (SQM)	
	Non-Member	Member
20-50	60	55
51-99	45	36
100-199	40	34
200-299	36	30
300-399	34	28
400 & over	30	24

All pricing is plus \$200 admin fee + GST.



Nursery & Garden Industry
Western Australia

GREEN LIFE SELLERS

If you are a green life seller, we'd love to hear from you! Contact us directly to discuss space options and pricing tailored to your needs. Pricing for green life sellers will be subsidized by NGIWA and can include space for a display garden to showcase your offerings. For more details, reach out to us at 08 9386 9666 or bookings@premevents.com.au.

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)

Marquee Information: The show will have a preferred marquee supplier. Information will be sent out to you closer to the show.

Furniture Information: Furniture / flooring (if required) – the marquee hire company can also assist with furniture and flooring options for your stand.

Pre-Sale tickets: Discounted presale tickets are offered to exhibitors, these are available for order in advance of the show.

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 incurs 1% plus GST 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.



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EXHIBITOR PARKING



STALL SIZE (SQM)

9sqm	48sqm	180sqm
18sqm	60sqm	200sqm
25sqm	72sqm	300sqm
36sqm	100sqm	400sqm

SWAN RIVER

PERTH CITY CENTRE

ELLAM STREET

McCALLUM LANE

TAYLOR STREET

CANNING HIGHWAY

FREMANTLE

MAP LEGEND

- ENTRANCE & TICKET BOOTH
- TOILETS
- SHOW OFFICE
- FOOD & DRINK
- PARCEL PICKUP
- INFORMATION TALKS



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 Events 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 1st April 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 1st April 2025 (or any new bookings made after this date) will not be listed in the Program.