



Wagin Woolorama

WAGIN
WOOLORAMA
GIVING BACK



**TRADE FAIR
PROSPECTUS**

Wagin Showgrounds | 5th & 6th March 2027

www.woolorama.com.au

WELCOME TO WAGIN WOOLORAMA

Showcase your business at the Wagin Woolorama and engage with a diverse crowd of approximately 20,000 visitors. This is your opportunity to present your products and services to a broad audience, from local families to industry professionals. With high foot traffic and a vibrant atmosphere, the Woolorama offers unparalleled exposure and the chance to connect with potential customers in a lively, supportive setting. Don't miss out on this chance to highlight what you offer and be part of a celebrated regional event!

With over 50 years of tradition, the Wagin Woolorama has built a strong reputation across WA, attracting a range of notable figures, including our State Governor and Australian Rural Ambassador. With such a prestigious history, you never quite know who will be attending.



AWARDS

Exhibitors will automatically be entered into general presentation categories (Best Overall Exhibitor, Best Major Exhibitor etc.) The judging takes place Friday morning from 9am.

For items never shown before at Woolorama, there is a New Release competition with monetary prize.

**Don't
Forget**



Deadlines

Early Bird Discount Booking - 17th November 2026

Applications Close - 12th February 2027

Advertising - 13th January 2027

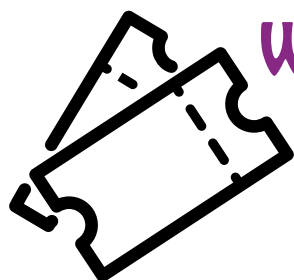
Liquor License - 18th November 2026

New Release - 1st March 2027

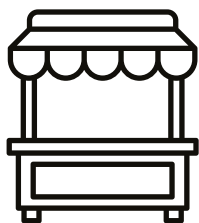
Exhibits and Equipment Set Up - 5PM 4th March 2027

Applications received by the 17th November 2026 will receive the early bird discount (Advertised rate). Applications received after this date will incur a \$55 late fee.

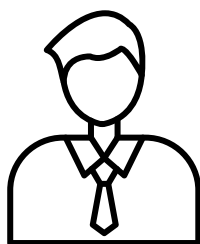
2026 WAGIN WOOLORAMA



With approximately 20,000 attendees, the Wagin Woolorama once again attracted strong community and visitor support



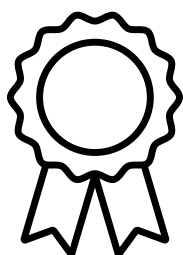
398
Trade Fair
Exhibitors



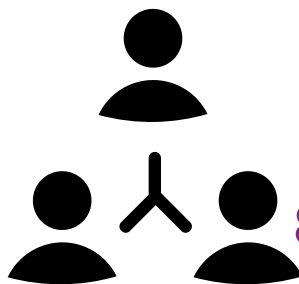
725
Competition
Entrants



2730
Competition
Entries



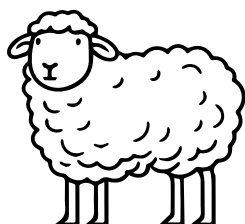
80
Judges



26
Show
Stewards



122
Sponsors/
Donors



838
Animals



514
Volunteers



72
Students

Contact Information

Trade Fair Enquiries:

Kasey Pearce

0499 906 072

08 9861 1611

tradefair@woolorama.com.au

General Show Enquiries:

Sue Dowson

0477 508 989

08 9861 1611

secretary@woolorama.com.au

Wagin Woolorama

PO Box 241

Wagin WA 6315

08 9861 1611

info@woolorama.com.au

ADVERTISING & SPONSORSHIP

OFFICIAL WOOLORAMA PUBLICATION ADVERTISING

Access key target markets and gain a competitive edge by advertising in an official Woolorama publication which are issued [published?] in both printed format and as electronic pdf documents on the Woolorama website:

- Woolorama Show Schedule

Contains information and entry forms to the 40+ competitive sections at the Woolorama. A5 Booklet, full colour cover - 1,200 copies are distributed via our mailing list to past and potential entrants, and copies are available on shop counters around the district.

- Woolorama Program

The official guide for the Woolorama –over 90 colour pages – it contains everything to know about having a great Woolorama experience. A4 Booklet - over 20,000 copies are distributed throughout the region via Farm Weekly and are complimentary upon entry to the Woolorama.

Contact Trevor Emery at Farm Weekly on 0417 930 191 for pricing and booking. Opportunities are limited – book early.



PUBLIC ADDRESS SYSTEM

The public address system broadcasts down the main trafficways on the Showgrounds during Woolorama. Live to air and professionally recorded advertising is available for \$105, with a guarantee of at least 5 airplays on each day. For a professional recording of your advertisement, forward your 75 word announcement to the Trade Fair Secretary by 5th February 2027. Apply via site application form.

SPONSORSHIP

The Woolorama is grateful for, and dedicated to the maintaining of quality activities with our sponsors and partners. A diverse range of customised arrangements are developed with each of our partners to ensure a win-win outcome for both organisations. Becoming a sponsor or partner of the Wagin Agricultural Society and the Woolorama is a premium platform to utilise target audiences and promotional opportunities to build on your marketing edge, contribute to the meaningful industry and community outcomes of a not-for-profit organisation. Contact the Sponsorship Coordinator to further discuss options for your business: sponsorship@woolorama.com.au.

SPONSORSHIP OPTIONS

Diamond

Platinum

Gold

Silver

Bronze

SITES, PAYMENTS & FEES

All site fees are for provision of floor/ground space only. You are required to provide all materials to erect your display, including extension cords, tables and display boards. A 5% loading fee applies to corner/double-sided sites. Site fees can be viewed on the website under Trade Fair.

All fees include 10% GST. Payment in full must accompany your website application.
Applications are not valid until full payment is received.

All site bookings will need to be paid by credit card as EFT/bank transfer is no longer available.

Remember to include the length of trailer tow hitches and/or marquee guide ropes when booking a site, as exhibitors must not spread outside their designated site boundary.

Confirmation of site numbers will be confirmed via email once your application has been approved and the site has been allocated. You can view the progress of your Trade Fair application by logging into your account via www.woolorama.com.au.

FOOD VENDORS

Food vendor applications are to be done in the Food Vendor tab only with accurate measurements of food vans and trailer sizes and not the area/road you wish to be in.

WHAT'S INCLUDED

Ground Space Only: You must supply all your own materials – partitioning, furniture, marquees/shade for outside sites etc.

Power: Only sites that have ordered power will have it supplied to the corner of the site. Please bring adequate cables to distribute power on your site.

Exhibitor Vehicles: Please be considerate of our need to maintain traffic flow and accessibility during set-up and pack-down, and park accordingly. Parking your vehicle in the designated Exhibitor parking area ensures the best visibility of your site, and good overall aesthetics of the showgrounds.

EXHIBITOR & VEHICLE PASSES

With each site there is a designated number of people and vehicles passes issued. Please contact the Trade Fair Secretary tradefair@woolorama.com.au with any questions. **YOU CAN PURCHASE EXTRA PASSES ON THE WAGIN WOOLORAMA WEBSITE - Don't forget your Exhibitor passes.**

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OUTDOOR SITES



200+ Sites

3x3 to 20x30m

Fri- 9am - 6pm & Sat 9am - 5pm

HOME & LIFESTYLE PAVILION



80+ Sites

3x3, 6x3 & 4x6

Fri- 9am - 6pm & Sat 9am - 5pm

WOOL PAVILION



20+ Sites

3x3 to 6x5m

Fri- 9am - 6pm & Sat 9am - 5pm

IMPORTANT INFORMATION

- Bump in Time (refer to page 9)
- Bump out Time (refer to page 10)
- Office hours (refer to page 9)
- Telehandler online bookings required (refer to website)
- Extras to be paid before show
- Completion of online induction for attendees
- No Silly String or Flick Knives to be sold on show grounds
- Ensure your Contractors are familiar with ALL Terms and Conditions
- Vehicle Passes to be printed off website prior to show

SIDESHOW ALLEY & FOOD COURTS



20+ Sites

3x3 to 20x20m

Fri- 9am - 6pm & Sat 9am - 5pm

GRAND EDUCATION PAVILION



5+ Sites

3x3m

Fri- 9am - 6pm & Sat 9am - 5pm

For Education Pavilion Site bookings please contact
Nick Barrett Exhibition Group on 08 9244 2431 or
nick@barrettexhibitiongroup.com.au

MARKET STALLS



30+ Sites

3x3m

Fri- 9am - 6pm & Sat 9am - 5pm

ADDITIONAL PRODUCTS & SERVICES

- Liquor Licence
- Site Sharing
- 2-day additional personnel pass
- Power 10 amp
- Power 15 amp
- Power 32 amp
- Telehandler hire
- Water supply
- Straw bales
- Sheep delivery
- Exhibitor camping (per vehicle/night)

1. CANCELLATION

- a) Cancellations prior to the 30th December will receive a full refund.
- b) Cancellation received after the 30th December and before the 31st January will receive a refund of minus \$100 for services rendered.
- c) Refunds on cancellations after the 31st January are not guaranteed.
- d) Under no circumstance are any refunds given due to lack of sales.

2. INSURANCE & DAMAGES

- a) While 24 hours supervision is in place from Thursday 5th March until Sunday morning 8th March, the Wagin Agricultural Society will **NOT BE** held liable for any loss or damage to Exhibitor's property whilst on the showgrounds.
- b) Exhibitors must hold their own Public Liability Insurance as cover against claims made by any person on their site.
- c) Exhibitors shall be responsible for any damages to sites, water pipes, reticulation, electricity cables, holes in asphalt etc. it is your responsibility to inform your marquee providers.
- i) Coloured lines are used to mark danger (including power, telephone, water pipes and cables that run underground).
- ii) only grass and gravel sites can be pegged; marquees on bitumen and paved sites must be weighed down. It is your responsibility to inform your marquee providers.
- d) The Exhibitor is responsible for all damage to property or personal injury that arises in connection with their display area however caused indirectly or directly by the Exhibitor or any related party or any act of omission of any such person or by any exhibit, machinery or any agent (e.g. marquee erector) of theirs.
- e) The Exhibitor is prohibited from allowing patrons to trial product on show grounds.

3. DISCLAIMER & INDEMNITY

- a) To ensure we maintain the highest possible standard and range of exhibits, the Wagin Agricultural Society reserves the right to accept or reject any application.
- PLEASE NOTE NO SILLY STRING OR FLICK KNIVES TO BE SOLD ON SHOW GROUNDS**
- b) Each trade fair site application is subject to scrutiny by the Committee prior to acceptance, and all entrants agree that their entries shall be considered by the Committee, which shall be entitled without being obliged to give reasons, to grant, to refuse, or to apply conditions to any entry.
- c) No refunds will be made to Exhibitors not presenting passes at the gate. No Pass = No Entry. Please check that passes are provided to relevant personnel, prior to arrival.
- d) Failure by Exhibitors to appear at the Woolorama will be considered a breach of contract, and no refund of monies will be made.
- e) If the Committee should find it necessary or expedient to cancel or postpone the Woolorama, contracts shall cease to operate upon notice to that effect, and the Committee shall not be liable for any compensation or refund to exhibitors.
- f) The Wagin Agricultural Society is not responsible for any damage to electrical equipment, caused by fluctuating power or overloads. It is recommended that all cords and electrical items be tagged and tested and in date to ensure safety.

4. EVENT CONDUCT & REGULATIONS

- a) Site fee includes ground/floor space only with exhibitor and vehicle passes.
- b) Exhibitors sharing a site must notify the Trade Fair Secretary to ensure all exhibitors are included in the program.
- c) All display material must be on-site by 5pm on Thursday 4th March, 2027 and **CANNOT be removed until 5pm on Saturday 6th March 2027 unless by prior arrangement.**

- Woolorama Officials will be monitoring Exhibitors leaving early, offending Exhibitors may have future applications denied.
- d) All sites must be cleared by Monday 8th March 2027 by 5pm unless otherwise arranged with the Trade Fair Secretary. **MARQUEES ON OVAL MUST BE REMOVED BY TUESDAY 9TH MARCH 2026 BY 5PM.**
- e) Trade Fair hours: Friday 5th March 9am-6pm (except Sideshow Alley, Food Areas which close at 9pm) and Saturday 6th March 9am - 5pm and all Exhibitors must be open for business during these times.
- f) No Exhibitor camping is permitted on the showgrounds prior to Wednesday 3rd March. Bookings to be made via the Site Application Form or through the Trade Fair Secretary.
- g) Exhibitors are to ensure that all merchandise and marquee pegs remain within their site boundary. Marquee designs are all different and exhibitors need to request information regarding pegs on structures.
- h) **NO ROOFS ARE ALLOWED ON MARQUEES ON INDOOR SITES (HOME & LIFESTYLE PAVILION).**
- i) Applications to erect permanent fixtures must be made to the Committee in writing.
- j) All vehicles must be parked in allocated parking areas by 8am Friday, and no movement of vehicles is permitted on showground during show hours (including the trial of smaller vehicles).
- k) Electric power will be available to commercial sites for a fee. No power will be supplied unless applied for on the Site Application form. The Committee is under no obligation to supply power and or extension cords etc. No personal generators allowed. No overhead cables heavier than 6mm in case of black hawk helicopters.
- l) Urns, air-conditioning and electric cooking equipment are discouraged due to power overloading problems.
- m) No fire of any form is permitted on the Wagin Showgrounds.
- n) No public address systems are to be used, apart from the official broadcasting system provided. No raffle tickets are to be sold anywhere on the Wagin Showgrounds during the Woolorama without prior consent from the Committee. Exhibitors are not allowed to hand out material, or erect posters anywhere other than their own site.
- o) Biosecurity at our agricultural show is your responsibility. All Exhibitors to be aware of any contamination risks within their displays. Please dispose of rubbish in the correct manner. Exhibitors found to be ignoring these warnings will be asked to leave the event.
- p) All sites must be left in a reasonable condition prior to departure, and all exhibitors are expected to co-operate in an effort to keep the display area in a clean condition.
- q) If you are exhibiting livestock in any outdoor area, water and shade must be available at all times.
- r) To enable a high standard of site security, Exhibitors are not permitted to sleep on their individual sites. All accommodation caravans MUST be parked in the Exhibitor Camping area.
- s) All buildings will be locked by the Committee at 9pm on Thursday and at the end of Trade Fair trading on Friday. Buildings will be opened by 7.30am on Friday and Saturday. A strong police presence is maintained during show hours. 24-hour grounds supervision is engaged to patrol the Wagin showgrounds from Thursday 7pm until Sunday 6am. Please ensure you secure your site appropriately before leaving on the Thursday and Friday nights. Direct any enquiries to the Woolorama Office.

5. FOOD VENDORS & LIQUOR LICENSING

- a) Exhibitors wishing to provide or sell alcohol in any form must apply for an on-site liquor licence as per government regulations. Applying for a licence does not grant automatic licensing. Applications are required by 18th November 2026. Contact the Trade Fair Secretary for details or visit our website.
- b) All food and drink vendors are required to provide a list of all products and/or menus and the prices at which they are being sold. Vendors must meet Local Government Health Regulations and must be able to produce on demand a Certificate of Currency for their Public Liability Insurance. All food vendors are required to complete the New National Food Safety Standard - Food Safety Management Tool. The certificate must be uploaded with the Trade Fair Application before approval of site will be processed. Register at <https://hospitalityhygiene.com/>.

6. VEHICLES AND PARKING ON GROUNDS

- a) All exhibitor vehicles must be parked in the designated parking area by 8am on Friday morning. Only vehicles with Display Vehicle stickers can remain parked on your site. No movement of Exhibitor's vehicles on grounds is permitted during show operational hours.
- b) An allocation of vehicle passes are included in site fees, enabling Exhibitors close access to their site for loading and unloading their exhibit, and parking in the designated Exhibitor parking area within the showgrounds. Passes must be displayed on the dashboard in clear view to gain entry to the Wagin Showgrounds on the Thursday, Friday and Saturday of Woolorama. Strictly No Pass = No Entry. Please ensure you are familiar with the parking arrangements as per the Maps provided on the website.

PRIVACY STATEMENT

The information provided by the Exhibitor in the Site Application Form is collected and used by the Wagin Agricultural Society Inc. to organise and conduct the 2027 Wagin Woolorama. We may publish details such as your name, address and exhibit details in any Woolorama publication or communication. Such information may also be made available to, and published by the media. We will not disclose your information without your consent for any purpose unless required or authorised by law. You may request access to your personal information and, if necessary, request that our records of that information be corrected by writing to the Secretary at the Wagin Agricultural Society Inc.

PLEASE NOTE THAT BY AGREEING TO OUR TERMS AND CONDITIONS EXHIBITORS ACKNOWLEDGE THAT THEY ARE RESPONSIBLE FOR THEIR SITE, THEIR CONTRACTORS AND/OR EMPLOYEES, THE VALIDITY OF THEIR LICENCES AND THE COMPLETION OF INDUCTIONS FOR THE AFOREMENTIONED.

TRADE FAIR OFFICE HOURS

Bump in time commences Sunday 28th February within the times specified below. For any enquiries or bookings outside these hours please call 0499 906 072

Sun 28th 10.00am - 2.00pm

Mon 1st 9.00am - 3.00pm

Tue 2nd 9.00am - 3.00pm

Wed 3rd 9.00am - 3.00pm

Thu 4th 6.00am - 6.00pm

Fri 5th 7.00am - 5.00pm

Sat 6th 7.00am - 5.00pm

Sun 7th 9.00am - 3.00pm

Mon 8th 9.00am - 12.00pm

Tue 9th 9.00am - 12.00pm

Wed 10th 9.00am - 12.00pm

**TELEHANDLER ONLY AVAILABLE FROM TUESDAY 2nd AND MUST BE PRE-BOOKED
BY EMAILING TRADEFAIR@WOOLORAMA.COM.AU**



We look forward to seeing you in 2027