

NATIONAL 4X4 OUTDOORS SHOW

BRISBANE
15 - 17 MARCH 2024
BRISBANE SHOWGROUNDS

SYDNEY
14 - 16 JUNE 2024
SYDNEY SHOWGROUND

MELBOURNE
23 - 25 AUGUST 2024
MELBOURNE SHOWGROUNDS



2024 PROSPECTUS





NATIONAL

4x4 OUTDOORS SHOW



2023 VISITORS

BRISBANE 26,239

SYDNEY 18,536

MELBOURNE 36,361

BUSINESS GROWTH STARTS HERE

Australia's biggest event for 4x4, boating and outdoor enthusiasts, the National 4x4 Outdoors Show, is the most effective way to rapidly grow your business, increase sales and engage your target market.

There are a huge range of products on sale, industry experts, entertainment, competitions, features and activations, spread across the Showgrounds. For the last 30 years, this event has been Australia's favourite marketplace for their outdoor lifestyle needs and with consumers rediscovering their love of outdoor adventure the National 4x4 Outdoors Show is the perfect place to reach your target market and expand your business.

Annual visitor
audience of

81,136*

*2023 combined visitor attendance

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WHAT'S ON?

Each year the National 4X4 Outdoors Show brings together a wide variety of entertainment and education for all areas in the 4x4 and outdoor adventure market.

Visitors will find themselves meeting their favourite celebrities and influencer's over at the **Outback Stage**, checking out incredible rigs at the **Club 4x4 Insurance Show N Shine** and learning new skills over **Mount Maxxis**.

OTHER KEY SHOW FEATURES INCLUDE:

- Girls Day Out
- Action Arena
- Tracks 'n' Trips
- Wildlife Demonstrations
- Outback Bar
- Isuzu UTE Iron Summit
- Kids Zone
- Camp Oven Cooking

WHO EXHIBITS?



BENEFITS OF EXHIBITING

72%
of visitors
attend to get
expert advice



SELL ON THE DAY

The National 4x4 Show is a cash and carry oriented event, visitors come ready to buy. This means a quick return on your investment with a major cash injection in a short space of time and to smash those 2024 sales targets.



GENERATE LEADS & BUILD A QUALIFIED DATABASE

Some visitors are attending to find great products on the day; others are looking for solutions in the future. So, don't miss the opportunity to establish a meaningful relationship and expand your database with a list of warm leads to follow up post show, maximising your ROI. Establish a relationship now and gain a customer for life.



PRODUCT DEMONSTRATIONS

The opportunity to do live demonstrations which will captivate the attention of visitors and help you showcase the features, benefits and solutions offered by your products, services or capabilities. In the disconnected digital age getting face to face with clients and delivering a customer brand experience is vital for ongoing growth and customer retention. No other marketing method can deliver the personalised touch, reduced sales cycle and multi-dimensional impact of an expo.



OBTAIN MARKET 'CUT THROUGH'

Conduct market research and receive market feedback instantly to gain industry or public opinion about your offering and establish if your products or services meet the current consumer demand. Potential buyers will stop by your booth and you're able to engage them in conversation, learn their problems, offer possible solutions and guide them to the next step in your sales process.



MAINTAIN MARKET SHARE

Ensure your current or potential customers are aware of your brands, products and full suite of services. Stay abreast of the industry's ever changing needs and vertical markets that are developing that could be cross selling opportunities.



INCREASE BRAND AWARENESS

If you have a new or emerging product, you can get it in front of key retail brands across the exhibition all at once. The expo environment facilitates networking with other exhibitors and industry personalities to build mutually beneficial partnerships. A well-presented stand at the National 4x4 Outdoors Show will always strengthen the market position of your brand. It also reassures your clientele that you're strong in the industry. It builds confidence, trust and legitimacy in your business.



MEET & ENTERTAIN LOYAL CUSTOMERS

Make appointments with key customers and give them a firsthand opportunity to discuss new product lines, services or challenges they face and the solutions you can offer. This kind of relationship cultivation supports development of brand advocacy.

An exhibition is a highly effective form of marketing. It is...

2x more powerful than television ads*

3x more effective than print media*

4x more effective than radio*

*Source: Statistics provided by the Exhibition & Events Association of Australasia and FaceTime UK.



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HOW WE DRIVE SUCCESS

Our industry leading marketing and PR campaigns are valued at over 2 million dollars, including mainstream media, radio and television. This ensures the market is aware of our event in turn visitors will come in mass. We pride ourselves on attracting and engaging growing numbers of high quality visitors.

We work closely with our content partners, influencers, media, show venue, and exhibitors to deliver a strong and successful marketing campaign, driving visitors to the Show and business to your stand.

OUR REACH



Email database of over 155,000 subscribers



Combined social media reach of over 2 million



Average 33,417 monthly web visitors

WHAT WE DO



TV

Advertising in the lead up to the Show across metro and regional stations such as:

- Channel 10
- Channel 7
- Channel 9
- WIN
- NBN
- Prime



Magazine

Advertisements and editorials across a variety of industry relevant media such as: Bush n Beach, 4WD Action, On the Road, CAMPER, Pat Callinan's 4X4 Adventures, Unsealed 4X4 Magazine, RV Daily Magazine, Outdoor Australia and 4x4 Australia.



Digital Marketing & Social Media

Multiple comprehensive digital marketing campaigns across media partners, Google Display Network, AdWords and paid social media ads. This is complemented by our organic social media and influencer marketing campaigns.



Venue

Utilise venue marketing channels and opportunities including What's On listings on the venue website, social media posts, eDM communications and additional venue signage



Radio

Advertising in the lead up to the Show across radio including stations such as:

- Nova
- Smooth
- Gold
- Fox
- 3AW



eDM

Regular show newsletters



Website

SEO optimised show website



Media and PR Activities

Mainstream media campaign valued at over \$2m including activity such as: TV interviews and features, and radio interviews.



Content Partners

Extensive influencer and content partner campaigns, including YouTube videos, social media, and website advertising.



Data building

Extensive data building campaign, including partnerships and access to databases from partners such as ARMA and Emprise Group.

WHO WE WORK WITH:



ALL 4 ADVENTURE



It's time to **EXPERIENCE THE SUCCESS** of the **National 4x4 Outdoors Show** for yourself.

“

The show was absolutely packed with both retail customer and fellow exhibitors which provided an incredible opportunity to discuss our products with our retail customers, put faces to names and begin new relationships with fellow workshops within the industry.

~ HAYDEN, PWR ADVANCED COOLING TECHNOLOGY ”

OUR AUDIENCE



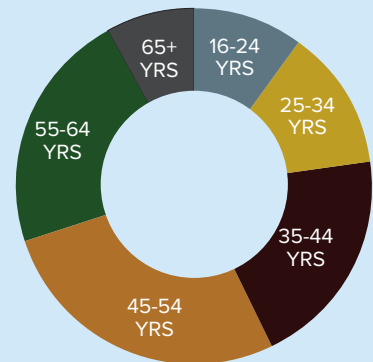
Male
76%



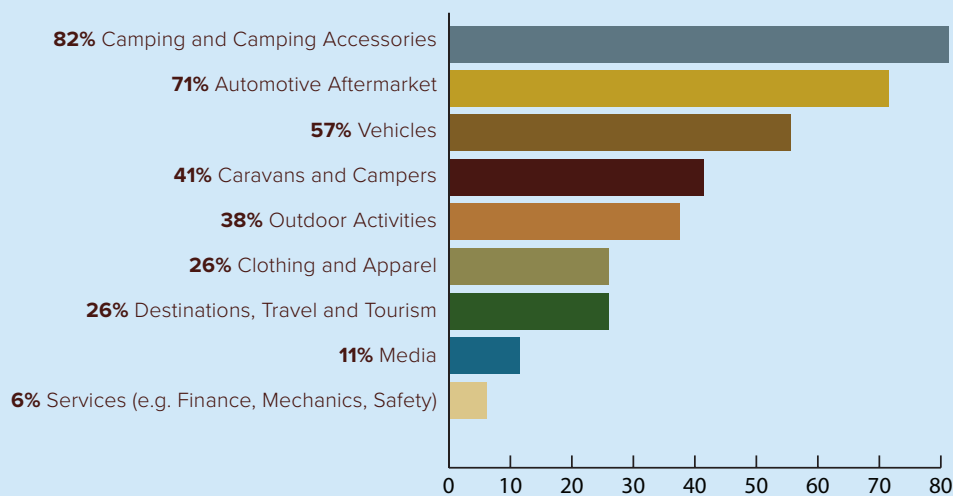
Female
24%

AGE PROFILE:

16-24	10%
25-34	13%
35-44	20%
45-54	27%
55-64	22%
65+	8%



PRODUCTS MOST INTERESTED IN SEEING AT THE SHOW



69%

OF VISITOR RESPONDENTS AGREE THAT "THE NATIONAL 4X4 OUTDOORS SHOW IS THE BEST OUTDOOR RECREATIONAL SHOW FOR 4X4, CAMPING AND FISHING ENTHUSIASTS"

QUICK FACTS

67% of visitor respondents attended the show to visit multiple brands in a "one stop shop" location

68% of visitor respondents attended the event to buy goods

83% of visitor respondents were likely to recommend the show to a friend

75% of visitor respondents were satisfied with their overall show experience

67% of visitor respondents made a purchase at the event

73% of visitor respondents were likely to buy a product they saw at the show

44% of attendees are new to the 4x4 Show

The average annual spend on 4x4 and outdoor hobbies was **\$6,480***

Average spend of **\$2,464** at the Show

*data pulled from 2023 post show visitor surveys.

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2024 EVENTS



BRISBANE

**Returning to Brisbane Showgrounds
15–17 MARCH 2024**

"I love attending the show to find new products that are solutions to my outdoor lifestyle. I never miss it. Seeing the real thing is so much better than any ads and the bargains are great."



SYDNEY

**Returning to Sydney Showground
14–16 JUNE 2024**

"Great way to connect with the 4WD community, get great expert face to face advice to suit your specific car model needs and score a mad deal on those expensive mods and equipment you've been eyeing off for months!"



MELBOURNE

**Returning to Melbourne Showgrounds
23–25 AUGUST 2024**

"Overall I had a great first-time experience. I found every single product that was on my list, and found the staff at stalls to be friendly, knowledgeable and honest. 10+ bonus points for the fact that there was a dingo there, too."

CONTACT US AND BOOK YOUR STAND TODAY

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