

ADELAIDE EQUESTRIAN FESTIVAL



16–19 April 2026

Trade Village Information Pack

The **Adelaide Equestrian Festival** offers a prime opportunity for exhibitors to connect directly with spectators, competitors, and the broader equestrian community at the Southern Hemisphere's premier equine event.

The Festival not only showcases world-class equestrian sport but also features educational displays, family activities, great food, wine, music, and of course shopping with over 50 retailers available onsite.



2025 Spectator Insights



31.5k

Attendances
over 4-Days.

\$500

Spend per Adult.
Excludes tickets.

\$12.6m

Local Economic
Impact.

68%

Regional or
Rural Origin

46%

Attendees came from
OS or interstate

20k

Overnight Stays
Recorded

\$1.2m

Traditional Media
Achieved (TV, Print, Radio)

79%

Adult attendees
are household
decision makers

Applications Process

Bookings are now open. Applications are to be submitted online using our submission form.

[CLICK HERE FOR THE APPLICATION FORM](#)

Bookings close on Friday 3 April 2026 unless SOLD OUT prior.

Applications made after 27 March are required to pay in full within 7-days of submitting an online application but not after 15 April. Finalised site numbers and maps will be provided by 7 April. Please note allocation of sites is final and at the discretion of the Event Organisers.

DEPOSIT

To secure your space, a \$550 deposit per site is required via our online application form. This deposit is non-refundable.

BALANCE PAYMENT

The remaining balance for all trade sites will be invoiced and payable by 27 March 2026. Make sure to meet this deadline to ensure your participation in the event. If you book a site after this date payment in full is due within 7 business days, but no later than 15 April.

If you're interested in being a part of the Adelaide Equestrian Festival as a Trade Village Exhibitor, make sure to follow the application guidelines and deadlines. This event is sure to be an exciting and vibrant showcase of equestrian sports and South Australian hospitality.

INCLUSIONS

Access to a 15-amp power source, site flooring, lighting and 2 x Bistro Chairs, 1 x Souvenir Program, staff passes according to your site size and 1 x site car park access pass.

PUBLIC LIABILITY

It is a requirement that Insurance documentation for Trade Exhibitors must be received by the Trade Village Coordinator no later than 4 April 2026 to ensure your site. Failure to do so may mean your site is re-allocated.

We have made provisions within the online application to submit your Certificate of Currency Public Liability Insurance of \$10m at the time of application to simplify this process. If your insurance renewal falls before the event date, you can email the updated Certificate of Currency to the Trade Village Coordinator before the event.

BUMP-IN

Trade Exhibitors must operate for all 4 days of the competition. Official Bump in is Wednesday 15 April 2026. You will receive detailed information regarding Bump In vehicle access prior to the event.

BUMP-OUT

Exhibitors are permitted to bump out after the final awards presentation on Sunday 19 April 2026 and once pedestrians have vacated the area. Vehicle access is not permitted until security staff allow and is dependent upon pedestrian foot traffic movement. All stock and site fixtures must be removed from the Event venue no later than 5pm Monday 20 April 2026.

Event Management accepts no responsibility for loss or damage to any stock during the event or that remains on-site during bump out. Adelaide City Council will apply an additional site usage charge for any items remaining after 5pm Monday 20 April 2026 and these charges will be directly passed on and invoiced to any trader who has stock, pallets, products or fixtures remaining on site.

Trade Village Schedule

GATES OPEN

Gates Open daily at 8:00am for spectators, Trade Village Exhibitors must be open and ready to operate from 8:30am. On Sunday due to the Final Horse Inspection, Gates Open at 7:30am, we request that retailers be operating from 8:00am.

TRADE VILLAGE OPENING HOURS

	Thursday 16 APRIL	Friday 17 APRIL	Saturday 18 APRIL	Sunday 19 April
OPEN	8:30am	8:30am	8:30am	8:00am
CLOSE	5:00pm	5:00pm	5:00pm	4:00pm

Site and Trading Information

There will be one central Trade Village in 2026 situated on the grassed area on the City (western) side of the Victoria Park Heritage Grandstand directly adjacent the Gillian Rolton Main Arena. If you wish to have a larger stand, you can purchase adjoining sites and dividing walls will be removed for you.

Note: All prices quoted below exclude GST

Row A Sites 1-18

Size: 3 metre front x 6 metre deep. (18 square metres). Includes 4 x 4-day staff passes. Ability to park one vehicle or small storage (such as a small float) behind these exhibits. Larger storage vehicles will need to be parked as directed by Site Management.

Cost: 3x6m = \$3,500 +GST | 6x6m = \$6,750 +GST (max 9 available)

Row B Sites 19-30

Size: 3 metre front x 3 metre deep. (9 square metres). Includes 2 x 4-day staff passes. Vehicles are not permitted to be parked beside, behind or near these exhibits apart from during bump in and bump out.

Cost: 3x3m = \$1,850 +GST | 6x3m = \$3,500 +GST | 9x3m = \$5,150 +GST

Row C Sites 31-42

Size: 3 metre front x 3 metre deep. (9 square metres). Includes 2 x 4-day staff passes. Vehicles are not permitted to be parked beside, behind or near these exhibits apart from during bump in and bump out.

Cost: 3x3m = \$1,850 +GST | 6x3m = \$3,500 +GST | 9x3m = \$5,150 +GST

Row D Sites 43-54

Size: 3 metre front x 3 metre deep. (9 square metres). Includes 2 x 4-day staff passes. Vehicles are not permitted to be parked beside, behind or near these exhibits apart from during bump in and bump out.

Cost: 3x3m = \$1,850 +GST | 6x3m = \$3,500 +GST | 9x3m = \$5,150 +GST

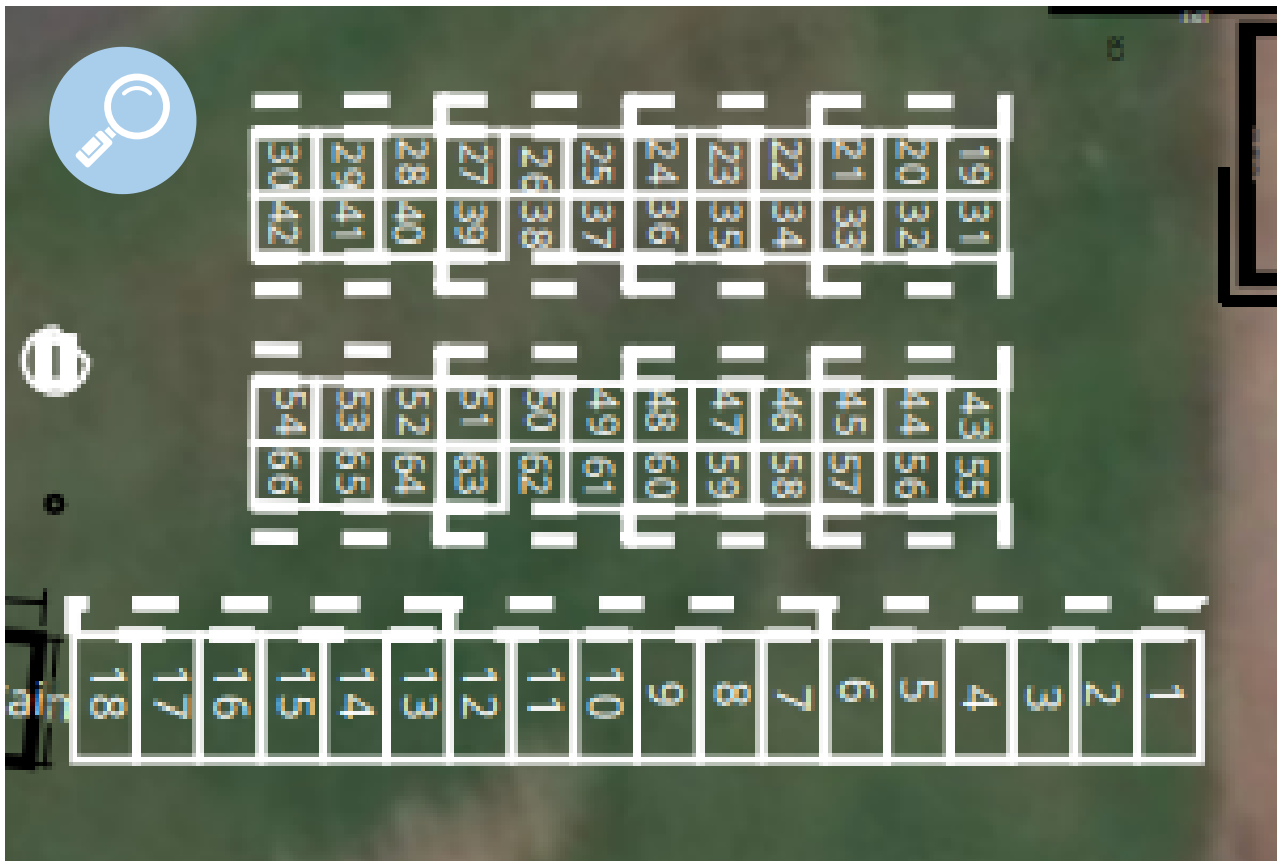
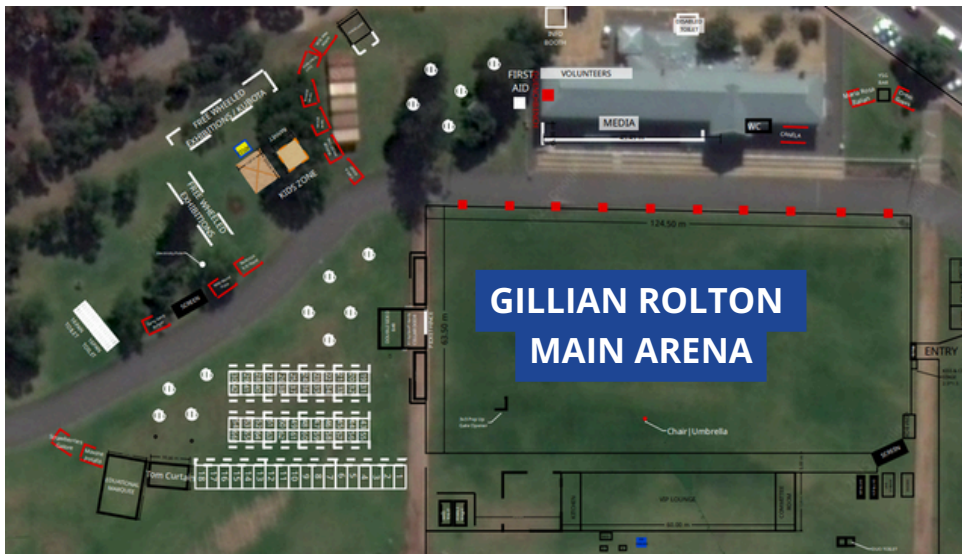
Row E Sites 55-66

Size: 3 metre front x 3 metre deep. (9 square metres). Includes 2 x 4-day staff passes. Vehicles are not permitted to be parked beside, behind or near these exhibits apart from during bump in and bump out.

Cost: 3x3m = \$1,850 +GST | 6x3m = \$3,500 +GST | 9x3m = \$5,150 +GST

Wheeled/trailer exhibits (floats, truck/trailer exhibits)

\$150 per square metre +GST



Key Dates

28 November 2025	Trade Village Applications Open
16 March 2026	Notification of Final Payment Due and Parking Permit Purchase Link provided
27 March 2026	Final Balance of Site Payable
4 April 2026	Last day to provide Certificate of Currency
4 April 2026	Induction Paperwork to be returned
14-15 April 2026	Trade Village Bump In WITH Vehicles – Site access times to be advised.
16-19 April 2026	Trade Village Trading Days. NO Vehicles. Bump In additional Stock only available on foot.
19 April 2026 from 4pm	Bump Out. All goods and equipment removed from site unless arrangements made for Freight Collection on 20 April 2026.

Terms and Conditions

To allow sufficient access and traffic movement in front of each exhibit space, traders are required to follow the 80/20 rule. 80% of your stock/products/displays must be within the confines of the exhibit marquee structure with no more than 20% extending in front of your exhibit space or within a 1.5 metre extension of the front of your exhibit.

There is no Additional fee for external shade structures but they must be securely fixed, have no sides to obstruct view for other traders and consist only of a top shade (no sides).

The Committee reserves the right to request removal of display items that extend beyond the agreed area of the exhibit. Failure to comply with such a request may result in additional site fees and or closure of your exhibit.

All sites include ONE CAR PARK PASS to the parking area in the Northern Compound behind the Trade Village Area, this area will be strictly managed, vehicles that do not display a pass will be fined/and or towed. Additional car parks can be pre-purchased via our ticketing platform with access to our Fullarton Road car park.

A link will be provided 6 weeks prior to the event to reserve additional car parks. A discount code to the daily parking fee will be available to Trade Village operators.

This car park will be at the Southern end of the site – access off Fullarton Road.

[CLICK HERE FOR THE APPLICATION FORM](#)

FAQs

- Vinyl access wrist bands will be provided for staff and must be worn for duration of the event.
- Up to 4 additional Staff Wrist Bands can be purchased for \$60 per wrist band (covers 4 days access).
- Wrist Bands are not transferable, lost wristbands will not be replaced.
- Deposits paid are non-refundable and required as part of the Application lodgement process.
- Applications made without payment of the deposit will be disregarded.
- A tax invoice will be emailed upon receipt of your payment.
- All marquees come with a closable front.
- Security is onsite 24/7 for the duration of the event, including bump-in, however, the event organisers take no responsibility for lost, stolen or damaged stock.
- Access to 15 amp power source into your exhibit space, (need to provide own tagged and tested extension cord and power boards).
- Each site comes with 2 white plastic chairs.
- One vehicle pass is permitted per stall
- Additional on site parking can be purchased via our ticketing platform (a Trade Village discount code will be made available)
- Traders in Row A have space BEHIND their purchased stalls for parking/storage. ONLY park behind these stalls if you have purchased them.
- Illegally or incorrectly parked vehicles will be reported to the City of Adelaide and fined according to their Parkland Parking regulations.
- Car Park passes will be allocated and MUST be displayed clearly at all times.
- Additional items such as wall fixtures, lounges, round tables etc can be hired directly from our supplier – details will be provided by 28 February 2026
- Marquees are supplied and erected by our designated contractor and included in your site fee.
- All structures sourced and used by Trade Village operators must be of commercial/heavy-duty standard and designed to withstand all weather conditions.
- All Trade Village Operators are encouraged to eliminate the use of single-use packaging wherever possible. Where packaging is integral to your specific product, it should be environmentally friendly.
- Trade Operators must remove ALL rubbish from their exhibit areas at the end of the event. Areas must be kept clean and tidy, and tents fully emptied at the conclusion of the event.
- Failure to adhere to our terms of trade may see your exhibit closed or barred from future events.

Contact

Carol Neller

Trade Village Coordinator

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[CLICK HERE FOR THE APPLICATION FORM](#)

