

YELLOW BRICK ROAD EXHIBITOR INFORMATION

The Alice Springs Show Yellow Brick Road is an interactive educational trail with lots of fun activities, healthy snacks, special offers, food and fun! Participants purchase a Showbag and a map and tour the Showgrounds, while completing their showbag by stopping at each site on the map to collect the items. Designed to educate the community about our agricultural industry and local community, the Yellow Brick Road is sure to increase attendance to your stall!

FAQ

How do I get on the Yellow Brick Road Map?

Participation in the Yellow Brick Road program is on a 'First come, First served' basis and is strictly limited to 20 stall holders. The application form has a line item for the Yellow Brick Road, simply tick the "yes" box and we will invoice you. If you decide you want to be part of it later on, contact the office and we will issue a separate invoice.

How many Maps and Showbags sell?

The Yellow Brick Road program sells between 450-500 maps each year. In 2023, all 500 maps were sold by Saturday morning.

Do I have to provide an item for the Showbag?

No, items for the Showbag are included in the price of the participation for Yellow Brick Road. However, it is acceptable to offer participants any free materials you are distributing as part of your stall.

What does the Yellow Brick Road cost?

Participation in the YBR program costs \$499 (inc GST) and is strictly limited to 20 stall holders

How do I get my YBR items?

Items, Sign, stamp and a draft map will be delivered to your site on Thursday night (indoor sites) or Friday morning (outdoor sites). Your sign, stamp and any leftover items will be collected on Saturday afternoon.

How do participants identify YBR stalls?

Each stall participating in YBR program will be given a corflute sign to display. It is the responsibility of the stallholder to ensure the sign is in a clear and visible location.

Any more questions? Give us a call and we'll be more than happy to help! 08 8952 1651 or show@alicespringsshow.com.au

