



CARAVAN INDUSTRY VICTORIA

WEDNESDAY 30 JULY 2025

HYATT PLACE, ESSENDON FIELDS VIC



WHAT IS THE CARAVAN INDUSTRY VICTORIA TRADE EXPO?

The national Caravan Industry Victoria Trade Expo is held in Melbourne, the hub of RV manufacturing and marketing, where 93% of units are locally made and key suppliers are based. The key event for the Caravan Industry, offering suppliers, manufacturers, and businesses a chance to showcase products, expand market reach, and network within the \$27.1 billion industry, which saw 11.6% growth in 2024.

Event Details



Wednesday 30 July 2025



Hyatt Place, Essendon Fields
1 English St, Essendon Fields VIC 3041

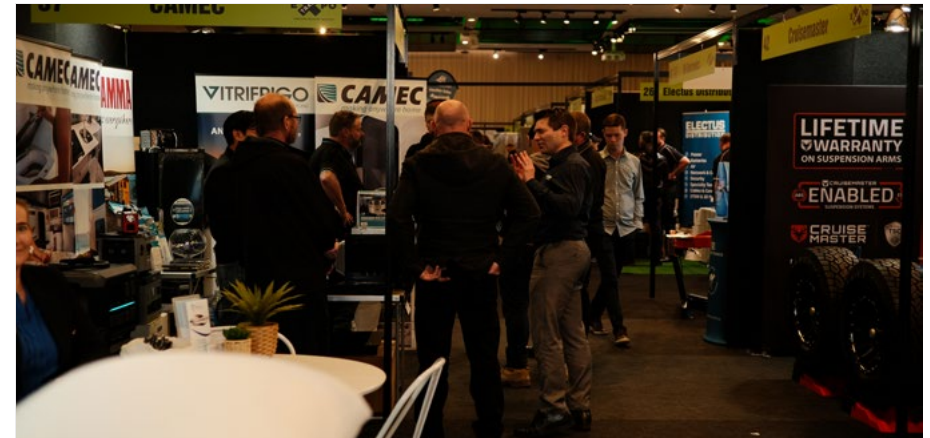


Exhibitor bookings close Friday 13 June 2025
Allocation priority is first in, first served

Who should exhibit?

Any supplier and service providers, who would like to share their offering with caravan and RV within the caravan industry.

- ✖ Industry Suppliers
- ✖ Component Manufacturers
- ✖ Industry service providers
- ✖ Business service providers



[Apply to exhibit here](#)

[Exhibitor Terms & Conditions](#)

*If you haven't exhibited at a CIV Event before, you will need to create a new account to apply



EXHIBITOR PACKAGE & INCLUSIONS

Exhibitor Booth Package



Member Rate: \$2,500 (GST inclusive)

Non-Member Rate: \$2,750 (GST inclusive)



The standard booth size is 3.0m x 2.0m with space for 2 people. Multiple booths are available for purchase.

Booths include:

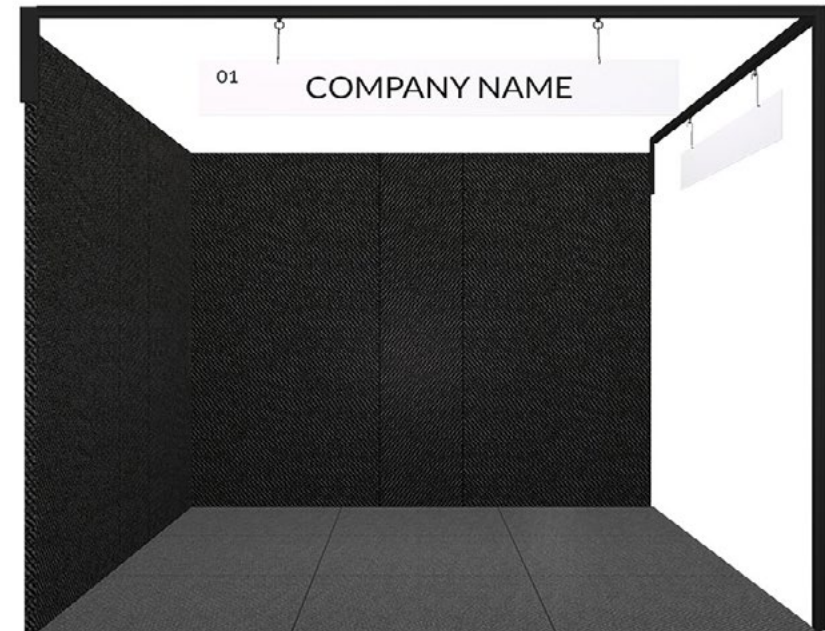
- 1x 4amp Power
- Corinthian Walling
- Fascia Signage
- Carpet Tiles
- 2x Spotlights
- Installation & dismantle

Exhibitors receive

- Morning Tea
- Lunch
- Juice, tea & coffee

*Please inform us of any dietary requirements.

[Apply to exhibit here](#)



caravantradeexpo.com.au



WHY YOU SHOULD EXHIBIT

Want to grow your business, boost sales, and reach your targeted market? The Caravan Industry Victoria Trade Expo is the premier platform to showcase products, expand commercially, and connect with industry leaders, generating \$140-\$150 million in exhibitor business.

ONE ON ONE PRODUCT DEMONSTRATIONS

Exhibitors can captivate visitors with live demonstrations highlighting product benefits and solutions direct from your stand.

OBTAIN MARKET 'CUT THROUGH'

Conduct market research and receive market feedback in real time to gain industry opinion about your offering. Establish if your products or services meet the current demand in today's market.

MAKE YOUR BRAND KNOWN

Do you have a new or emerging product? Get it in front of key retail brands across the exhibition all at once. The Trade Expo environment facilitates networking with other exhibitors and industry personalities to build commercially beneficial partnerships.

RESEARCH AND DEVELOPMENT OPPORTUNITY

The Trade Expo is at the perfect time of year as research and development and will bring together Industry manufacturers, retailers and service providers in the caravan and camping industry to one central location. This allows everything in one place at the one time.

GENERATE LEADS & BUILD A QUALIFIED DATABASE

Not all visitors will buy immediately, but many seek future solutions. Maximise return on investment by networking with potential clients and securing leads to pursue post-expo.

MAINTAIN MARKET SHARE

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





NEW TO THE TRADE EXPO

There is no better place to be for industry professionals than at the Caravan Industry Victoria Trade Expo, here is what we have added this year

Venue Configuration Updates

With the increase in exhibitors eager to participate, we have implemented some changes and additions to this year's Trade Expo. We have updated the site map layout, enabling us to **accommodate over 80 sites**. Exhibitors also have the option to bump in the night before, offering more time to prepare.

Training Sessions & RV Master Stage

Returning are the key speakers and critical industry discussions on the RV Master Stage and Training Sessions with National Caravan Industry Training College. The topics and speakers have been curated and carefully chosen to engage with caravan industry members, owners, and key stakeholders.

Training Sessions include, but not limited to:

- ✕ Prospecting & Technology in Sales
- ✕ Customer Service Strategies
- ✕ Maintaining a Positive Mindset for Sales

More information on what's on to be announced.

Boost Your Brand with Expanded Marketing

This year's Trade Expo features an expanded marketing campaign to boost attendance, engagement, and exhibitor visibility. With increased digital advertising and a stronger LinkedIn presence, we're targeting industry professionals more effectively. A new event website streamlines updates, exhibitor listings, promotions, and registrations.

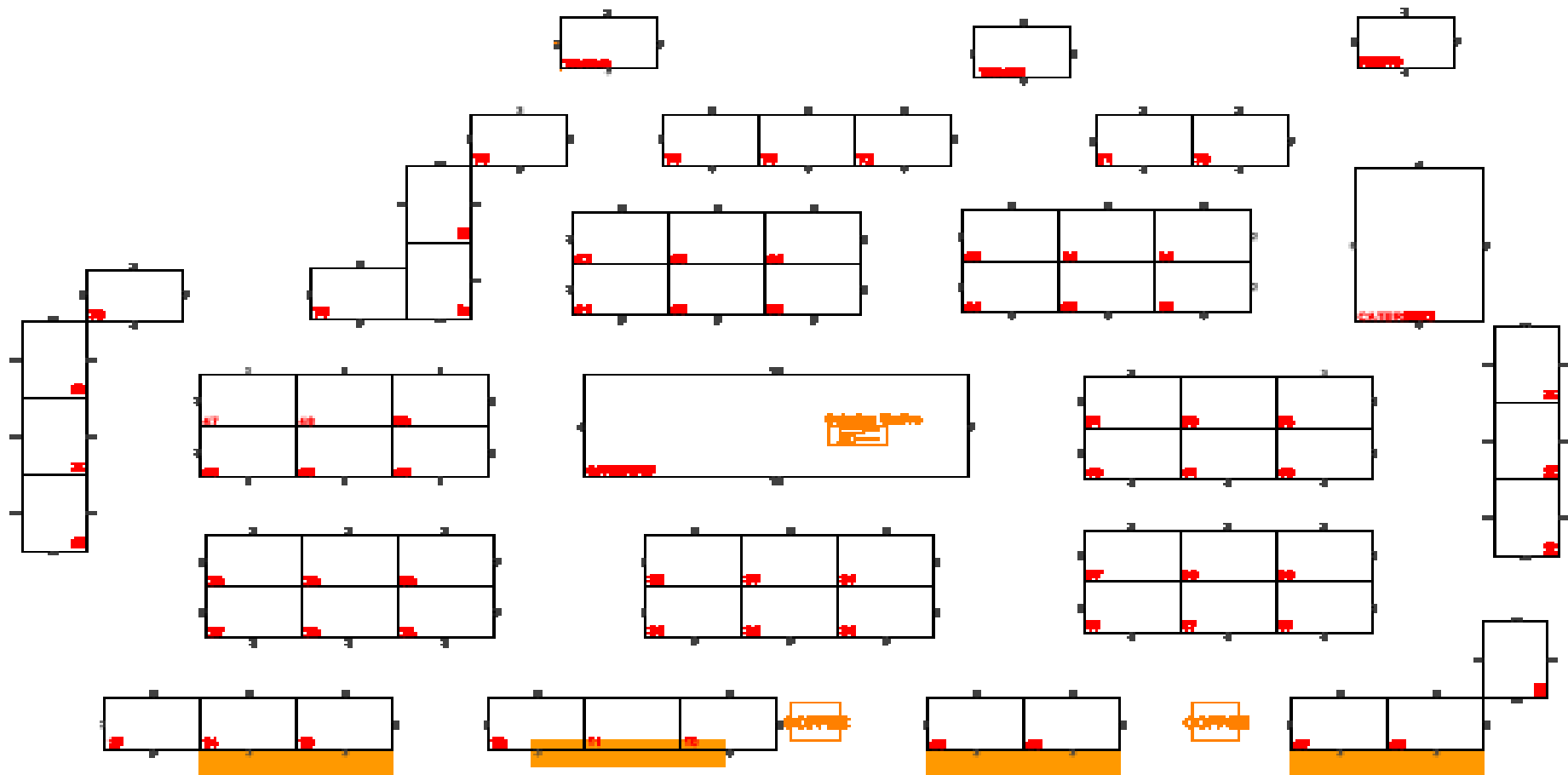


[Apply to exhibit here](#)

caravantradeexpo.com.au

SITE MAP

This year's Caravan Trade Expo, now featuring over 80 exhibitor booths, is the largest yet! It includes a dedicated space for guest speakers and ample exhibition room for Trade Exhibitors.





TRADE EXPO MARKETING PARTNERSHIPS

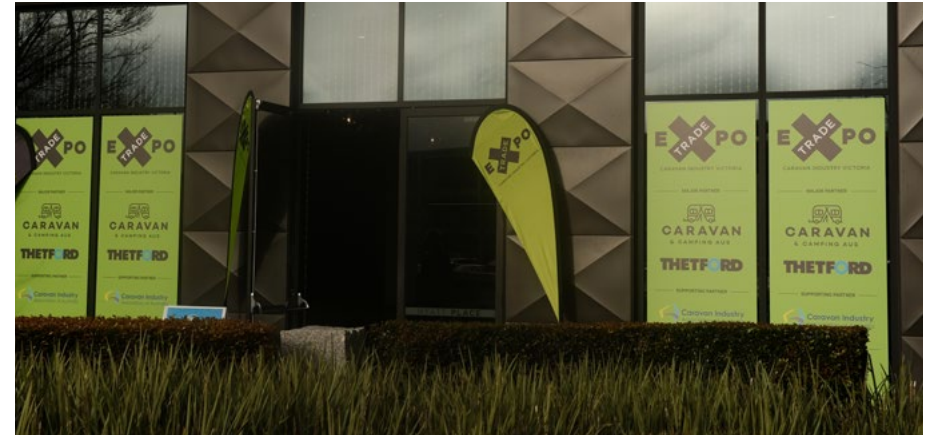
We offer partnership and sponsorship packages for exhibitors and broader Caravan Industry Victoria B2B multi-event opportunities. Contact our Partnerships & Sales team to explore options tailored to your needs.

Caravan Industry Victoria has a range of events & marketing opportunities, to engage with our vibrant \$27.1 billion dollar industry.

By partnering in our events, you have the unique opportunity to showcase your products and services to a highly engaged audience, with active participation. We offer various levels of sponsorship, within a B2B framework that can build awareness and sales for your product or service.

Partnership Opportunities

- ✕ Branding on promotional materials & signage
- ✕ Logo on website, publications, eDM & social media
- ✕ Acknowledgement of partnerships at the event
- ✕ Training & presentation opportunities
- ✕ Additional product displays & exhibition space
- ✕ Logo on map



For Partnership Inquiries please contact our Sales Team at sales@caravanindustryvictoria.com.au

caravantradeexpo.com.au

**CLICK HERE
TO EXHIBIT**

**Apply before Friday 13
June to secure your spot.
Allocation priority is first in, first served**