

# E TRADE PO

**CARAVAN INDUSTRY VICTORIA**

**WEDNESDAY 29 JULY 2026**

**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, Caravan Industry Victoria Trade Expo offers 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 29 July 2026



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



Exhibitor bookings close Monday 1 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
- ✗ New products for 2026/2027
- ✗ Caravan Manufacturers



### Apply to exhibit here

**Book by June 1 to receive a free Lead Generation Capture package valued at \$500.**

The new for 2026 digital business card instantly gives you the visitors contact details to follow up for sales and grow your database

### Exhibitor Terms & Conditions

\*If you haven't exhibited at a Caravan Industry Victoria Event before, you will need to create a new account to apply



## 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.





# EXHIBITOR PACKAGE & INCLUSIONS

## Exhibitor Booth Package



Member Rate: \$2,275 (plus GST).

Non-Member Rate: \$2,500 (plus GST).



Stands run in 3x2m/6sqm increments. Multiple increments are available for purchase.

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### Booths include:

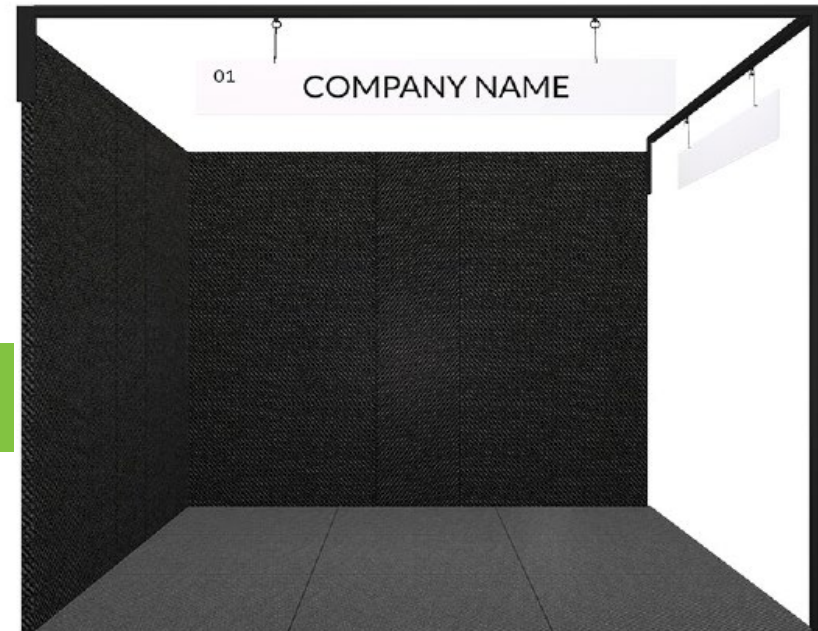
- 1x 4amp Power
- Corinthian Walling
- Fascia Signage
- Carpet Tiles
- 2x Spotlights
- Installation & dismantle

### Exhibitors receive

- Opportunity to connect and engage with lots of local and interstate industry visitors
- Gourmet lunch, snacks, tea and coffee
- Leads

\*Please inform us of any dietary requirements.

[Apply to exhibit here](#)





# NEW TO THE TRADE EXPO

Caravan Industry Victoria Trade Expo 2026 has been refreshed and revamped to include all new features, content and exhibitors. Including keynote speakers, guest presentations, conference streams, new lead generation technology, a revamped floor plan and a delicious new menu.

## Keynote Speakers

Compliment your day with a new look conference program featuring key note speakers, industry experts, panel discussions and not-to-be missed state-of-the-industry summits.

## Industry Update Summit

Join a panel of industry experts and Caravan Industry Victoria representatives to discuss important topics, updates and news concerning the industry, manufacturing, innovations and shows. Not to be missed.

## Lead Capturing Technology

Book by June 1 to receive complimentary lead capturing technology. Simply scan the visitor's lanyard when you speak to them on your site to obtain the visitor's information. Obtain all their details such as name, contact and business information. Follow that lead up straight away, and get that sale!

## Digital Brochure Show Bag

Visitors to your site at the end of the event will receive a complimentary digital show bag emailed to them. Containing all the data and contact information of the exhibitors they scanned their lanyard with and engaged with at Trade Expo.

## New Floorplan Layout

Brand new layout with additional exhibitor space, break out rooms for meetings and deals, conference theatre with keynote presentations and increased connectivity for better flow.

## Registration and Identification

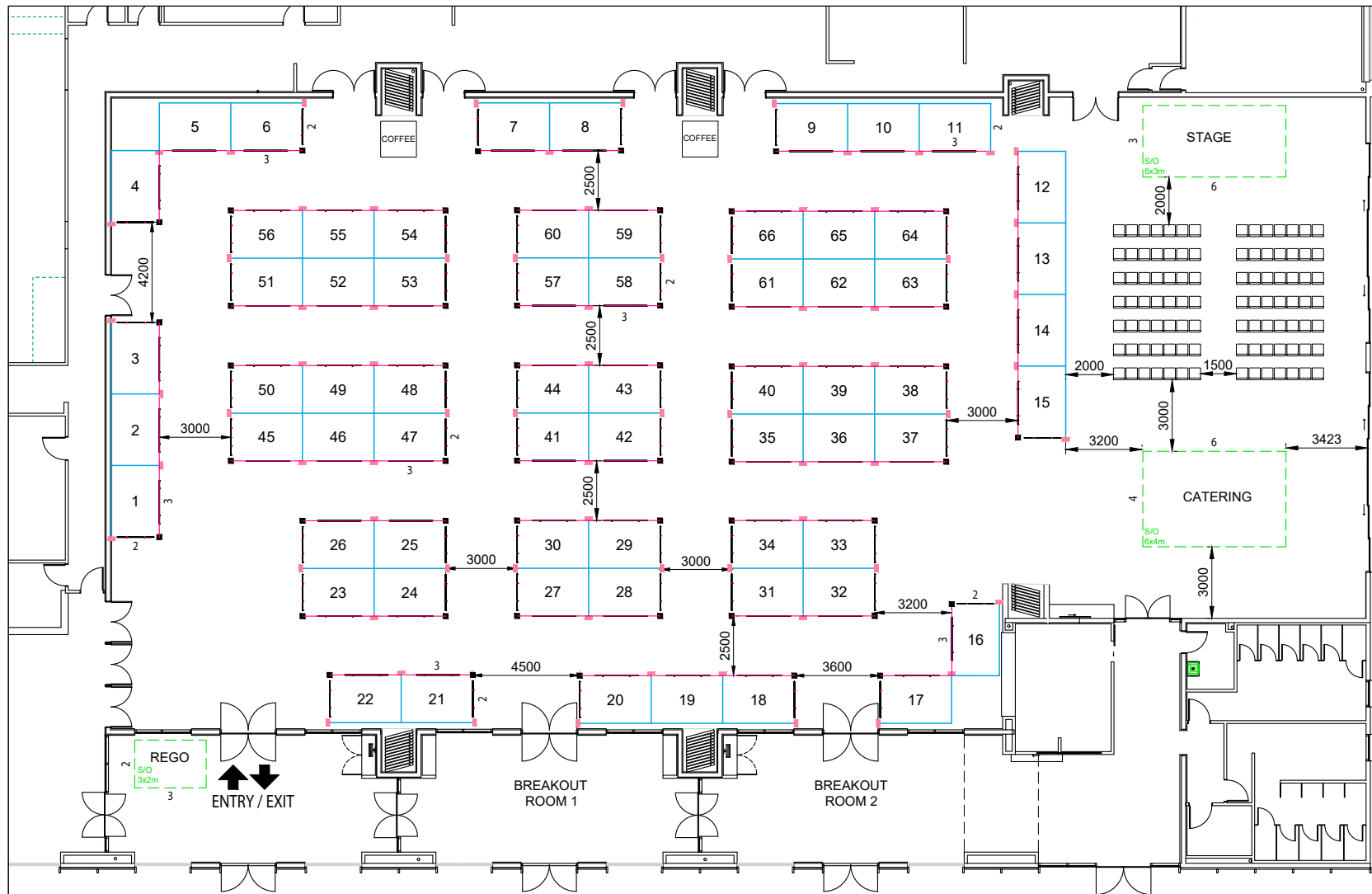
All visitors and exhibitors will receive complimentary lanyards with their name and business clearly printed, to make it easy for exhibitors to identify and engage with key visitors. Find exactly who you want to speak with at a glance, and never forget a name again!



[Apply to exhibit here](#)

# X 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](mailto:sales@caravanindustryvictoria.com.au)

[caravantradeexpo.com.au](http://caravantradeexpo.com.au)



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