



Promotional Opportunities and Brand Guidelines

The Brisbane Showgrounds is pleased to offer a variety of promotional tools to assist clients with their event promotion. This document outlines how we can support your promotional needs and provides a guideline for using our brand when marketing your event.

Promotional Opportunities

Social Media

The Brisbane Showgrounds has a social media following of more than 20,000 people through our Facebook, Instagram and Twitter.

Clients can provide our Communications department with social media assets and/or special deals for their complimentary social media post.

We can also run ticket giveaways (tickets must be provided) on our social media platforms for extra reach and engagement.

Be sure to also tag us in your social media posts and stories so we have the chance to share them.



Website

The Brisbane Showgrounds 'What's On' is one of our most visited webpages, with more than 5,000 page views per month.

Each complimentary event listing features an image tile, event information and link to the client's preferred webpage.

What's On Email

The Brisbane Showgrounds Communications team actively promotes events being held at our precinct to the media.

Your event can be included in our 'What's On' email blast to media including local newspapers, radio stations and television.

To be promoted, your event must be contracted with our Venue Sales and Marketing team. You will then receive a Brisbane Showgrounds marketing form to complete and return. The form can also be downloaded by clicking here

Precinct and Venue Descriptions

Brisbane Showgrounds precinct descriptions – 50 and 100 words

The historic Brisbane Showgrounds is a world-class events and lifestyle precinct located just 1.5km from the city's CBD and 15 minutes from Brisbane Airport.

It's home to the state-of-the-art Royal International Convention Centre, a four and a half star Rydges Hotel and vibrant King Street dining and retail hub.

(49 words)

The historic Brisbane Showgrounds is a world-class events and lifestyle precinct located just 1.5km from the city's CBD and 15 minutes from Brisbane Airport.

It's home to the state-of-the-art Royal International Convention Centre (Royal ICC), a four and a half star Rydges Hotel and vibrant King Street dining and retail hub.

The 208 room Rydges is located directly across the road from the Royal ICC and features a bar, restaurant, gym and swimming pool.

Meanwhile King Street features more than 25 specialty stores from cosy cafes to award-winning restaurants and is just a one minute walk from the Royal ICC.

(100 words)

Royal International Convention Centre venue descriptions – 50 and 100 words

The Royal International Convention Centre is a state-of-the-art convention centre located just 1.5km from Brisbane's CBD and 15 minutes from Brisbane Airport at the historic Brisbane Showgrounds.

There's convenient onsite accommodation and dining, with a Rydges Hotel and vibrant King Street dining hub located directly across the road.

(48 words)

The Royal International Convention Centre (Royal ICC) is a state-of-the-art convention centre located just 1.5km from Brisbane's CBD and 15 minutes from Brisbane Airport at the historic Brisbane Showgrounds.

There's convenient onsite accommodation and dining, with a Rydges Hotel and vibrant King Street dining hub located directly across the road.

The Royal ICC is the only convention centre in Australia offering menus featuring award-winning produce from the prestigious Royal Queensland Food and Wine Show and iconic Royal Queensland Show (Ekka).

There's a warmth and intimacy about the venue, with its unique blend of original hardwood timbers and industrial heritage façade.

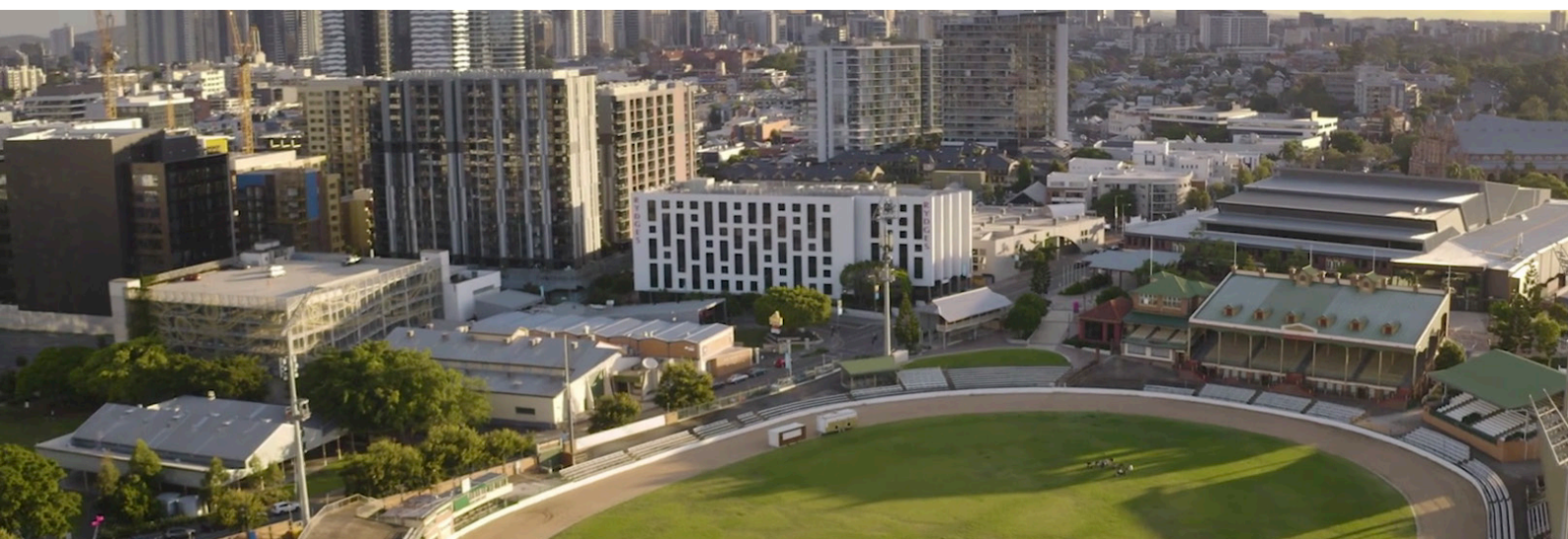
(100 words)

Branding Guidelines

When referencing our brand in your promotional collateral, please follow the client style guides. The guides set out some simple rules for presenting our brand correctly in your communications. To obtain a style guide, please click [here](#).

Maps

If you need a map showing details such as your event location and parking options, please speak with your dedicated Event Planner.



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