

## Follow the Yellow Brick Road Exhibitor Information



The Alice Springs Show Follow the 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 items. Designed to educate the community about our agricultural industry and the local community, the Yellow Brick Road is sure to increase attendance to your stall!

### Frequently Asked Questions:

#### **How do I get on the Yellow Brick Road Map?**

Participation in the Follow the Yellow Brick Road program is on a “first come, first served” basis. 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 a part of it later on, contact the office and we will issue a separate invoice.

#### **How many Maps and Showbags Sell?**

The Follow the Yellow Brick Road program sells between 375-400 maps each year.

#### **Do I have to provide an item for the Show Bag?**

No, items for the Showbag are included in the price of 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 Follow the Yellow Brick Road cost?**

The Follow the Yellow Brick Road program costs \$450 GST inclusive.

#### **How many stalls can participate in Follow the Yellow Brick Road?**

Participation in the Yellow Brick Road is strictly limited to 20 participants. Get in quick!

#### **How do I get my Follow the Yellow Brick Road items?**

Signs and stamps or stickers for the maps are distributed to participating stalls on Thursday afternoon during set up. All stock (your specific Showbag contribution) is delivered to the sites first thing Friday morning and leftovers are collected on Saturday afternoon.

#### **How do Participants identify Follow the Yellow Brick Road Stalls?**

Each stall participating in the Follow the Yellow Brick Road 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.

**More Questions?** Feel free to contact the Central Australian Show Society office with any further questions you might have. We are here to help! Phone: 08 8952 1651 email: [cass@alice-springs.com.au](mailto:cass@alice-springs.com.au).