



Australian Alpaca  
ASSOCIATION

## **AAA LTD – 2022 NATIONAL ALPACA SHOW**

**UPDATE #4**

**MAY 2022**

### **INDUSTRY DISPLAY AT THE NATIONALS**

The Royal Adelaide Show is the most “ticketed event” in South Australia. This means that there are more tickets sold to the Royal Adelaide Show than to any other event in the state.

As you know, the 2022 AAA National Show is being hosted by the Royal Adelaide Show. Not only does the Show attract thousands of people every day, but it also includes large numbers from agribusiness and rural enterprise. This gives the AAA National Show an audience that we do not normally have at our doorstep.

Our pavilion will be “wall to wall” alpacas, which will be quite a spectacle. We will also have the chance to tell “the story of alpaca” to all who pass the show ring and the pavilion. It will be great to help them understand how alpaca fits into their lives, the importance of sustainable farming practices and how they can make a difference by the choices they make.

There will be five industry display sites available. They will be on the outside wall of the pavilion facing the road and will have many thousands of people pass by every day. They are 3m x 3m, are housed within a marquee that will be secured overnight, and they have light and power. The RA&HS of SA would like the exhibitors who take the opportunity to showcase their alpaca products, and to utilise these sites for the nine days of the Royal Adelaide Show (Saturday 3<sup>rd</sup> September to Sunday 11<sup>th</sup> September 2022).

These five industry sites will have the chance to tell the public about alpaca, its processing and products, and how alpaca fits into our lives. Whether it’s the throw on the end of the lounge, or your favourite scarf, knowing why you choose alpaca over other fibres is the message we can give.

We are keen for the five industry sites to be drawn from the AAA membership and for them to be able to “tell the story of alpaca”.

The cost of these industry sites is \$1100 (including GST) for the nine days of the Royal Adelaide Show, and they are to be open to the public from 9:00am to 5:30pm each day.

If you would like to secure one of these sites, or have any queries about them, please contact Lee Sadler (mobile: 0414 585 955 or email: [lee@alpaca.asn.au](mailto:lee@alpaca.asn.au) )