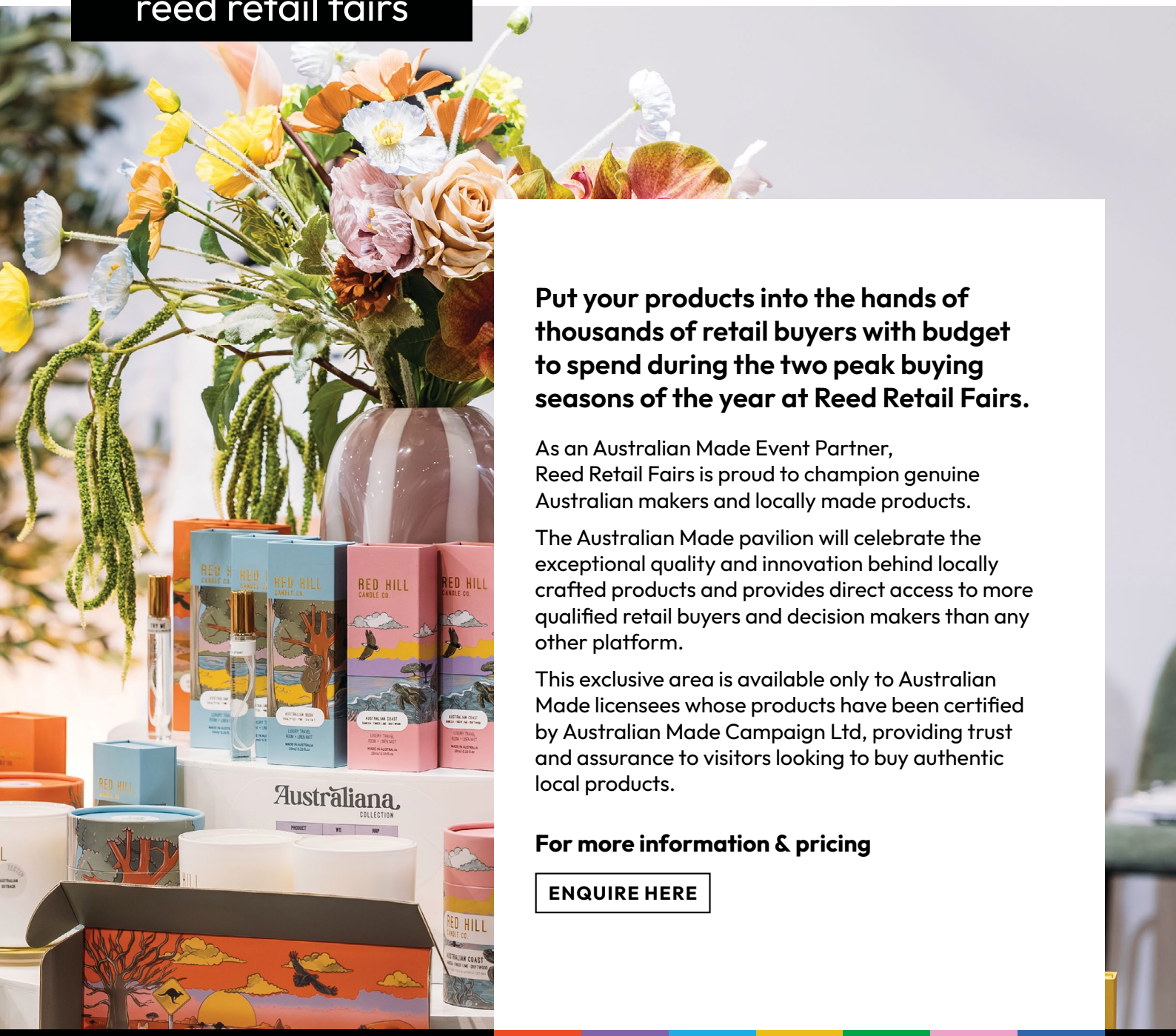
Join the official **Australian Made Pavilion at Reed Retail Fairs**

EVENT PARTNER

reed retail fairs



Put your products into the hands of thousands of retail buyers with budget to spend during the two peak buying seasons of the year at Reed Retail Fairs.

As an Australian Made Event Partner, Reed Retail Fairs is proud to champion genuine Australian makers and locally made products.

The Australian Made pavilion will celebrate the exceptional quality and innovation behind locally crafted products and provides direct access to more qualified retail buyers and decision makers than any other platform.

This exclusive area is available only to Australian Made licensees whose products have been certified by Australian Made Campaign Ltd, providing trust and assurance to visitors looking to buy authentic local products.

For more information & pricing

ENQUIRE HERE

Beauty & Wellness | Fashion & Jewellery | Gift & Lifestyle | Garden & Outdoor | Home & Décor | Kids & Family | Pets Lifestyle



Key Event Stats

SYDNEY

8,153 unique visits

10,225 total visits

co-located with

life instyle.

MELBOURNE

11,320 unique visits

14,468 total visits

*Audited Media Association of Australia - Reed Retail Fairs Sydney 2026 & Melbourne 2026

More than four in five Aussie shoppers believe that buying products Made in Australia is important to them.

Roy Morgan, 2025

We are looking for suppliers of Aussie Made products for:

- Art
- Babies & Newborn
- Beauty & Grooming
- Body, Bath & Fragrance
- Books & Stationery
- Cards, Wrap & Celebration
- Education
- Fashion & Accessories
- Furniture & Lighting
- Gadgets & Tech
- Health & Wellbeing
- Holiday & Special Occasions
- Homewares
- Jewellery
- Kitchen & Dining
- Souvenirs & Novelty
- Nursery
- Outdoor & Garden
- Pets
- Toys & Games

We deliver qualified retail buyers for:

- Independent Gift & Lifestyle Stores
- Department Stores
- Pharmacies
- Fashion & Jewellery Stores
- Florists
- Galleries
- Museums and Attractions
- Hotels
- Corporate & Loyalty Programs
- Newsagents and Post Offices

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What's Included?

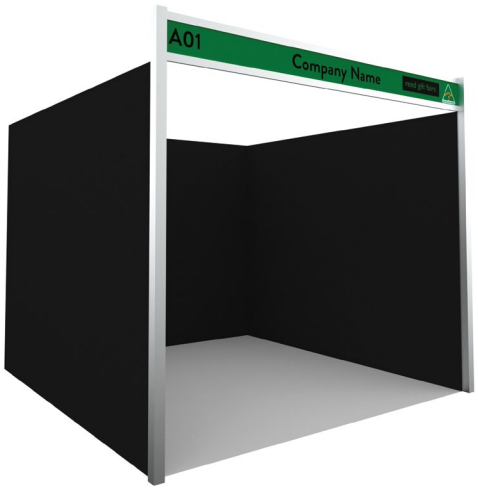
1 Your Australian Made Stand

Stand Sizes: Available in 4m², 6m² and 9m²

Walling: Shell Scheme – Corinthian Walling offer flush, velcro and screw compatible walling

- Carpet: 1m x 1m carpet tile flooring
- Lighting: 2 x LED spotlights per 9m²
- Public Liability Insurance

Shelves, printed decals and other display items are additional costs





Australian Made Pavilion
Will stand out on the show floor, with bright signage, decals and overhead rigging.

2 Exhibitor Profile web listing - accessible to buyers before, during and after the fair.

3 Access to our Lead Manager App (formerly Emperia) and Exhibitor Dashboard tools.

4 Additional marketing coverage across social media, EDMs and The Ultimate Event Guide (print and digital formats).

27.7K page likes

32.2K followers

214,636
The Ultimate Event Guide page views
* Performance range includes Melbourne Event Guide data from July 11 2026 - August 19 2026

168K email database

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reed retail fairs

Previous other Australian Made licensees who exhibited

- Malmar
- Artico
- Alperstein Designs Pty Ltd
- Pastel Pines
- Auskin Group of Companies
- Branded Ideas
- Maine Beach
- Downunder Wash Co
- Elume
- exuro
- Explore+Engage+Enjoy
- Gourmet & Lifestyle Brands
- Huxter
- Lemon Myrtle Fragrances Australia
- Memories of Australia Pty Ltd
- Nuovo Group
- Papernest
- Put a lid on it
- Red Hill Candle Co
- Samantha Abbott
- SJ Energy Candles
- Sunwood International
- The Queen Of Quartz
- Thurlby Herb Farm
- Ms Morning Skincare
- We The Wild Plant Care

Testimonials

"There is no other platform to reach new businesses, connect with current accounts and learn about the industry as a whole — all within 4 days!" – Finmark

"I love Reed Gift Fairs and would always recommend, especially to first time exhibitors because the team always goes the extra mile to make sure everyone has a successful fair." – Samantha Abbott

"We met new businesses that we didn't even know about! Variety of visitors is great and it was a wonderful opportunity networking with exhibitors and likeminded business owners." – CFC Australia

"Fantastic support and customer service from all of the team, giving us a great opportunity to launch our brand to the market in a professional exhibition that is well supported by buyers.
– IMAGINE Homewares & Hampers



Contact Us

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Built by RX
In the business of building businesses