



**105th Armoury Hobby Shop  
Presents**



**A HOBBY WONDERLAND**

**GAMING,  
HOBBY  
& MODEL  
EXPO**

**EXHIBITOR  
INFORMATION  
2024**





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PLAY IT

What is GhMX? Well that's easy, it's an event for

**"STUFF TO DO THAT MAKES YOU YOU"**

*Our Core Values*

**Interaction**

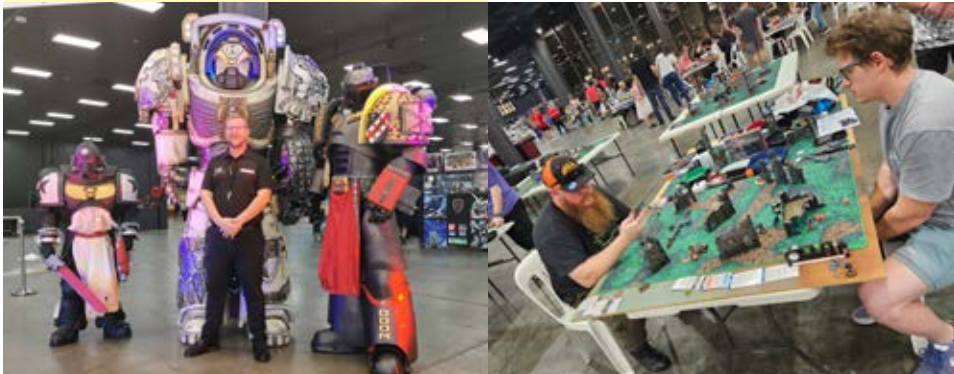
Everything is hands on, attendees can look and interact with products and activities

**Engagement**

We encourage everyone to have a go and try out new things

**Creative Freedom**

No boundaries, no limit, you control the look, feel or even the story of your creations.



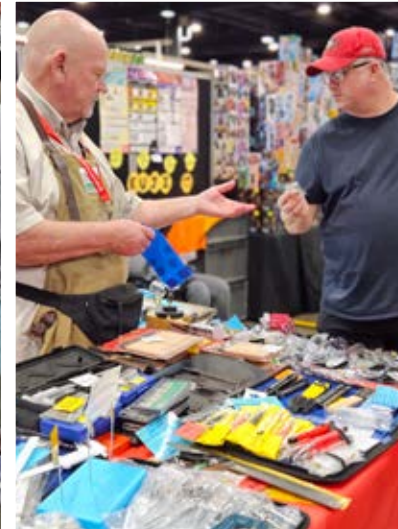
**EXHIBITION BUILDING,  
BRISBANE SHOWGROUNDS  
NOV 23-24, 2024**



**Christmas themed  
Hobby Wonderland!**



2023 HIGHLIGHTS



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## 2023 WRAP UP!

- Over 3,000 total attendees
- Attendee Stats:
  - 46% Female
  - 54% Male
  - 20% of tickets sold were family passes.
  - 29% of Attendees under 18 or students
- Year on year website and social media increase from 2022 was 247%!
- 160 entries in the SMS Scale Model Build Competition, up 80% year on year
- Over 200 tabletop and wargaming participants
- Increased external marketing activity spend
- Increased involvement with community groups utilising social media reach





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# GAMING

- TABLETOP & CARD TOURNAMENTS
- FREE-PLAY VIDEO GAMES
- DUNGEONS & DRAGONS
- ESPORTS GAMING TOURNAMENTS
- LEARN TO PLAY TUTORIALS

# HOBBY

- LIVE DEMOS & WORKSHOPS
- CONNECT WITH AUDIENCES
- RETAIL TRADERS
- DEDICATED INTERACTIVE STAGE
- ARTIST ALLEY

# SCALE MODEL

- SCALE MODEL BUILD COMPETITION
- ENTRIES OPEN TO ALL
- CATEGORY & GRAND PRIZES
- SCALE MODELLERS IN ATTENDANCE
- 3D PRINT MODELS FEATURED

*WE BRING ENTHUSIASTS ACROSS MULTIPLE INTERESTS AND INTRODUCE THEM TO NEW IDEAS, RETAILERS AND OPPORTUNITIES.*

*THERE ARE OVERLAPPING NEEDS THAT NO OTHER EVENT CATERES FOR.*



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# Introducing the HOBBY WONDERLAND

2024 will be  
a Christmas  
themed  
event!

Targeted  
Marketing  
& branding to  
Christmas  
spending

Holiday  
& gifting  
theme initiatives  
activated around  
the event

Exclusive  
products, offers  
& "wish list"  
incentives





## CHRISTMAS ACTIVITY

### **Hobby Wonderland Theme**

Event theming and decor to reflect Christmas period with hobby inspired elements. All exhibitor stands will include Christmas themed stand signage. Retail environment to encourage gift purchasing.

### **Elf-On-a-Shelf Treasure Hunt**

Classic holiday period treasure hunt to promote attendees to visit all areas of the event, prolong dwell times and engage with any participating exhibitor promotion.

### **Christmas Gift Wish List attached to event guide**

Event guide will include a "wishlist" section and free pencils included in showbag for patrons to write down items they have seen and interested in purchasing. This qualifies customers and encourages them to return to an exhibitor stand or contact them post event.

### **Christmas Gift Show Exclusives by exhibitors**

Exhibitors are encouraged to offer an event exclusive for attendees only. Be it a price, bundle or one off item. These will be promoted online, social media and in the Preview Magazine.

### **24 Hobbies til' Christmas Advent Calendar**

A fun and uniquely "Christmas" way to promote multiple hobbies and activities to attendees. The calendar will be a printed handout in the showbag with twenty four (24) individual hobbies represented in "calendar" windows. These hobbies or activities are populated by exhibitors and will be listed as a location to visit if interested in that activity. Exhibitors can opt for multiple activities or windows.



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## 24 Hobbies til' Christmas Advent Calendar Example below;

<p>1.</p> <p><b>Slot Car Racing</b></p> <p>Try out slot car racing with with a track to suit you. Find one at</p> <p><i>Exhibitor Logo</i></p>	<p>2.</p> <p><b>Model Trains</b></p> <p>Interested in trains? Discover a whole new world at</p> <p><i>Exhibitor Logo</i></p>	<p>3.</p> <p><b>3D Printing</b></p> <p>Print your own inspired designs or add to your builds. Explore from</p> <p><i>Exhibitor Logo</i></p>	<p>4.</p> <p><b>Hobby EG.</b></p> <p>Description placed here</p> <p><i>Exhibitor Logo</i></p>	<p>5.</p> <p><b>Hobby EG.</b></p> <p>Description placed here</p> <p><i>Exhibitor Logo</i></p>	<p>6.</p> <p><b>Hobby EG.</b></p> <p>Description placed here</p> <p><i>Exhibitor Logo</i></p>
<p>4.</p> <p><b>Hobby EG.</b></p> <p>Description placed here</p> <p><i>Exhibitor Logo</i></p>	<p>5.</p> <p><b>Hobby EG.</b></p> <p>Description placed here</p> <p><i>Exhibitor Logo</i></p>	<p>6.</p> <p><b>Hobby EG.</b></p> <p>Description placed here</p> <p><i>Exhibitor Logo</i></p>	<p>1.</p> <p><b>Slot Car Racing</b></p> <p>Try out slot car racing with with a track to suit you. Find one at</p> <p><i>Exhibitor Logo</i></p>	<p>← Hobby or activity</p> <p>← Brief Description</p> <p>← Exhibitor/Sponsor Logo as call to action for attendee to go to your stand</p>	





## INTERACTIVE & ENGAGEMENT ZONE OPPORTUNITIES

Interaction and engagement gives sponsors and exhibitors a valuable opportunity to showcase products and services to enthusiasts or introduce to new audiences. Multiple opportunities exist to sponsor and support these engagement zones through branding, product supply, equipment and staffing resources.

Our 2024 activities included:

- Stage Central - Main Presentation Stage
- Miniature Paint workshop
- Scale Model Building Competition
- Introductions to Magic the Gathering & Pokemon trading card games with free starter packs
- Introduction to table top games with miniatures and supplied terrain
- Free brick building area
- Dungeons & Dragons Tutorials & One-Shot hosting
- Tabletop & Trading Card Tournaments
- Video Gaming Freeplay Area
- Flight & Racing Simulators
- Indoor RC Drone Flying
- Indoor RC Car Racing

Contact us to discuss an area that best suits your brand!

**Interested  
in adding space  
to your booking for  
engagement or display?  
Let us know for FOC  
options.**



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## EXHIBITOR & COMMUNITY INTERACTION & VALUE ADD

### Community & Club Spaces

With the official inclusion of model clubs and community groups such as IPMS, there will be targeted activity for these groups that include:

- Dedicated Sprue-Zone (community build area)
- Speed Building competition
- Club tutorial and workshop area to engage with attendees within the Sprue-Zone
- Best Club/Community display competition by public vote

### Exhibitors

Best exhibitor display by public vote will be introduced in 2024 as another step to encourage attendees to visit all spaces and exhibitors at the expo.

The winning exhibitor will win a free 3x3m space at the next GhMX in 2025 as well as bragging rights!

All exhibitor bookings will also include a standing sign featuring *Company Name, Stand No and QR Code*. The QR Code is included to allow patrons to engage further and save contact details or your website. You can specify a link in the booking process.

The signs at this stage will be Christmas themed. Example image for artistic purposes only, actual design will be confirmed closer to the event.



Example Only

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# EXHIBITOR INFORMATION | EVENT SPACES

All prices are Ex Gst

## EXHIBITOR RETAIL SPACE - 3x3m

**\$460** Per 3x3m



Bookings are space only

Get your business and products in front of an enthusiastic and captive audience. GhMX is the hub of hobbies and games including toys, accessories, hobby and games products to tools and DIY.

### INCLUSIONS

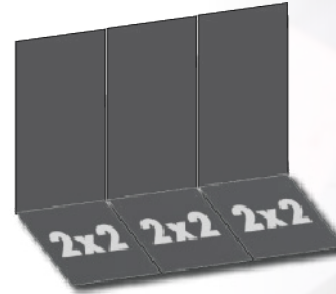
- 3x3m Retail Space
- 2 x Exhibitor Passes
- Standard listing on GhMX website
- Freestanding Exhibitor Sign

Multiple 3x3 spaces can be booked to increase your stand size. Please contact us if you require more than (3) three spaces.

Additional space can be requested for interactive features such as build areas, product displays and tutorials. Please contact us to confirm space and your requirements.

## ARTIST ALLEY - 2x2m

**\$235** Per 2x2m



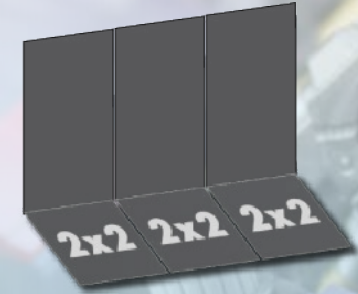
For independant artists and creators of hand made designs, fanart, custom bespoke products and original works of art. The Artists Alley is the ultimate expression of creativity and the perfect place to sell and showcase your work to the public.

### INCLUSIONS

- 2x2m Retail Space
- 2m Back Wall
- 1 x 6' Trestle Table
- 2 x chairs
- 2 x Exhibitor Passes
- Standard listing on GhMX website

## INDIE ALLEY - 2x2m

**\$235** Per 2x2m



For independant gaming developers. The Indie Alley is the centre for creators of video games, table top, board and card games as well as media content! This is your chance to shine as a creator and get your content to a captive audience.

### INCLUSIONS

- 2x2m Retail Space
- 2m Back Wall
- 1 x 6' Trestle Table
- 2 x chairs
- 2 x Exhibitor Passes
- Standard listing on GhMX website

**\$50** Facility Services Fee applies to each booking. This includes storage, stock movement, equipment & cleaning

November 23-24, 2024 Brisbane Showgrounds | [ghmx.com.au](http://ghmx.com.au)

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# EXHIBITOR INFORMATION | EVENT SPACES

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All prices are Ex Gst

<b>CHARITIES &amp; NON-PROFITS - 3x3m</b>	<b>CLUB DISPLAYS - 3x3m &amp; 6x3m</b>
<b>\$220 Per 3x3m</b>	<b>FOC</b>



Bookings are space only

Charities, non-profits and community groups cannot sell general retail items unless all proceeds go back to the organisation. Charities must be registered under state governance.

### INCLUSIONS

- 3x3m Retail Space
- 1 x 6' Trestle Table
- 2 x chairs
- 3 x Exhibitor Passes
- Standard listing on GhMX website
- Freestanding Exhibitor Sign



Bookings are space only

Clubs cannot sell general retail items. These spaces are for club displays of member's and community works only. Attendance is free of charge as long as the basic three (3) requirements are fulfilled. A current Public Liability insurance policy must be in place to attend. If your club does not have this in the form of a COC, please contact us to arrange coverage.

### INCLUSIONS

- 3x3m & 6x3m Display Spaces available
- 4 x Exhibitor Passes
- Standard listing on GhMX website

Let us know what size space suits your club display. Additional space can be requested for interactive features such as build areas and tutorials. Please contact us to confirm space and your requirements.

Club displays are free of charge with the following basic requirements:

- Club must contribute and assist with competition judging
- Club must post attendance on all social media and internal advertising
- Attendance must include a display of member's works





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## CATEGORY SPONSOR

\$60  
Ex GST



### INCLUSIONS

- Naming rights on nominated category
- Sponsor acknowledgement during award presentations
- Logo placed on entry cards of category
- Category Logo card on display tables

See the full list of competition categories or visit our [webiste](#)



## GAME COMPETITION PRIZE PARTNER



### CARD GAMING

- Provide 2 x booster packs per player, per competition (4 x games in total)
- Provide Prize Packs

### TABLE TOP GAMING

- Provide Prize Packs

### SPONSORS WILL RECEIVE

- 2x2m Space
- Facebook acknowledgement
- Logo Placecards on gaming tables
- 2 x Adult Tickets

Card	Tabletop
Pokemon	Warhammer 40K
Yu-Gi-Oh!	Age of Sigmar
Vanguard	Kill Team
Magic The Gathering	Star Wars Legion



# EXHIBITOR INFORMATION | ADDITIONAL ITEMS

## BOOKING & PAYMENT DEADLINES

- Bookings close **Friday 11 October, 2024**
- Final Payment Due **Friday 18 October, 2024**

**Payment must be made by the due date to finalise your booking**

**\$50 Facility Services Fee** applies to each booking. This includes storage, stock movement, equipment & cleaning

## ADDITIONAL EXHIBITION OPTIONS & EVENT OPPORTUNITIES

Standard exhibition items listed below, please include these on your booking. You can update quantities at any time during or after your initial booking.

You can brand the activity taking place at the event and feature your business in multiple locations throughout the event. For full sponsorship opportunities, please see the Sponsorship Pack via [ghmx.com.au](http://ghmx.com.au)

### EXHIBITION OPTIONS & ADDITIONAL ITEMS

Item Description	Cost Ex Gst
Stand Walling	\$220 per 3m
Trestle Table 1.8m (6')	\$15 each
Chair	\$5 each
Power Connection	\$120 per outlet
Exhibitor Weekend Pass	\$20 each

**All qty's required by Friday 25 October, 2024**

**ALL ELECTRICAL EQUIPMENT INCLUDING LEADS AND POWERBOARDS MUST BE TESTED & TAGGED**

### EVENT BRANDING & MARKETING

Item Description	Cost Ex Gst
Scale Model Competition Category Branding	\$60 each
24 Hobbies til' Christmas Calendar Inclusion	\$50 each
Branded Social Media Posts	\$50 each
Event Sponsorship Opportunities	Various - see full sponsorship pack for details

See website for scale model competition categories [ghmx.com.au](http://ghmx.com.au)

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EVENT SPONSORSHIP INFORMATION | CONTACT US

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105th Armoury Hobby Shop Presents

# GAMING, HOBBY & MODEL EXPO

**HOBBY & RETAIL EXPO FREE ACTIVITIES FOR THE ENTIRE FAMILY!**

PLAY IT  
BUILD IT  
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# NOVEMBER 23-24, 2024

**EXHIBITION BUILDING BRISBANE SHOWGROUNDS**

FOR BOOKINGS AND ENQUIRIES, VISIT [www.ghmx.com.au](http://www.ghmx.com.au)

Email: [info@ghmx.com.au](mailto:info@ghmx.com.au) Facebook: [facebook.com/GhMXEvent](https://facebook.com/GhMXEvent) | Instagram: [@ghmxperience](https://instagram.com/ghmxperience)

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