

**GAMING  
HOBBY  
& MODEL  
EXPO**  
INSPIRE • IGNITE



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**NOVEMBER 22-24**

**BRISBANE  
SHOWGROUNDS**

**EXHIBITOR INFORMATION KIT 2025**

# What is GhMX?

**A hobby & retail expo where Interaction & Engagement of our visitors is what it's all about!**

Wider & varied audience than standard hobby or craft expos

Family Friendly with activities for all ages & abilities

Christmas gift buying branding focus

Gaming Tournaments & Exhibitions, Scale Model Build Competition,

Creative Workshops, Cosplay & Special Guest Panels



# **Want to win a free stand in 2026?**

**All attendees can vote for their favourite stand in 2025. The exhibitor stand with the most votes will win a 3x3m space credit towards their next booking in 2026! Be creative, innovative and fun for attendees at this year's show.**



# 2024 Show highlights



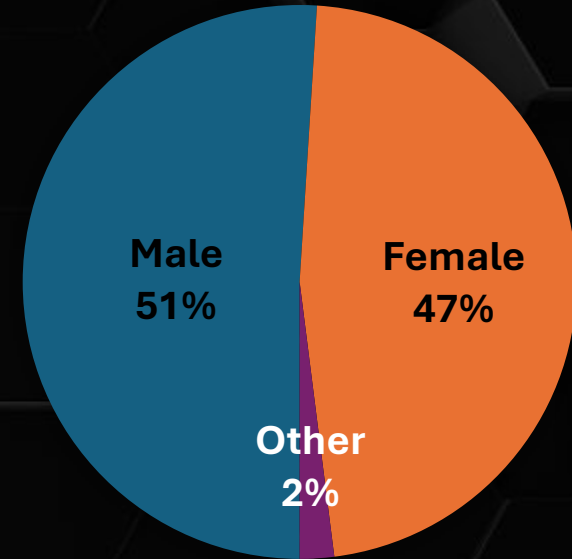
# 2024 Highlights

- Year on year website and social media increase from 2023 was 319%!
- 180 entries in the SMS Scale Model Build Competition, up 12.5% year on year
- Over 150 tabletop gaming participants
- Increased external marketing activity spend

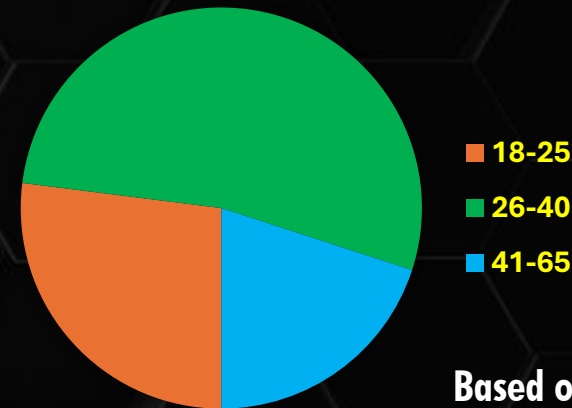
## Attendee Stats:

- 29% of tickets sold were family passes
- 24% of tickets sold were weekend passes
- 27% of Attendees under 18 or students
- 95% of Scale Model Build competitors attended final award presentation on Sunday

Over 3,200 total attendees



## Age Demographics



## Star Ratings

<b>1 Star</b>	<b>3%</b>
<b>2 Star</b>	<b>4%</b>
<b>3 Star</b>	<b>3%</b>
<b>4 Star</b>	<b>10%</b>
<b>5 Star</b>	<b>80%</b>

Based on 2024 onsite survey pool



# 2024 Highlights

## Marketing Statistics

### Digital Billboards

- 86,208 Impressions
- 270% Over delivery

### Online Impressions

- ghmx.com.au November traffic
  - 4,129 unique impressions
  - 206% returning users

### Referring Sites

- Google 2.7K
- Direct 2.4K
- Facebook 1.2K





# Why exhibit at GhMX?

- Targeted industry marketing done for you plus social media exposure
- Brand exposure to new audiences
- Additional event sales plus a proven spike post event
- Physical activation of your product & services directly to captive audiences



# The numbers don't lie

See three examples of revenue results at GhMX 2024 and the post event sales increase attributed to both the Christmas sales period and general event exposure by new customers.

## Zombster

### GhMX 2024

**+68.7%** increase on event sales year on year.

### Post Event Trading

December 2024 in-store & online sales,

**+21%** increase from same period in 2023.

## 105<sup>th</sup> Armoury Hobby Shop

### GhMX 2024

**+21%** increase on event sales year on year.

### Post Event Trading

December 2024 in-store & online sales,

**+23%** increase from same period in 2023.

## Yasashii Kyojin Studio

### GhMX 2024

**+25%** increase on event sales year on year.

Data based on total weekend event sales Saturday & Sunday for 2023 and 2024.



# ENGAGE

Interact with our audience in a way never seen on this scale.

Present your branding to an engaged audience for ultimate brand retention



# Christmas Event

- Gift giving - Key retail strategy!
- GhMX' s unique timing allows for peak gift giving advertising and hands on activity
- Take full advantage of seasonal spending and business exposure at peak Christmas buying period
- Optimal brand marketing for post event sales



# New in 2025!



**SMASH! スマシ** Partnership  
Sydney Manga & Anime Show  
Australia's largest pop culture event!



Dedicated RC Zone  
Fully interactive and hands on  
experience



MakR Gallery  
Non-Competition Build Showcase



# Exhibitor Space Options All Pricing is Ex Gst

## EXHIBITOR RETAIL SPACE - 3x3m

**\$460 Per 3x3m**

### 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 and demo areas at no additional cost.

## ARTIST ALLEY - 2x2m

**\$235 Per 2x2m**

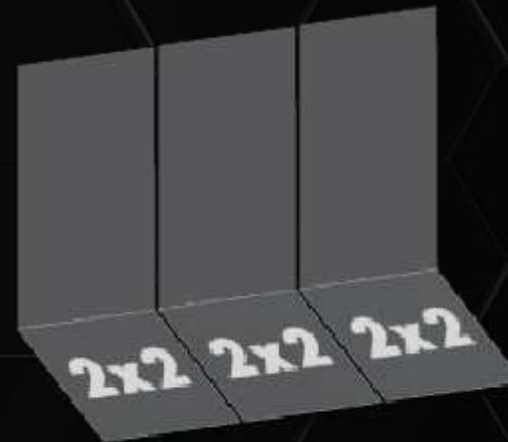
### INCLUSIONS

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

For independent artists and creators of hand made designs, fan art, custom bespoke products and original works of art.



**Bookings are Space Only**



# Exhibitor Space Options All Pricing is Ex Gst

## CHARITIES & NON-PROFITS - 3x3m

**\$220 Per 3x3m**

### INCLUSIONS

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

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.

## CLUB DISPLAYS - 3x3m & 6x3m

**No Fee**

### INCLUSIONS

- 3x3m & 6x3m Spaces available
- 4 x Exhibitor Passes
- Standard listing on GhMX website
- Additional space can be requested for interactive features such as build areas and tutorials.

Spaces for club displays of member's and community works only.

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.

1. Clubs must contribute and assist with competition judging
2. Clubs must post attendance on all social media and internal advertising
3. Attendance must include a display of member's works



**Bookings are Space Only**



**Bookings are Space Only**



# Exhibitor Space Options

## SCALE MODEL COMPETITION

## Category Sponsor

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

**\$60 Ex Gst per category**

See the full list of competition categories or visit our website



EXHIBITION OPTIONS & ADDITIONAL ITEMS	
Item Description	Cost Ex Gst
Stand Walling	\$220 per 3m
Trestle Table 1.8m (6')	\$18 each
Chair	\$5 each
Power Connection	\$120 per outlet
Exhibitor Weekend Pass	\$20 each

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

### Exhibitors

Best exhibitor display by public vote will be active 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 2026 as well as bragging rights!

All exhibitor bookings will also include a table top 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.



# Exhibitor Space Options

## BOOKING & PAYMENT DEADLINES

Bookings close Friday, October 10, 2025

Final Payment Due Friday, October 17, 2025

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

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

All electrical equipment including leads and power boards must be tested & tagged

## Interactive Space

**Contact the GhMX team to explore options to host interactive activity for attendees at your stand for no additional fees\*.**

**\*Conditions apply.**



# Event Sponsorship

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

See listed options over the page or for full sponsorship details download the [Sponsor Information Guide](#)



# Activity Zone Sponsor Package

Bring your brand to life by engaging with attendees directly. Setup any activity appropriate to the event with 100% hands on interaction. The package includes an activation space as well as a dedicated retail space. They can be separated or combined depending on your requirements.

- 6x6m Activation space
- 6x3m Exhibitor Retail space
- Exclusive naming rights of area
- 6 x Tables
- 24 x Chairs
- 8 x Exhibitor Passes / Adult Entry Tickets
- Sponsor acknowledgement over PA announcements
- Logo & Feature inclusion on webpage
- Logo & Feature inclusion on social media

**\$2,750 Inc Gst**



# Sponsorship Options

Sponsor Item	Rate Inc Gst
Major Platinum Sponsorship	\$12,000
Gold Sponsor	\$6,000
Silver Sponsor	\$3,000
Stage Central Sponsor	\$2,200
Scale Model Comp Sponsor	\$2,500
Miniature Painting Workshop Sponsor	\$1,500
Volunteer Sponsor	\$2,500
Cosplay X Sponsor - Stage & Studio	\$3,000

See [Sponsorship Info Pack](#) for full list of inclusions and breakdown



# Sponsorship Options

## Individual Sponsorship Items

- Exhibitor, guest, judge & crew lanyards.....\$1,000 ex Gst (Subject to availability)
- Patron Wristbands – Daily, weekend & family.....\$1,500 ex Gst (Subject to availability)
- Get Sprued – Model Kit Trivia.....\$350 ex Gst
- Model Kit Speed Build.....\$500 ex Gst
- Video Game Free-Play Zone.....Provision of equipment
- Christmas Elf-on-a-Shelf.....\$350 ex Gst



# Sponsorship Options

## Gaming 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

- 3x3m Exhibitor space
- Logo display as sponsor.
- Logo inclusion on webpage
- Logo place cards on gaming tables
- 2 x Adult Entry Tickets

### Card Games

- Magic The Gathering
- Pokémon
- Yu-Gi-Oh!
- Vanguard
- Lorcana

### Table Top Games

- Warhammer 40K
- Kill Team
- Age of Sigmar
- Star Wars Legion
- Halo Flashpoint



# Sponsorship Options

## Sponsorship in Kind

Businesses that provide goods and services in kind over the value of \$500 such as prizes, equipment and services.

### INCLUSIONS

- Partner logo included on website & selected event print material
- Announcement over PA during event as a partner sponsor



## Tailored Package

Contact the GhMX team to explore options and tailor a sponsorship package to suit your needs, requirements, budget and intended outcome.



# Event Details

## Ticket Information

Children 5 & Under	Free
Day Pass – Adult 14 & Over	\$20
Day Pass – Child 6 - 13	\$10
Day Pass – Student & Pensioner	\$12
Weekend Pass – Adult 14 & Over	\$37.50
Weekend Pass – Child 6 - 13	\$18.50
Weekend Pass – Student & Pensioner	\$23
Family Day Pass 2 x Adults & 2 x Children	\$52
Family Weekend Pass 2 x Adults & 2 x Children	\$100



## The Venue

- Most iconic location in Brisbane, home of the EKKA!
- 4,500 sqm of available space
- Event held in the Exhibition Building opposite the main arena
- Extensive public transport access
- Multiple parking options onsite
- Easy load in access
- Airconditioned with full public amenities



# Event Details

## Marketing

- Digital billboards: Brisbane Metro - BiG Media
- Radio: Traffic Report Partner – Austero Network
- Facebook Advertising
- Instagram Advertising
- In store Flyers & Posters
- Exhibitor Social Media Tagging: Range of Banners & Buttons will be available for exhibitors and partners to utilise
- External Event Advertising

Final marketing and advertising bookings to finalised.



Facebook & Instagram example posts - 2024



# Event Details

Mockup Facebook & Instagram exhibitor banners and email signature for 2025 event. All images will be freely available for all booked spaces



# Act Now

To book your space at this event, follow the link:

[Exhibitor Registration 2025](#)

For further details, follow any of the links below

[ghmx.com.au](http://ghmx.com.au)

[info@ghmx.com.au](mailto:info@ghmx.com.au)

Facebook: [GhMXEvent](#)

Instagram: [@ghmxperience](#)

