



**105th Armoury Hobby Shop  
Presents**



**A HOBBY WONDERLAND**

**GAMING,  
HOBBY  
& MODEL  
EXPO**

**SPONSOR  
INFORMATION  
2024**





# SPONSORSHIP INFORMATION | THE EXPO

PAINT IT

BUILD IT

PLAY IT

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

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

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



**Christmas themed  
Hobby Wonderland!**

## 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.



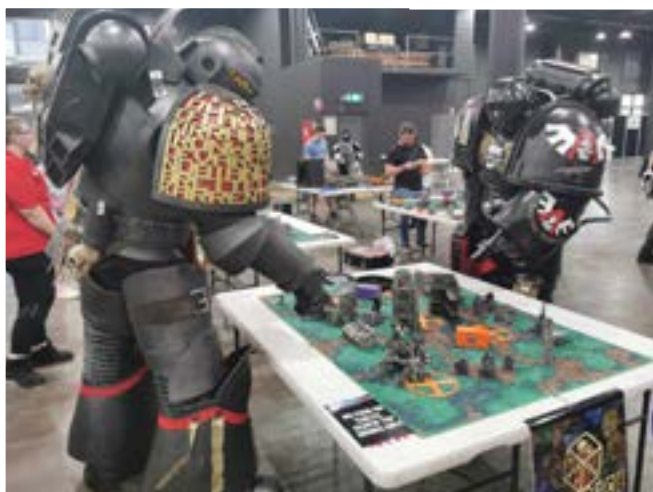
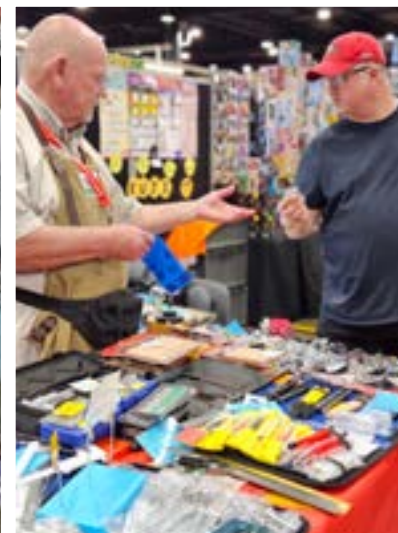
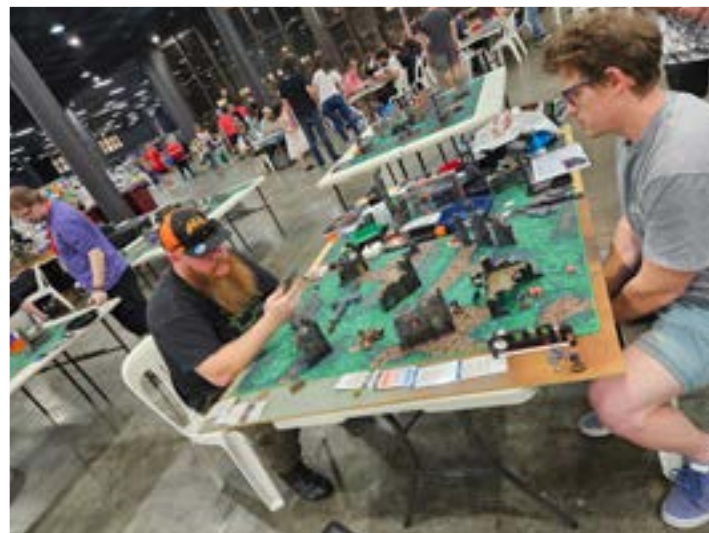
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# SPONSORSHIP INFORMATION | 2023 WRAP UP

## 2023 HIGHLIGHTS



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# SPONSORSHIP INFORMATION | 2023 WRAP UP

## BASIC STATS

- 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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# SPONSORSHIP INFORMATION | THE EXPO

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**G**  
**GAMING**

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

**H**  
**HOBBY**

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

**M**  
**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 CATERS FOR.***

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# SPONSORSHIP INFORMATION | HOBBY WONDERLAND

## 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



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## 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 "wish list" 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.





# SPONSORSHIP INFORMATION | THE EXPO

## INTERACTIVE & ENGAGEMENT ZONE OPPORTUNITIES

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. Our event centrepiece being **Stage Central**, the main presentation stage.

**Contact us to discuss an area that best suits your brand or something unique such as brand specific activity, competition or display!**

Our current 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



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# SPONSORSHIP INFORMATION | THE EXPO

## INTERACTIVE & ENGAGEMENT ZONE OPPORTUNITIES

**Stage Central**, GhMX's centrepiece and hub of engagement to a captive audience!

Scheduled program complete with MC, full AV setup with video and projection, presentation tools and audio.

Engage with attendees on various topics or industry specific products & services such as:

- Hobby Tutorials
- Model Building Techniques
- Product Introductions
- Social Topics
- Cosplay
- Gaming
- Authors & Guest Speakers
- Trivia Challenge
- Award Presentations & Activity



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# EVENT SPONSORSHIP INFORMATION | OPPORTUNITIES

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## MAJOR PLATINUM SPONSOR

\$12,000 Inc GST

### INCLUSIONS

- 6x3m Exhibitor Space
- Logo prominently displayed as a *Major Sponsor*.
- Direct marketing promotional material throughout the event
- Full onsite video streaming package & professionally produced video segment
- Facebook acknowledgment
- Co-branding on GhMX website
- Lanyard Sponsor
- Logo on all marketing and advertising
- Announcements over PA during event
- 8 x Adult Entry Tickets

*As the Major Platinum Sponsor you will also have access to a dedicated 45min panel on stage to present and feature your products or services.*



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## GOLD SPONSOR

\$6,000 Inc GST

### INCLUSIONS

- 3x3m Exhibitor Space
- Logo display as a sponsor
- Exclusive Patron Wristband Sponsor
- Logo inclusion on web page
- Logo inclusion on selected direct marketing material
- Business name inclusion on online & print material
- Announcements over PA during event
- 4 x Adult Entry Ticket

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# EVENT SPONSORSHIP INFORMATION | OPPORTUNITIES

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## STAGE CENTRAL SPONSOR

\$2,500 Inc GST

### INCLUSIONS

- 3x3m Exhibitor Space
- Logo display as a sponsor
- Logo inclusion on web page
- Logo inclusion on select direct marketing material
- Logo predominantly displayed on stage
- Announcements over PA during event
- 2 x Adult Entry Tickets

## VOLUNTEER SPONSOR

\$2,500 Inc GST

### INCLUSIONS

- 3x3m Exhibitor Space
- Display level Sponsorship on volunteer uniforms
- Level Sponsorship inclusion on web page
- Facebook acknowledgment
- Announcement over PA during event (rotated)
- 2 x Adult Tickets



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## SCALE MODEL COMP SPONSOR

**\$2,200 Inc GST**

### INCLUSIONS

- Exclusive naming rights of entire scale model competition
- Sponsor acknowledgment over PA announcements
- 3x3m Exhibitor Space
- 2 x Adult Tickets
- Logo placed on entry cards of category
- Logo on all category signs on display tables (up to 72)

## SILVER SPONSOR

**\$1,100 Inc GST**

### INCLUSIONS

- Level Sponsorship inclusion on web page
- Level Sponsorship inclusion on social media
- Logo inclusion on printed marketing material
- Announcements over PA during event (rotated)
- 2 x Adult Entry Tickets

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# EVENT SPONSORSHIP INFORMATION | OPPORTUNITIES

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## PRIZE PARTNER GAMING COMPETITIONS

### 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 acknowledgment
- 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



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# EVENT SPONSORSHIP INFORMATION | OPPORTUNITIES

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Image for illustration purposes only. Not final artwork

## PREVIEW MAGAZINE

### GhMX-Perience

#### 12 Page Preview Magazine featuring

- Editorial
- Event highlights
- Brand features
- Exclusive show specials guide
- Exhibitor listing
- Christmas activity preview
- On counter store distribution
- Printed & Digital publishing to maximise distribution
- Competition breakdown

### Pricing Breakdown

- Full Page Advertisement - \$550 Inc GST
- Half Page Advertisement - \$295 In GST

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## SPONSORSHIP IN KIND

Over \$500

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.



## CHRISTMAS ACTIVITY

Please Enquire for pricing

- Hobby Wonderland Theming
- Elf-On-a-Shelf Treasure Hunt
- Christmas Gift Wish List Branding
- GhMX Christmas Tree Sponsor
- 24 Hobbies til' Christmas Advent Calendar

## TAILORED PACKAGE

Please Enquire

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





## EVENT SPONSORSHIP INFORMATION | CONTACT US

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

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