



105th Armory Hobby Shop Presents



GAMING HOBBY & MODEL EXPO

NOVEMBER 21 & 22

BRISBANE SHOWGROUNDS



SPONSORSHIP INFORMATION 2026

LOCATION

Exhibition Building RNA Showgrounds Brisbane



NOVEMBER 21 & 22, 2026

- Brisbane's most recognised venue
- Easy access to public transport
- Ample parking options

2025 SPONSORS



Dedicated to a better Brisbane



"Being a part of GhMX since the very beginning has pushed the YKS brand to new heights year on year, with our involvement now being longtime sponsors of the event! GhMX gets us directly in front of our community and watching their response to what we do has nothing short of amazing." - Ben Southall, Owner, YKS Miniatures

"The uniqueness of GhMX of being a traditional Scale Model Show crossed with a Pop Culture event, has exposed our brand to more markets outside our main target focus through their extensive promotional activities in the lead up and during the event. We have been major sponsors of GhMX from the very beginning and have seen significant growth year on year that can be attributed to our sponsorship of the show." - Scott Taylor, Director, The Modellers Supply

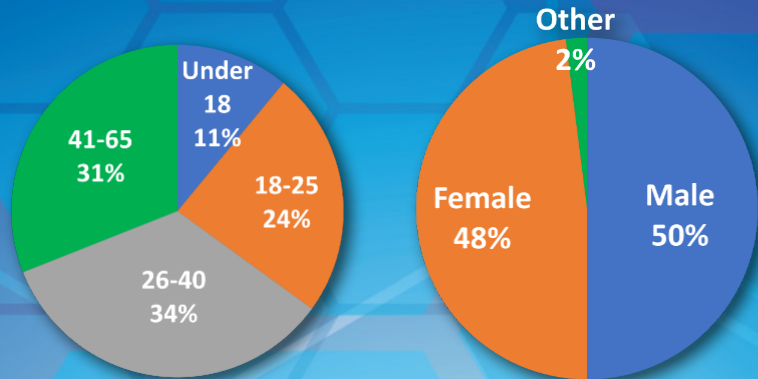
What is GhMX?



- GhMX (GameX) is the ultimate weekend of hands-on fun.
- Attendees can experience all hobbies, gaming & cosplay
- Creative activities anywhere at the expo
- An immersive experiential event designed to promote product awareness through various experiences and activations over an entire weekend
- GhMX is a showroom for the public
- Opportunity for retailers, community groups and organisations to showcase products, services and new initiatives to the end consumer on a large scale

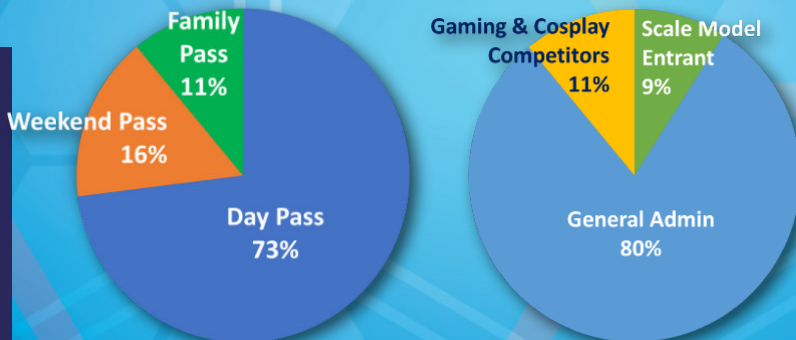
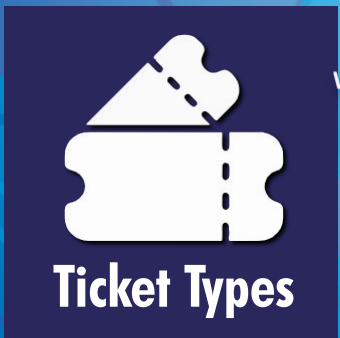


Audience



Age Bracket Split
Based on ticket sales & onsite survey

Gender Split
Based on onsite survey



Ticket Type Split
Based on ticket sales data

Attendee Type Split
Based on registration results

- Present your branding to an engaged audience for ultimate brand retention
- An all-inclusive event. Broad range of demographics, interests & ages
- Activity & content for all aspects of the community
- Family engagement plays a key role which leads to sales

Our audience matters because they are not traditional hobby or specialist store visitors. GhMX can be their first experience and exposure to your brands and products

Audience



Purchase-Ready

- Captive & engaged
- Hands on marketing
- Enhance skills & inventory
- Collectors, builders & new opportunities



Extended Dwell Times

- Competition entrants remain for award presentations
- Engaged in activities
- Attending panels & workshops
- Observing displays & cosplay activities



Broad Interests

- Multiple industries
- Broad interest base
- Eclectic audience
- Creators, users & enthusiasts



GhMXperience



GhMXperience

RC ZONE

Hands on showcase of all RC modelling & demo area

COSPLAY
CHAMPIONSHIP
& SHOWCASE

Official cosplay tournament with guests, displays, showcase, repair zone & dedicated cosplay stage

E SPORTS
& RETRO
GAMING

Esports zone for freeplay, tournaments & retro gaming including consoles & PCs

GAMING
TUTORIALS

Dedicated tutorial zones to introduce new players - trading and tabletop games including D&D

COMMUNITY
DISPLAYS

Club & public displays of works including models, Lego, props, cakes & any creative endeavour



The Boomstrike RC Helicopter festival team introducing RC helicopters to beginners on Stage Central

Free Gundam building area at the Zombster stand for all ages



Registered players participating in an official tournament final at the Trading Card Zone



Brisbane Gunpla Builder's display attracted alot of attention

Marketing & Reach

Social Media



- 15,000 advertising views
- 1,300 followers



- 8,000 advertising views
- 900 followers

Advertising

Digital Billboard Campaign

- 7 x key locations
- 38,890 total impressions
- 7 Day campaign
- 3,361,400 Total Potential Audience

Retail & Community Flyers & Posters

- 5,000 A5 flyers printed
- Distributed via key retail outlets & lead up events
- Local club & community group distribution

ghmx.com.au

Sept - Dec Traffic

- 90% increase from 2024
- 50% returning users

- Over 13,000 site visits
- 25% of site sessions viewed pages relating to scale model comp, cosplay & trading card game registration

Onsite Exposure

- Showbag - 2,000 distributed at entry
- 2,500 x printed colour event guide
- Digital App including interactive floorplan, schedule & features guide

- Branding signage throughout
- Entry archway
- Zone & feature area signage
- Stage Central & Cosplay Stage Branding -

Marketing & Artwork Examples 2025



Facebook header image



A5 event flyer artwork



A5 scale model competition flyer & poster artwork



Website update banner



Instagram & Facebook post image examples



CBD digital billboard image 2025



Why Partner with Us?



Direct ACCESS to engaged audiences

Hands-on product interaction

Authentic brand alignment

Promote products when retailers won't

Community goodwill

Minimal outlay

Content creation opportunities

Sales opportunities through retailers

Optimise purchasing for pre-Xmas sales

Further Benefits

Experienced Team

- Extensive event management experience
- Pre-event support & production planning knowledge
- Event deliverables focus

Onsite Support

- Fully trained & experienced volunteers onsite at all times
- Contractor & build coordination
- Full customer support helpdesk available



Flexible & Adaptive

- Can tailor deliverables that suit your needs
- Industry specific options
- Aligned outcomes
- Uniquely positioned to cater to end users & trade

Infrastructure

Our team can assist in the coordination & execution of:

- Logistics
- Build & Design
- Signage
- Printing



Sponsorship Structure

PLATINUM

LEVEL 3 - BOSS LEVEL

Category leadership & event ownership

GOLD

LEVEL 2 - ELITE

High-impact exposure & activation

SILVER

LEVEL 1 - POWER-UP

Enhanced visibility & engagement

CUSTOMISED OPTIONS

The GhMX team can work with you to tailor an event package to suit your requirements, budget and intended outcome.

BRANDING & EXPOSURE OPPORTUNITIES

What you unlock:

-  Brand visibility & reach
-  Audience engagement opportunities
-  On-site activation options
-  Digital & pre-event promotion

Sponsorship Structure

	BENEFIT	PLATINUM	GOLD	SILVER
PLATINUM LEVEL 3 - BOSS LEVEL \$10,000 Ex Gst	Printed External Signage Logo inclusion	✓	✓	✓
	PA Announcements - Daily	4	2	1
	Adult Entry Tickets	8	6	4
	Tier Level Logo display as sponsor	✓	✓	✓
	Event Guide Branding	✓	✓	✓
GOLD LEVEL 2 - ELITE \$6,000 Ex Gst	Individual Social Media Posts	4	2	1
	Website Logo Inclusion	✓	✓	✓
	Exhibitor Space (m)	6x3	3x3	
	Digital Billboard Branding	✓	✓	
	Lanyard Partner	✓		
SILVER LEVEL 1 - POWER-UP \$5,000 Ex Gst	Patron Wristband Partner		✓	
	Primary Naming Rights Partner	✓		
	Website Co-Branding	✓		
	App Branding	✓		

Sponsorship Structure

ACTIVATION & ON-SITE OPPORTUNITIES

Stage Central \$4,000 Ex Gst

- Event centerpiece & award presentation area
- Highly attended
- Primary location for event content & entertainment

What you get

- Exclusive naming rights & branding of stage assets - Digital & Printed
- Step logo Media Wall
- See full list of inclusions



Cosplay X \$3,000 Ex Gst

- In-house official cosplay championship & showcase
- Highly regarded event on cosplay calendar
- Dedicated Cosplay Stage
- Dedicated Cosplay Studio - hub of all cosplay activity including repair, photography station, changeroom & competition registration

What you get

- Exclusive naming rights & branding of competition
- Exclusive naming rights & branding of Cosplay Stage & Cosplay Studio
- See full list of inclusions



Volunteer Uniforms \$2,500 Ex Gst

- Prominent display of logo & branding on all volunteer t-shirts
- Public face of the event
- First & last interaction of all attendees

What you get

- Exclusive naming rights & branding of volunteer t-shirts
- See full list of inclusions



Sponsorship Structure

ACTIVATION & ON-SITE OPPORTUNITIES

The Workspace \$2,000 Ex Gst

- Dedicated workshop area for registered participants
- Suitable for crafting, hobby & all engagement activities

What you get

- Exclusive naming rights & branding of space and signage assets
- Guaranteed scheduled sessions
- See full list of inclusions



Trading Card Zone \$2,000 Ex Gst

- Centralised space for all trading card and table top gaming
- Includes registered tournaments & tutorial tables

What you get

- Exclusive naming rights & branding of space and signage assets
- 6x3 Retail Space
- See full list of inclusions



Sponsorship Structure

ACTIVATION & ON-SITE OPPORTUNITIES

Miniature Painting Workshop

What you get

- Exclusive naming rights & branding
- See full list of inclusions

\$1,000
Ex Gst

MakR Gallery

What you get

- Exclusive naming rights & branding
- See full list of inclusions

\$500
Ex Gst

RC Zone

What you get

- Exclusive naming rights & branding
- Activation & demonstration area
- See full list of inclusions

\$1,500
Ex Gst

Model Kit Speed Build

What you get

- Exclusive naming rights & branding, Saturday & Sunday
- See full list of inclusions

\$500
Ex Gst

Get Sprued – Model Kit Trivia

What you get

- Exclusive naming rights & branding
- See full list of inclusions

\$250
Ex Gst

Christmas Elf-on-a-Shelf

What you get

- Exclusive naming rights & branding
- Brand related naming of the elves
- See full list of inclusions

\$350
Ex Gst



Sponsorship Structure

ACTIVATION & ON-SITE OPPORTUNITIES: INCLUSIONS

BENEFIT	Stage Central	Cosplay X	Volunteer	Trading Card Zone	RC Zone	The Workspace	Miniature Painting Workshop	MakR Gallery
Tier Level Logo display as sponsor	✓	✓	✓	✓	✓	✓	✓	✓
Event Guide branding	✓	✓	✓	✓	✓	✓	✓	✓
Social Media acknowledgement post	✓	✓	✓	✓	✓	✓	✓	✓
Adult Entry tickets (additional to Exhibitor Passes)	4	6	4	4	4	4	4	4
Website Level Sponsor Logo inclusion	✓	✓	✓	✓	✓	✓	✓	✓
Exhibitor Space (m)	3x3	3x3	3x3	6x3	3x3	3x3		
Digital Billboard Branding	✓	✓	✓	✓				
App Branding	✓	✓	✓	✓				
Printed External Signage Logo inclusion	✓	✓	✓	✓				
PA Announcements - Daily	✓	✓		✓				
Individual Social Media Post		3				3		

Sponsorship Structure

ACTIVATION & ON-SITE OPPORTUNITIES

Additional Opportunities

Clear, scalable opportunities to match your brand goals.

Exhibitor, guest, judge & crew lanyards	\$1,000 Ex Gst (Subject to availability)
Patron Wristbands – Daily, weekend & family	\$1,500 Ex Gst (Subject to availability)
Exclusive Showbag Sponsor (x 3000 bags)	\$3,000 Ex Gst
Video Game Free-Play Zone	Provision of equipment

Customised Options

The GhMX team can work with you to tailor an event package to suit your requirements, budget and intended outcome. Options include:

- Gaming tournaments
- Build zones / workshops
- Sponsored competitions
- Branded free-play areas
- Product demonstrations
- Sample giveaways
- Surveys & data collection
- Content creation areas



Onsite signage mock-ups & 2025 examples



Section of the 2025 entry feature with Brisbane City Council banner

Cosplay X Stage 2025 presented by SMASH!



Next Steps

Let's build a partnership that works for your brand

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Sponsorship Deadline August 31, 2026

