

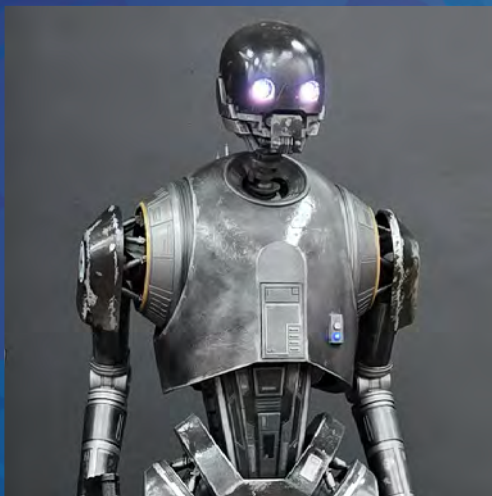


105th Armoury Hobby Shop Presents



GAMING HOBBY & MODEL EXPO

NOVEMBER 21 & 22 | **BRISBANE SHOWGROUNDS**



EXHIBITOR INFORMATION 2026

EVENT DETAILS

NOVEMBER 21 & 22, 2026

LOCATION

Exhibition Building
RNA Showgrounds Brisbane



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

TICKET INFORMATION

Children 5 & Under	Free
Day Pass – Adult 14 & Over	\$22.50
Day Pass – Child 6 - 13	\$12.50
Day Pass – Student & Pensioner	\$15
Weekend Pass – Adult 14 & Over	\$40
Weekend Pass – Child 6 - 13	\$22
Weekend Pass – Student & Pensioner	\$27.50
Family Day Pass 2 x Adults & 2 x Children	\$65
Family Weekend Pass 2 x Adults & 2 x Children	\$110

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?



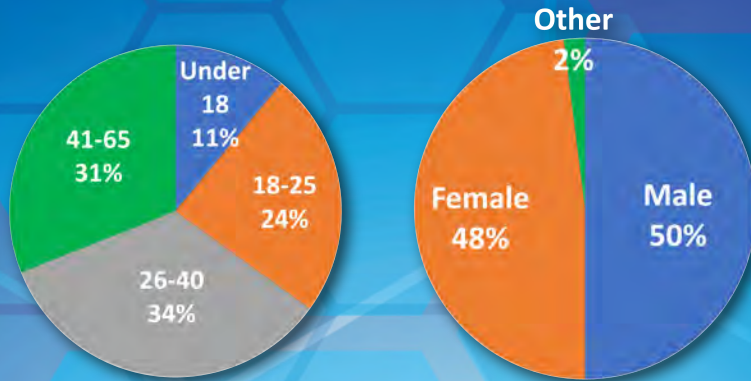
- GhMX (GameX) is the ultimate weekend of hands-on fun
- Attendees can experience all hobbies, gaming & cosplay
- Creative activities anywhere at the expo
- An immersive experiential event designed to promote product awareness through various experiences and activations over an entire weekend
- GhMX is a showroom for the public
- Experience 3 x Major Competitive events!

**SCALE
MODEL
COMPETITION**

**COSPLAY
CHAMPIONSHIP**

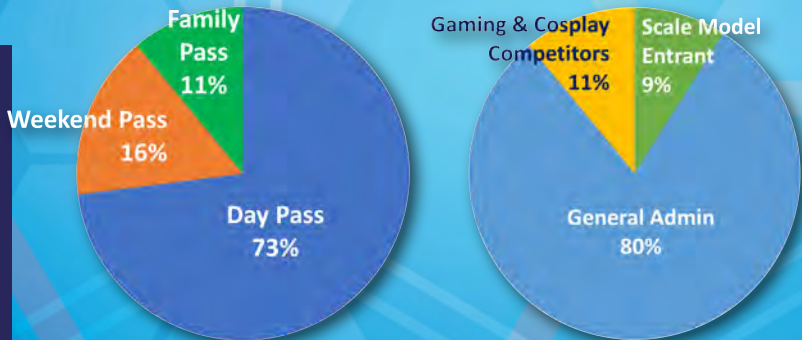
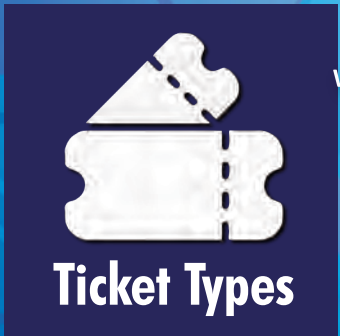
**TABLE TOP &
TRADING CARD
TOURNAMENTS**

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 products 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:

1. Many are not traditional hobby or specialist store visitors. GhMX can be their first experience and exposure to your products & services
2. Enthusiast attendees actively purchasing niche ranges, search for new products or exclusives and upgrade equipment/collections

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

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



Website update banner



Instagram & Facebook post image examples



CBD digital billboard image 2025



A5 event flyer artwork



A5 scale model competition flyer & poster artwork



Exhibitor Resources & Social Media Banners



Email signature examples (2025)



Insta post examples (2025)



A5 event flyer & A3 poster artwork. Available to all exhibitors



A5 scale model competition flyer & poster artwork. Available to all exhibitors

All exhibitors and vendors have access to all digital and print resources. These can be either downloaded from ghmx.com.au or requested via the booking portal.

Why Exhibit with Us?



Direct ACCESS to engaged audiences

Hands-on product interaction

Authentic brand alignment

Promote business to a mass audience

Community goodwill

Minimal outlay

Content creation opportunities

Continued sales post event

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



Vendor Booking Options

All pricing is Ex Gst

Exhibitor Retail Space Ex Gst

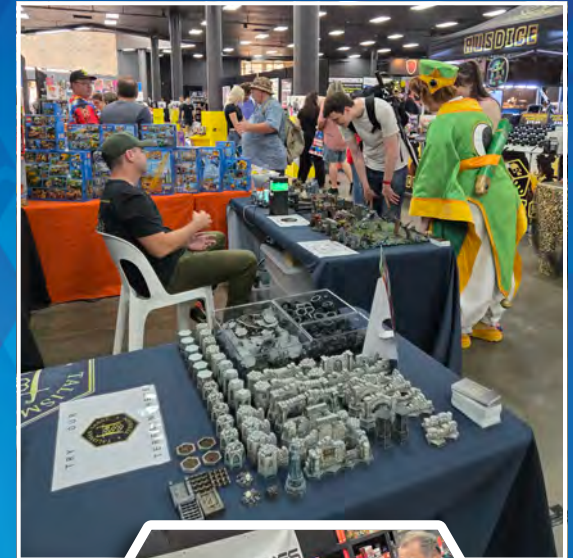
	3x3m	6x3m	9x3m	6x6m
	\$500	\$1000	\$1500	\$2000
Exhibitor Passes	2	4	6	8
Listing on GhMX Website	✓	✓	✓	✓
Freestanding Exhibitor Sign	✓	✓	✓	✓

- Specific stand sizes can be requested by contacting the GhMX team for pricing.
- Locations are allocated on a first-in, best-dressed basis.
- Location requests can be made via the online booking form, requests are subject to availability at the time of booking.

Trading Card Vendors Ex Gst

	2x2m	4x2m
	\$315	\$600
Exhibitor Passes	2	3
6' Trestle Table	1	2
Plastic Chair	2	3
Listing on GhMX Website	✓	✓

Trading Card vendors located exclusively in the Trading Card Zone. Buy, swap and sell amongst gaming tournaments and dedicated trading card collectors and enthusiasts.



**Bookings are space only.
Walling, furniture & power are additional extras.**

Artist Market Ex Gst

	2x2m	4x2m
	\$270	\$540
Exhibitor Passes	2	3
6' Trestle Table	1	2
Plastic Chair	2	3
Listing on GhMX Website	✓	✓
Velcro compatible back wall	✓	✓

For independant artists and creators of hand made designs, fan art, custom bespoke products and original works of art. No sales of commercially produced items.



Club Displays, Charities & Non-Profits Ex Gst

	Non-Profit 2x2m	Non-Profit 3x3m	Club Display 3x3m	Club Display 6x3m
	\$250	\$400	No Fee	No Fee
Exhibitor Passes	2	3	4	4
6' Trestle Table	1	2	1	2
Plastic Chair	2	3	2	3
Velcro compatible back wall	✓			
Listing on GhMX Website	✓	✓	✓	✓

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



Spaces for club displays of member's and community works only. Clubs must comply with the following rules:

1. **Contribute and assist with competition judging.**
2. **Post attendance on social media and internal comms.**
3. **Must include display of member's work.**

Exhibitor Space Options

All pricing is Ex Gst



Category Sponsor \$60 per category

What you get

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

See the full list of competition categories at the time of booking or visit our website ghmx.com.au



Exhibition Options & Additional Items

Item Description	Cost Ex Gst
Stand Walling	\$220 for 3m \$85 per 1m panel
Trestle Table 1.8m (6')	\$20 each
Plastic Chair	\$7.50 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.

Booking Confirmation

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

Booking & Payment Deadlines

Bookings Close **FRIDAY, OCTOBER 9, 2026**

Final Payment Due **FRIDAY, OCTOBER 16, 2026**

Payment must be made by the due date to finalise your booking. Bookings are not placed on the floorplan until payment is made.

ALL ELECTRICAL EQUIPMENT INCLUDING LEADS AND POWER BOARDS MUST BE TESTED & TAGGED

ACTIVATION & ON-SITE OPPORTUNITIES

Interactive Space

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

**Conditions apply.*



All exhibitor bookings include a table top sign featuring Company Name, Stand No and QR Code. The QR Code allows patrons to engage further & save contact details or your website. You can specify a link in the booking process.

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



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



Act Now

To book your space at GhMX,
follow the [link](#) or go to
ghmx.com.au/exhibitors

or contact the team:

+61 408 563 109

giampaolo@ghmx.com.au



Booking Deadline October 9, 2026

