



SUPANOVA 2025 EXHIBITOR INFORMATION

Australia's biggest and best comic con, gaming and pop culture expo!



National Tour with six events each year, covering the country from east to west, north to south, hitting our biggest population centres.

2025 EVENTS

Melbourne: March 29-30, 2025

Melbourne Showgrounds

Saturday March 29: 10am to 6pm: Full Access

Sunday March 30: 10am to 6pm: Full Access

Sydney: June 21-22, 2025

Sydney Showgrounds, Olympic Park

Saturday June 21: 10am to 6pm: Full Access

Sunday June 22 : 10am to 6pm: Full Access

Adelaide: October 31 - November 2, 2025

Adelaide Showground

Friday Nov 7 : 10am to 6pm: Full Access

Saturday Nov 1: 10am to 6pm: Full Access

Sunday Nov 2: 10am to 6pm: Full Access

Gold Coast: April 12-13, 2025

Gold Coast Convention & Exhibition Centre

Saturday April 12: 10am to 6pm: Full

Access **Sunday April 13:** 10am to 6pm: Full Access

Perth: June 28-29, 2025

Perth Convention & Exhibition Centre

Saturday June 28: 10am to 6pm: Full Access

Sunday June 29: 10am to 6pm: Full Access

Brisbane: November 7-9, 2025

Brisbane Convention & Exhibition Centre

Friday Nov 7 : 10am to 6pm: Full Access

Saturday Nov 9: 10am to 6pm: Full Access

Sunday Nov 10: 10am to 6pm: Full Access



*All dates are correct at the time of publishing. Due to current circumstances event dates may change. Registered exhibitors will receive email updates if changes occur. Please refer to our social media pages for further updates

*Early Bird Pricing Deadlines:

* *Payment in full must be received by the dates below to receive the Early Bird pricing. Bookings are not finalised or your position in the queue for booth allocation until full payment is received.*

- Melbourne 12am (AEST) Sat 23 Nov 2024
- Gold Coast 12am (AEST) Sat 23 Nov 2024
- Sydney 12am (AEST) Friday 7 Feb 2025
- Perth 12am (AEST) Friday 7 Feb 2025
- Brisbane 12am (AEST) Friday 11 July 2025
- Adelaide 12am (AEST) Friday 11 July 2025

*Full Rate Pricing Deadlines:

* *Payment in full must be received by the dates below as they are the final cut-off deadlines for participation at those events. Further you will not be allocated a booth position on the floorplan until full payment is received.*

- Melbourne 11pm (AEST) Friday 31 Jan 2025
- Gold Coast 11pm (AEST) Friday 31 Jan 2025
- Sydney 11pm (AEST) Friday 18 April 2025
- Perth 11pm (AEST) Friday 18 April 2025
- Brisbane 11pm (AEST) Friday 5 Sept 2025
- Adelaide 11pm (AEST) Friday 5 Sept 2025

Sponsorship opportunities include those listed below

- **Event sponsorship**
- **Headline/ presentation**
- **Stage Branding**
- **Website skinning**
- **Website banners**
- **eDM inclusion**
- **eDM skinning**
- **Wrist bands**
- **Volunteer T-shirts**



For sponsorship enquiries please contact:
sponsorship@supanova.com.au

IMPORTANT TO NOTE

Exhibitor bookings (except The Alley) DO NOT include standard furniture. 6' Trestle Tables and Plastic chairs are additional items and charged as extras. Please ensure you add your required amount of furniture to your booking. All furniture orders will be added to your booking fee and invoiced accordingly.

Standard Exhibition Space Shell Scheme

Inclusions for all booths:

- Guaranteed corner if single booth
- Velcro Compatible 2.4m high walls
- Company/booth name fascia
- Carpet



EXHIBITOR PASS INCLUSIONS

Booth Qty	Size (m)	Exhibitor Pass Qty
One Booth	3x3	4
Two Booths	6x3	8
Three Booths	9x3	10
Four Booths	6x6 or 12x3	12
Five Booths	15x3	12
Six Booths	9x6	16
Eight Booths	12x6	18
Nine Booths	9x9	18
Ten Booths	15x6	20
Twelve Booths	12x9	24

Exhibition Space Only

- Must be custom designed and/or externally developed displays
- Minimum 6 x 6m² hire of space
- Includes Carpet
- Furniture, Power & Lighting ordered as required
- Exhibitor Passes (TBC upon request)



Please Enquire for larger spaces and customisable booths

Aside from the listed options, custom-sized spaces and installation options are possible on request.

SHELL SCHEME STAND						
Booth Qty	Adelaide		Melbourne, Gold Coast and Perth		Sydney and Brisbane	
	Early Bird Rate*	Full Rate*	Early Bird Rate*	Full Rate*	Early Bird Rate*	Full Rate*
One Booth	1,301	1,951	1,419	2,129	1,537	2,306
Two Booths	2,341	3,454	2,554	3,768	2,767	4,082
Three Booths	3,512	5,093	3,831	5,556	4,151	6,019
Four Booths	4,683	6,674	5,108	7,280	5,534	7,886
Five Booths	5,691	7,968	6,208	8,691	6,726	9,417
Six Booths	6,634	8,956	7,237	9,771	7,237	9,771
Eight Booths	8,325	10,823	9,082	11,807	9,082	11,807
Nine Booths	9,073	11,341	9,898	12,372	9,898	12,372
Ten Booths	9,756	12,195	10,643	13,303	10,643	13,303
Twelve Booths	11,317	14,146	12,345	15,432	12,345	15,432
Over Twelve Booths	Please Enquire	Please Enquire	Please Enquire	Please Enquire	Please Enquire	Please Enquire
SPACE ONLY - INCLUDES CARPET ONLY, NO BUILD OR WALLS						
Four Booths 6x6m	4,091	6,137	4,517	6,776	4,943	7,414
Six Booths 6x9m	5,747	8,620	6,350	9,526	6,350	9,526
Larger Spaces	Please Enquire	Please Enquire	Please Enquire	Please Enquire	Please Enquire	Please Enquire

**All prices include GST.*

Most pop culture conventions have an Artists' Alley. At Supanova we have THE ALLEY! Showcasing incredible artists, fan clubs, storytellers and traders of the most amazing merch, The Alley is an absolute must see for every visitor to Supanova.



Table Spaces

Each 2x2m² space includes:

- Velcro Compatible 2.4m high walls
- 1 x 6 table
- 2 x Chairs
- 3 x Exhibitor Passes

Standard Furniture Dimensions

- 6' trestle table
L1800mm x D750mm x H730mm

Conditions to exhibit in The Alley

Over the years the essence of the Artists Alley has gone astray so we've turned it on its head to help get the area back to its roots of originality and hand made excellence. Supanova has re-invented The Alley to make it easier for those wanting to exhibit and get the best exposure, with each area having its own branding and pricing.

Indie Press Zone:

For creators and sellers of their own novels, comics, manga, graphic novels and other small press or indie publications.

Prints Paradise:

If prints, artworks and illustrations are your thing, this is the place for you! This area is dedicated to artists predominantly selling prints and art pieces.

Bytes & Backlots:

Indie gaming and film/TV based start-ups and promotions.

Created Collectables:

Producers of their own non-commercial quantity level of merchandise be it jewellery, mugs, badges, T-shirts or a wide range of other items

Fanclub Central:

The name says it all but it also includes charity organisations.

Supa-Market:

Full retail opportunity in a smaller space if a booth is not what you need.

THE ALLEY – TABLES

Zone	Table Qty	Melbourne, Gold Coast, Perth & Adelaide		Sydney and Brisbane	
		Early Bird Rate*	Full Rate*	Early Bird Rate*	Full Rate*
Indie Press Zone <i>Independent and small press comic and book publishers.</i>	One Table	296	443	370	554
	Two Tables	591	887	739	1,109
	Three Tables	887	1,330	1,109	1,663
Prints Paradise <i>Fanart and original Prints & Illustrations</i>	One Table	443	665	517	776
	Two Tables	887	1,330	1,035	1,552
Fanclub Central <i>Fanclub, charities and not for profit organisations.</i>	One Table	296	443	370	554
	Two Tables	591	887	739	1,109
	Three Tables	887	1,330	1,109	1,663
Created Collectables <i>Handmade and unique items. Non commercial products and quantities.</i>	One Table	443	665	517	776
	Two Tables	887	1,330	1,035	1,552
Bytes & Backlots <i>Independent gaming and film organisations.</i>	One Table	443	665	517	776
	Two Tables	887	1,330	1,035	1,552
Supa-Market <i>Full retail exhibitors.</i>	One Table	591	1,183	739	1,478

*All prices include GST.



POWER		
City	Description	Cost Per Connection*
Melbourne, Gold Coast, Sydney & Brisbane	Single 240volt Power Point to 1000w (maximum 4 amp)	140
	Single 240volt Power Point to 2400w (maximum 10 amp)	160
	Single 240volt Power Point to 3600w (maximum 15 amp)	200
	415volt 32amp 3phase power outlet (5pin plug)	495
	415volt 32amp 3phase point outlet with switch board	700
Perth	Power 2400 watt power point (10amp)	105
	Single phase power point (15amp)	116
	3 phase power point - includes connection	305
	3 phase switchboard - includes connection	415
Adelaide	Power Point - 10 amp Double	100
	Power Point - 15 amp Separate Circuit	121
	Power Point - 20 amp Single	168
	Three Phase to 30 amps	210
	6 Outlet Switchboard with supply	399

LIGHTING		
City	Description	Cost Per Connection*
Melbourne, Gold Coast, Sydney & Brisbane	120 Watt Spotlight on Track (Behind Fascia Only)	140
	120 Watt Spotlight on Arm	160
	300 Watt Floodlight on Track (Behind Fascia Only)	180
	300 Watt Floodlight on Arm	180
	Low Voltage 50W 12V Downlight on Arm	160
	Fluorescent Light- 4ft Double	148
Perth	Lighting 120 watt spotlight on track	63
	120 watt spotlight on arm	68
	300 watt floodlight on arm	79
Adelaide	150W Spotlight	68
	150W Tungsten Halogen Spotlight on arm	74
	500W Tungsten Halogen Spotlight on arm	97
	400W Metal Halide Floodlight	142
	2000W feed for own lighting (supply own lights)	100
	3600W feed for own lighting (supply own lights)	121

*All prices include GST.

IMPORTANT TO NOTE:

Once you have made your booking, you can go back to add or change your additional items at a later date and your booking will be updated automatically. When you log back into your account, go to "My Bookings" and follow the "Edit" link.

FURNITURE & ADD ONS		
City	Description	Cost Per Item*
Melbourne, Gold Coast, Sydney, Perth, Adelaide & Brisbane	6" Trestle Table L1800mm x D750mm x H730mm	26
	8" Trestle Table L2400mm x D750mm x H730mm	31
	Plastic Chair	6
	Hi-Vis Safety Vest	12
	The Alley Fascia Sign	35
Melbourne, Gold Coast, Perth, Adelaide	Additional Exhibitor Pass	42
Sydney & Brisbane	Additional Exhibitor Pass	52.50

IMPORTANT TO NOTE:

Changes cannot be made within 2 weeks of a tour starting. for changes within this period, please contact us via the [contact us link](#)

Furniture will be delivered to exhibitor spaces once checked-in and onsite. Alley bookings have furniture within their spaces on arrival.

Additional furniture and exhibitor passes can be purchased on-site via Exhibitor Services. It is recommended to pre-purchase these where possible. Availability of furniture is limited on-site and there is no gurantee stock will be available.

Booking Cancellations

If you need to cancel your booking, please log into the [Exhibitor Portal](#) and make a "Cancelation Request". In the reason field, enter your reason for cancellation and submit the form.

Please note:

- Any Exhibitor that fails to occupy their space for whatever reason will forfeit their payment. There are no refunds or transfers available once Supanova Comic Con & Gaming has received payment and the digital registration form.
- Requests MUST be received more than fourteen (14) days prior to the event
- If requests are received within fourteen (14) days of an event, exhibitors may be entitled to a 75% credit of their booking towards future Supanova Shows as it will incur unavoidable costs associated with urgent changes to the build and additional admin.
- Outcomes are not final pending approval by our accounts team.



It's Easy!

For First time users, simply log on to exhibitors.supanova.com.au and follow these steps;

1. Under the "New Account Registration" heading, enter your details as required
2. Click the "Register" button once complete to activate your account and obtain your login details
3. Check your inbox for an "Activation" email and follow the activation instructions
4. Once your account is active, you will be automatically directed to the *Dashboard* where you can access all the relevant information and make a booking
5. To make a booking, click on the "Make a Booking" icon and select the event(s) you wish to attend from the list
6. Follow the prompts and complete the booking form!

Supanova Exhibitor Portal

- All Exhibitor, Artist and Fan Club registrations are completed online at the Supanova Exhibitor Portal
- Register your account and store your details for future bookings
- Create and Manage your Supanova bookings in one easy place
- Access event information, exhibition details, exhibitor updates, floorplans and more

