

# SUPANOVA 2027 EXHIBITION SALES KIT



# AUSTRALIA'S LARGEST POP CULTURE EVENT

Supanova Comic Con & Gaming is Australia's largest and longest-running pop culture event, delivering six major conventions annually across the **Gold Coast, Melbourne, Sydney, Perth, Adelaide and Brisbane.**

Supanova continues to demonstrate consistent national growth, with strong audience engagement and sustained demand across all markets.

As Supanova moves into 2027, the event continues to evolve, building on its foundational vision as a fully immersive platform where fandom, gaming, technology, creativity and culture intersect.

With a highly engaged, early-adopting and purchase-ready audience, backed by proven national scale, Supanova offers brands a powerful opportunity to connect authentically with communities that value experience, participation and cultural relevance.



[Check out our Sizzle Reel](#)



# 2027 EVENT SCHEDULE

6 National Events | 5 × 3-Day Events | 1 × 2-Day Events

160,000+ Total Annual Attendance



City	Dates	Venue	Event Format	Expected Attendance
<b>APRIL</b>				
Gold Coast	April 10–11, 2027	Gold Coast Convention & Exhibition Centre	2 Day Event	24,200+
Melbourne	April 16–18, 2027	Melbourne Showgrounds	3 Day Event (Includes Level Up Friday)	26,400+
<b>JUNE</b>				
Sydney	June 18–20, 2027	Sydney Showground, Olympic Park	3 Day Event (Includes Level Up Friday)	44,000+
Perth	June 25–27, 2027	Perth Convention & Exhibition Centre	3 Day Event (Includes Level Up Friday)	28,800+
<b>OCT / NOV</b>				
Adelaide	October 29–31, 2027	Adelaide Showground	3 Day Event (Includes Level Up Friday)	13,200+
Brisbane	November 5–7, 2027	Brisbane Convention & Exhibition Centre	3 Day Event (Includes Level Up Friday)	44,000+

# EXHIBITOR TRADING

## EARLY BIRD RATE CUT-OFF

<b>Melbourne</b>	12am (AEST) Mon 23 Nov 2026
<b>Gold Coast</b>	12am (AEST) Mon 23 Nov 2026
<b>Sydney</b>	12am (AEST) Mon 8 Feb 2027
<b>Perth</b>	12am (AEST) Mon 8 Feb 2027
<b>Brisbane</b>	12am (AEST) Fri 9 July 2027
<b>Adelaide</b>	12am (AEST) Fri 9 July 2027

## STANDARD RATE CUT-OFF

<b>Melbourne</b>	11pm (AEST) Fri 29 Jan 2027
<b>Gold Coast</b>	11pm (AEST) Fri 29 Jan 2027
<b>Sydney</b>	11pm (AEST) Mon 19 April 2027
<b>Perth</b>	11pm (AEST) Mon 19 April 2027
<b>Brisbane</b>	11pm (AEST) Wed 29 Sept 2027
<b>Adelaide</b>	11pm (AEST) Wed 29 Sept 2027

### IMPORTANT – FURNITURE NOT INCLUDED

- Standard furniture is not included with exhibitor bookings (excluding The Alley).
- Trestle tables and chairs are available as optional add-ons and will be charged accordingly.
- All furniture must be selected during the booking process and will be invoiced as part of your total booking fee.

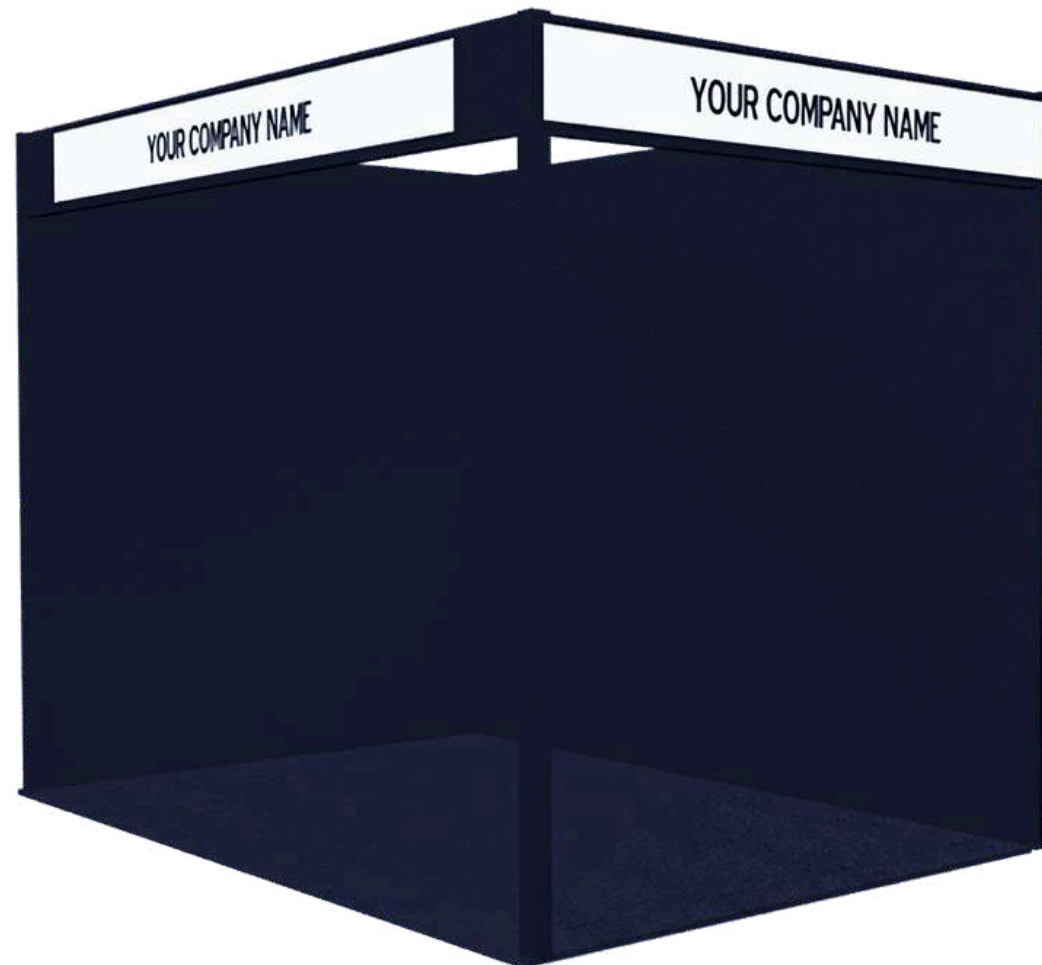


# EXHIBITOR SPACES

## STANDARD SHELL SCHEME

Designed for exhibitors seeking a ready-to-trade solution, the Shell Scheme package includes:

- Corner positioning for single-booth bookings
- 2.4m high Velcro-compatible wall panels
- Fascia board displaying your company or booth name
- Carpeted flooring within your allocated space
- Furniture, power and lighting to be ordered separately as required
- Exhibitor passes allocated subject to booth size



## SPACE ONLY

For exhibitors planning custom-built activations or externally developed displays.

- Custom-designed or externally constructed display required
- Minimum 6m x 6m space allocation
- Carpeted floor included
- Furniture, power and lighting to be ordered separately as required
- Exhibitor passes allocated subject to booth size



## EXHIBITOR PASS INCLUSIONS

Booth Quantity	Size (m)	Exhibitor Pass Quantity
One Booth	3 x 3	4
Two Booths	6 x 3	8
Three Booths	9 x 3	12
Four Booths	6 x 6 or 12 x 3	12
Six Booths	9 x 6	12
Eight Booths	12 x 6	12
Nine Booths	9 x 9	12
Ten Booths	15 x 6	12
Twelve Booths	12 x 9	12

# EXHIBITOR PRICING

SHELL SCHEME STAND						
Booth Qty	Adelaide		Melbourne, Gold Coast & Perth		Sydney & Brisbane	
	Early Bird	Full Rate	Early Bird	Full Rate	Early Bird	Full Rate
One Booth	\$ 1,433	\$ 2,149	\$ 1,606	\$ 2,414	\$ 1,745	\$ 2,622
Two Booths	\$ 2,588	\$ 3,824	\$ 2,888	\$ 4,262	\$ 3,142	\$ 4,644
Three Booths	\$ 3,881	\$ 5,637	\$ 4,332	\$ 6,284	\$ 4,713	\$ 6,838
Four Booths	\$ 5,163	\$ 7,231	\$ 5,775	\$ 8,085	\$ 6,284	\$ 8,802
Five Booths	\$ 6,272	\$ 8,998	\$ 7,023	\$ 10,534	\$ 7,323	\$ 10,985
Six Booths	\$ 7,323	\$ 9,876	\$ 8,189	\$ 11,065	\$ 8,213	\$ 11,088
Eight Booths	\$ 9,183	\$ 12,405	\$ 10,268	\$ 13,872	\$ 10,315	\$ 13,930
Over Eight Booths	<i>Please Enquire</i>	<i>Please Enquire</i>	<i>Please Enquire</i>	<i>Please Enquire</i>	<i>Please Enquire</i>	<i>Please Enquire</i>
SPACE ONLY – INCLUDES CARPET ONLY, NO BUILD OR WALLS						
Four Booths 6x6m	\$ 4,528	\$ 6,330	\$ 5,106	\$ 7,150	\$ 5,602	\$ 7,843
Six Booths 6x9m	\$ 6,341	\$ 8,571	\$ 7,185	\$ 9,702	\$ 7,185	\$ 9,702
Larger Spaces	<i>Please Enquire</i>	<i>Please Enquire</i>	<i>Please Enquire</i>	<i>Please Enquire</i>	<i>Please Enquire</i>	<i>Please Enquire</i>

\*ALL PRICES INCLUDE GST

# THE ALLEY

A curated marketplace celebrating independent creators, artists and fan communities.

The Alley is one of the most visited areas of every Supanova event and a key destination for attendees seeking unique, independent and handmade products.

## TABLE SPACES

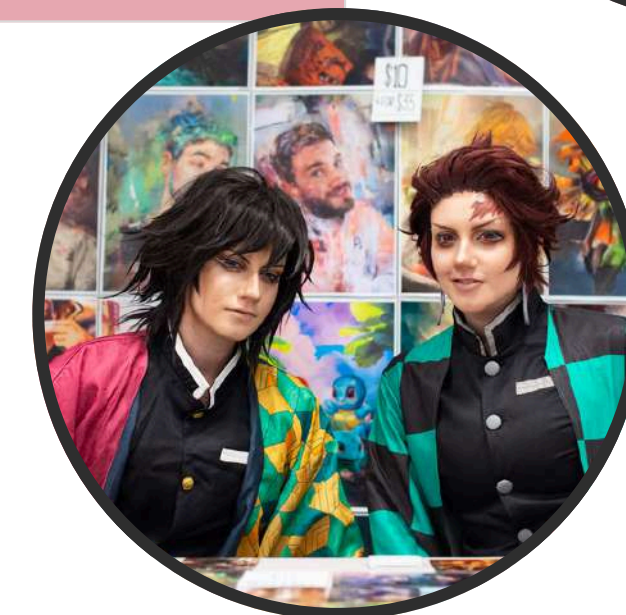
Each 2m x 2m space includes:

- 2.4m high Velcro-compatible walls
- One 6ft trestle table (L1800mm x D750mm x H730mm)
- Two chairs
- Three exhibitor passes

## THE ALLEY ZONES

The Alley is divided into clearly defined zones, allowing visitors to easily navigate and discover creators aligned to their interests.

<b>Creators Corner</b>	Dedicated to illustrators, artists and independent creators showcasing prints, original artworks, visual media and original small-batch merchandise including jewellery, badges, apparel, mugs and handcrafted items.
<b>Indie Press Zone</b>	For creators and publishers of original novels, comics, manga, graphic novels and small press publications.
<b>Bytes &amp; Backlots</b>	Independent gaming studios, screen-based projects, film/TV creatives and promotional activations.
<b>Fanclub Central</b>	This is exclusively for not-for-profit charity organisations.
<b>Supa-Market</b>	A compact retail format for businesses seeking a smaller footprint than a standard exhibitor booth.



## CONDITIONS TO EXHIBIT IN THE ALLEY

Supanova has refined The Alley to return it to its core values of originality, handmade excellence, independent creativity and clear product ownership. Each zone maintains its own pricing structure and branding to provide clarity for both exhibitors and attendees. All products must be original. Supanova reserves the right to request the removal of any unauthorised or infringing merchandise.



# THE ALLEY PRICING

Zone	Adelaide		Melbourne, Gold Coast & Perth		Sydney & Brisbane	
	Early Bird	Full Rate	Early Bird	Full Rate	Early Bird	Full Rate
Creators Corner	\$ 581	\$ 872	\$ 605	\$ 908	\$ 678	\$ 1,017
Indie Press	\$ 363	\$ 545	\$ 388	\$ 581	\$ 484	\$ 726
Fanclub Central	\$ 363	\$ 545	\$ 388	\$ 581	\$ 484	\$ 726
Bytes & Backlots	\$ 581	\$ 872	\$ 605	\$ 908	\$ 678	\$ 1,017
Supa-Market	\$775	\$ 1,162	\$ 847	\$ 1,271	\$ 932	\$ 1,416

\*ALL PRICES INCLUDE GST



# EXHIBITION ADD ONS

POWER		
Description	Melbourne, Gold Coast, Sydney, Perth & Brisbane	Adelaide
Single 240V Power Point to 1000W (max 4 amp)	\$162.00	-
Single 240V Power Point to 2400W (max 10 amp)	\$185.00	-
Single 240V Power Point to 3600W (max 15 amp)	\$231.00	-
415V 32amp 3 Phase Power Outlet (5 pin plug)	\$570.00	-
6 Outlet Switchboard with supply	\$806.00	-
Power Point – 10 amp Double	-	\$116.00
Power Point – 15 amp Separate Circuit	-	\$140.00
Power Point – 20 amp	-	\$194.00
Three Phase to 30 amps	-	\$242.00
6 Outlet Switchboard with supply	-	\$460.00

LIGHTING		
Description	Melbourne, Gold Coast, Sydney, Perth & Brisbane	Adelaide
120W Spotlight on Track (Behind Fascia Only)	\$162.00	-
120W Spotlight on Arm	\$185.00	-
300W Floodlight on Track (Behind Fascia Only)	\$208.00	-
300W Floodlight on Arm	\$208.00	-
Low Voltage 50W 12V Downlight on Arm	\$185.00	-
150W Tungsten Halogen Spotlight on arm	-	\$86.00
500W Tungsten Halogen Spotlight on arm	-	\$113.00
400W Metal Halide Floodlight	-	\$164.00
2000W feed for own lighting (supply own lights)	-	\$116.00
3600W feed for own lighting (supply own lights)	-	\$140.00

\*ALL PRICES INCLUDE GST

## BOOKING PORTAL INFORMATION

For guidance on using the Exhibitor Portal, including how to update or edit your booking, please refer to the [online portal](#) instructions.

# EXHIBITION ADD-ONS



## OPTIONAL ADD-ONS

Description	Melbourne, Gold Coast, Sydney, Perth & Brisbane	Adelaide
6ft Trestle Table (L1800 x D750 x H730)	\$31.00	\$31.00
8ft Trestle Table (L2400 x D750 x H730)	\$33.00	\$33.00
Plastic Chair	\$7.00	\$7.00
Signage	\$58.00	\$41.00
Exhibitor Pass – 2 Day	\$49.00	\$49.00
Exhibitor Pass – 3 Day	\$53.00	\$53.00
Vest	\$15.00	\$15.00

\*ALL PRICES INCLUDE GST



## IMPORTANT TO NOTE

Changes cannot be made within **two (2) weeks** of a tour starting.

For changes within this period, please contact us via [exhibitor@supanova.com.au](mailto:exhibitor@supanova.com.au)

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 onsite via Exhibitor Services.

It is recommended to pre-purchase these where possible. Availability of furniture is limited onsite and there is no guarantee stock will be available.



# HOW TO APPLY

Applying is quick and completed online.

## Step 1: Visit the Supanova Website

Visit the following page on the Supanova Website

<https://www.supanova.com.au/exhibitors/> and click on the “submit an application” link.

**Please note:** You can also apply on the Exhibitor Portal home page in the same way.

## Step 2: Complete the Application Form

You'll be taken to the official application form. Follow the prompts to submit your exhibitor details. You will receive an email confirming whether your application has been successful.

## Step 3: Review Policies During Submission

The application form will take you through Supanova's Terms & Conditions as part of the submission process. Acceptance of all conditions is required in order to submit your application.

Use the links below to access the application form, or to review policies prior to applying.

- [Exhibitors Portal \(Start Here\)](#)

**Note:** Select your preferred city event portal to begin your booking.

- [Exhibitor Application Form](#)
- [Terms & Conditions](#)





# BOOKING CANCELLATIONS

If you need to cancel your booking, you may do so via one of the following methods:

- Submit a “Cancellation Request” through the Exhibitor Portal
- Send a direct email to [exhibitor@supanova.com.au](mailto:exhibitor@supanova.com.au)

When submitting a cancellation, please include your reason for cancellation. Please note:

- 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 unavoidable costs are incurred due to urgent build changes and additional administration.
- Exhibitors who fail to occupy their allocated space for any reason will forfeit their payment. There are no refunds or transfers available once Supanova Comic Con & Gaming has commenced bump in for the event.
- Outcomes are final once approved by our accounts team.

# STAND OUT AT SUPANOVA



## **Exhibiting is just the beginning.**

If you're looking to increase visibility, drive traffic to your stand, or extend your reach beyond the show floor, Supanova offers scalable advertising and promotional opportunities designed to support exhibitors of all sizes.

## **Promotional Opportunities Include:**

- Website banner placements
- eDM inclusions to our national subscriber database
- Social media amplification
- Digital placements across Supanova platforms
- Stage or program integrations (subject to suitability)

Options are available on a per-city or multi-city basis.

Flexible options are available to support a range of campaign needs, including:

- Single-show enhancements
- Multi-city exposure packages
- Targeted digital-only support
- Integrated on-site and online activations

## **Let's Start the Conversation**

To explore available options or request a tailored proposal, please contact:  
[partners@supanova.com.au](mailto:partners@supanova.com.au)