

アニメマガム
マソガ

ARTIST

EXHIBITION

2024

TRADER PACK

Melbourne Convention and Exhibition Centre | MCEC



2024 **24/08** Sat » **25/08** Sun

@MCEC

animaga

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ANIMAGA 2024

ABOUT US

Animaga is more than just an event – it's a captivating two-day convention that weaves together the colorful tapestries of anime, manga, gaming, and Japanese culture. At Animaga, we aim to be a one-stop destination for fans, traders, artists, and industry leaders alike, offering a dynamic and engaging platform for businesses of all sizes.

Venue: Melbourne Convention and Exhibition Centre (MCEC)

Dates:

Sat, 24th August, 2024 10:00 - 18:00

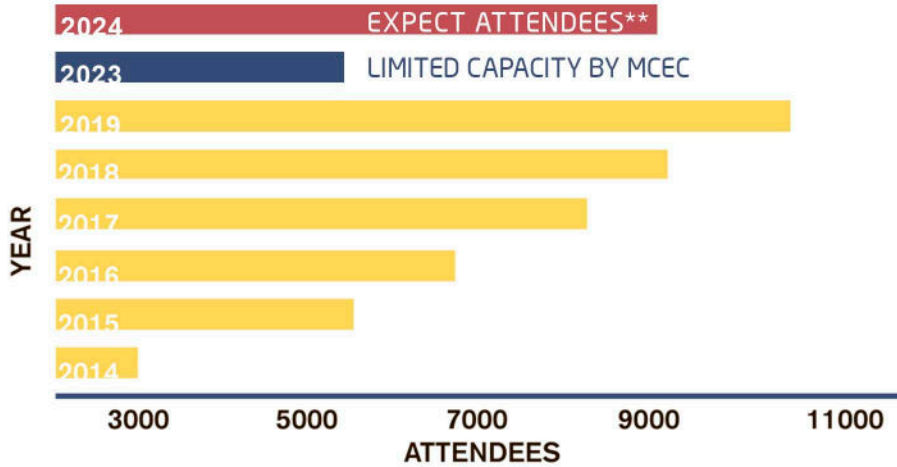
Sun, 25th August, 2024 10:00 - 17:00

Animaga 2024 is poised to be an unparalleled event, blending passion, culture, and community in a celebration you can't afford to miss.



OUR PAST, PRESENT AND FUTURE

Actual attendance



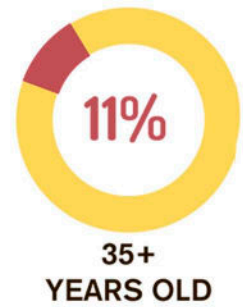
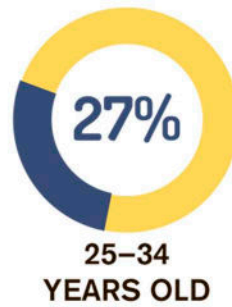
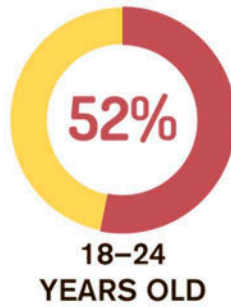
* The numbers shown are approximates

* In 2021 and 2022, Animaga partnered with Oz Comic Con, there is no separate figure only for Animaga

** Our venue size for 2024 is double that of 2023

Demographic Breakdown

AGE



GENDER



DID NOT
SPECIFY: 3%

GROWTH AND INFLUENCE:

Expansive Reach: Over seven years, Animaga has transitioned from a modest anime organization to a leading force, impacting over a hundred thousand audience members.

Scope of Influence: Our influence spans across manga, cosplay, costumes, anime dubbing, songs, games, styling, dance, and more, encompassing nearly every aspect of anime culture.

FUTURE VISION:

Online-Offline Integration: Animaga is at the forefront of blending online and offline experiences. We aim to be the first anime organization in the region to seamlessly connect these channels, transcending regions, cultures, and languages.

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WHAT WE OFFER



A Thriving Marketplace: Our convention is a treasure trove for businesses, providing an ideal space to showcase products and services to an audience that is not only enthusiastic but also constantly seeking novelty and high-quality merchandise.

Diversity and Engagement: We pride ourselves on creating an atmosphere that caters to the varied interests of our attendees. From the latest in anime and manga to unique gaming experiences, we ensure there's something for everyone.

Community Growth: Animaga is more than an event; it's a community. By participating, businesses and individuals contribute to the flourishing Japanese cultural scene in Australia.

Networking Opportunities: The event serves as a perfect ground for forging lasting connections within this thriving and ever-evolving community.



OUR PROMISE

To provide an unforgettable experience that resonates with our audience's diverse preferences and to continually foster the growth and connectivity of the Japanese community in Australia.



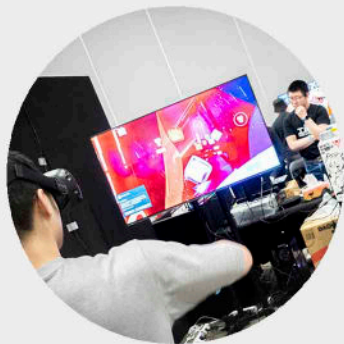
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THE CATEGORIES WE COVER: A KALEIDOSCOPE OF ANIME ACTIVITIES

Diverse Event Portfolio: Animaga takes pride in offering a wide range of activities and events, each designed to captivate our audience and provide unique engagement opportunities.

Maid Café:

A delightful experience where attendees can enjoy the charm and hospitality of a traditional Japanese Maid Café. It's not just about food and drink; it's about immersing in an authentic slice of Japanese pop culture.

Cosplay Activities and Events:

Cosplay is at the heart of Animaga. We host competitions and activities that celebrate the art and creativity of cosplay. This is a vibrant space for fans to showcase their talents, and for businesses to engage with a highly creative and dedicated segment of our audience.

Animaga Arcade:

A hub for gamers, featuring both modern and retro games. This area attracts a wide demographic, from casual players to hardcore enthusiasts, offering unique advertising and engagement opportunities for gaming-related businesses.

Performances:

Animaga stages are alive with performances ranging from musical acts to dramatic play and idol performance. These performances not only entertain but also offer businesses an opportunity to sponsor and support the arts within the anime community.

Drawing Area and Craft Activities:

A creative zone for artists and crafters. We hold competitions and workshops, nurturing talent and providing a platform for artists to display and sell their work. This area is ideal for businesses focused on art supplies, education, and artistic collaboration.

Collaboration Opportunities:

Each of these categories presents potential for business collaboration, from sponsoring specific events to providing branded merchandise. Animaga is the perfect avenue to connect with a passionate and diverse audience.



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EXHIBITION PACKAGES

ARTIST ALLEY

A favorite destination for attendees, the Animaga Artist Alley never disappoints. Featuring diverse artworks and other merchandise on display, there is always something new and exciting to explore at the alley.

SPECIFICATIONS

- 1 x Trestle Table (1.8m x 0.6m, not include Table Clothes)
- 2 x 2m Booth with 2.4m height Walls (black, velcro compatible)
- 2 x Trader Passes
- 2 x Chairs
- Maxium has the option to buy up to 3 additional trader passes per Artist Table.



SMALL TRADER

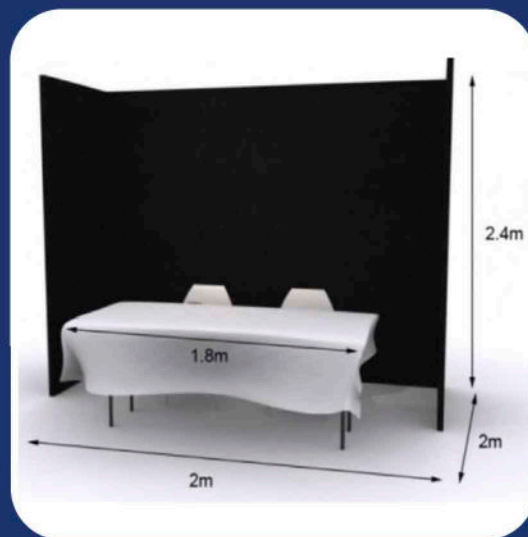
Animaga provides a variety of options that accommodate the different needs and wants of each business, and serves as a great platform for you to effectively reach your target customers

SPECIFICATIONS

- 1 x Trestle Table (1.8m x 0.6m, not include Table Clothes)
- 2 x 2m Booth with 2.4m height Walls (black, velcro compatible)
- 2 x Trader Passes
- 2 x Chairs
- Next to Exhibitor Area (only 10 available)
- Maxium has the option to buy up to 3 additional trader passes per Small Trader.



Artist Alley/Small Trader Table Details



EXHIBITOR BOOTH

Animaga Expo wouldn't be the same without our diverse collection of vendors offering unique and engaging products for our attendees. We are always on the lookout for new and enticing companies and products to introduce to our attendees, especially those that showcase premium and exclusive items. Businesses can benefit from this opportunity by setting up a standard booth to display their products and services.

SPECIFICATIONS

- 3 x 3m Booth with 2.4m height walls (black, velcro compatible)
 - 3 x trader passes with first booth purchased (1 extra pass per extra booth purchased)
 - 2 x Trestle Tables (1.8m x 0.6m, no Table Clothes)
 - 1 x 4amp Power outlet
 - 2 x track spotlights (lights fixed to the inside front fascia)
 - Carpet charge is billed separately
- *Please specify if you have any special requirements



BARE SPACE

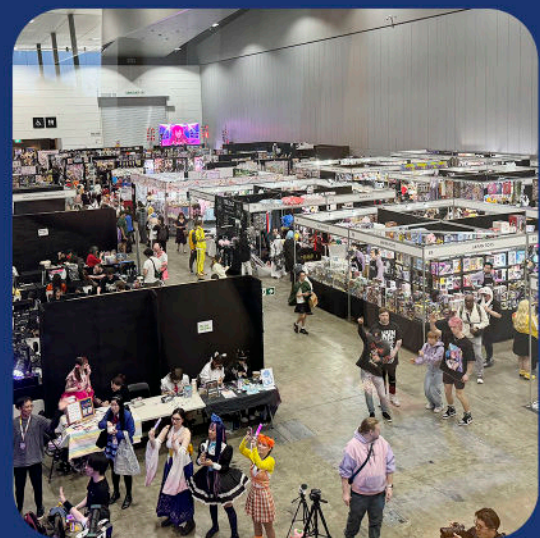
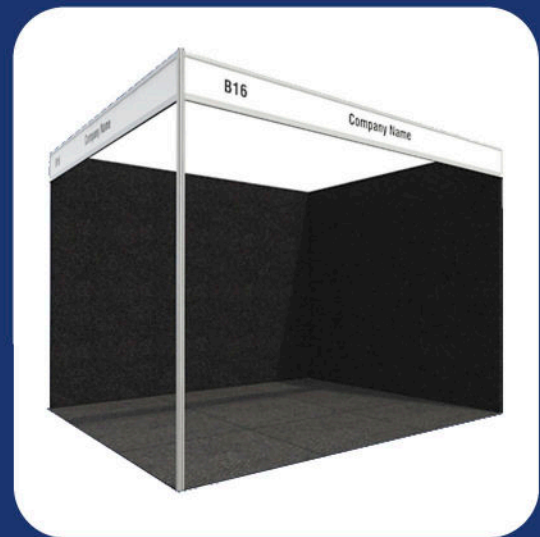
Minimum size for bare space stands is 36 m²

Bare Space sites must NOT build solid walls within 2 metres of any aisle without permission of Animaga Staff.

Carpeting or solid flooring MUST be included in your stand build.

Please contact Animaga staff, if you have additional arrangements or custom build booth requirements.

exhibitor booth outlook



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SPECIFICATIONS

TRADER TYPE	TABLE / BOOTH QTY	EARLY BIRD (Prior 1st May)	FULL RATE (After 1st May)	TRADER PASS	CHAIRS	TABLE
Artist Alley*	1 Table	\$352	\$450	2	2	1
Small Trader	1 Table	\$800	\$1,000	2	2	1
3x3m Booth	1 Booth	\$1,700	\$2,000	4	2	2
3x6m Booth	2 Booths	\$3,332	\$3,920	6	3	2
3x9m Booth	3 Booths	\$4,845	\$5,760	8	4	4
6x6m Booth	4 Booths	\$6,324	\$7,520	10	5	6
Bare Space**	N/A	\$ 99/spm	\$ 110 /spm	6	N/A	N/A

All Rates include GST

* Fan Artists are traders who trade in self-created an/or self-designed items and artwork. No commercial items allowed. If any item displayed is not self-credited, the trader will have to pay for the upgrade up front.

** Minimum size for Bare Space is 36 m², which is the same size for the four booths area.

- ✦ Power is not included for Artist Alley/Small Traders/Bare Space area.
- ✦ No food and drinks are allowed to be sold or given away by Small Traders/Artist Alley during the convention without prior consent from Animaga, failure to comply with guidelines will result in monetary penalties and further sanctions.
- ✦ All artists, traders, and exhibitors must comply with MCEC rules.

OPTIONAL ITEM	RATE
5 amp Power Point	\$85
10 amp Power Point	\$95
Table 180cm	\$30
Chair	\$10
Testing and Tagging (per item)	\$20
Carpet Mat (per sqm)	\$40

All Rates include GST

If you require electricity or any other utilities please indicate so in the application form.

For other specific requirements, please inform us through email prior to the event.

We cannot guarantee any specific booth placement, however we will do our best to accommodate your needs to the best of our possibilities.



ADVERTISING OPPORTUNITIES



Animaga is the perfect path to increase your business reach to a highly engaged audience. We are constantly seeking valuable partners and sponsors to make our convention just that much better.

Animaga offers many options for you to sponsor or partner with us, whether this is before, during or after the convention. Options include outlets such as website advertisement, program booklet advertisement, sponsorship of a specific event or activity and more.

We are also able to offer tailored sponsorship packages, contact: traders@animaga.com.au for more information



SPONSORSHIP ✨

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Terms and Conditions

By applying for exhibitor/Artist alley/bare space (Exhibitor) at Animaga Expo (Exhibition), your brand/business or organisation agrees to abide by the Terms and conditions listed below.

BOOTH AT ANIMAGA

The height of the dividing walls and back walls of the Booth shall be to the exact height of 2.4 meters from the pavilion floor and all walls shall be lined both sides unless backed onto another booth or wall. The Exhibitor shall at his own cost erect a partition around his Booth of not more than 2.4 metres in height to separate his Booth from adjoining Exhibitors. A Booth or Product may only occupy the area of space described herein. All personnel involved in display and construction work should be financial members of an appropriate Trade Union and covered by Workers Compensation Insurance if required by law. All Product/Service must remain within the confines of the space allocated to you, it must not impede or block walkways and/or exits.

Exhibitors will be given entry cards for themselves and their personnel to enter the Exhibition for the duration of the Exhibition. No Product or Booth may be removed during the Exhibition without permission in writing Animaga. Only the official photographers appointed by Animaga are permitted to take photographs in the Exhibition, without prior permission in writing of Animaga.

REALLOCATIONS OF EXHIBITOR'S BOOTH

Notwithstanding anything to the contrary herein Animaga shall have the right to amend, alter or relocate an Exhibitor's Booth without adjustment of the price and the Exhibitor will not object thereto. Notwithstanding the foregoing, if the Exhibitor has paid a higher rate per square metre for the location of the Booth originally booked than the rate applicable to the location of the Booth as relocated Animaga shall refund to the Exhibitor the difference. Animaga shall not amend or alter the Exhibitor's booth so as to reduce its size. If the Exhibitor does not approve any proposed relocation of the Exhibitor's booth the Exhibitor may within 7 days of being informed of such relocation give notice in writing of its intention to terminate this agreement and if Animaga has not within 7 days of the Exhibitor's notice given notice in writing withdrawing such relocation this agreement shall be terminated and the Exhibitor shall be entitled as the Exhibitor's only remedy to receive a refund of all exhibition fees paid by it to Animaga.

RESTRICTED MATERIAL

Animaga Expo is a family friendly event. Adult material can be sold but is not allowed to be displayed; as long as appropriated cloaking device is in place to prevent access by under-aged eyes. Any form of illegal pornography is absolutely prohibited and will be dealt with severely. All sales must be accompanied by request for proof of age.

Playing/displaying adult-themed animation or live films at the event is strictly prohibited. Failure to comply with warnings will result in removal from the Exhibitor's Area, revocation of Exhibitor status and forfeiture of Exhibitor Fees. Bootleg or Unlicensed Materials are not allowed for sale throughout the event.

If any restricted, illegal or contraband material are found, it will be asked to remove these materials from the event. This may include the cessation of your trading and expulsion from Animaga, no refunds will be made.

WEAPON POLICY

Any weapon classified as a 'Schedule 1 Prohibited Weapon' (under the Weapons Prohibition ACT 1998) is not allowed to be sold, displayed or brought in to the event or in and around the event venue.

The sale of any of the following must include instructions (labels or packaging supported by verbal instruction) to the purchaser that they are not to be open from the package i) Live blades or knives; ii) Firearms; iii) BB or 'Air Guns' (even without caps); iv) Dangerous or concealed spikes or studs; v) Martial arts weapons; vi) Replica weapons. Animaga attendees are under no circumstance permitted to possess any actual weapons unless sealed.

Failure to comply with these restrictions and guidelines may result in, but not limited to, being banned from the event and local enforcement groups to be contacted.

For the general wellbeing and safety of all Animaga patrons and workers, weapons, imitation weapons (replicas) and props must be displayed and sold under the following rules. In addition, all Animaga attendees must comply with all Federal, State and Local laws and Regulations regarding weapons, imitation weapons and props, as well as their usage. It is mandatory for all exhibitors to show this policy in a clearly visible location within the exhibition space.



There must be no protrusion or sharp or pointed edges, or points that can bring harm, or create a hazard, to workers or the general public.

All weapons and large props or replicas, including wooden, metal and Cosplay swords are to be displayed in cabinets or racks which must be generally inaccessible to the public.

Items must not be able to be removed from the sale or display area without the express knowledge and intervention of the exhibitor. Please See the Safety Officer on site if you are unsure if your display complies with the event and State Police Service Rules.

ELECTRICITY AND POWER

All electric appliances, lighting or equipment with power connection that is / will be used on Exhibition must be tested and tagged by a qualified electrician, in accordance with State Work Place Health and Safety Regulations and Australian Standard 3760-2000. It is advised that all electrical items and leads are to be tested and tagged by your nominated electrician prior to the event. Animaga cannot guarantee that Test& Tag services will be available on site. If any electrical equipment is found to be untagged, Animaga Management reserves the rights to ask for test and tag or remove untagged items from the venue.

CLEANING, DAMAGES AND ADDITIONAL COSTS

The Exhibitor shall be responsible to ensure the cleanliness and tidiness of the Booth at all times during the currency of the Exhibition. If the Exhibitor fails to do so, Animaga may without notice to the Exhibitor, employ others to clean up and remove the Exhibitor's rubbish and the cost thereof shall be recoverable by Animaga as a debt due by the Exhibitor to Animaga. Animaga shall otherwise carry out general cleaning.

Upon completion of the Exhibition, it shall be the responsibility of the Exhibitor to remove all Products, tools and all other materials from the Booth and the Venue and the Exhibitor shall leave the Booth allocated to him at the Exhibition in the same condition as it was prior to the Exhibitor erecting or installing any displays or carrying out any other work in relation to the Booth. The Exhibitor will be liable for any damages to walls or floors of the building in which his exhibit is housed and shall not paint or otherwise alter the floor or walls. If the Exhibitor has not removed all exhibits, tools and other material from the stand and venue as aforesaid, then Animaga may (without being obliged and without prejudice to any other right of Animaga) remove and dispose of same, in such a manner, as Animaga in its absolute discretion shall decide (including dumping). The Exhibitor shall be liable for any costs associated with the removal, storage and/or disposal of such goods. If in the sole

discretion of Animaga, the goods are disposed of by sale then the Exhibitor appoints Animaga as its attorney for the purpose of transferring title to any such goods in the course of any such disposal and hereby releases and indemnifies Animaga against any waste or loss arising there from. Without limiting the generality of the foregoing, Animaga is released and indemnified by the Exhibitor from and against any duty to obtain a market price for any such goods.

STATUTORY REQUIREMENTS

The Exhibitor shall comply with all rules, regulations and requirements of the owner or operator of the Venue and of any Statute or any government or semi-government authority or department concerning, relating to or affecting the Exhibitor's participation in the Exhibition and without limiting the above, all regulations or directions issued by the Fire Department, Public Health Authorities (particularly in relation to the display of food stuffs) Liquor Administration Board (if the Exhibitor proposes the sale or consumption of alcohol) and regulations or directions issued pursuant to the Lotteries and Art Union, and/or the State Lottery Office or any similar department regarding any Art Union, Lottery, Raffle, Guessing Competition, Game or Side Show that may be conducted by the Exhibitor with the prior permission in writing of Animaga. The Exhibitor shall indemnify and Animaga indemnified against any cost, claim, action, proceedings or demand which may be made against Animaga arising out of or pursuant to the failure of the Exhibitor to comply with its obligations under this Clause.

INSURANCE

(a) Animaga shall not be under any responsibility or liability whatsoever for damages to Products and Booth by loss, damage, theft, fire, flood, water, storms, strikes, riots, act of terror or any other cause whatever and it shall be a precondition of this Contract that the Exhibitor arrange its own insurance of the Product and Booth to cover loss or damage by any of the abovementioned means and Animaga shall be entitled but not obliged to inspect such policy prior to the Exhibitor entering the Exhibition.

(b) The Exhibitor shall take out a Third-Party Policy with a reputable insurer containing public liability cover for an amount not less than \$20,000,000.00 and Animaga shall be entitled but not obliged to inspect such Policy prior to the Exhibitor obtaining access to the Venue. In the event of a claim for damages against Animaga for personal injury of any person, the Exhibitor shall indemnify Animaga against any such claim occurring in the Booth or by any person participating in the Booth.



c) The Exhibitor shall take out a worker's compensation insurance policy in respect of its employees with a reputable insurer in accordance with the Victoria's Workers Compensation Act and Animaga shall be entitled but not obliged to inspect such Policy prior to the Exhibitor obtaining access to the venue. In the event of a claim against Animaga under any Statute relating to Workers Compensation or Occupational Health & Safety, the Exhibitor shall indemnify Animaga against such claims.

PAYMENT

If any payment is not made by a due date the Exhibitor shall pay to Animaga an additional \$150 administration fee for each late payment which is agreed between the parties to be a reasonable estimate of the Animaga overhead costs of seeking payment on the due date from the Exhibitor. This amount shall be additional to any other costs of enforcement. Please Note - All payments made by credit card will incur an additional fee of 2.2% of the amount paid using Visa/Mastercard/Amex.

To be entitled to the early-bird discount offered with the Trader Package, full payment must be made by 1st June 2024. Full price payment is to be received by close of business on 1st August 2024. Animaga will NOT hold the space, if exhibitor not make the payment before the due date (14 days after the tax invoice date).

CANCELLATION POLICY

If notification is received after 1st August 2024, 100% of the contracted amount is due days of cancellation. If notification is received between 1st July 2024 to 31st July 2024, 50% of the contracted amount is due days of cancellation. If notification is received between 1st June 2024 to 30th June 2024, 10% of the contracted amount is due days of cancellation.

If Exhibitor fails to make the payment required by this contract in a timely manner, Animaga reserves the right to terminate contract immediately without further notice and without obligation to refund the money paid.

Animaga reserves the right at its discretion to refuse Exhibitor permission to move in and set up an exhibit if there are any outstanding payments to Animaga. Animaga is expressly authorized to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability here under. Animaga may also terminate this agreement effective upon written notice of termination if Exhibitor breaches any of its

obligations, expressed or implied, on Animaga's part to refund any payments previously made and without releasing Exhibitor removes or restricts an exhibit which Animaga considers to be objectionable or inappropriate, no refund will be due Exhibitor.

BUMP-IN AND BUMP-OUT HOURS

Vehicles are not allowed to drive into the venue during the bump-in/out time, and arrangement of trolley or pallet trolleys to move stock to convenience is to be made by the exhibitor. Arrangements must be made with the Animaga Team prior to the event for movement and placement of larger items, crates and pallets.

Any damage caused by Exhibitor, or by items affixed to venue doors, glass, floors and others, will be covered by the exhibitor in question and will be billed with a removal, cleaning and/or resurfacing cost.

All Exhibitors must follow the same rules of behaviour as the rest of the attendee during the exhibition. All Exhibitors must wear the trader pass for the duration of the event, and it must be displayed and worn at all times.

Neither Animaga, nor the Melbourne Exhibition Centre will accept responsibility for the safety or well-being of any display or product item delivered to the site. It is very important that all items are clearly marked with the company name, logo and booth number(s). Neither Animaga nor the venue will take delivery of such items on behalf of the Exhibitor, unless prior arrangements have been made as per the Melbourne Exhibition Centre's terms and conditions. Please note that all products must be removed from the premises on Sunday evening.

Exhibitors are responsible in providing a safe working environment in and around their space not only during setup times, but also during event operating times in accordance with the Occupational Health & Safety Act.

All entries to the venue must have high visibility during bump-in and bump-out times, under the OH&S requirement of Melbourne Exhibition Centre.

Closed-toed footwear must be worn throughout the whole event including bump-in and bump-out time. Charges and penalties may apply if your induction is not completed and able to be presented during bump-in.

LIMITATION OF LIABILITY

Animaga shall not be liable nor be in default for any delay, failure or interruption resulting directly or indirectly from



acts of Gods, civil or military authority, acts of terror, public enemy, war, accidents, fires, explosions, earthquakes, floods, the elements, strikes, labor disputes, shortages, electric power supply failure or failure of lifts or transportation, postage, air conditioning or any non-foreseeable lack of availability of appropriate premises.

Animaga is not liable for any direct, indirect, punitive, incidental, special, consequential damages including without limitation any claims, losses, liability, loss of data, loss of profits, revenue, business or goodwill arising out of or in any way connected with the provision of or failure to provide any products or services under these Terms.

Animaga reserves the right to final approval of every display and the ability to take any course of action it deems necessary to rectify a situation that may impact upon the convention negatively, including expulsion of any Exhibitors from Exhibition, who does not comply with the stated requests. No compensation for loss of money will be provided for failing to follow the guidelines resulting in expulsion from the convention and its representatives.

Any exhibitor that fails to occupy their space for any circumstance will forfeit their money and the right to reclaim the space or investment made. Animaga will not provide any refunds or transfers once it has received payment and the signed registration form.

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