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2025
TRADER PACK



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Animaga Overview: Growth and Vision

Animaga has established itself as Melbourne's premier platform for anime, gaming, and pop culture enthusiasts. Since its inception, the event has grown into much more than a celebration—it's become a key gathering point for fans, creators, artists, and vendors from all walks of life. Every year, Animaga expands its scope, pushing boundaries and attracting larger crowds with a diverse array of activities, workshops, and guest interactions.

At its core, Animaga was designed to be more than just an entertainment hub. It serves as a vital platform for traders, artists, and industry professionals, creating opportunities for business growth, networking, and fostering connections within the anime community. The event has always strived to nurture this culture, providing a space where creativity and passion can flourish.

From the beginning, Animaga has encountered and overcome numerous challenges. Each obstacle has

fueled the team's drive to innovate, adapt, and refine the experience, ensuring it remains fresh and engaging for attendees and participants alike. The event's success is a testament to the resilience and passion of the Animaga team, who continuously work to enhance the experience for all. Today, Animaga is a must-attend event for anime fans across Australia, offering a vibrant space where the community can come together to celebrate their shared love of anime and pop culture.

Animaga began its journey in 2014 at the iconic Royal Exhibition Building, attracting around 3,000 attendees in its debut year. The event quickly gained momentum, and by 2015, attendance had grown to 5,000 over the weekend. Since then, Animaga has seen consistent growth, becoming a must-attend event for anime, gaming, and pop culture fans.

In 2018-2019, Animaga formed a strategic partnership with the well-known computer retailer, MSY (reformed in 2022), which significantly enhanced our event offerings by bringing in a variety of leading computer vendors. This collaboration introduced cutting-edge technology and products to our attendees, adding a dynamic tech element



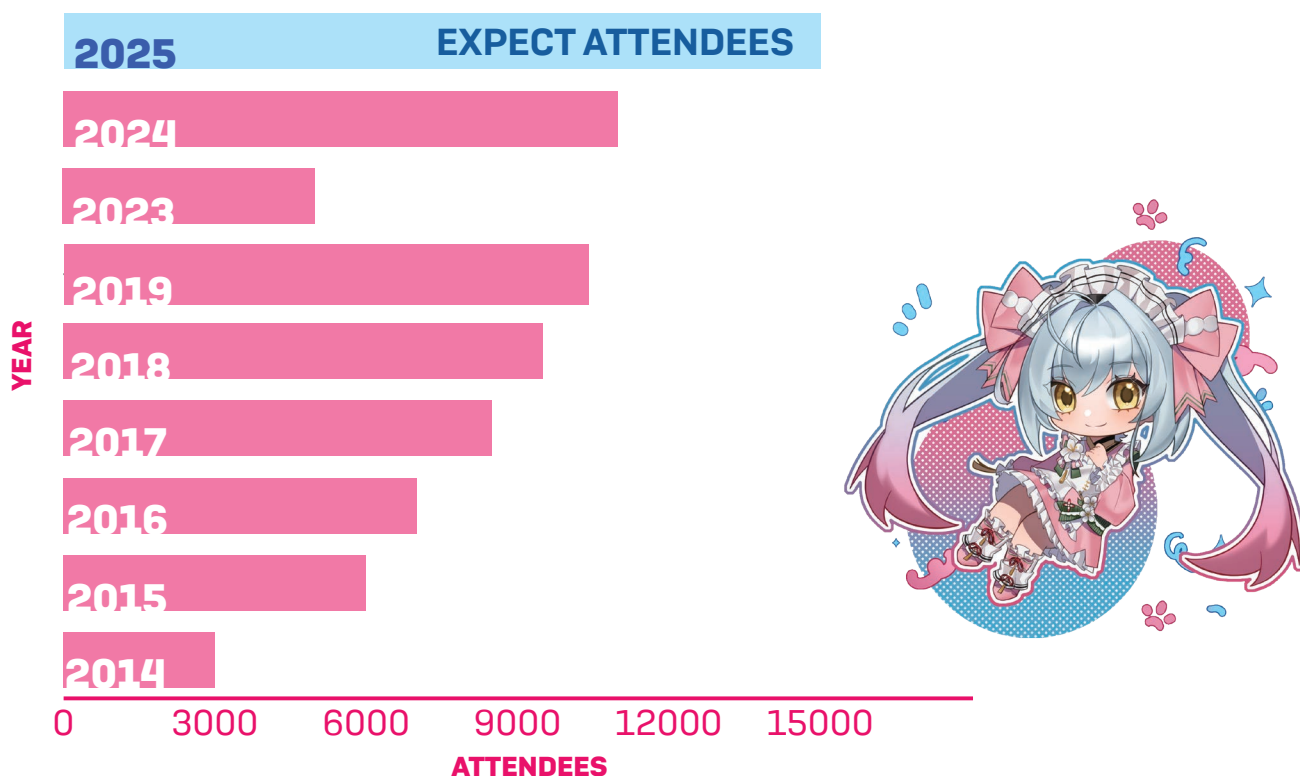
to the convention. Even today, Animaga maintains strong, ongoing relationships with these major players in the computer industry.

Between 2020 and 2022, Animaga partnered with Oz Comic Con, broadening its horizons and reaching new audiences, particularly those drawn to Western pop culture staples such as Marvel and DC. This collaboration allowed Animaga to introduce the world of anime to a broader demographic, including fans of comic conventions and a wider segment of local Australian attendees.

However, in 2023, Animaga proudly reclaimed its independence, reestablishing its distinct identity as a premier anime-focused event. This move allowed the convention to return to its roots, fostering a deeper sense of community and reconnecting with its core audience, while still welcoming a growing and diverse fanbase.

2024 marks the 10th anniversary of Animaga—a milestone that celebrates a decade of creativity, culture, and community engagement. Below is a detailed breakdown of Animaga 2023 and our upcoming plans for **Animaga 2025**:

Actual Attendance



* The numbers shown are approximates

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

As we look back on the remarkable success of Animaga 2023 and prepare for an even more exciting 2024, we are proud to share key metrics that highlight the growth, engagement, and community impact of our event.



Animaga: Key Metrics

2023

Event Dates	11-12th November, 2023
Location	Melbourne Convention and Exhibition Centre (MCEC)
Total Attendees	5,000
Venue Size	~3,000 sqm
Number of Exhibitor	25
Number of Artist Alley	116
Guest Highlights	<ul style="list-style-type: none"> i) Kiyono Yasuno (Voice Actress) ii) redjuice (Illustrator) iii) slightlyvillainous (Cosplayer)

Animaga Melbourne 2023 marked a triumphant return after the COVID pandemic, with a strong focus on delivering exclusive content and activities. The event featured highly anticipated guest panels, engaging cosplay competitions, and captivating live performances, which drew a diverse crowd of fans and participants from across Australia. However, due to post-COVID restrictions at the Melbourne Convention and Exhibition Centre (MCEC), both venue space and attendee capacity were limited. Despite these challenges, the demand was overwhelming, and tickets sold out one month before the event.

2024

Event Dates	24-25th August, 2024
Location	Melbourne Convention and Exhibition Centre (MCEC)
Total Attendees	12,000
Venue Size	~7,000 sqm
Number of Exhibitor	38
Number of Artist Alley	416
Guest Highlights	<ul style="list-style-type: none"> i) Yoko Hikasa (Voice Actress) ii) Marina Inoue (Voice Actress) iii) Tsunako (Illustrator) iv) KNITE (Cosplayer) v) Shookoboo (Cosplayer) vi) Shunsuke (Cosplayer)

For Animaga 2024, we tripled the available space compared to 2023, which allowed us to more than double our attendance, expand the venue to accommodate a greater number of exhibitors and artists, and attract a broader range of international guests. This year's event solidified Animaga's reputation as one of Australia's popular anime conventions, showcasing the very best in anime, gaming, and cosplay. Tickets were in such high demand that they sold out one week before the event.



A Kaleidoscope of Anime activities

Animaga offers a rich and diverse portfolio of activities designed to engage and captivate our audience while providing numerous collaboration and sponsorship opportunities for businesses. Each event and activity serves as a gateway to connect with our passionate attendees, providing a unique platform to showcase products, services, and brands.

Maid Café: A Unique Cultural Experience

At the heart of Animaga's offerings is our Maid Café, a traditional Japanese experience where attendees can enjoy much more than just food and drink. The café immerses guests in the charm, hospitality, and whimsical fun of Japanese pop culture, creating an authentic slice of Japan within the convention.



Cosplay Activities and Events: Celebrating Creativity and Community

Cosplay lies at the very heart of Animaga, and our cosplay competitions and activities are a highlight for many attendees. These events celebrate the immense creativity, dedication, and artistry of fans who bring their favorite characters to life through costume design and performance.



Idol Performances: Entertainment

Animaga's Starlight Stages come alive with a variety of performances, ranging from musical acts and dramatic plays to idol performances that draw crowds of anime and music enthusiasts. These performances are not just entertainment; they are key moments for attendees to connect with the arts within the anime community.



Animaga Arcade: A Gamer's Paradise

Cosplay lies at the very heart of Animaga, and our cosplay competitions and activities are a highlight for many attendees. These events celebrate the immense creativity, dedication, and artistry of fans who bring their favorite characters to life through costume design and performance.



Drawing Area and Craft Activities: Nurturing Talent and Creativity

Animaga's Drawing Area and Craft Zone is a space dedicated to nurturing the artistic talents of our attendees. Featuring art competitions, live drawing workshops, and hands-on craft activities, this area provides a platform for artists and crafters to showcase their skills, sell their work, and collaborate with peers.

There are more activities information on our website:
www.animaga.com.au



Looking Forward: Animaga 2025 & 2026 Projections

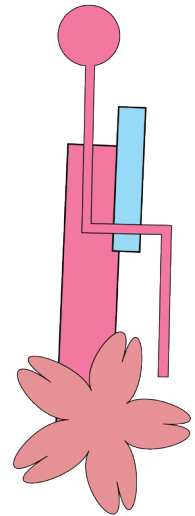
As Animaga's popularity continues to soar, we are actively planning even more exciting features and larger-scale experiences for 2025 and 2026. With an ever-growing community of anime, gaming, and cosplay enthusiasts, our goal is to create an event that not only delivers top-tier entertainment but also promotes business growth and strengthens community connections.

We are in discussions for an exciting partnership with TikTok. As part of this collaboration, we aim to develop training programs for creators, equipping them with the tools and strategies to promote game and anime businesses effectively through the TikTok platform.

Additionally, we are exploring the possibility of expanding Animaga to Brisbane in 2025 and beyond. Negotiations with the venue are currently underway, and we look forward to sharing more details soon. Stay tuned for updates on this exciting new chapter for Animaga!

2025

Event Dates	23-24th August, 2025
Location	Melbourne Convention and Exhibition Centre (MCEC)
Total Attendees	16,000-18,000
Venue Size	~12,000 sqm
Number of Exhibitor	50
Number of Artist Alley	350
Guest Highlights	i) 2-3 Voice Actors/Actresses ii) 1-2 Illustrator/ Manga Artist iii) 2-3 Cosplayers



2026

Event Dates	22-23rd August, 2026
Location	Melbourne Convention and Exhibition Centre (MCEC)
Total Attendees	20,000-22,000
Venue Size	To Be Confirmed
Number of Exhibitor	To Be Confirmed
Number of Artist Alley	To Be Confirmed
Guest Highlights	i) 2-3 Voice Actors/Actresses ii) 1-2 Illustrator/Manga Artist iii) 2-3 Cosplayers



EXHIBITION PACKAGE



PREMIUM ARTIST ALLEY TABLE

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

- 2 x 2m Booth with 2.4m height Walls (black, velcro compatible)
- 1 x Trestle Table (1.8m x 0.6m, tablecloth not supplied)
- 2 x Trader Passes
- 2 x Chairs
- Power Add-On Available
- Maxium has the option to purchase up to 3 additional trader passes per Artist Table.



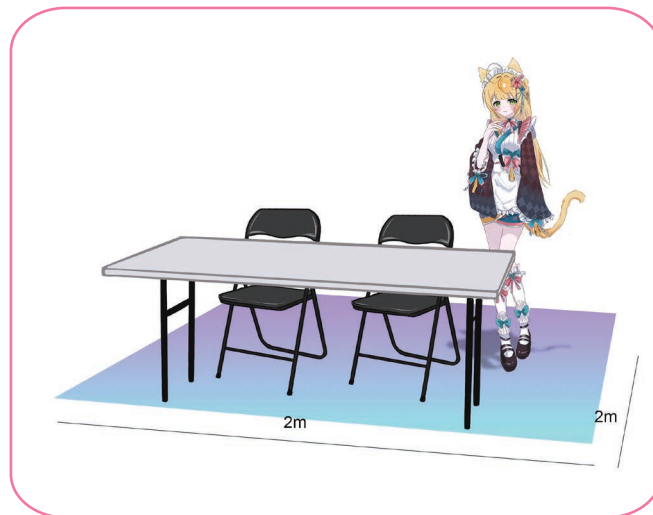
Premium Artist Alley Table Outlook

LITE ARTIST ALLEY TABLE

The Lite Artist Alley Table is a compact and budget-friendly option for artists, illustrators, and creators looking to showcase their work at conventions and events. Designed for efficiency and ease of setup, this table is perfect for those who need a smaller footprint while still making a big impact.

SPECIFICATIONS

- 2 x 2m floor space ONLY
- 1 x Trestle Table (1.8m x 0.6m, tablecloth not supplied)
- 2 x Trader Passes
- 2 x Chairs
- Power can NOT be added to the Lite Artist Alley Table.
- Maxium has the option to purchase up to 3 additional trader passes per Artist Table.



Lite Artist Alley Table Outlook





EXHIBITOR BOOTH

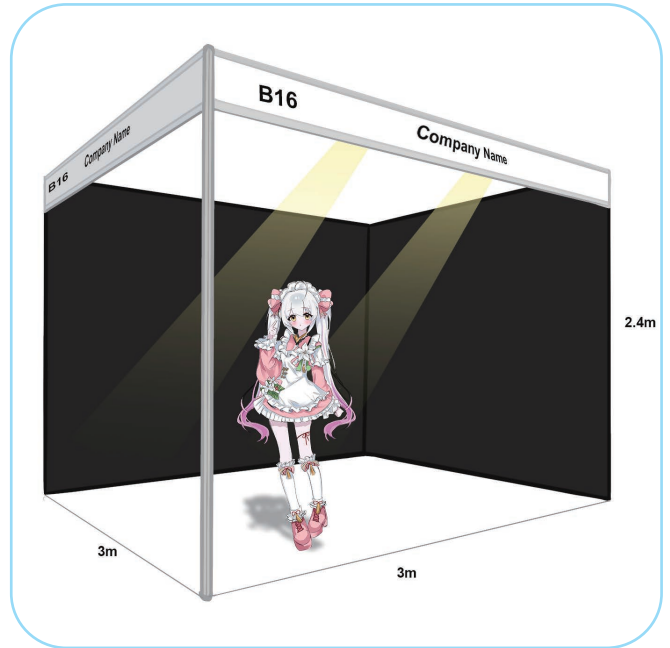
Animaga Expo wouldn't be the same without our diverse collection of vendors offering unique and engaging products for our attendees. We are always on the lookout for new and enticing companies and products to introduce to our attendees, especially those that showcase premium and exclusive items. Businesses 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, tablecloth not supplied)
 - 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

- Floor space ONLY
- No walling or carpet (venue flooring)
- No power
- Minimum size for bare space stands is 36 m²
- Bare Space sites must NOT build solid walls within 2m of any aisle without permission of Animaga Staff.
- Please contact Animaga staff, if you have additional arrangements or custom build booth requirements.



Exhibitor Booth Outlook



Bare Space Outlook



SPECIFICATIONS

TRADER TYPE	TABLE/BOOTH QTY	EARLY BIRD (PRIOR 1ST MAY)	FULL RATE (AFTER 1ST MAY)	TRADER PASS	CHAIRS	TABLES
"Premium" Artist Alley Table*	1 Table	\$430	\$480	2	2	1
"Lite" Artist Alley Table*	1 Table	\$360	\$410	2	2	1
Exhibitor Booth (9sqm)	1 Booth	\$1,980	\$2,200	4	2	2
Exhibitor Booth (18sqm)	2 Booths	\$3,836	\$4,331	6	3	3
Exhibitor Booth (27sqm)	3 Booths	\$5,306	\$5,896	8	4	4
Exhibitor Booth (36sqm)	4 Booths	\$6,963	\$7,736	10	5	6
Exhibitor Booth (54sqm)	6 Booths	\$9,309	\$10,343	12	6	7
Exhibitor Booth (72sqm)	8 Booths	\$12,350	\$13,722	14	7	8
Bare Space** (36sqm)		\$5,130	\$5,400	6	N/A	N/A
Bare Space (54sqm)		\$7,290	\$8,100	8	N/A	N/A
Bare Space (72sqm)		\$9,720	\$9,720	10	N/A	N/A

All Rates include GST

* Artist Alley Table 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 sqm, which is the same size for the four booths area.





OPTIONAL ITEM	RATE
5 amp Power Point	\$105
10 amp Power Point	\$115
Table (180cm x 60cm)	\$40
Chair	\$15
Testing and Tagging (per item)	\$25
Carpet Mat (per sqm)	TBC

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.
- Power is not included for Artist Alley and 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 and exhibitors must comply with MCEC rules.



Sponsorship and Partnerships for Animaga 2025 & 2026

As we prepare for Animaga 2025 and 2026, we are actively engaging with potential sponsors to create meaningful collaborations that will enhance the attendee experience and broaden Animaga's reach both locally and internationally. We are currently in discussions with key industry players, including ANA, BudgetPC, Harris Tech, and MSI etc... as well as other prominent brands in the computer and tech sector. These partnerships will not only bring additional value to the event but will also elevate Animaga's reputation as a premier destination for anime, gaming, and pop culture enthusiasts.

By partnering with leading brands, we aim to provide sponsors with unparalleled visibility and engagement opportunities with our dedicated community of fans. Whether through exclusive branding opportunities, tailored activations, or collaborative programming, sponsors will have the chance to integrate their brand into a vibrant and growing community. As Animaga continues to expand its footprint, we offer a unique opportunity to connect with an engaged audience, both at the event and through our year-round marketing efforts.

Why Choose Animaga?

Animaga has established itself as a standout in the anime convention landscape, and here's why we believe it presents a valuable opportunity for partners and sponsors:

1. Deep Community Engagement

- **Local Focus:** Unlike other conventions, Animaga's roots are deeply embedded in Melbourne's diverse cultural landscape. Our local focus allows us to create a unique event that resonates strongly with the Melbourne community, offering an experience tailored to the preferences and interests of local attendees.





2. Innovative Event Programming

- **Diverse Activities:** Animaga offers a broad range of activities that cater to various interests, including anime, manga, gaming, and cosplay. From interactive panels and exclusive screenings to hands-on workshops and cosplay competitions, we ensure there is something for everyone, creating a fully immersive experience.
- **Cultural Authenticity:** Our programming is designed to offer an authentic representation of Japanese culture. We take pride in delivering a genuine cultural experience, which sets us apart from other events that may take a more generalized approach. By collaborating with industry insiders and cultural experts, we ensure that attendees have a truly immersive experience.

3. Strong Industry Relationships

- **Collaborations and Partnerships:** Animaga's strong relationships with both local and international artists, traders, and industry leaders enable us to curate a diverse and high-quality range of offerings. This includes exclusive merchandise, artist signings, and industry-leading guest appearances that attract a dedicated and enthusiastic audience.
- **Sponsorship Opportunities:** Our partnerships are designed to provide mutual benefits for both sponsors and the event itself. We work closely with our sponsors to ensure they achieve their marketing goals while enhancing the overall experience for our attendees through innovative brand activations, exclusive sponsorship zones, and high-impact visibility opportunities.

4. Marketing and Outreach

- **Targeted Marketing Strategies:** Animaga's marketing is a balanced mix of traditional and digital channels, carefully crafted to maximize reach and engagement. We utilize highly targeted advertising across social media platforms, email marketing, and collaborations with influencers to ensure our message reaches the right audience.
- **Strong Social Media Presence:** Our strong and engaging social media presence builds excitement before, during, and after the event. Through regular content updates, live event coverage, and audience interaction, we maintain a vibrant online community that fuels interest in our event year-round.

5. Venue and Accessibility

- **Prime Location:** The Melbourne Convention and Exhibition Centre (MCEC) is an ideal venue for Animaga, offering a central location that is easily accessible for both local attendees and interstate visitors. MCEC's proximity to transport hubs and accommodation options makes it convenient for attendees from across the region.
- **Facility Excellence:** MCEC is known for its state-of-the-art facilities, providing a spacious, well-equipped environment that enhances the event experience for both attendees and exhibitors. With top-notch infrastructure, technology integration, and logistical support, MCEC ensures a smooth and enjoyable experience for all involved.



Our Milestones: Event partnerships in the past

2016 Tokyo Otaku Mode

Our collaboration with Tokyo Otaku Mode, a globally recognized leader in anime and manga merchandise, marked a turning point in Animaga's growth. As our first international vendor, Tokyo Otaku Mode brought a vast selection of authentic anime, manga, and pop culture goods directly from Japan, adding a new layer of authenticity and variety to our marketplace.

This partnership significantly elevated Animaga's international presence, drawing a broader audience and enhancing the event's reputation within the global anime community. Tokyo Otaku Mode's involvement set a new standard for future international collaborations, positioning Animaga as a hub for exclusive merchandise and cross-cultural exchange.



2014-2023 Wacom

Our long-standing partnership with Wacom, the leading brand in digital drawing tablets, has been a cornerstone of Animaga since 2014. Wacom's involvement has been instrumental in fostering creativity within the event, making it a central hub for digital artists and illustrators.

Wacom has supported numerous digital art contests and workshops, providing attendees and aspiring artists the opportunity to engage with industry-standard tools. Their continued participation has inspired countless creatives and enhanced the prominence of digital art within the anime and gaming community.



2018-2019 MSY Technology

Our partnership with MSY Technology, Australia's leader in computer hardware sales, was pivotal in bringing top-tier tech brands to Animaga. Through MSY, we showcased cutting-edge technology from ASUS, Gigabyte, Intel, LG, Sandisk, and Western Digital, further diversifying the convention's appeal.

This collaboration attracted tech enthusiasts and gamers, introducing them to the latest innovations in hardware and gaming technology. MSY's presence not only enhanced the technological offerings at Animaga but also bridged the gap between pop culture and high-tech gaming, making our event a dynamic space for tech-savvy attendees.



2019 Key Visual Art

Partnering with Key Visual Art, a powerhouse in the Japanese gaming industry, was a monumental step in Animaga's expansion into the gaming world. This collaboration not only expanded our reach but also allowed us to offer an exclusive gaming experience, bringing attendees closer to the heart of Japan's gaming culture.

Key Visual Art introduced their latest gaming titles to Animaga, attracting dedicated gamers and pop culture enthusiasts alike. Additionally, they facilitated guest appearances from high-profile industry figures, offering our audience rare insights into the Japanese gaming industry, and cementing Animaga's standing as a premier destination for gaming enthusiasts.



2014 - Present Mangaart and Comic art Gear

Mangaart and Comic art Gear [Mangaart], known for its high-quality drawing and art supplies, has been a key partner of Animaga since 2014. Their commitment to the artistic community has greatly enriched our Artist Alley and interactive craft zones. By providing top-tier materials, Mangaart ensures both professional and aspiring artists have everything they need to showcase their work and participate in hands-on activities.

Their support has helped foster creativity across all levels, making Animaga a welcoming space for artists to connect and grow. Thanks to Mangaart, our event has become a hub of creativity, inspiring both attendees and creators alike.



2023 - Present Helmsbriscoe

Our recent collaboration with Helmsbriscoe, a global leader in hotel, travel, and event management services, has brought a new level of professionalism and convenience to Animaga. Helmsbriscoe's expertise in hospitality has enabled us to elevate the overall event experience for attendees and guests alike.

By managing the logistics of accommodation and travel, Helmsbriscoe has significantly improved the attendee experience, particularly for those traveling from afar. Their strategic insights have allowed us to offer seamless travel and accommodation packages, ensuring a more comfortable and enjoyable visit to Animaga.



2024 - Present Hoshi Australia

Our partnership with Hoshi Australia (@hoshi_au) began just one month before their highly anticipated after-party event, which was scheduled on the Saturday night prior to Animaga 2024. With limited time, we launched a focused promotional campaign using Meta's advertising platform, leveraging targeted marketing to maximize reach and engagement.

Thanks to our efforts, the 150-ticket event completely sold out one week before the event, marking an extraordinary achievement in such a short promotional window. Hoshi Australia reported that this was their most successful marketing campaign to date, attributing the rapid ticket sales and high event visibility to our collaboration. The after-party became one of the standout experiences of the weekend, further solidifying Hoshi Australia's reputation within the community.



2023 - Present 4QNQ

Our collaboration with 4QNQ began with the aim of enhancing their presence and boosting ticket sales for their idol performance events. By implementing a strategic Meta advertising campaign, we were able to significantly increase their online visibility, targeting both existing fans and new audiences interested in idol performances.

The results were impressive: 4QNQ saw a 150% increase in ticket sales following our promotion, marking a substantial boost in attendance for their events. In addition, their social media following grew rapidly, thanks to the heightened engagement and targeted outreach we provided. This partnership not only elevated 4QNQ's brand but also helped solidify their position in the idol performance space, creating a lasting impact on their event success and future growth.



Animaga's growth trajectory continues to inspire us, and we are committed to making 2025 and 2026 even more exciting and impactful. With the strong foundation laid in 2023 and 2024, we are confident that Animaga will continue to exceed expectations, providing a platform for anime, gaming, and cosplay enthusiasts to connect, celebrate, and thrive.

We invite you to join us on this journey as we expand, innovate, and create unforgettable experiences for fans and partners alike. Together, we will make Animaga the ultimate anime and gaming convention in Australia.

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With extensive experience in promoting businesses, managing multifaceted events, and driving marketing strategies, I specialize in orchestrating high-impact events that engage audiences and foster business growth. As the main driving force behind Animaga's success, I have honed my expertise in overseeing event logistics, managing marketing campaigns, and coordinating with diverse stakeholders to create exceptional experiences.

Key Highlights:

- **Event Leadership:** Spearheaded the planning and execution of Animaga, ensuring every event ran smoothly and delivered unforgettable moments for attendees.
- **Event Sales Growth:** Successfully increased event sales through targeted ticket sales strategies, enhanced vendor participation, and attracting key sponsors. Expanded revenue streams by cultivating sponsorship deals, vendor partnerships, and ticket sales, driving growth in both online and offline channels
- **Multi-Task Management:** Skillfully handled all aspects of event logistics, including vendor management, scheduling, and venue coordination, while balancing multiple tasks to keep events on track.
- **Innovative Marketing Strategies:** Developed and implemented creative marketing and promotional campaigns that amplified Animaga's reach and visibility, boosting attendance and brand engagement.
- **Business Development:** Established and nurtured strong relationships with partners, exhibitors, and sponsors, which contributed to the event's consistent growth and long-term success.
- **Resourceful Problem-Solving:** Adapted quickly to changing environments, resolving challenges in real-time to maintain the quality and flow of the event.

Through meticulous planning, effective communication, and innovative problem-solving, I bring a comprehensive approach to event management and marketing that drives business success and ensures an exceptional experience for all involved.

CONDITIONS, RULES, AND REGULATIONS FOR ANIMAGA

By applying for exhibitor/Artist Alley/ bare space at the Exhibition, your brand/ business or organisation agrees to abide by the Terms and Conditions listed below. 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 Exhibitor from the 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.

1. DEFINITIONS AND INTERPRETATION

(a) For the purposes of this Agreement, the following definitions apply unless expressly stated otherwise:

- "Director" refers to any person serving as a Director of a company that is participating as an Exhibitor in the Animaga Expo.
 - "Exhibit" refers to any goods, services, or materials displayed or promoted by the Exhibitor as part of their participation.
 - "Exhibition" pertains to the Animaga Expo as specified in this Agreement, scheduled to occur at the designated venue and dates, or as otherwise communicated in writing by the Organiser.
 - "Exhibitor" means the individual, company, or legal entity listed as participating in the Exhibition, including their agents, employees, subcontractors, and representatives.
 - "Organiser" refers to Animaga Pty Ltd, including its successors, affiliates, agents, and authorised representatives responsible for coordinating and managing the Exhibition.
 - "Stand" denotes the physical space, booth, or area allocated to the Exhibitor, inclusive of any provided walls, partitions, or additional fixtures as per the booking agreement.
 - "Venue" signifies the location where the Exhibition is conducted, as outlined in this Agreement or subsequently notified by the Organiser.
- (b) References to singular terms include their plural counterparts, and gender-specific terms are to be understood as gender-inclusive.
- (c) Any obligation or liability imposed on two or more individuals shall bind them jointly and severally.
- (d) Headings are included for reference only and do not affect the construction or interpretation of this Agreement.
- (e) No provision of this Agreement shall

be interpreted against a party merely because that party drafted the provision. (f) This Agreement's provisions do not nullify rights or remedies under any related agreements unless explicitly stated herein.

(g) Written communication encompasses printed, electronic, and typed correspondence, and notices referenced herein must be provided in written form.

(h) Should any clause within this Agreement be found invalid or unenforceable, it will be severed without affecting the enforceability of the remaining provisions.

2. FORMATION OF AGREEMENT

The submission of this Agreement by the Exhibitor constitutes an offer to participate in the Animaga Expo under the terms detailed herein. The Agreement becomes binding upon the Organiser's written acceptance. Payments made by the Exhibitor will not constitute acceptance unless confirmed in writing. If the offer is not accepted, any submitted payments will be returned in full.

3. PAYMENT TERMS

The Exhibitor is required to pay fees as outlined in the Booking Proposal. Failure to meet payment deadlines will result in an administrative penalty of \$150 for each instance of late payment. Additionally, credit card transactions incur a surcharge of 1.6% for Visa, Mastercard payments. To qualify for early-bird discounts, payment must be completed by 1st May 2025. Full price payment is required by 31st July 2025. Spaces will not be held for Exhibitors who fail to make payment within 14 days of the tax invoice date.

4. SUBLETTING AND ASSIGNMENT

Exhibitors are prohibited from assigning or subletting their allocated Stand, in whole or in part, without prior written consent from the Organiser. Such consent, if provided, does not exempt the Exhibitor from their contractual obligations.

5. CHANGES TO THE EXHIBITION

(a) The Organiser reserves the right to amend the Exhibition's dates, times, or venue with a minimum notice period of 30 days, provided such changes are necessary. No refunds or compensation will be provided for such amendments. (b) If unforeseen events such as natural disasters or government-mandated restrictions lead to the Exhibition's cancellation, the Organiser's liability will be limited to refunding the Exhibitor's paid fees.

6. STAND REALLOCATION

The Organiser retains the right to relocate or reassign an Exhibitor's Stand. In cases where the new Stand is of a lesser value,

the Exhibitor will receive a refund for the cost difference. Should the Exhibitor disapprove of the relocation, they may terminate this Agreement within seven days of receiving notice and will be entitled to a full refund of fees paid. Animaga will ensure no reduction in Stand size and will notify Exhibitors in writing of any reallocations.

7. EXHIBITION HOURS

The Organiser will establish and may adjust the operating hours for the Exhibition, including setup, dismantling, and visitor access times. Such adjustments are at the sole discretion of the Organiser and are binding on the Exhibitor.

8. 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 Melbourn Exhibition Centre will accept responsibility for the safety or wellbeing 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.

CHILDREN RESTRICTION:

Children under the age of 12 are not allowed in the event hall during bump-in and bump-out hours.

9. EXHIBITION MANUAL

(a) The Organiser may issue an Exhibition Manual outlining rules and operational guidelines. Exhibitors must adhere to these provisions. (b) The Organiser reserves the right to update the Exhibition Manual. Any amendments will be binding on the Exhibitor upon notification.

10. DISPLAY APPROVAL

(a) Exhibitors must obtain approval from the Organiser for all displays and demonstrations to ensure they align with the Exhibition's character and standards. Animaga reserves the right to disallow any display or demonstration deemed inappropriate. (b) Products or services not specified in the Booking Proposal are prohibited from display. Violations may result in removal from the Exhibition at the Exhibitor's expense.

11. RESTRICTED MATERIAL

Animaga Expo is a family-friendly event. Exhibitors are permitted to sell adult material only if proper safeguards, such as cloaking devices, are in place to restrict access by minors. Illegal pornography and unlicensed materials are strictly prohibited. Playing or displaying adult-themed animations or films at the event is forbidden. Non-compliance with these restrictions will result in removal from the Exhibitor Area, forfeiture of fees, and potential legal action.

12. 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.

13. 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.

14. CLEANLINESS

Exhibitors are responsible for maintaining their allocated Stand in a clean and presentable condition throughout the Exhibition. If the Exhibitor fails to do so, the Organiser may arrange for cleaning services, with associated costs recoverable as a debt owed by the Exhibitor.

15. MEDIA CONTENT;

By attending Animaga, exhibitor consent to being photographed or recorded by the event's media team for use in social media and marketing materials without compensation. Any commercial photography or filming within the event requires prior written approval from Animaga management or to be granted a media passes.

16. ACCESS AND ENTRY

Exhibitors will receive entry credentials for themselves and their personnel. Removal of exhibits or Stands during the Exhibition is prohibited without prior written consent from the Organiser. Only authorised photographers may take images within the venue.

17. STAND RESTORATION

At the conclusion of the Exhibition, the Exhibitor must restore their Stand to its

original condition and remove all displays, tools, and materials. Any damage or failure to comply will result in charges for repair or disposal, which the Exhibitor agrees to bear.

18. STATUTORY REQUIREMENTS

The Exhibitor is obligated to comply with all applicable rules, regulations, and requirements of the Venue operator and any governmental or semi-governmental authority. This includes but is not limited to directives from the Fire Department, Public Health Authorities, and Liquor Administration Board, particularly concerning the sale or distribution of food and beverages or alcohol. Should the Exhibitor intend to host lotteries, raffles, or similar activities, prior written consent from the Organiser is required. The Exhibitor shall indemnify and hold the Organiser harmless against any claims, costs, or legal actions resulting from failure to adhere to such requirements.

19. ORGANISER-PROVIDED SERVICES

The Organiser may provide services to the Exhibitor's Stand based on prior written specifications submitted at least thirty (30) days before the Exhibition. These services are subject to fees as outlined in the Organiser's schedule of charges, which must be paid within seven (7) days of invoicing or before the Exhibition commences, whichever comes first. Variations to the services post-commencement of the Exhibition will incur additional charges, payable immediately upon request. The Organiser will not be held liable for non-supply of services if circumstances beyond its control prevent their provision.

20. INSURANCE

(a) The Exhibitor must arrange comprehensive insurance coverage for their Exhibit and Stand, including protection against loss, damage, or liability arising from theft, fire, flood, or other risks. The Organiser reserves the right to request proof of insurance before granting access to the Venue.

(b) The Exhibitor shall maintain public liability insurance with a minimum coverage of \$10,000,000 and provide evidence upon request. The Exhibitor agrees to indemnify the Organiser against any claims for personal injury or property damage occurring within the Stand.

(c) Workers' compensation insurance, where legally required, must be procured by the Exhibitor for all employees. The Exhibitor shall indemnify the Organiser against any claims arising from non-compliance with workers' compensation laws or occupational health and safety regulations.

21. NO REPRESENTATIONS

Except as explicitly stated herein or required by applicable laws, the Organiser provides no warranties or guarantees

regarding the Exhibition's success or outcomes. Exhibitors enter into this Agreement at their own risk.

22. ENTIRE AGREEMENT

This document constitutes the complete and exclusive Agreement between the Organiser and the Exhibitor, superseding any prior agreements, discussions, or representations. Any modifications to this Agreement must be documented in writing, signed by both parties, and explicitly stated to be collateral to this Agreement.

23. EXHIBITOR'S WARRANTY

The Exhibitor warrants that all information provided in this Agreement is accurate and complete. The Exhibitor further acknowledges that they have conducted all necessary inquiries regarding the Exhibition and are fully satisfied with the conditions of participation.

24. DIRECTOR'S GUARANTEE AND INDEMNITY

Where the Exhibitor is a Proprietary Company, the Director or Directors of the Company, by signing this Agreement, guarantee the Exhibitor's compliance with all contractual obligations. This guarantee applies jointly and severally where multiple Directors are involved. Directors agree to personally undertake all indemnities and obligations imposed on the Exhibitor under this Agreement. This clause does not apply to Exhibitors that are publicly listed companies on the Australian Stock Exchange.

25. TAXES

If any goods and services tax (GST) or similar tax is levied on the supplies of goods or services under this Agreement, the total amount payable will be increased to cover the tax. The Organiser shall issue a Tax Invoice to the Exhibitor as required by applicable tax legislation.

26. VENUE RENTAL AGREEMENT

This Agreement is subject to the terms and conditions of the rental agreement between the Organiser and the Venue operator. The Exhibitor agrees to comply with these terms and acknowledges that they have been given an opportunity to review the relevant provisions of the Venue rental agreement.

27. MAXIMUM LIABILITY

(a) The Organiser's maximum liability for any loss or damage incurred by the Exhibitor, whether arising from contract, tort, statutory breach, or any other legal cause, is limited to the total booking fee for the Stand. The booking fee is defined as the total amount paid by the Exhibitor to the Organiser within 30 days after the Exhibition concludes.

(b) Subject to any payment by the Organiser under Clause 23(a), the Exhibitor hereby releases and indemnifies

(“Release and Indemnity”) the Organiser from all claims, damages, and actions resulting from:

(i) Any accident, damage, death, or injury to persons or property caused by acts, omissions, or defaults of the Organiser, its representatives, or third parties.

(ii) Direct or indirect financial losses, including special or consequential damages, business interruptions, or lost profits related to the Exhibitor's participation in the Exhibition. If the Organiser has been notified in writing of any foreseeable risks or issues not less than 48 hours before the event causing such damage and has failed to rectify the situation, this indemnity may not apply. Such notification must be signed and acknowledged by a Director of the Organiser.

(c) The Organiser is not liable for delays, interruptions, or failures caused by acts of God, natural disasters, military actions, acts of terrorism, accidents, utility failures, or any circumstances beyond reasonable control.

28. CREDIT REPORTING

The Exhibitor authorises the Organiser to use the information provided for credit reporting purposes as deemed appropriate. The Organiser may notify credit agencies of unpaid amounts, even if disputed, without liability for any resultant claims by the Exhibitor or Guarantor.

29. CANCELLATION POLICY

If notification is received after 25th July 2025, 100% of the contracted amount is due upon cancellation. If notification is received between 27th June 2024 to 25rd July 2025, 50% of the contracted amount is due upon cancellation. If notification is received between 23th May 2025 to 27rd June 2025, 10% of the contracted amount is due upon cancellation. If the Exhibitor fails to make the payment required by this contract in a timely manner, Animaga reserves the right to terminate the 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 the Exhibitor from any liability hereunder. Animaga may also terminate this contract effective upon written notice of termination if the Exhibitor breaches any of its obligations, expressed or implied, on Animaga's part to refund any payments previously made. If the Exhibitor removes or restricts an exhibit which Animaga considers to be objectionable or inappropriate, no refund will be due to the Exhibitor.

30. EXHIBITOR'S ACKNOWLEDGEMENT

The Exhibitor confirms they have had sufficient time to review this Agreement and obtain legal advice if needed. By signing this Agreement, the Exhibitor acknowledges understanding all its terms, even in cases where legal advice was declined. This acknowledgment will be considered in any judicial enforcement of this Agreement. Any disputes will fall under the exclusive jurisdiction of the Courts in the state where the Exhibition is held.

31. INTEREST AND DEBT COLLECTION CHARGES

Any overdue payments owed by the Exhibitor will accrue interest at a rate of 12% per annum, calculated daily. If the debt is referred to a collection agency, the Exhibitor agrees to cover all associated fees and charges imposed by the agency.

32. CONFIDENTIALITY

The Exhibitor agrees to maintain the confidentiality of the terms of this Agreement and will not disclose them to third parties, except where necessary for professional advisory services. Unauthorized disclosures will constitute a material breach of this Agreement.

33. LEGAL COSTS

The Exhibitor agrees to reimburse the Organiser for all legal costs and related expenses incurred due to the Exhibitor's breach of this Agreement. A certificate issued by the Organiser's Managing Director outlining these costs will serve as conclusive evidence of the amounts owed, barring manifest error.

34. COVID-19 AND CONDITIONS OF ENTRY

(a) If the Exhibition dates are changed due to COVID-19 or other similar circumstances, the Exhibitor's booking and deposit payments may be transferred to the rescheduled dates or an alternative event agreed upon by both parties within the same calendar year.

(b) If government-imposed border closures prevent the Exhibitor's attendance, refunds may be issued less any costs already incurred by the Organiser. Proof of such border closures must be provided to the Organiser, and this clause only applies if border policies changed after the booking was made.

(c) The Exhibitor agrees to comply with all health and safety requirements, including but not limited to mask-wearing, vaccination proof, and digital check-ins. Failure to comply will not entitle the Exhibitor to cancel or terminate this Agreement, and such non-compliance will be treated as a voluntary cancellation.



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