



EXHIBITOR & ARTIST ALLEY OPPORTUNITIES

ANIMAGA SYDNEY

TRADER PACK 2027

Animaga 2027

Exhibitor & Artist Alley Opportunities

Animaga Sydney

**6-7 March, 2027 | Sydney International Convention
& Exhibition Centre (ICC Sydney)**

Website: animaga.com.au

Contact: traders@animaga.com.au

ABOUT ANIMAGA

Animaga Sydney 2027 brings one of Australia's premier anime and pop culture experiences to New South Wales, offering exhibitors an exciting opportunity to connect with a passionate and rapidly growing fandom community. Taking place at ICC Sydney in the iconic Darling Harbour precinct, the event will unite fans, creators, artists, and brands for a weekend dedicated to anime, gaming, cosplay, Japanese culture, and pop culture entertainment.

Since launching in 2014, Animaga has established itself as a cornerstone of Australia's convention scene. Known for its welcoming atmosphere, high-quality programming, and diverse exhibitor offerings, the event has earned a loyal following and continues to attract attendees from across the country.

Over the past decade, Animaga has welcomed tens of thousands of visitors and cultivated a highly engaged audience eager to discover new products, artists, and experiences. From independent creators and small businesses to major retailers and industry leaders, exhibitors benefit from direct access to a community that is enthusiastic, supportive, and ready to engage.

Whether your goal is to increase brand awareness, launch new products, grow your customer base, or build lasting connections within the fandom community, Animaga Sydney 2027 provides a dynamic platform to showcase your business and be part of one of Australia's most exciting pop culture events.

Animaga Trader Pack 2027

Animaga, A Thriving Creative Marketplace	01
Animaga's Proven Legacy	03
Highlights from Melbourne	
Our Long-Term Brand Collaborators	
Bringing the Magic to Sydney and Melbourne	05
Cosplay Competition & Catwalks	
Idol Performances	
Gaming Arena	
Drawing Area & Art Demos	
Interactive Workshops & Panels	
Why Join as a Trader or Artist	06
Why Exhibit at Animaga	07
Trader Package Plan	08
Super Anime Market	
Artist Alley	
Specifications	
Important Notes	
Get Ready for Animaga Melbourne	13
Additional Opportunities	
Important Notes	
Get Involved	
Conditions, Rules, and Regulations	17
Staff Credits and Contact Details	21

Animaga, A Thriving Creative Marketplace

Animaga isn't just a convention—it's a living, breathing fan economy built on creativity, connection, and culture. From day one, we've championed both grassroots creators and professional industry voices, creating a space where passion translates into real business opportunities.

Whether you're a small business looking to tap into a dedicated niche, an artist selling fan-made creations, or a brand launching your latest product, Animaga offers a high-impact, highly engaged environment to connect with your ideal audience.

Our event is built to support

- 1 Independent artists offering fan art, doujin, and handmade goods
- 2 Small businesses and vendors looking for direct access to loyal customers
- 3 Brands and distributors building recognition in anime, gaming, and lifestyle markets
- 4 From our curated Artist Alley to our bustling Exhibitor area, every space is designed to encourage meaningful engagement between fans and traders—backed by professional venue management, smooth crowd flow, and targeted promotion before, during, and after the show.

At Animaga, your brand isn't just part of the event, it becomes part of the culture.





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Animaga's Proven Legacy

From its humble beginnings in 2014 at Melbourne's historic Royal Exhibition Building, Animaga has grown from a small fan gathering into one of Australia's most trusted and celebrated anime and pop culture events. That debut year welcomed just over 3,000 attendees—but what followed has been over a decade of sustained growth, passionate community building, and industry-level impact.

Highlights from Melbourne

- 2023 With ticket sales capped at 5k due to post-COVID capacity limits, Animaga 2023 at MCEC sold out a full month in advance. The demand far exceeded expectations, proving the resilience and hunger of the community.
- 2024 Our 10th anniversary event saw attendance more than double to 12k with over 450 artist and exhibitor booths filling the expanded venue. Once again, tickets sold out—this time, a full week before the doors opened.
- 2025 With Animaga's momentum stronger than ever, the Melbourne 2025 edition is on track to welcome 16k+ attendees, with more international guests and new content zones.
- 2026 Animaga successfully held its inaugural Sydney convention in 2026, bringing together over 13k+ anime, gaming, and pop culture fans, creators, and exhibitors. The event expanded Animaga's footprint beyond Melbourne, establishing a vibrant new hub for Australia's anime and pop culture community and setting a strong foundation for future Sydney events.

Over the years, Animaga has become a trusted launchpad for brands and creators, partnering with both established industry names and innovative start-ups. Through thoughtful integration into the fan experience, our event has helped sponsors and collaborators reach new audiences and generate lasting brand affinity.



Our Long-Term Brand Collaborators



Clip Studio Paint

Brought their software to life through global mascot-themed art contests, curated content placements, and cross-promotion across physical and digital platforms—earning strong recognition from Australia's art community and beyond.



XP-PEN

Through these long-term collaborations, XP-PEN and its partners help artists showcase their talent, access top tools, and grow their skills—hosting workshops, tutorials, and creative challenges that connect technology with artistry worldwide.



MangaArts

Supported the Artist Alley ecosystem through branded creator tables, printed catalogue advertising, and social media artist spotlights, becoming a valued ally to independent illustrators and doujin creators.



CarX Australia

A Melbourne-based custom automotive specialist, CarX brought anime-inspired car culture into the spotlight through on-site vehicle showcases, exclusive wrap demos, and JDM-themed merchandise drops. Their collaboration helped expand Animaga's cultural reach to fans of itasha, streetwear, and motorsport design—bridging fandom with lifestyle branding.

Bringing the Magic to Sydney and Melbourne

Animaga 2027 is set to bring everything fans and exhibitors love about our Melbourne flagship to both Sydney and Melbourne. This is more than an expansion—it's a new chapter in Animaga's story, created with the same attention to detail, passion for fandom, and commitment to excellence that have made Animaga a standout in Australia's pop culture scene.

Attendees can look forward to a weekend packed with immersive attractions and engaging experiences.



Cosplay Competitions & Catwalks

From beginner-friendly showcases to advanced craftsmanship contests, cosplay takes centre stage daily, with enthusiastic crowds and premium prizes.



Idol Performances

Enjoy high-energy live shows by local and international idol units—featuring choreographed dance, singing, and meet & greet opportunities. A true crowd-pleaser for music and anime fans alike.



Gaming Arena

A haven for gamers—featuring freeplay consoles, retro classics, indie game booths, and competitive esports tournaments hosted on the main stage.



Drawing Area & Art Demos

Watch artists in action, take part in workshops, or join our open art contests. From digital painting to traditional inkwork, creativity flows all weekend long.



Interactive Workshops & Panels

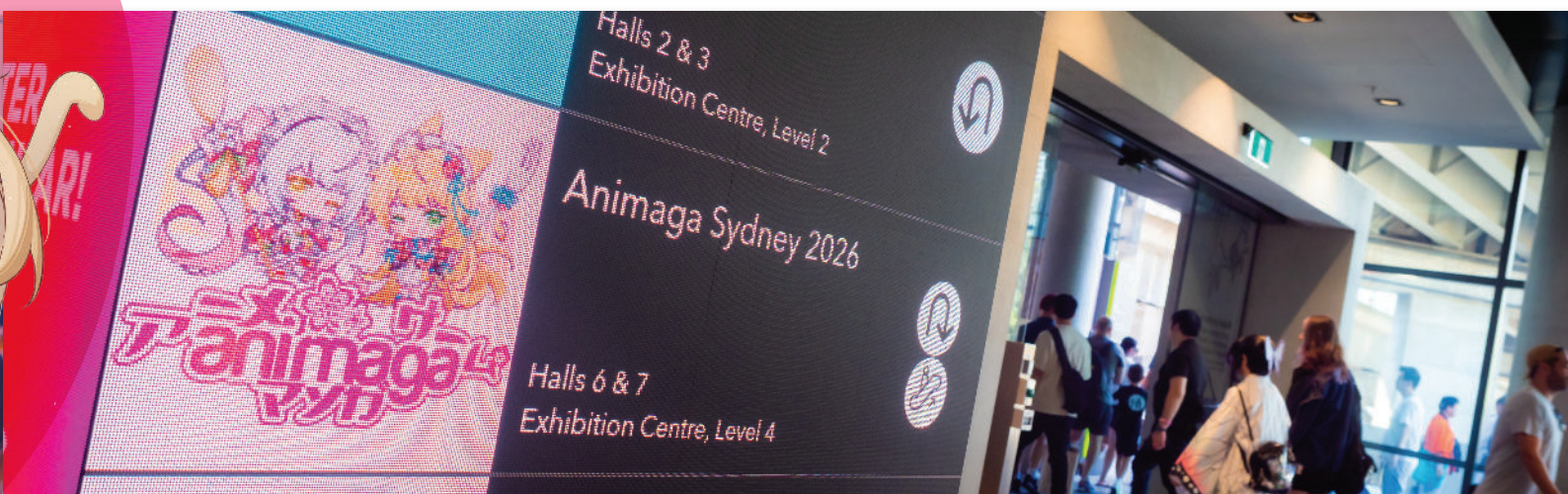
Industry professionals, voice actors/ac-tresses, illustrators, cosplayers, Manga Artists and influencers share their stories, offer advice, and connect with fans through Q&A sessions and themed talks.



Why Join as a Trader or Artist

Animaga offers a powerful opportunity to connect directly with one of the most engaged and enthusiastic audiences in the country. Whether you're a small business, indie creator, or established brand, our event is built to elevate your reach and presence:

- 1 Meet Thousands of Attendees**
Engage directly with fans, collectors, and passionate hobbyists across two high-energy days.
- 2 Access a New Market**
As our debut in Sydney, this show introduces you to a fresh base of local consumers with national and international spillover.
- 3 Amplify Your Brand**
Benefit from Animaga's year-round marketing, strong visual branding, and curated show zones.
- 4 Quality-Centric Experience**
We focus on layout, crowd control, and experience design to ensure high visibility and customer flow through all zones.
- 5 Community Connection**
Be part of a cultural celebration, not just a sales floor—our attendees are here to discover, support, and connect with creators like you.



Why Exhibit at Animaga

1 Unmatched Reach

Attracting fans from across NSW, VIC, QLD, ACT, and even overseas, Animaga is set to become a must-attend event on the national calendar.

2 Melbourne Legacy

Our 2025 Melbourne event featured 14,000+ attendees, over 400 artist tables, and 38+ commercial booths—and sold out before doors opened. Sydney is primed for similar success.

3 Strategic Layouts

Our high-traffic floorplans ensure your booth or table benefits from organic flow, themed placements, and thoughtful wayfinding.

4 Sales and Beyond

Beyond strong on-the-day sales, vendors gain long-term value through content exposure, fan media, and community sharing during and after the event.





Trader Package Plan



SUPER ANIME MARKET

For vendors, labels, stores, publishers, and major brands

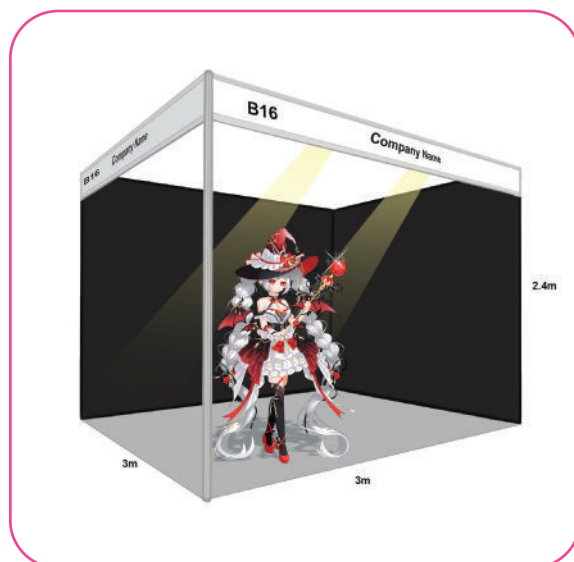
Perfect for Retailers, e-commerce brands, publishers, manufacturers, importers, and product launch campaigns.

Introduction

Animaga's Exhibitor Zone is the place for anime merchandise, gaming gear, fashion, figures, collectibles, lifestyle goods, and more. Exhibitors are provided with premium booth locations strategically placed near main stages, entertainment zones, and key traffic routes.

Exhibitor Booth (per booth)

- 3m x 3m shell scheme booth
- Fascia name signage
- 2 x trestle table (1830wx760dx760h)
- 2 x chairs
- 3 x standard Exhibitor Passes (additional available for purchase)
- Include Carpet
- Listing in the official website + digital floor map
- Social Media Spotlight
- Guarantee corner booths



Exhibitor Booth Outlook

Bare space

- Floor space ONLY
- Include carpet
- 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 Bare Space Outlook



ARTIST ALLEY

For independent creators, illustrators, writers, designers, and doujin artists

Perfect for Solo artists, creator collectives, design studios, and fan illustrators.

Introduction

Animaga's Artist Alley is a fan-favourite destination showcasing hand-drawn artwork, zines, prints, enamel pins, apparel, stickers, and fan-made goods. In past years, we welcomed over 400 artist tables—and we aim to bring that energy to Animaga.

Artist Alley (per table)

- 1 x table (1830wx760dx760h)
- 2 chairs
- 2 x Artist Alley Passes
(max purchase 3 extra trader passes per table)
- Listing on website + event app
- Social Media Spotlight
- No walls are included, but back walls can be added as an optional upgrade.



Artist Alley Table Outlook



HORIZONTAL

\$104

Panel

- Freestanding or linked
- Velcro-compatible
- 2000(h)/2440(h) x 2400mm(w)



CORINTHIAN

\$104

Panel

- Freestanding or linked
- Velcro-compatible
- 1000(w) x 2400mm(h)



CORINTHIAN X 2

\$208

Panel

- Freestanding or linked
- Velcro-compatible
- 2000(w) x 2400mm(h)

Optional walls for Artist Alley

Specifications

TRADER TYPE	TABLE/BOOTH QTY	EARLY BIRD (PRIOR 20TH AUG)***	FULL RATE (AFTER 20TH AUG)	TRADER PASS	CHAIRS	TABLES
Artist Alley Table*	1 Table	\$400	\$460	2	2	1
Exhibitor Booth (9sqm)	1 Booth	\$2,000	\$2,500	3	2	2
Exhibitor Booth (18sqm)	2 Booths	\$3,937	\$4,922	5	3	3
Exhibitor Booth (27sqm)	3 Booths	\$5,360	\$6,700	7	4	4
Exhibitor Booth (36sqm)	4 Booths	\$7,033	\$8,791	9	5	6
Exhibitor Booth (54sqm)	6 Booths	\$9,403	\$11,753	11	6	7
Exhibitor Booth (72sqm)	8 Booths	\$12,474	\$15,593	13	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	\$10,800	10	N/A	N/A

All Rates include GST

* Artist Alley Table are traders who trade in self-created and/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.

*** The closing date for artist alley applications is determined by the volume of submissions received. The early bird rate applies until 00:00 on 20 AUG 2026.

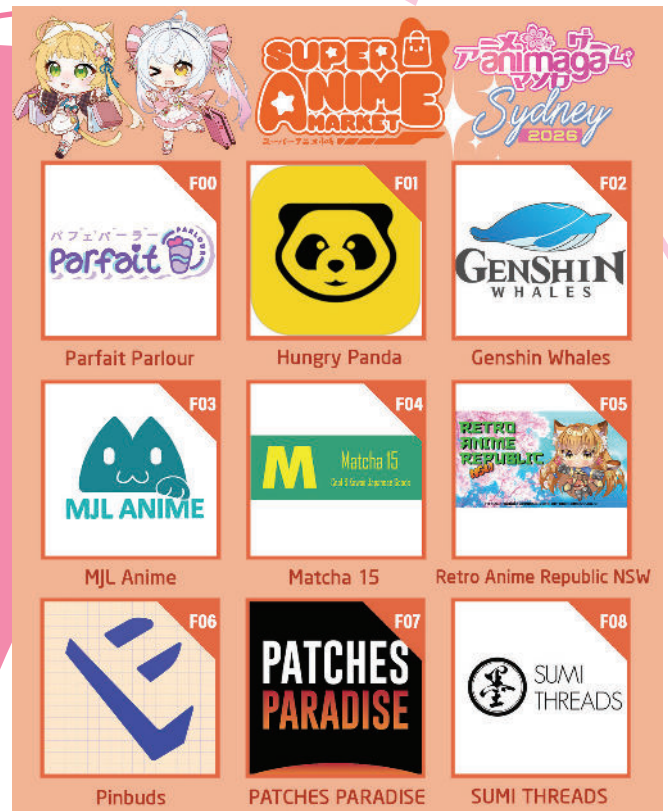
OPTIONAL ITEMS	RATE
10 amp Power Point	\$110
15 amp Power Point	\$143
20 amp Power Point	\$187
Table (180cm x 60cm)	\$40
Chair	\$15
Testing and Tagging (per item)	\$35
Carpet Mat (per sqm)	TBC

All Rates include GST



Important Notes

- 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 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 venue rules.



Social Media Spotlight

Get Ready for Animaga SYDNEY

Key Details	
Category	Details
Event Dates	March 6-7, 2027 (Sat–Sun)
Location	Sydney International Convention & Exhibition Centre (ICC Sydney)
Expected Attendees	18,000+
Event Hours	10:00 AM – 6:00 PM (Sat) / 10:00 AM – 5:00 PM (Sun)
Bump-in	Friday March 5, (afternoon)
Bump-out	Sunday March 7 (after 5:00 PM)
Applications Open	July 2026
Application Deadline	TBA

Additional Opportunities

Interested in standing out further Consider

- Exhibitor Highlight on Social Media
- Printed Ad in Official Program Guide
- Booth Upgrades or Shared Booth Promotions
- Inclusion in the QR Hunt or Giveaway Trail
- Themed Activation or Pop-Up Display

Let us know if you’d like help customising your presence.

Important Notes

- All stallholders must comply with venue’s operational and safety policies.
- Food or consumable vendors must receive prior approval.
- Bootleg, unlicensed, or counterfeit merchandise is strictly prohibited.
- Shared or sublet tables must be disclosed and approved in advance.
- All sales must comply with Australian Consumer Law.
- All exhibitors must bring their own POS equipment (Wi-Fi is available but limited).

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Prints On Sale
\$10
(These 2 items only)

Shikishi Board \$8





Get Involved

- Whether you're a first-time vendor or a long-time partner, Animaga offers a unique platform to showcase your work, grow your audience, and be part of one of Australia's most dynamic fan communities.
- Applications will open via our website in July 2026. For more information or to register your interest early

Email: traders@animaga.com.au

Website: animaga.com.au

Conditions, Rules, and Regulations

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 due date which shows on the invoice. Full price payment is required by 1st Feb 2027. 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 ICC 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 ICC'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 Venue. 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. TRADER HANDBOOK

(a) The Organiser may issue a Trader Handbook outlining rules and operational guidelines. Exhibitors must adhere to these provisions. (b) The Organiser reserves the right to update the Trader Handbook. 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.

(a) The trading or selling of bootleg, illegal merchandise, and AI-generated art at the Convention is prohibited and will not be tolerated for any reason. **INSPECTIONS:** A bootleg inspection will be performed at the start of the event before doors open to the public.

(b) **PROHIBITED CONTENT:** Material containing sexist, racist, homophobic, or otherwise offensive content is not permitted.

(c) **ZERO TOLERANCE:** We maintain a zero tolerance policy. At the discretion of Animaga, if we believe a product is inappropriate, we may request you to remove it from your display or vacate the space.

(c) **CONSULTATION:** If you have any doubts about a particular product, please approach the Trader Coordinator for consultation before the event. We prefer to address concerns in advance to avoid embarrassment or additional expenses on-site.

(c) **VIOLATION PENALTIES:**

1. First Warning: The Exhibitor will be given an official warning and asked to remove the items from display and sale for the duration of the Convention.
2. Second Warning: If the Exhibitor continues to sell bootleg products, they will be given a second official warning and asked to remove the items again.
3. Expulsion: If an Exhibitor continues to violate the policy, they will forfeit their stall, their hire fee, and be asked to leave the Convention immediately.

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 pass.

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. LIABILITY, SECURITY, AND INDEMNITY

(a) Security of Property & Insurance Exhibitors are solely responsible for the security, storage, and safekeeping of all goods, materials, equipment, and personal belongings within their allocated exhibition space at all times. The Organiser does not accept any responsibility for loss, theft, or damage to exhibitor property, regardless of cause. Exhibitors are strongly advised to arrange appropriate insurance coverage and implement suitable security measures for valuable items.

(b) Maximum Liability 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.

(c) Release and Indemnity Subject to any payment by the Organiser under sub-clause (b), 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.

(d) Force Majeure

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 notice of cancellation is received on or after 01 Feb 2027, 100% of the contracted amount will be payable. If notice is received between 02 Nov 2026 and 31 Jan 2027, 50% of the contracted amount will be payable. If notice is received between 01 Oct 2026 and 01 Nov 2026, 10% of the contracted amount will be payable.

If the Exhibitor fails to make any payment required under this contract by the due date, Animaga reserves the right to terminate the contract immediately without further notice and without any obligation to refund amounts already paid. Animaga also reserves the right to refuse permission for the Exhibitor to move in or set up an exhibit if there are any outstanding payments.

Animaga is expressly authorised to occupy or otherwise dispose of any space vacated or made available as a result of actions taken under this clause, in any manner it deems appropriate, without releasing the Exhibitor from any liability under this contract.

Animaga may also terminate this contract by written notice if the Exhibitor breaches any of its obligations, whether express or implied, and Animaga shall have no obligation to refund any payments previously made. If the Exhibitor removes or restricts an exhibit that Animaga considers objectionable or in-

appropriate, no refund will be provided.

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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