



MELBOURNE 2025 EXHIBITOR INFORMATION

- MELBOURNE SHOWGROUNDS, VICTORIA AUSTRALIA
- SATURDAY 6TH SEPTEMBER: 9AM TO 6PM
- SUNDAY 7TH SEPTEMBER: 9AM TO 5PM
- METROCOMICCON.COM.AU

Welcome to Country

We acknowledge the Traditional Owners of the land on which we will meet, the Wurundjeri people of the Kulin Nation. We pay respect to their Elders, past and present.

COME AND BE PART OF METRO COMIC CON AN EXPERIENCE LIKE NO OTHER!

WELCOME TO METRO CITY!

The team at Metro Comic Con are completely invested in ensuring that this is a premium event for attendees, by providing fans of pop culture and comics with an unforgettable experience.

We'll be bringing a high-powered line-up of guests, vendors, exhibitors, activities, and special events, carefully curated to build the maximum excitement for the fans. Along with a large advertising spend across traditional and digital media, we aim to have tens of thousands of fans flocking to Metro Comic Con, with eyes to buy what you have to sell.



WE HAVE THREE MAIN AREAS AVAILABLE FOR VENDORS TO EXHIBIT



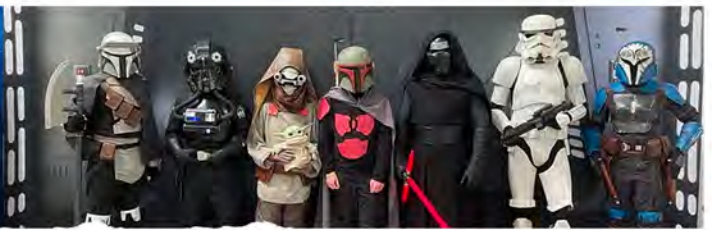
We require all interested parties to complete and submit our online application which will include descriptions of your proposed displays or activities, as well as examples of past work for Artists Alley applicants. From these applications the Metro Comic Con team will handpick and curate an amazing array of vendors, ensuring that the most compelling and high-quality exhibitors are selected for the limited spaces available, and that attendees are treated to a memorable and engaging experience at Metro Comic Con.

In order to improve your chances of being accepted as an exhibitor, please ensure your application highlights your unique offerings and booth stylings as well as demonstrates your passion and commitment to your industry.

Please note: When running our previous expo, we were the first event in Australia to prohibit unfair pricing and practices from wholesaler-related entities, or the presence of such entities. We will be maintaining this policy.

***** Please review the [Exhibitor Contract & WHS Policy](#), plus all information contained below in this Exhibitor information Pack prior to completion of your application.**

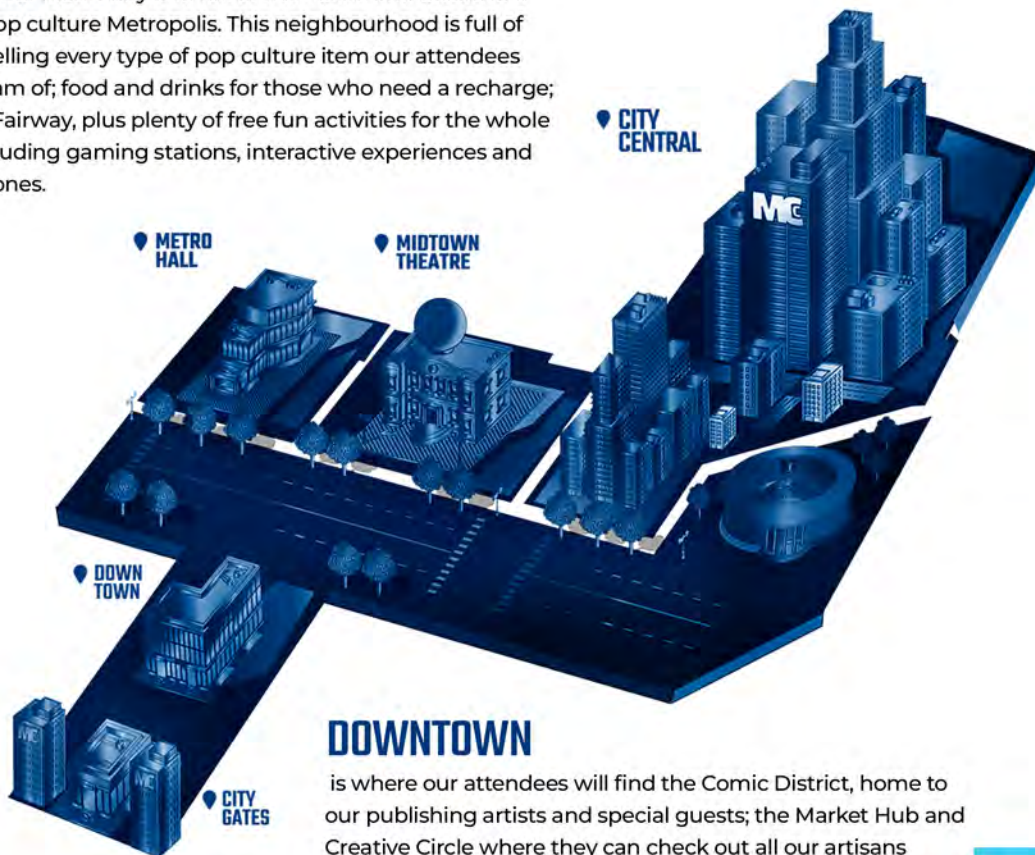
WELCOME TO METRO CITY



WHERE WILL ATTENDEES FIND YOU AT METRO COMIC CON?

CITY CENTRAL

is the heart of Metro City and full of the hustle and bustle of a thriving pop culture Metropolis. This neighbourhood is full of vendors selling every type of pop culture item our attendees could dream of; food and drinks for those who need a recharge; Fan Club Fairway, plus plenty of free fun activities for the whole family including gaming stations, interactive experiences and chill out zones.



DOWNTOWN

is where our attendees will find the Comic District, home to our publishing artists and special guests; the Market Hub and Creative Circle where they can check out all our artisans showcasing their hand-crafted wares; Fan Club tables, plus Metro's very own special Retro Road, for those vintage pop culture enthusiasts!

Please find vendor pricing and optional extras for City Central and Downtown on the following pages. Should you need extra items that aren't on this list, contact us via email to discuss options.

EARLY BIRD PRICING IS ONLY VALID UNTIL THE 6th JULY 2025.

All of our prices INCLUDE GST.

- All exhibitors must provide their own table covers.
- All exhibitors are required to have public liability insurance (minimum \$10 million coverage) for their stand and maintain workers compensation and any other applicable insurances for any employees.
- At least 14 days prior to the commencement of the Exhibition, the Exhibitor must provide the Organiser with a Certificate of Currency evidencing such insurance.
- Should your initial application be unsuccessful (and if applying for table space, should you be eligible for such space), you will be entered onto a waitlist and you may be contacted later should availability open up.



CITY CENTRAL BOOKINGS



METRO COMIC CON MAIN EXHIBITION FLOOR

SHELL SCHEME

Inclusions for each Shell Scheme Booth:

- 3m x 3m carpeted booth space
- Velcro compatible 2.4m high walls
- Printed fascia signs with stand number and company name
- 2 spotlights per booth space
- 4 exhibitor passes

No furniture included in pricing.
See Additional items for tables and chairs.

EARLY BIRD BOOKINGS AVAILABLE UNTIL THE 6th JULY 2025



*Sample booth build only. Actual build may vary.

SHELL SCHEME

Table Space	Size (m)	Early Bird	Full Rate	Exhibitor Pass Qty
One Booth	3x3	\$1,500	\$2,000	4
Two Booths	6x3	\$2,625	\$3,475	8
Three Booths	9x3	\$3,825	\$5,100	10
Four Booths	6x6 or 12x3	\$5,025	\$6,675	12
Six Booths	9x6	\$6,650	\$8,850	16
Over Six	Custom	Please enquire	Please enquire	Please enquire

BARE SPACE

- All Bare Space stands are space only.
- Minimum Bare Space booking is 6m x 6m.
- 4 exhibitor passes are included with every 3m x 6m bare space booking.
- Power points & connections, flooring hire and all display material and furnishings are to be organised at the exhibitor's expense. All Bare Space exhibitors must arrange some form of flooring.
- Plans for your space will need to be submitted for approval no later than the 15th of July. Furnishings can be ordered from the event builder once your plan is approved.

BARE SPACE

Booth Qty	Size (m)	Early Bird	Full Rate	Exhibitor Pass Qty
Four Booths	6x6	\$4,650	\$6,200	8
Six Booths	9x6	\$6,450	\$8,550	12
Larger spaces	Custom space	Please enquire	Please enquire	Please enquire

SHELL SCHEME

LIGHTING

Description	Cost per connection
120W LED Spotlight on Track	\$155
LED Vario light on Arm	\$220
30W Track Floodlight	\$185
300W Wall Floodlight on Arm	\$210

POWER

Description	Cost per connection
4amp Power Point (240v / 2400w)	\$160
10amp Power Point (240v / 2400w)	\$195
15amp Power Point (240v / 3600w)	\$240
20amp Power Point (240v / 4800w)	\$275
415V 20amp 3 Phase Power Outlet	\$605
4 Point Power Board hire (inc. test & tag)	\$40

** NB: Further lighting & power options are available on request.

ADDITIONAL ITEMS

Description	Cost per item
1.8m Trestle Table - Hire (each)	\$50
Conference Chair - Hire (each)	\$18
Hi-Vis Safety Vest - Purchase	\$12
Additional Weekend Exhibitor Passes	\$40*

* Additional exhibitor passes up to your included exhibitor pass allocation may be purchased at the listed price. If you require a larger quantity of passes, please contact us via email.

CITY CENTRAL EXHIBITOR APPLICATIONS

Once your application is submitted, it will be reviewed and you will be advised if you have been approved.

If successful, an invoice based on your selections will be sent. A 20% deposit is required within 7 days to hold your place. Early Bird Payments must be made in full by the 6th July 2025. Otherwise, the remainder of the invoice (full rate) is due by the 25th of July. Any invoices dated after the 25th of July must be paid in full within 7 days, or no later than the 6th of August, whichever is sooner. Only once your invoice has been paid in full will your booking as an exhibitor at Metro Comic Con be confirmed.

PLEASE NOTE: Under normal circumstances, bookings cannot be made or significantly amended within 4 weeks of the event. If for some reason you must make a change within that window, please contact us via email exhibitors@metrocomiccon.com.au and mark your communication as URGENT.

It is highly recommended to preorder any extras, but you may inquire with the Event Builder for onsite furnishings rental. For purchase of additional exhibitor passes onsite, you may inquire at Exhibitor Check-in.

If for any reason you need to cancel your booking, please contact us via email exhibitors@metrocomiccon.com.au marking your communication as BOOKING CANCELLATION and including your reason for cancellation in the body of the communication.

If approved, any cancellations within one month of the event incur a cancellation fee of 25% of your full invoice amount; any cancellations within 14 days of the event incur a cancellation fee of 50% of your full invoice amount; and no cancellations may be made within 7 days of the event.



DOWNTOWN BOOKINGS



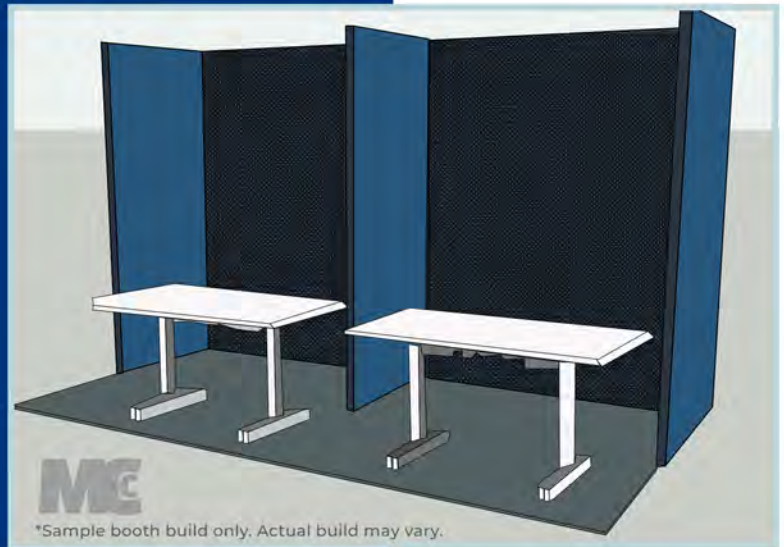
METRO COMIC CON ARTISTS ALLEY

TABLE SPACE WITH WALL

Inclusions for the Downtown Table Space Package:

- 2m x 2m carpeted area
- 2.4m high Velcro Compatible back wall
- 0.5m nib walls (in most instances)
- 2 chairs
- 1 table (approx 1.8m)
- 3 exhibitor passes per table booking

EARLY BIRD PAYMENTS DUE BY 6th JULY 2025



*Sample booth build only. Actual build may vary.

DOWNTOWN

The Comic District, Writers Way & Fan Club Fairway

Table Space	Size (m)	Early Bird	Full Rate	Exhibitor Pass Qty
One Table	2x2	\$325	\$430	3
Two Tables	4x2	\$625	\$835	6

The Market Hub, Creative Circle & Retro Road

Table Space	Size (m)	Early Bird	Full Rate	Exhibitor Pass Qty
One Table	2x2	\$475	\$630	3
Two Tables	4x2	\$925	\$1,235	6

** If you would like to book more than 2 tables, please note in your application how many and we'll be in touch to discuss options and pricing.

Additional Items

Description	Cost per item
Conference Chair - Hire (each)	\$18
Hi-Vis Safety Vest - Purchase	\$12
Additional Weekend Exhibitor Passes	\$40*

* Additional exhibitor passes up to your included exhibitor pass allocation may be purchased at the listed price. If you require a larger quantity of passes, please contact us via email.

If you think you should be eligible for a table space, but aren't sure where you fit, just select the closest match when you submit your application and we'll advise you which section you qualify for (or if you need to take a booth space).

TABLE SPACE EXHIBITOR APPLICATIONS

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If successful, an invoice based on your selections will be sent. Full payment is required within 7 days, or no later than the 6th of August, whichever is sooner. Once your invoice has been paid your booking as an exhibitor at Metro Comic Con will be confirmed.

Please note the information regarding changes, cancellations or late bookings on page 4 of this Exhibitor Information Pack.

DOWNTOWN BOOKINGS



METRO COMIC CON ARTISTS ALLEY

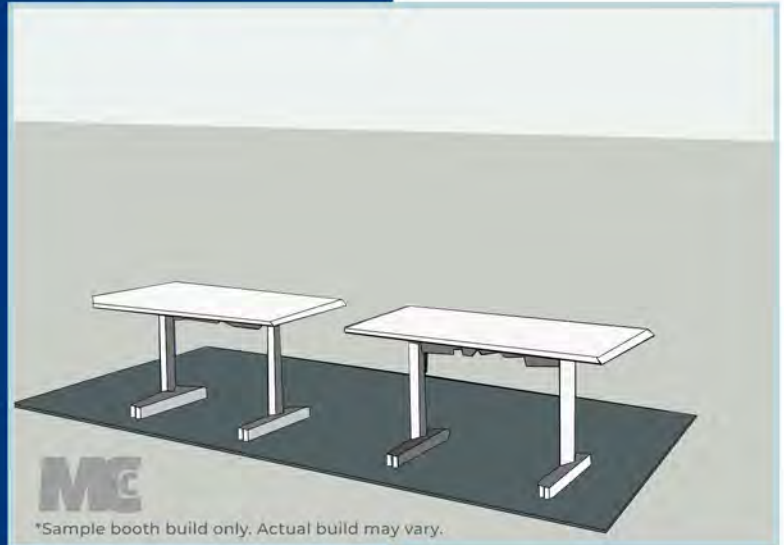
TABLE SPACE ONLY

Inclusions for the Pop-Up Parade Table Space Package:

- 2m x 2m carpeted area
- 2 chairs
- 1 table (approx 1.8m)
- 2 exhibitor passes per table booking

The Pop-Up Parade tables are all grouped together in one section of the show floor. These tables are not individually spread throughout the Downtown artist alley area. This may mean you are not located with other exhibitors of the same type, and we may not be able to fulfil special requests (like end-row spaces or placement with specific other vendors).

EARLY BIRD PAYMENTS DUE BY 6th JULY 2025



DOWNTOWN

The Comic District, Writers Way & Fan Club Fairway

Table Only	Size (m)	Early Bird	Full Rate	Exhibitor Pass Qty
One Table	2x2	\$265	\$350	2
Two Tables	4x2	\$510	\$675	4

The Market Hub, Creative Circle & Retro Road

Table Only	Size (m)	Early Bird	Full Rate	Exhibitor Pass Qty
One Table	2x2	\$395	\$525	2
Two Tables	4x2	\$770	\$1,025	4

** If you would like to book more than 2 tables, please note in your application how many and we'll be in touch to discuss options and pricing.

Additional Items

Description	Cost per item
Conference Chair - Hire (each)	\$18
Hi-Vis Safety Vest - Purchase	\$12
Additional Weekend Exhibitor Passes	\$40*

* Additional exhibitor passes up to your included exhibitor pass allocation may be purchased at the listed price. If you require a larger quantity of passes, please contact us via email.

If you think you should be eligible for a table space, but aren't sure where you fit, just select the closest match when you submit your application and we'll advise you which section you qualify for (or if you need to take a booth space).

TABLE SPACE EXHIBITOR APPLICATIONS

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SPONSORSHIP OPPORTUNITIES



BECOME A METRO CITY SPONSOR

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE FOR METRO COMIC CON, INCLUDING :

SPONSORSHIP

- Event sponsorship
- Presentation sponsorship
- Stage branding
- Website banners
- Digital marketing inclusion and/or branding
- Wrist bands
- Volunteer t-shirts
- Competitions
- Merchandise & Prizes
- Giveaways

and more...

Please contact us via email
sponsorship@metrocomiccon.com.au
to discuss sponsoring this exciting event.



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AN EXPERIENCE LIKE NO OTHER!

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