

THE NEW Y POPCULTURE CON

FANDOMANIA

EXHIBITOR PROSPECTUS

MARCH 13-14, 2027 · NEWCASTLE ENTERTAINMENT CENTRE

CREATING WORLDS FOR FANS

WHY EXHIBIT

WE ARE BRINGING THE MAGIC BACK TO COMIC-CONS

Australian fans watch San Diego Comic-Con from afar - the exclusives, the spectacle - We are taking what works so well in the US and bringing it here - more exclusives, more spectacle. more fun.

We are flipping the traditional model on its head. No more endless retail tables - a premium, international tradeshow feel packed with exclusive drops and massive brand showcases.



THOUSANDS
FANS ACROSS TWO DAYS

4,100 SQM
NEC ARENA FLOOR

94
STALLS ACROSS THREE TIERS

5 M+
CREATOR AND INFLUENCE REACH

WHO WE ARE

WE ARE FANS FIRST

Our team is made up of cosplayers, movie and TV obsessives and pop culture nerds. We live and breathe this world and are deeply embedded in the community. But behind that passion is a roster of high-ranking media and event professionals. We aren't just dreamers - we are established executors.

Fandomania isn't our first time building a world. We are the team behind Newy-Con in Newcastle, which drew 1000s of fans to a two-day event. We already know the logistics, the crowd dynamics, and the physical infrastructure required to pull off a show at scale.

Event photography: richardbartlett.com



THE FLOOR

BUILT FOR BROWSING

PREMIUM ROW

Six 6×9 m frontages own the first eye-line from the doors.

THE VENDOR GRID

80 standard stalls across five rows.

THE ISLANDS

Eight 6×6 anchors, open on all four sides.

ARTIST ALLEY

25 tables beside the main exit - everyone passes on the way out.

CREATOR ZONE

Cosplay masterclasses and panels, stage against the dressing rooms.

SCREENING ROOM

A purpose built room for premieres, trailers and first looks.



STALLS & EARLY BIRD PRICING

PICK YOUR SPOT



PREMIUM

6 × 9 m

\$9,000

6 AVAILABLE · EARLY BIRD

The biggest builds on the floor. Stand out from the crowd. Selling from every angle. 54 sqm.

ISLAND

6 × 6 m

\$6,000

8 AVAILABLE · EARLY BIRD

Open on all four sides with 3 m of clear air -
Three selling frontages instead of one.

STANDARD

3 × 3 m

\$1,500

80 AVAILABLE · EARLY BIRD

Stack adjacent stalls for more frontage

ON SALE OCTOBER 2026 · EVENT MARCH 13–14, 2027 · EARLY BIRD RATES FOR A LIMITED WINDOW

Power, furniture and rigging packages available through the venue. Artist Alley tables and banner sponsorship priced on enquiry.

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FANDOMANIA

BOOK YOUR STALL

1. Explore the floor - every stall, price and view - at fandomania.com.au
2. Email your preferred stall IDs (e.g. P3, L2, C14 + C15) to lock them in
3. Early bird rates confirmed on invoice - stalls held for 7 days

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