

2023 - 2024

AVCON - ADELAIDE'S ANIME AND
VIDEO GAMES FESTIVAL



Exhibitor Information Pack

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WHAT IS AVCON?

AVCon is the only event of its type in Adelaide.

The AVCon Anime and Video Game Festival is an annual celebration of Japanese animation, video gaming, tabletop gaming, esports, game development, art, technology, and cosplay all in the heart of Adelaide – the capital of South Australia!

Run by Team AVCon Inc, a not-for-profit volunteer organisation dedicated to serving the local South Australian community. Team AVCon Inc also runs various other anime and gaming themed events geared towards hobbyists, professionals, and the general public; meaning no matter your skill level or need, we have you covered! Because Team AVCon Inc is a not-for-profit, all funds generated are used exclusively for making AVCon events better year after year. We put our full focus on promoting local content and giving the South Australian community an event that feels their own.

The AVCon Festival has been running for 21 years and built a lasting legacy within South Australia and stands as one of the pillars of pop culture celebration on the Australian calendar. Because of its long lasting success, AVCon has developed a sterling reputation and is respected nationwide in multiple industries and communities.

AVCon is committed to fostering local and interstate talent in fields such as game development, digital productions, writing, art and design, sewing and construction and other creative outlets such as streaming and podcasting.



SOUTH AUSTRALIA

Although many Aboriginal people settled in the area we know today as South Australia, the traditional owners and custodians of the Adelaide plains were the Kurna people who called the area Tarntanya.

Modern Adelaide was established as the first free British settlement in Australia and does not have roots as a convict colony like many other Australian cities. It is named for Queen Adelaide, wife of King William IV.



Adelaide is home to a large variety of highly renowned arts, performance and food festivals that run all year long. In fact one of the many nicknames of South Australia is 'The Festival State' so AVCon is in good company.

Greater South Australia is home to many wine regions that are considered amongst the best in the world. Areas such as the Barossa Valley and McLaren Vale produce first class wine and are also some of the most scenic landscapes in the country and well worth a visit.

DEMOGRAPHICS

Surveys have found AVCon appeals to and is attended by males and females in equal measure, with another large segment of our attendees identifying as non-binary or genderfluid.

40% of AVCon attendees fall into the 18 to 24 age range and another 40% fall into the 25 to 34 bracket meaning AVCon has solid appeal to the younger demographics who make up the largest share of consumers spending money on pop culture related products and services.



AVCon is a family-friendly event that offers free entry to children under 10 and targets content directly at young fans to foster a lifelong love of AVCon and pop culture. Feedback from previous years indicates that AVCon resonates with and is well regarded by the family demographic.

AVCon also runs "After Dark" which is an 18+ pop culture celebration run on the Saturday night of the main AVCon Festival. After Dark allows older fans to enjoy a range of pop culture entertainment not suitable for a younger audience and vendors and artists to offer a wider range of products than normal.

AVCON AFTER DARK PARTY



SPONSORS

In previous years AVCon has had Internode, a large provider of premium internet services (and now part of TPG Telecom) as a major sponsor.

Nintendo has participated in AVCon in multiple years, setting up large displays on the show floor.

Crunchyroll (through Madman) has been a sponsor of AVCon providing anime screenings and prize giveaways.

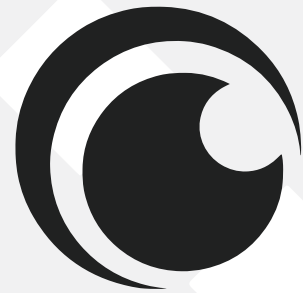
AVCon has worked with national tabletop retail outlet Good Game to run content in our table top area.

AVCon has worked with local anime and game retailer Shin Tokyo for almost two decades on promotion, exhibition and as a ticket seller partner.

UniSA has worked with AVCon to promote local technologies in development, support local game devs in the Indie Game Room and promotion of other University level courses on offer.



UniSA



crunchyroll





GUESTS

Home grown icons - AVCon has hosted many Australian icons such as **Jade Gatt** and **Ryan Lappin** (host of Australian kids show Cheez TV) and **Steven "Bajo" O'Donnell** and **Stephanie "Hex" Bendixsen** (host of Australian video game show Good Game).

International Celebrities - AVCon has flown in many international guests such as cosplayers **Jessica Nigri** and **Yaya Han**, voice actors such as **Jen Taylor**, **Caitlin Glass** and **Steve Downes** and Japanese animator **Hiroshi Nagahama**.



ARTISTS VENDORS INDIE GAMES



30 indie games featured in our Indie Game Room in 2023. Over the ten years plus the Indie Game Room has been running we have supported over 1000 local and interstate game developers.



40 EXHIBITORS IN OUR EXHIBITOR HALLS YEARLY

ONLINE REACH



21.1K

AVCon Facebook has 21.1k followers and reach of 100k over 2023.



4.4k

AVCon Instagram has 4.4k followers and a reach of 18.5k over 2023.



400K

AVCon Website generated 400k page views over 2023.



VENUE

AVCon will run out of the Adelaide Showgrounds. Just on the outskirts of the Adelaide CBD, the Adelaide Showgrounds is home to the Royal Adelaide Show, a mainstay of South Australian life and a venue well worn and familiar by most South Australians since childhood.

The Showgrounds is a large and modern venue and one of the largest under-cover exhibition spaces in the Southern Hemisphere. The Showgrounds accommodates other large pop culture events such as Supanova and Oz Comic-Con. The Showgrounds are easily accessible by car (with ample parking), the Adelaide Tram System and by bus.



MEDIA

As a community event, AVCon has developed specific and beneficial relationship with print, online, radio, and television media outlets in South Australia. Each year we host media representatives from TV stations, newspapers, websites and online content creators who eagerly report on our event and the impact it has on the South Australian landscape.



EXHIBITOR PACKAGES

Note: All electronics wanting to be plugged in at the Adelaide Showgrounds must have a valid Test and Tag within 2 years of the dates of 28th of June 2024.



SMALL BUSINESS TABLE: \$450

Suitable for small businesses to promote or sell products or services at AVCon. Restricted to a smaller space but can build small displays on top of or directly behind your table. The exhibitor will need to serve customers in front of their table and will not have space for customers to walk in.

The Exhibitor Small Business Table comes with the following:

1 x Trestle Table (180cm long by 76cm wide)

1 x Velcro Only Backing Board (2m Wide x 2.4m high)

2 x Padded Chairs

2 x AVCon 2024 Exhibitor Passes

ADD ONS THAT CAN BE PURCHASED WITH THE EXHIBITOR SMALL BUSINESS TABLE:

Second Table/Backing Board: **\$350**

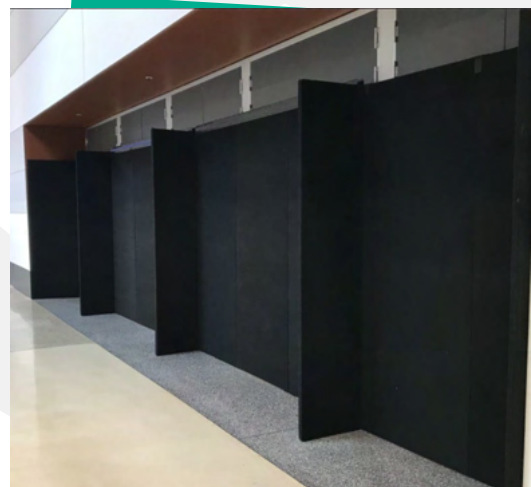
Black Tablecloth: **\$20**

Extra Padded Chair: **\$10**

Test & Tag: **\$5 (per item)**

Electricity: **\$40**

Additional AVCon 2024 Exhibitor Passes (maximum of 2): **\$30**



BACKING BOARD FOR REFERENCE



EXHIBITOR 3M x 3M FLOOR SPACE ONLY: \$1000

Large square space on the show floor. Perfect for businesses who need a presence at AVCon that is not encumbered by anything or who plan to build their own custom setup.

Exhibitors may buy multiple blocks in either a 3m x 6m or a 6m x 6m configuration. Space may have all 4 sides open or have one or two sides backing onto a wall.

Space can be utilised in any way as long as it stays within bounds of the allotted space and adheres to Exhibitor Terms and Conditions.

Exhibitor Floor Space Only comes with the following (per 3m x 3m space):

2 x Trestle Tables (240cm long x 76cm wide) - Optional

4 x Padded Chairs

4 x AVCon 2024 Exhibitor Passes

ADD ONS THAT CAN BE PURCHASED WITH THE EXHIBITOR FLOOR SPACE ONLY:

240cm x 75cm Trestle Table: **\$20**

Black Tablecloth: **\$20**

Extra Padded Chair: **\$10**

Test & Tag: **\$5 (per item)**

Electricity: **\$40**

Additional AVCon 2024 Exhibitor Passes (maximum of 2): **\$30**



EXHIBITOR 3M x 3M BOOTH: \$1280

Premium space on the show floor with black walled Corinthian booth with digitally printed fascia sign. Perfect for businesses who would like a contained space with their business name clearly visible with option for additional lighting.

Exhibitors may buy multiple booth spaces that can be combined into one booth in either 3m x 6m or 3m x 9m configuration. Booths can have 1 or 2 open sides.

The Exhibitor 3m x 3m Booths comes with the following:

2 x Trestle Tables (240cm long x 76cm wide) - Optional

4 x Padded Chairs

4 x AVCon 2024 Exhibitor Passes

ADD ONS THAT CAN BE PURCHASED WITH THE EXHIBITOR 3M x 3M BOOTH:

240cm x 75cm Trestle Table: **\$20**

Black Tablecloth: **\$20**

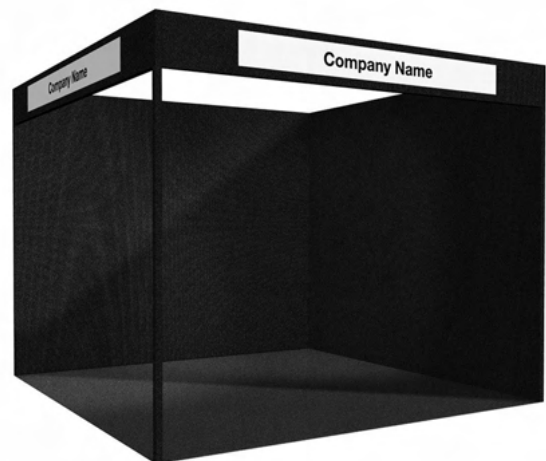
Extra Padded Chair: **\$10**

Test & Tag: **\$5 (per item)**

Electricity: **\$40**

150w Spotlight (up to two): **\$60**

Additional AVCon 2024 Exhibitor Passes (maximum of 2): **\$30**



BOOTH FOR REFERENCE

AVCON AFTER DARK



AVCon will be running a new version of our popular AVCon After Dark event on Saturday 29th of June from 6pm to 10pm. This event will take place at the same venue as AVCon (Jubilee Pavilion, Adelaide Showgrounds) but will be restricted to attendees over 18 years of age. Vending at After Dark is optional but if you wish to opt in, you will gain 4 extra hours of trade time and have the ability to sell art and products rated 18+ (although your product lineup can remain unchanged if you prefer). Exhibitors who do not opt into After Dark will have their booth/table sectioned off and watched by security.

AVCon After Dark vending is at no additional cost and comes included in the Package price.

EXHIBITOR GALLERY



Applications for AVCon Exhibitor Hall will open on **Saturday 3rd of February, at 5:00pm** and will last until **Saturday 25th of May, at 00:00 (midnight)**.

All applicants will need to have at least \$10 million Public Liability Insurance and a Certificate of Currency must be demonstrated before setup can occur at AVCon 2024.

The application process will request a description of your business and a general listing of the type of products or services that will be on offer at AVCon, links to social media accounts or website of your business, and list other events you have exhibited at. Applications will be subject to a vetting process and acceptance into AVCon 2024 will be influenced on the following criteria:

- Any products for sales are authentic and licensed.
- Product offerings are mostly relevant to AVCon's anime and video gaming themes.
- Products or content is unique from other exhibitors at AVCon.
- Content of products is kept to a family friendly rating for AVCon day trading.
- Products and services on offer are of high quality and cannot be found at local brick and mortar stores.
- Exhibitors will trade at AVCon After Dark and can offer unique products for the event.
- Exhibitors have a proven track record at AVCon or other events.

Places at AVCon are limited and as such not all applicants will be successful, even if all criteria is met. Selection is based on several factors and there may be some applications that will not be successful for reasons beyond control.

AVCon's selection decision is final. Unsuccessful applications may go on a waiting list and fill spots if there are any future vacancies.

Applications can be made at the following Google form:

<https://forms.gle/quRSBuDjimbm1rjKA>

Exhibitor Inquiries

exhibitors@avcon.org.au

Terms and Conditions:

<https://www.avcon.org.au/terms-and-policies/#artist-and-exhibitors>

CONTACT US

EMAILS

EXHIBITOR INQUIRIES

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SPONSORSHIPS

sponsorship@avcon.org.au

ELECT CONTACTS

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