

# LEVEL UP

**NOVEMBER 8-10**

**BRISBANE CONVENTION  
& EXHIBITION CENTRE**

Powered By



Celebrating

**100**  
supanova  
Expos in 2024!







## LEVEL UP - POWERED BY AUSTRALIAN COMPUTER SOCIETY (ACS)



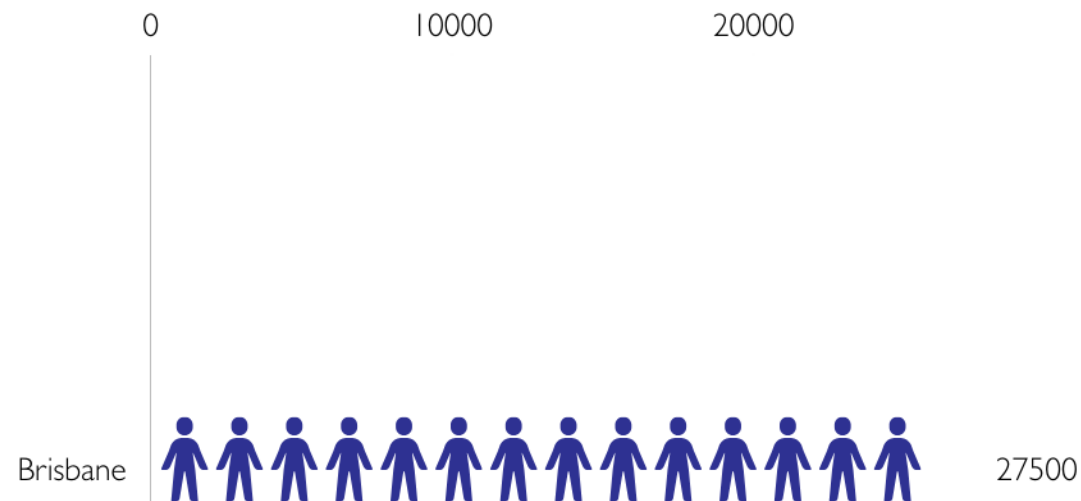
In conjunction with our 100th show in Brisbane, Supanova Comic Con & Gaming are partnering with the Australian Computer Society (ACS) in delivering an incredible initiative to inspire and educate students about the vast opportunities available in the gaming and tech industries. Taking place on November 8th-10th, this event is designed to inspire and educate students aged 14-17 about the exciting opportunities in the gaming and tech industry.

At Supanova we've built our expos on providing an immersive experience into the brilliance of imaginary worlds and with 'Level Up', we aim to inspire and encourage yet another generation to explore career pathways and discover the endless possibilities our multifaceted industry can provide.

'Level Up' powered by ACS offers interactive workshops, live demonstrations, challenges, and insights from industry experts and gaming icons. Students will have the chance to engage with cutting-edge technologies, meet their favorite gaming personalities, and explore potential career paths in gaming and tech sectors.

As an exhibitor, you will have the unique opportunity to align with a diverse and passionate audience, showcase your commitment to fostering innovation and education, and gain media and advertising exposure. Don't miss out on shaping the future of gaming and technology.

## EXPECTED ATTENDANCE BRISBANE 2024



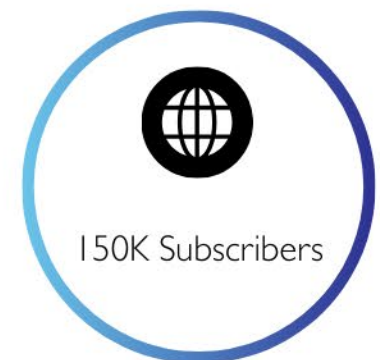
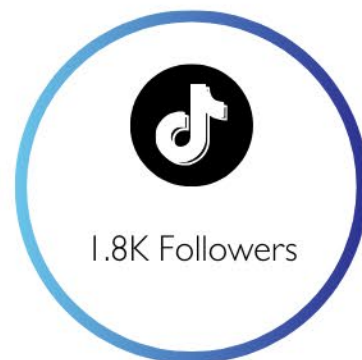
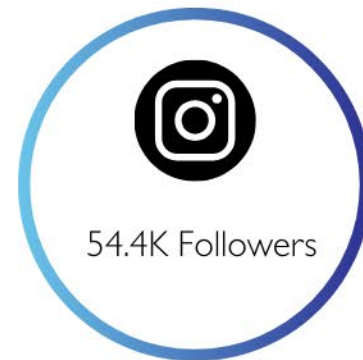
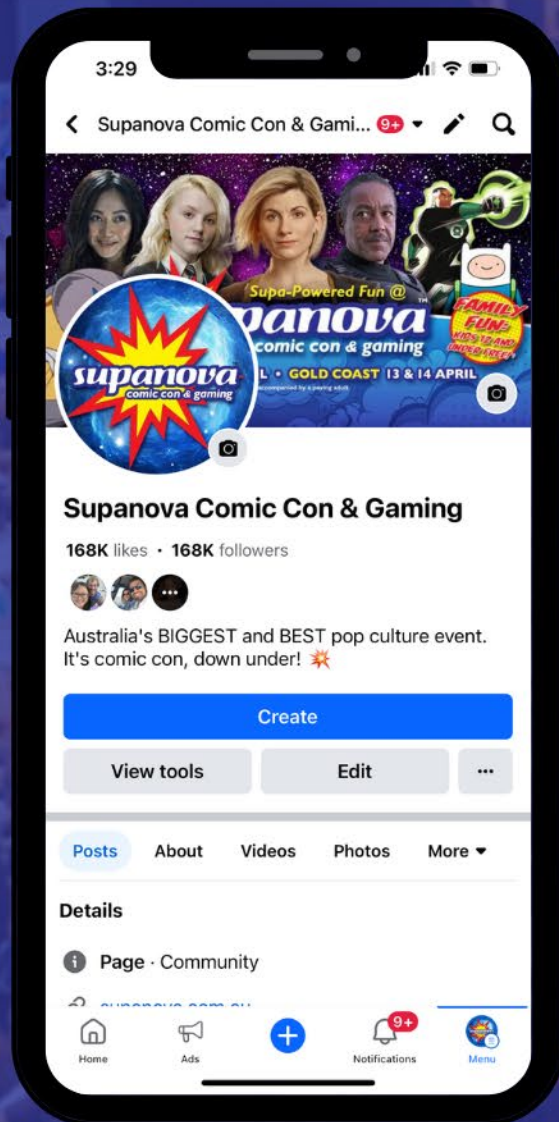
Celebrating 100 shows across Australia since the year 2002, Supanova has become the go-to destination for all pop culture fandom. Fans of comics, sci-fi, fantasy, anime, gaming, and literature come together and celebrate their shared passion.

Showcasing aspiring talent, artists, and creators it is also a place to rejoice in cosplay ('cos'tume role-'play'), where imagination and creativity thrive, and where fans of all ages can embrace their inner geek, childlike wonder or Supa-Hero within.

Supanova offers a vibrant mix of entertainment, technology, collectables, toys, and four-colour fun. We expect to have up to **27,500 attendees** in Brisbane alone seeking new adventures, fandom fun and exploring exciting opportunities in the gaming and tech industry.



## SUPANOVA'S STELLAR SOCIAL REACH



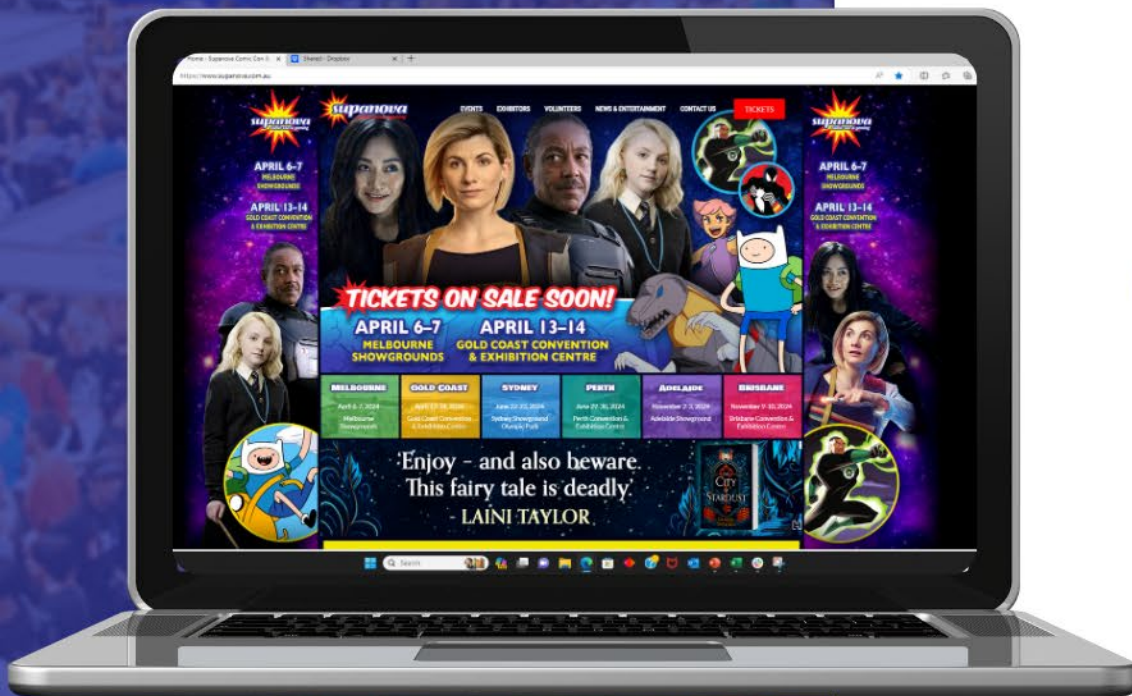
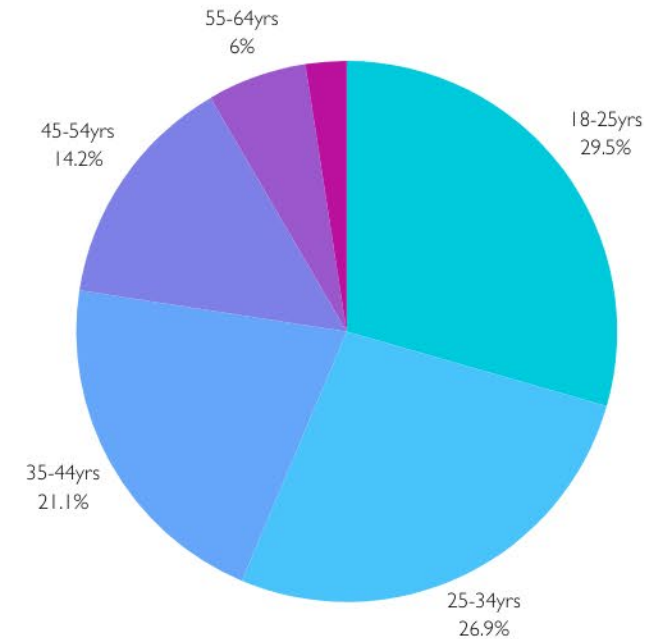
## SUPANOVA'S STELLAR SOCIAL REACH

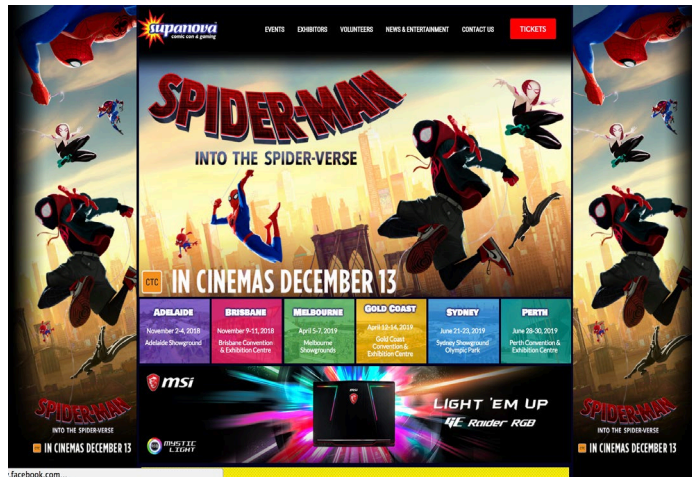
### Web Analytics (Last 90 Days)

- 380,851 page views
- 195,441 sessions
- 104,292 new users
- eDM open rate of 20%
- Conversion rate of 42.4%

### During Hot Zone (Expo Weeks and 2 Weeks Prior)

- 1.1m impressions over google and meta channels
- Average viewing time is 2m 15sec
- eDM open rate increase to 30%
- All social channels continue to show growth

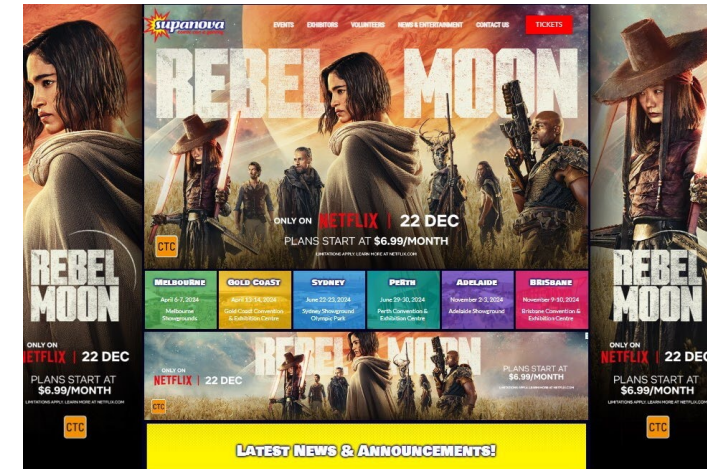




Homepage Slider & Web Skins Ads (Takeover)



Web Banners (Online & Mobile)

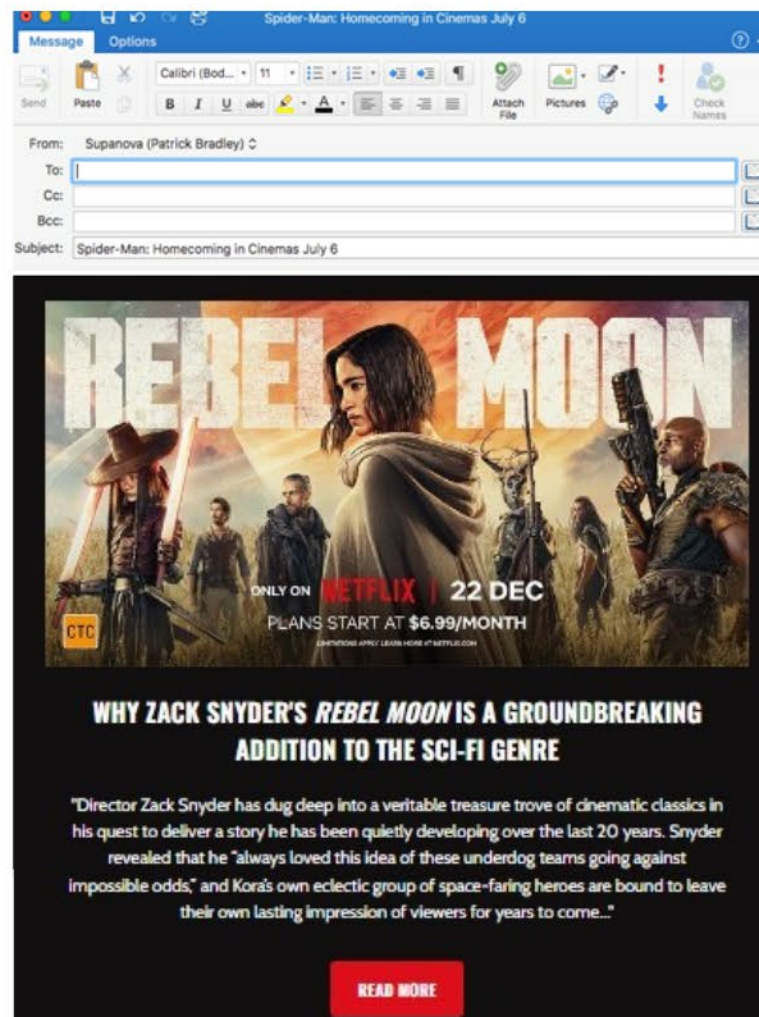


TRIPLE BUNDLE Takeover: WebSkins, Homepage Slider & Banner Ad (rotation)

## eDM Marketing – National & Geo-targeted:

Email marketing is still one of the most effective ways to make an impression and the Supanova consumer database of active “opt-in” members keeps growing every month. With over 150,000 subscribers in the Supanova eDM audience and over 20% open rate, brands can take advantage of an exclusive brand message or be a part of a monthly newsletter with a branded Ad Tile.

## DIGITAL MEDIA OPPORTUNITIES - EMAIL MARKETING



### eDM (Bespoke STATIC)

Feature Image - National



### eDM (MONTHLY) NEWSLETTER

Ad Tile

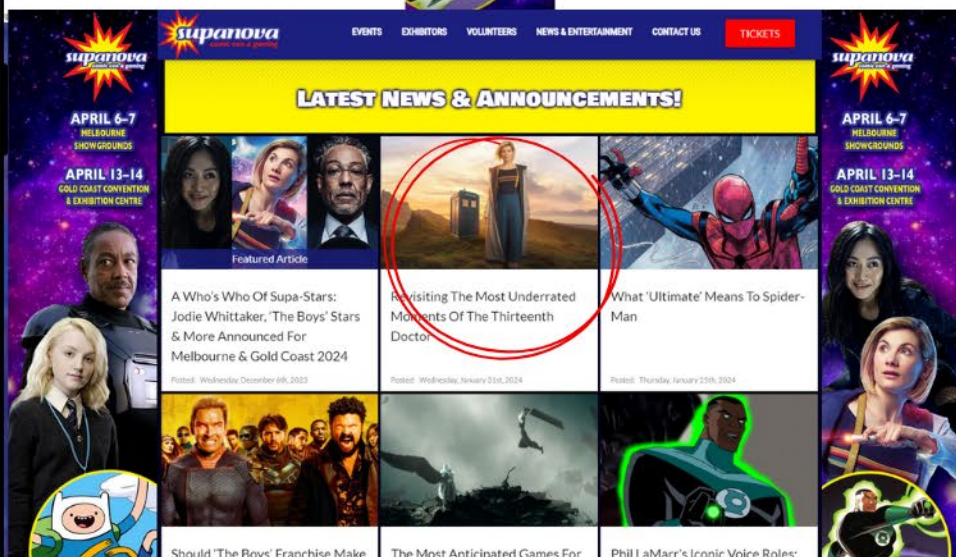


## DIGITAL MEDIA OPPORTUNITIES - SUPA-NEWS CAMPAIGN

### Enhanced Content Social Engagement:

[Supanova.com.au](https://supanova.com.au) is a dynamic online platform that seamlessly combines e-commerce, where fans can purchase tickets, with a captivating world of pop-culture news and entertainment.

Our team of talented editorial writers are dedicated to exploring diverse aspects of fan interests, ensuring comprehensive coverage. As a part of our exclusive media package, we offer you the opportunity to showcase your thrilling consumer product or new programming release. Our esteemed writers will craft an engaging article that not only captures the attention of the national audience but also generates buzz through promotion, extensive readership, and widespread social sharing.

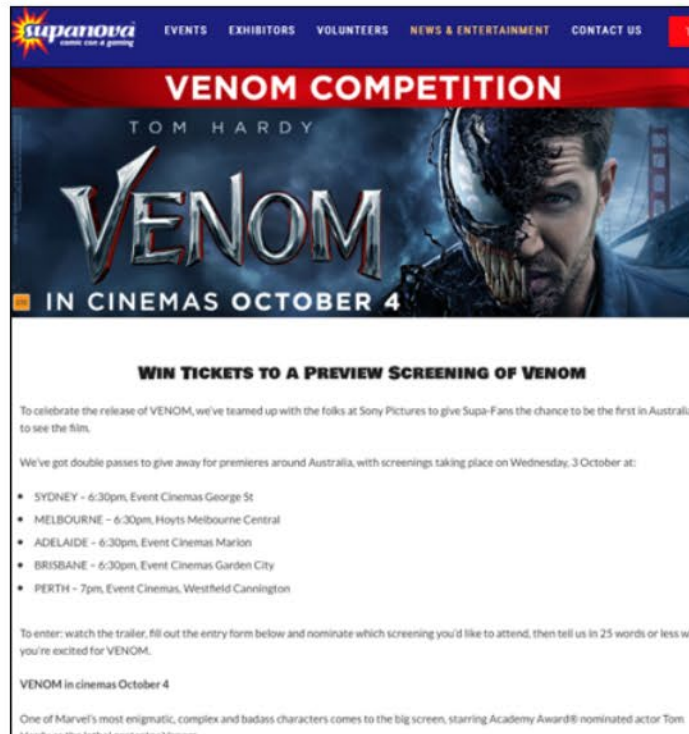


Supa-News Article Design Specs, client provided

Case Study: Jodie Whittaker in Doctor Who  
Supa-News Article and social media (selects)

## eDM Online Fan Contesting and Consumer Data Gathering

Fans love to be fans and now you can leverage their enthusiasm through online/mobile contests and giveaways. This presents a fantastic opportunity to not only turn fans into active consumers but also make a lasting impact, engage, and ignite excitement. By participating, fans can establish a meaningful connection with your brand.



**VENOM COMPETITION**

TOM HARDY

**VENOM**

IN CINEMAS OCTOBER 4

**WIN TICKETS TO A PREVIEW SCREENING OF VENOM**

To celebrate the release of VENOM, we've teamed up with the folks at Sony Pictures to give Supa-Fans the chance to be the first in Australia to see the film.

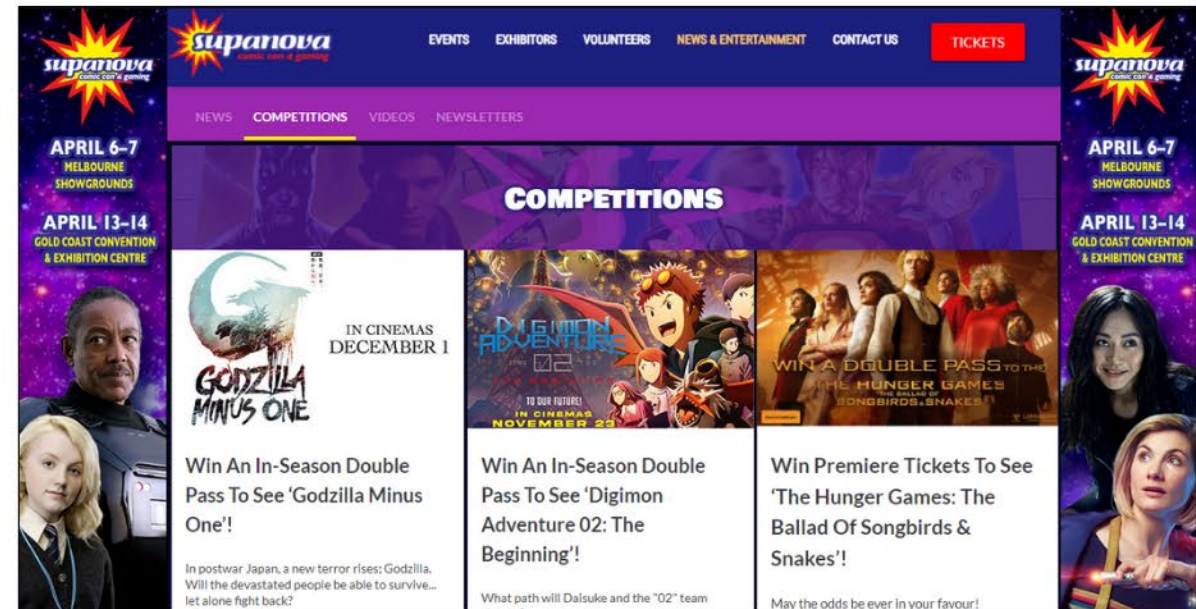
We've got double passes to give away for premieres around Australia, with screenings taking place on Wednesday, 3 October at:

- SYDNEY - 6:30pm, Event Cinemas George St
- MELBOURNE - 6:30pm, Hoyts Melbourne Central
- ADELAIDE - 6:30pm, Event Cinemas Marion
- BRISBANE - 6:30pm, Event Cinemas Garden City
- PERTH - 7pm, Event Cinemas, Westfield Cannington

To enter: watch the trailer, fill out the entry form below and nominate which screening you'd like to attend, then tell us in 25 words or less why you're excited for VENOM.

**VENOM** in cinemas October 4

One of Marvel's most enigmatic, complex and badass characters comes to the big screen, starring Academy Award® nominated actor Tom Hardy in the first of our Venom.



**COMPETITIONS**

**APRIL 6-7 MELBOURNE SHOWGROUNDS**

**APRIL 13-14 GOLD COAST CONVENTION & EXHIBITION CENTRE**

**WIN AN IN-SEASON DOUBLE PASS TO SEE 'Godzilla Minus One'**

In postwar Japan, a new terror rises; Godzilla. Will the devastated people be able to survive... let alone fight back?

**WIN AN IN-SEASON DOUBLE PASS TO SEE 'Digimon Adventure 02: The Beginning'**

What path will Daisuke and the "02" team


**WIN PREMIERE TICKETS TO SEE 'The Hunger Games: The Ballad Of Songbirds & Snakes'**

May the odds be ever in your favour!

**Supanova Comic Con & Gaming**  
Published by Madeleine Anjelica · 1 · October 22 at 12:00 PM · 🌐

If you are seeing red, you know you're in the right place. That's right, the **Nintendo Switch Gaming Zone** returns for **Supanova 2018 - Adelaide** and **Supanova 2018 - Brisbane**, complete with a bunch of free-to-play 1v1 gaming screens for all fans to join in the fun!

All weekend long, fans can step up and test their skills with Nintendo's hottest games, such as **Super Mario Party**, **ARMS**, **Mario Kart 8 Deluxe** and more. And if you've really got game you can win awesome prizes, so stop by and join in!



**Get More Likes, Comments and Shares**  
Boost this post for \$28 to reach up to 15,000 people.

19,460	421
People Reached	Engagements
👍❤️👍 Scott Johnson, Caroline Lee and 27 others	11 Comments · 4 Shares

**Performance for Your Post**

19,460 People Reached		
66 Reactions, Comments & Shares		
27 Like	24 On Post	3 On Shares
3 Love	3 On Post	0 On Shares
2 Haha	0 On Post	2 On Shares
3 Wow	3 On Post	0 On Shares
26 Comments	17 On Post	9 On Shares
5 Shares	4 On Post	1 On Shares
355 Post Clicks		
20 Photo Views	0 Link Clicks	335 Other Clicks

## Social Media Community Engagement:

As an amplification to your campaign, Supanova social media channels offer great opportunity for brands to make impressions and capture our passionate national fans right on their mobile device or a web browser; engage and empower them to share.

\*Social media posts are included with sponsorship campaigns and are not sold separately.



**Supanova Expo** @SupanovaExpo · Nov 6

If you're seeing red, you know you're in the right place! Get keen, as our **#NintendoSwitch** Gaming Zone returns for **#Supanova - Brisbane!** Free-to-play 1v1 games plus the chance to win awesome prizes, so stop by and join in! **@NintendoAUNZ #Brisnova**



**Supanova Expo** @SupanovaExpo · Nov 6

You won't want to miss **#KingdomofAsh**, the unforgettable conclusion to the bestselling **#ThroneofGlass** series! **@BloomsburySyd**

**Supanova Expo** @SupanovaExpo · Jun 16

The **@NintendoAUNZ** Free-to-Play Console Gaming Zone proven to be very popular today with a mixture of casual and friendly competitive play at **@SupanovaExpo**



## EVENT MEDIA OPPORTUNITIES - EXPERIENTIAL SPACES

### Experiential Brand Spaces

Brands and businesses secure space on the show floor to engage fans market, sell merchandise and gain loyal customers.

These spaces can feature:

- Minimum 6m x 6m hire of space
- Must be custom designed and/or externally developed displays
- Carpet included with stand hire
- Furniture, Power & Lighting ordered as required
- Exhibitor Passes (limited, upon request)



Nintendo- 9Mx9M space  
for free-to-play  
experiential and fan  
comps



ESL: 25Mx25M space for Pro Esports gaming stage and merch stand



### Static Out-of-Home Signage XL Billboard Banner

Event based Out of Home media, full sized overhead banners and signage is an ultimate way to create impact and awareness. Signage hangs directly above main high foot traffic areas, concourses, entryways or even on the main exterior of the Event Center (urban centers).

BILLBOARD / BANNER ADVERTISING	EST. IMPS. (ONE SHOW)	EST. IMPS. (TWO SHOWS)	EST. IMPS. (6 SHOWS)
BANNER (two-sided/rigged) Show Hall Main Entrance Exclusive (3mx6m min)	300,000	600,000	1,800,000
BANNER (two-sided/rigged) Main Concourse Limited (3mx6m min)	270,000	540,000	1,620,000
BRANDED PHOTO WALL (floor level) (est. 6mx2.4m min.)	150,000	300,000	900,000
BILLBOARD KEY SHOW AREA (two-sided/rigged) Celebrity Signing Zone (3mx6m min)	210,000	420,000	1,260,000
Barricade Cover Ads (assumes 12 Ads per brand/per show)	180,000	360,000	1,080,000
BILLBOARD (one-sided/mounted) Exterior Event Ctr/Main Show entrance (Size TBD)	varies	varies	varies

## TV Commercials, Exclusive Content & Entertainment Trailers

Promote your brand with TV commercials, exclusive content, and entertainment trailers on the big screen. Reach our influential audience of Con-goers nationwide. Promotion available in the Grand Theatre (1000+), Supanova Seminars (200+), Imagineers Stage (show floor 80+), or Gaming Zone Stage (show floor 150+), depending on the product or service being presented.



TVC & TRAILER VIDEO PLAY	EST. IMPS. (ONE SHOW)	EST. IMPS. (TWO SHOWS)	EST. IMPS. (6 SHOWS)
(:30) TVC/Trailer Video Play	95,000	190,000	570,000
(:60) TVC/Trailer Video Play	95,000	190,000	570,000
(1-2 Min) Alt. Length Video Play	70,000	140,000	420,000
(5 min/approx) Special Video Play (limited)	65,000	130,000	390,000

\*Video assets client provided.



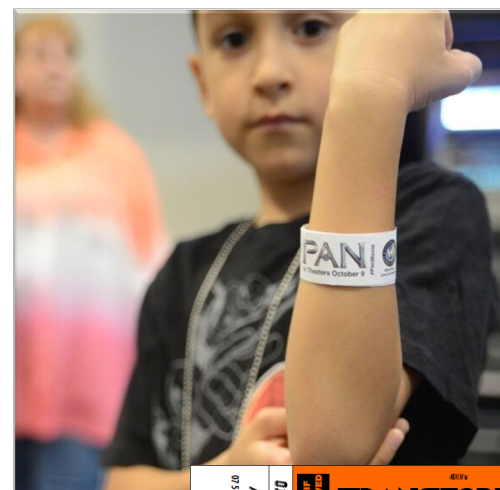
## The Unbreakable Bond of the Supanova Community

When it comes to the Supanova Tour, 93% of our fans express their unwavering commitment to purchasing brands and products associated with our event. The level of passion within our community is simply unmatched. From the vibrant cosplay community to the talented artists in the artist alley, every individual plays a crucial role in creating an unforgettable live event experience. By advertising on our volunteer t-shirts, you not only become a part of this passionate community, but also get the chance to be proudly worn by its dedicated members.

VOLUNTEER T-SHIRTS	EST. IMPS. (TWO SHOWS)	EST. IMPS. (6 SHOWS)
Total Volunteer Community (250+ per show)	280,000	840,000

## Enhance Your Impact with Branded Wristbands

Stand out from the crowd and leave a lasting mark with our branded wristbands. Make a lasting impression with consumers all day or weekend long. Whether it's for new product launches, movie releases, or any campaign where you want consumers to take action, our wristbands are the perfect choice.



BRANDED WRISTBANDS	EST. IMPS. (TWO SHOWS)	EST. IMPS. (6 SHOWS)
Entire Fan Audience	12,000,000	36,000,000
Kids Targeted (12 yrs & under, free admission)	3,000,000	10,800,000



### **(Advertiser's Name) Supa-Star Signing Area**

- Premium Show Floor Ad Space
- Featured brand placement above guests
- Unmatched show floor visibility and impressions
- Featured naming of brand in all Supanova PA announcements for guests

Naming rights to theatres also available through tailored packages.  
Please enquire for pricing.



### **Cosplay Theatre – Theatre I (Advertiser's Name) Cosplay Theatre**

- Holds a showcase of Cosplayers and competitions where entrants are awarded prizes
- Arena used for larger headline guest panels where AV content is essential
- Most frequented theatre
- Full AV and Technical setup
- Minimum 1000 seat capacity

Naming rights to theatres available through tailored packages.  
Please enquire for pricing.





### **Seminar Theatre – Theatre 2 (Advertiser's Name) Seminars**

- Minimum 300 seat capacity
- Panels booked in 50 minute time slots
- Includes Master Classes for all who wish to advance their skill set in movie making and literature

Naming rights to theatres available through tailored packages.

Please enquire for pricing.



**Show Floor Open Theatre – Theatre 3  
(Advertiser's Name) presents Imagineer's Stage**

- Workshop style panels
- Full AV setup on stage
- Home of the Fan Art and Model/Prop Exhibition and Competitions
- Min. 80 seat capacity with additional standing room
- Exclusive interaction & patron engagement within exhibition show floor

Naming rights to theatres available through tailored packages.

Please enquire for pricing.



## SUPA-STAR CELEBRITY ALUMNI



Chris Hemsworth: <https://vimeo.com/226239118>

David Boreanaz: <https://vimeo.com/220397341>

[Supanova Comic Con & Gaming Sizzle Reel 2023 on Vimeo](#)

[Supanova Comic Con & Gaming Wednesday Promotion](#)

**SUPANOVA.COM.AU**



Please contact our team for all media and advertising enquiries:

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Find us here:

Web: [www.supanova.com.au](http://www.supanova.com.au)

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