

EXHIBITOR PROSPECTUS

MARCH 13–14, 2027 · NEWCASTLE ENTERTAINMENT CENTRE

We don't sell floor space. We sell worlds.

WHY EXHIBIT

SAME VENDORS. SAME ROOMS. ZERO MAGIC.

Australian fans watch San Diego Comic-Con from afar — the exclusives, the spectacle — then walk into a local con and get a flea market of collectables at premium prices.

Fandomania exists to close that gap. A premium trade-show floor, curated zoning, wide aisles and immersive set builds. Fans stay all day. Stalls sell all day.

10,000+
FANS ACROSS TWO DAYS

4,100 SQM
NEC ARENA FLOOR

94
STALLS ACROSS THREE TIERS

3 M+
MINIMUM AISLE WIDTH

TRACK RECORD

PROVEN AT NEWY-CON

Fandomania is the evolution of Newy-Con — the pop culture event our team built and ran in Newcastle. Cosplay showcases, immersive photo sets, screen-accurate builds, and a community that showed up in force.

We already know the logistics, the crowd dynamics and the infrastructure needed to run 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 on 3 m aisles 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 17 m 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. Entry-row eye-line and the Creator Zone gateway. 54 sqm.

ISLAND — 6 × 6 m

$6,000

8 AVAILABLE · EARLY BIRD

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

STANDARD — 3 × 3 m

$1,500

80 AVAILABLE · EARLY BIRD

The core vendor grid on 3 m aisles. Stack adjacent stalls for a wider 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.



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

BEC ADAMS – MARKETING DIRECTOR

bec@fandomania.com.au · 0411 309 371 · fandomania.com.au