

EXHIBITION PROSPECTUS

Brisbane Firearms Expo 2025

PLATINUM SPONSORS



Event Coordinator

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RNA
Showgrounds
24 & 25 MAY
2025



WELCOME

We are pleased to welcome you to a premier event within the firearms community in Australia. This event provides an opportunity to engage with and explore the intricacies of the industry in a family-friendly setting.

Featuring educational sessions and innovative exhibits, attendees can delve into various aspects of the firearms landscape. From the latest advancements in night vision technology to live demonstrations, there are numerous experiences to explore.

As industry leaders, enthusiasts, and innovators come together, we invite you to join us as an exhibitor. By participating in this event, you can shape the future of the industry and build valuable connections within the firearms community.

Welcome to an event focused on collaboration, innovation, and opportunity. We look forward to your participation and contribution to this gathering.

A handwritten signature in black ink, appearing to read 'Amanda'.

Amanda Saunders
Event Coordinator



ABOUT THE EXPO

Queensland's latest premier event




12,000+
attendees
over 2 days



150+
exhibitors



VIP
networking
function



40+
education
sessions

With an anticipated attendance of over 12,000 industry participants across two days, this event offers significant opportunities for engagement, education, and exploration.

Attendees can expect a comprehensive showcase of advancements, informative exhibits, and exciting events – providing a wide range of activities to explore.

At the end of the first day, industry professionals are invited to our VIP networking function. This event offers a setting for connecting and discussing potential collaborations within the firearms industry.

Whether you're an enthusiast, industry leader, or innovator, this event provides a platform for discovery, engagement, and professional growth.





THE FUTURE OF FIREARMS



Queensland's
premier
firearms expo



family
friendly
event



firearms
research
paper

The Brisbane Firearms Expo is anticipated to be the most engaging firearms expo to date in Queensland. As the industry continues to diversify and advance, this event is primed to present a comprehensive display of the latest innovations, drawing attendees from nationwide.

This expo heralds a significant milestone for Australia, as the country's latest family-friendly event of its kind. Breaking new ground in the industry, this expo aims to provide an inclusive environment where people of all ages and levels of expertise can engage with firearms education and related activities in a safe and welcoming setting.

In partnership with the Australian Firearms Research Centre, you will be part of a study on Australia's modern firearm community. Aimed to fill the crucial gap in understanding the intricate dynamics of the industry, it also aims to shed light on the multifaceted perspectives within the broader community.



EXHIBITION PACKAGES



PLATINUM

You'll receive:

- Prime booth location x 6
- Speaking opportunity (education or brand promotion) x 4
- Professional interview x 1
- Brand visibility on all marketing
- VIP pass to the cocktail function x 6
- General admission tickets x 6
- Website banner
- Dedicated social media promotion
- Networking opportunities
- Swag bag insert



GOLD

You'll receive:

- Premium booth location x 4
- Speaking opportunity (education or brand promotion) x 2
- Professional interview x 1
- Logo visibility
- VIP pass to the cocktail function x 4
- General admission tickets x 4
- Website banner
- Social media promotion
- Networking opportunities
- Swag bag insert



SILVER

You'll receive:

- Booth Space x 2
- Speaking opportunity (education or brand promotion) x 1
- Professional interview x 1
- VIP pass to the cocktail function x 2
- General admission tickets x 2
- Networking opportunities
- Social media recognition
- Swag bag insert



BRONZE

You'll receive:

- Standard booth space
- General admission tickets x 1
- Logo visibility
- Networking opportunities
- Social media recognition



SPECIAL EXHIBITIONS

If you have something unique you'd like to exhibit, please contact us to discuss further.



EXHIBITION SPACES

Each standard exhibition space will come with:

- 3 x 3 metres of usable space
- 1 trestle table
- Energy efficient lighting
- Power outlet for your use

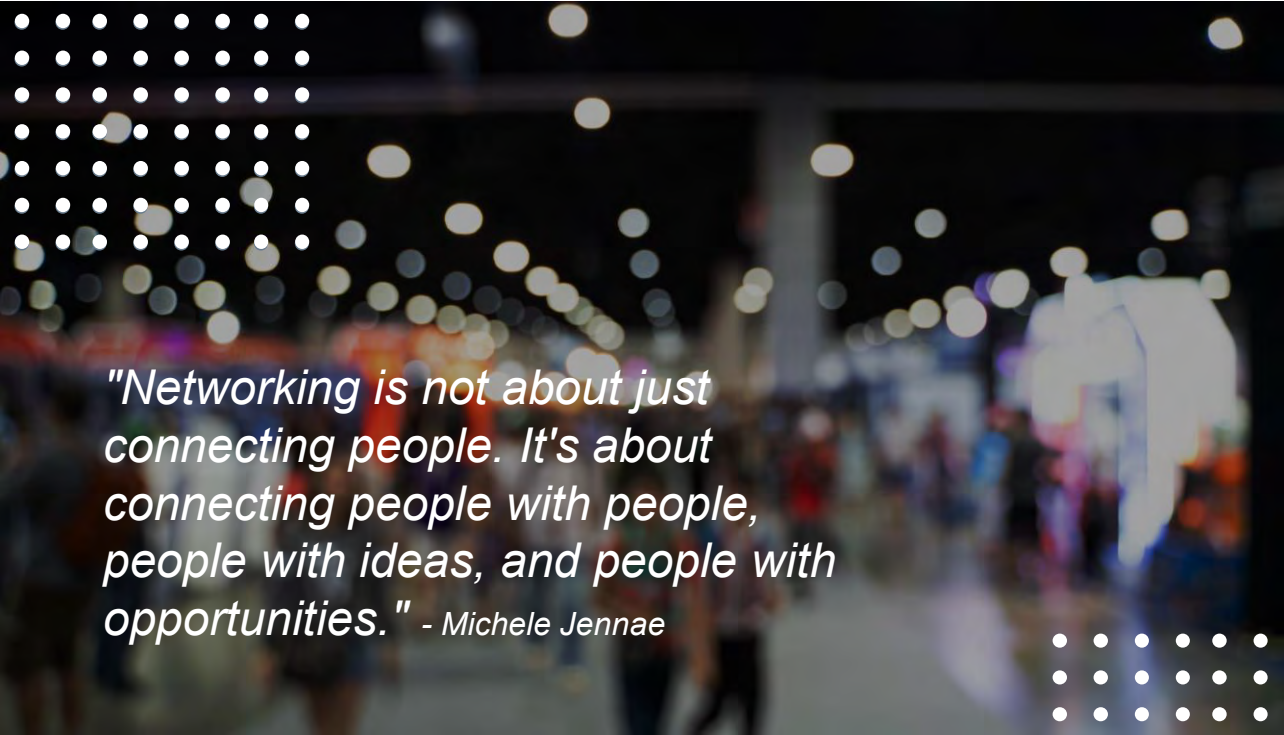
*Have something unique you'd like to display?
Contact us today to discuss available options.*



Already have a custom booth setup? Simply purchase floor space to showcase your organisation.

Sponsorship plays a pivotal role in the success of events like ours, serving as a vital catalyst for innovation, growth, and community building. By partnering with our sponsors, we can enhance the attendee experience, offer valuable networking opportunities, and showcase the latest advancements in the firearms industry. Sponsorship also allows us to expand our reach, attracting a diverse audience and ensuring the event's long-term sustainability.

Your sponsorship is not just about brand visibility; it's about forging meaningful partnerships that will drive positive change and elevate the industry as a whole.



"Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities." - Michele Jennae

WHO SHOULD EXHIBIT?

**Showcase, Connect,
Innovate**

Exhibiting at the Brisbane Firearms Expo provides a unique opportunity to reach a diverse and engaged audience.

This event serves as a prime platform to showcase your products and services, enhance brand visibility, and connect with key stakeholders. By participating, you can build valuable relationships, stay at the forefront of industry developments, and engage directly with potential customers and partners.

Whether you're looking to launch new products, expand your market presence, or simply network with industry leaders, this expo offers unparalleled opportunities for growth and collaboration.

- Firearms Manufacturers, Wholesalers and Retailers
- Firearms Accessories Providers
- Armourers and Gunsmiths
- Clubs, Ranges and Associations
- Training Providers
- Hunting and Outdoor Suppliers
- Law Enforcement and Military Providers
- 4WD and Camping Stores
- Clothing and Apparel
- Safety Solutions
- Government and Regulatory Bodies

EDUCATION SESSIONS



Our education sessions at the Brisbane Firearms Expo provide valuable exposure for presenters. By purchasing a spot, you'll benefit from a **live stream** of your session, extending your reach beyond the event.

Additionally, you'll receive a **professional recording** of your presentation for future use. To further enhance your visibility, we'll include **social media promotion** before, during, and after the expo.



INTERACTIVE ACTIVITIES

Does your organisation fit into one of the following categories? Contact us to find out how we can help you promote your services through one of our interactive activity spaces.

- Indoor Air Rifle Range
- Archery Range
- Gel Blaster Gallery
- Night Vision Experience
- Working Dog Display
- Have another idea? Contact us!

SMALL CLUBS AND ASSOCIATIONS

We believe that the Brisbane Firearms Expo should be accessible to everyone, regardless of size. That's why we're offering a special discount to smaller clubs and associations. We want to ensure that this platform is available for all, big and small. Please contact us for more information on how you can take advantage of this offer.



VIP NETWORKING FUNCTION

Join us for an exclusive VIP Networking Function at the Brisbane Firearms Expo, designed for industry leaders, trade professionals, and key stakeholders. This cocktail function will provide a relaxed setting with food and drinks included, offering a prime opportunity to connect and engage with other professionals. Limited to 200 participants, this event ensures an intimate atmosphere conducive to meaningful conversations and networking.

Highlighting the evening will be a keynote presentation from Shooters Union Australia, providing valuable insights into current industry trends and issues. With representatives from across Australia and internationally, this function is the perfect occasion to forge new connections and strengthen existing relationships within the firearms industry. Don't miss this unique chance to network with peers and gain valuable industry insights.



**limited
spots**



**exclusive
networking
opportunities**



**keynote
presentations**

EXHIBITOR SUPPORT & SERVICES

*Ensuring your success
every step of the way*

Firearm Displays and Ammunition Sales

We are pleased to announce that **firearm displays** and **ammunition sales** will be allowed at the Brisbane Firearms Expo. This provides exhibitors with an excellent opportunity to showcase and sell their products directly to an engaged audience. Our Expo Coordinator will provide templates and assistance to help you obtain the necessary regulatory approvals, ensuring a smooth and compliant process.

Firearms Compliance Assistance

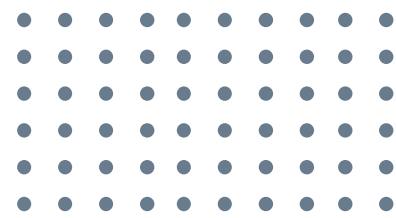
To support our exhibitors in meeting their obligations under the arms fair approval, platinum sponsor ASSET College will provide a **dedicated Firearms Compliance Officer** throughout the expo. This professional will be available to assist with any compliance-related questions or issues, helping to ensure that all activities adhere to the relevant regulations and standards.

Exponet Services

We are excited to partner with Exponet, offering exhibitors access to their top-notch services. Exponet specialises in arranging **custom stands** and **furniture hire** to help you create an impressive and functional exhibition space. Exhibitors can arrange these services directly with Exponet at their own cost, allowing for a tailored experience that meets your specific needs and enhances your presence at the expo.

The Brisbane Firearms Expo is dedicated to providing a comprehensive and supportive environment for all exhibitors. We look forward to welcoming you to an event that promises exceptional opportunities for growth, networking, and showcasing your brand.

KEY DATES



Mark your calendars for the Brisbane Firearms Expo! Key dates to remember include the exhibitor application deadline, setup day, and the main event days. Additionally, don't miss the VIP networking

function, offering an exclusive opportunity for industry professionals to connect. Keeping these important dates in mind will help ensure a successful and seamless experience at the expo.

MONDAY 29 JULY

Premium Exhibitor/Sponsor Registrations

Opening for Gold Sponsors and exhibitors requiring large spaces for custom stands. The floor plan will be reviewed and finalised after these allocations.

Additional Sponsorship Opportunities

Available starting next Monday. These opportunities provide a range of benefits to enhance your presence at the expo.

TUESDAY 31 DECEMBER

Exhibitor Registrations CLOSE

2025

EVENT BUMP IN / BUMP OUT

Bump In – 22 & 23 May

From 7am – 11pm

Bump Out – 26 May

From 7am – 12pm

2024

MONDAY 19 AUGUST

General Exhibitor Registrations

This is your chance to secure a spot and participate in Queensland's premier firearms event.

MONDAY 24 FEBRUARY

Final Payment

Due three months prior to the expo to ensure your participation is confirmed.

Visitor Registrations

Opening three months prior to the expo, allowing attendees ample time to plan their visit.

DRAFT FLOOR PLAN

For your convenience, we have attached the current drafted floor plan. This preliminary layout will give you an idea of the available spaces and their locations. Once we have allocated the spaces for our Gold Sponsors, we will provide a finalised plan. This updated floor plan will reflect all confirmed exhibitor placements and allow you to plan your setup accordingly.

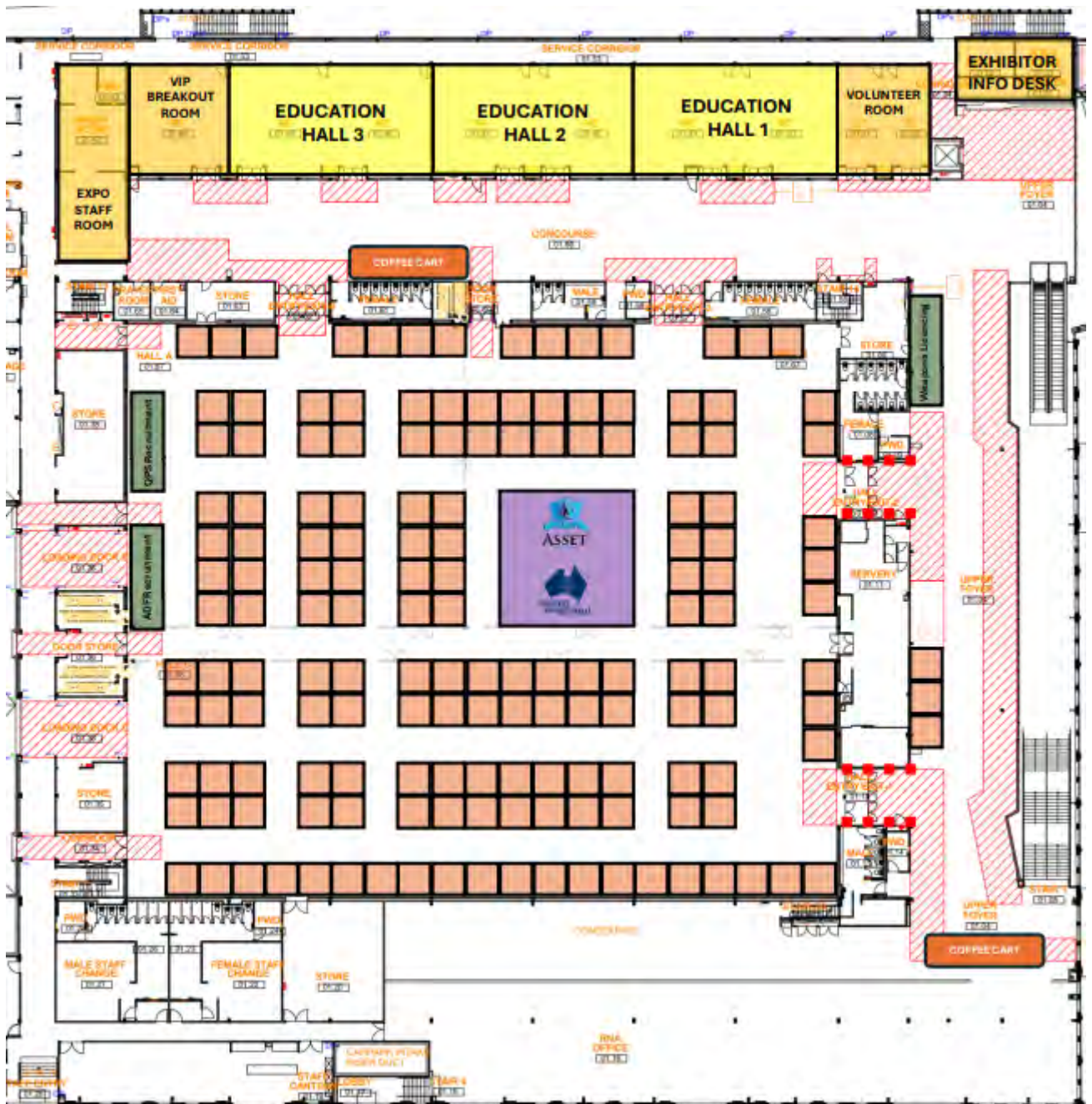
Ground Floor



DRAFT FLOOR PLAN

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Level 1



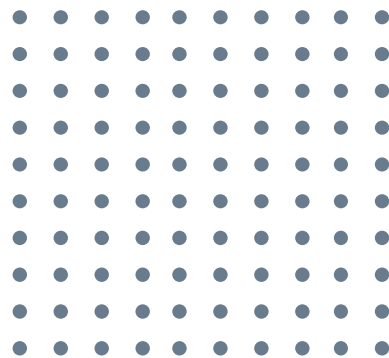
SPONSORSHIP PRICING

Our sponsorship packages are designed to offer maximum value and visibility for your brand at every level of investment. Explore our pricing options and secure your sponsorship today to elevate your brand presence and make a lasting impact within the firearms community.



SPONSORSHIP PACKAGE	PRICING (EXCL. GST)
<p>Platinum</p> <ul style="list-style-type: none"> • Prime booth location x 6 • Speaking opportunity (education or brand promotion) x 4 • Professional interview x 1 • Brand visibility on all marketing • VIP pass to the cocktail function x 6 • General admission tickets x 6 • Website banner • Dedicated social media promotion • Networking opportunities • Swag bag insert 	<p>SOLD OUT</p>
<p>Gold</p> <ul style="list-style-type: none"> • Premium booth location x 4 • Speaking opportunity (education or brand promotion) x 2 • Professional interview x 1 • Logo visibility • VIP pass to the cocktail function x 4 • General admission tickets x 4 • Website banner • Social media promotion • Networking opportunities • Swag bag insert 	<p>\$11,000.00</p>
<p>Silver</p> <ul style="list-style-type: none"> • Booth Space x 2 • Speaking opportunity (education or brand promotion) x 1 • Professional interview x 1 • VIP pass to the cocktail function x 2 • General admission tickets x 2 • Networking opportunities • Social media recognition • Swag bag insert 	<p>\$5,500.00</p>
<p>Bronze</p> <ul style="list-style-type: none"> • Standard booth space • General admission tickets x 1 • Logo visibility • Networking opportunities • Social media recognition 	<p>\$2,750.00</p>
<p>Space Only</p>	<p>\$240 per m²</p>
<p>Education Session</p> <ul style="list-style-type: none"> • 30 minute slot • Live streamed on the day • Professionally edited recording • Social media promotion 	<p>\$500.00</p>

ADDITIONAL SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITY	PRICING (EXCL. GST)
Lanyard Sponsor <ul style="list-style-type: none"> Your logo on visitor lanyards, provided by Firearms Expo 	\$2,500.00
Show Bag Sponsor <ul style="list-style-type: none"> Your logo and website printed on one side of the show bags, provided by Firearms Expo. These are freely available to visitors on entry. 	\$5,000.00
Show Bag Insert Sponsor <ul style="list-style-type: none"> Include a brochure, flyer, promotional item or similar in the show bags. Items to be provided by the Sponsor. 	\$500.00 per item
VIP Function Sponsor <ul style="list-style-type: none"> Branding for the VIP Networking Function and associated marketing, with an opportunity to provide a presentation during the event. 	\$15,000.00
Education Sponsor <ul style="list-style-type: none"> Branding in one of the education halls including banner on stage for all sessions in the room, and associated marketing and acknowledgement by presenters. 	\$3,000.00 (3 spots available)
Air Rifle Range Sponsor <ul style="list-style-type: none"> Pay to sponsor or commit to running the range for visitor experiences for the 2-day event. If paying, Firearms Expo will organise staff and equipment to operate the range. If choosing to operate the range (preferred), the sponsor will provide staff and equipment at their own cost to provide a safe and fun experience for visitors, who must be permitted to participate for free. Branding at the range and additional social media and other marketing will be provided. 	\$12,500.00
Night Vision Tunnel Sponsor <ul style="list-style-type: none"> Pay to sponsor or commit to running the night vision tunnel for visitor experiences for the 2-day event. If paying, Firearms Expo will organise staff and equipment to operate the activity. If choosing to operate the night vision tunnel (preferred), the sponsor will provide staff and equipment at their own cost to provide a safe and fun experience for visitors, who must be permitted to participate for free. Branding at the night vision tunnel and additional social media and other marketing will be provided. 	\$12,500.00
Gel Blaster Experience Sponsor <ul style="list-style-type: none"> Pay to sponsor or commit to running the gel blaster gallery for visitor experiences for the 2-day event. If paying, Firearms Expo will organise staff and equipment to operate the activity. If choosing to operate the gel blaster gallery (preferred), the sponsor will provide staff and equipment at their own cost to provide a safe and fun experience for visitors, who must be permitted to participate for free. Branding at the gel blaster gallery and additional social media and other marketing will be provided. 	\$12,500.00
Archery Range Sponsor <ul style="list-style-type: none"> Pay to sponsor or commit to running the archery range for visitor experiences for the 2-day event. If paying, Firearms Expo will organise staff and equipment to operate the activity. If choosing to operate the archery range (preferred), the sponsor will provide staff and equipment at their own cost to provide a safe and fun experience for visitors, who must be permitted to participate for free. Branding at the archery range and additional social media and other marketing will be provided. 	\$9,500.00
Prize Giveaway <ul style="list-style-type: none"> Donate products, vouchers or other prizes to be given away to visitors as lucky door prizes or competitions organised by Firearms Expo. Additional social media marketing and branding at the prize stand will be offered. 	

Thank
You



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