

# AUSTRALIAN PINBALL EXPO

## 2026

### Advertising / Sponsor Opportunities

Get your brand in front of passionate pinball enthusiasts and industry leaders. Experience unparalleled exposure and engagement opportunities.

We will have plenty of opportunities available for you to advertise your pinball business to the masses!

Place banners on the expo floor, advertise in our expo guidebook, provide goodies for the showbag or even let us know if you have any ideas you'd like to try for sponsoring or advertising your pinball business.

This is a perfect option for those who can't make it to the expo but still want to be involved.

All listed prices are in Australian Dollars (AUD).



# Advertise in our Souvenir Expo Guide Book

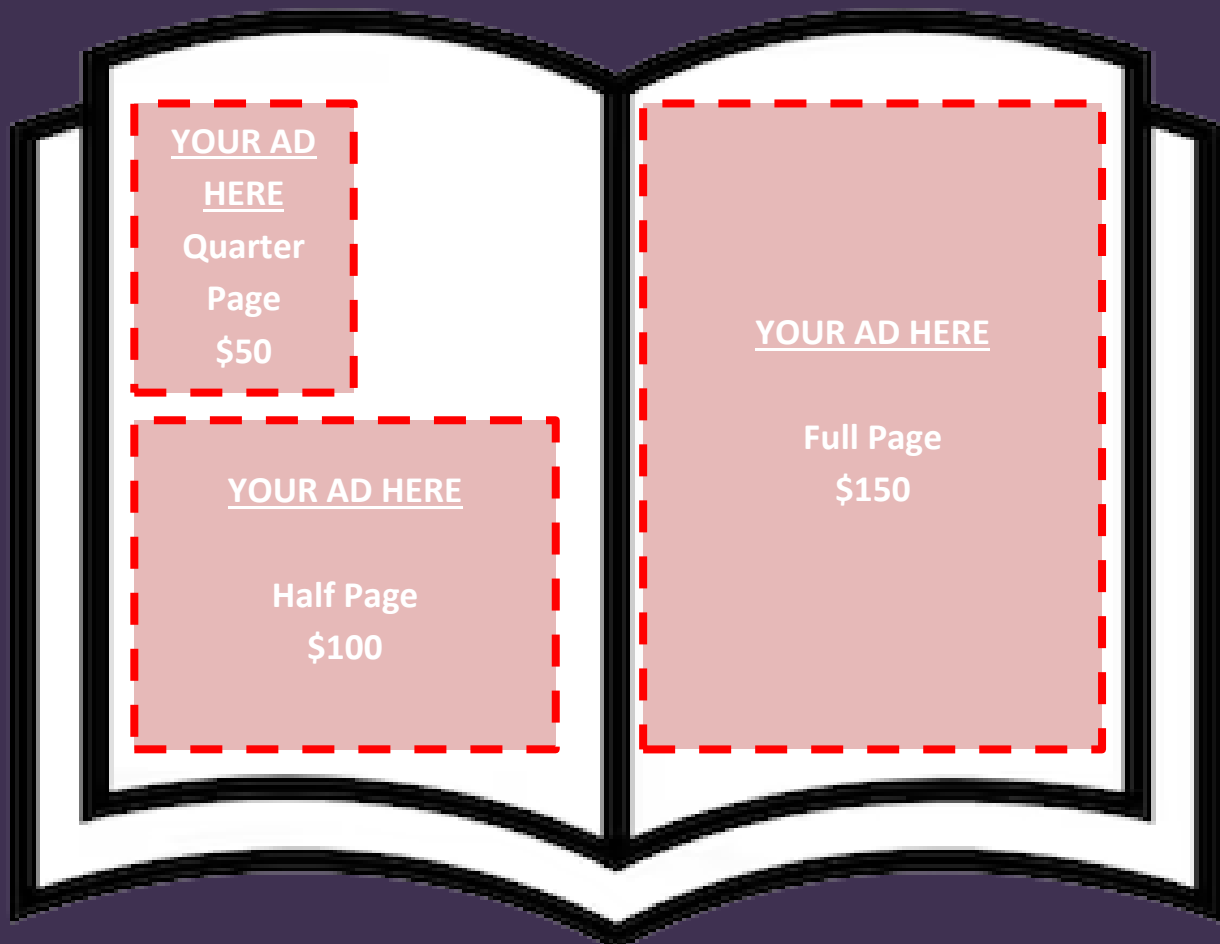
Advertise in our A5 sized souvenir guide book to promote your business to hundreds of pinball enthusiasts. Be part of a unique Australian publication - the first of its kind for an Australian Pinball Event!

\$50 - quarter page

\$100 - half page

\$150 - full page

The official Australian Pinball Expo Guidebook will feature information about the expo such as exhibitor list, floorplan, and the seminar timetable. It will also feature articles, stories, pinball history, and useful pinball information.



# Banner Farm



## \$FREE

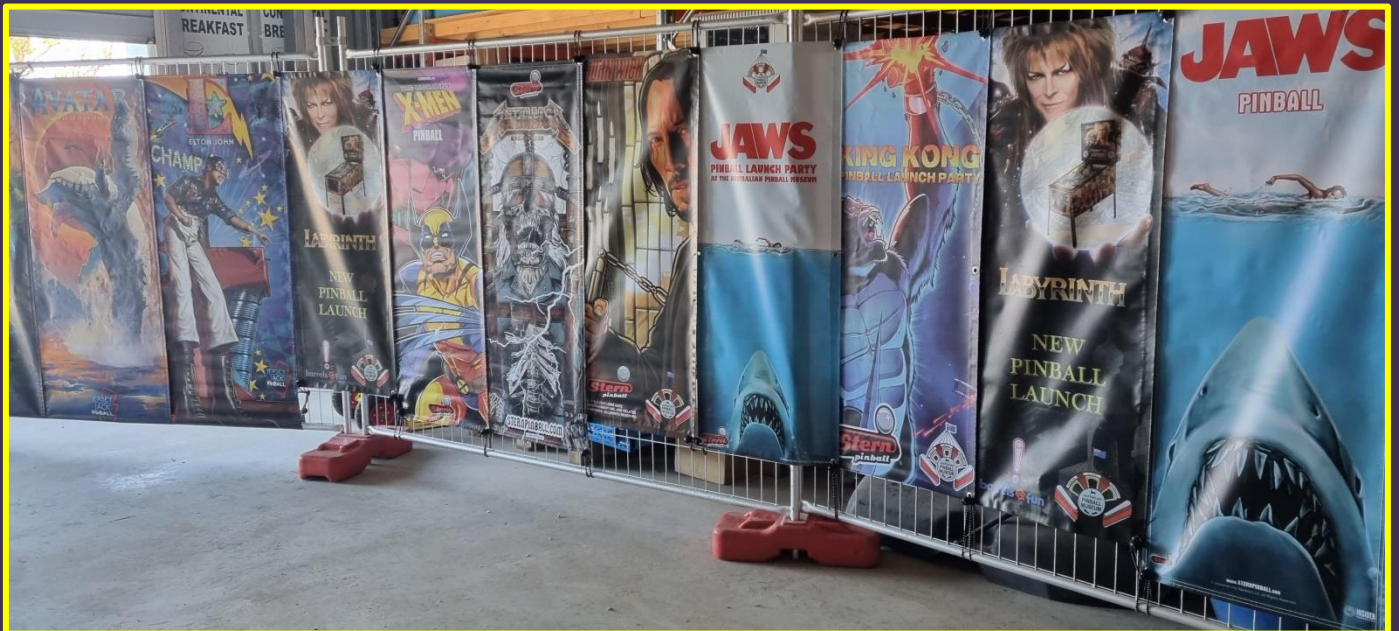
Provide your free-standing pull-up banner in the Banner Farm near the entrance or in designated banner locations throughout the expo.

Roll-up banners are approximately 2m high by 0.8m wide banners.

Limit of 1 per non-exhibitor, no limit for exhibitors (*within reason, limits on number of banners may be introduced if space becomes an issue*).

## \$FREE for exhibitors

Attach your small banner to a wall near the entrance (*max 1m x 2m banner*). This wall is made up of temporary fencing so banners can be zip tied to the wire mesh. (*limits on number of banners per exhibitor may be introduced if space becomes an issue, let us know if you want to bring multiple banners so we can plan ahead*).



\$300 - extra large banner along the wall leading to the entrance (approx 2m high by 6m wide banner). Provide us with the artwork to make the banner and we take care of it for you. \$100 if you provide your own banner. Very limited spaces available.

# Advertise in the Expo Show Bag

Provide special gifts or promotional goodies to add to our expo show bag.

200 show bags will be produced.

All ticket purchases of the "Pinball Wizard All In" pass will receive a show bag (limited to 100 passes sold).

Exhibitors and game contributors will also be given the option to take an expo show bag (while stocks last).



# Lanyard Sponsorship

\$1000

Increase your brands reach by becoming the Lanyard Sponsor!

Your company logo will be printed on the lanyards used for expo passes.

The expo guests will be showing off your brand by having it on the lanyards around their neck.

Only one sponsorship spot available.



# Seminar Sponsorship

\$1000

Increase your brands reach by becoming the Seminar Room Sponsor!

Your company logo (and/or other promotional branding for your company) will be on screen during all the intermission time between seminars. All seminars will be recorded and uploaded at a later date to our Youtube channel with your branding prominent at the start and end of each seminar video giving your brand lifetime visibility.

Stage banner - your brand logo will be visible behind the seminar stage at all times, meaning all photos and videos taken of the stage area will feature your company logo.

This exposure will ensure your brand is seen all over the world by pinball enthusiasts.

Only one sponsorship spot available.



# Newcastle Pinball Association Charity Auction

The charity auction will be held in the seminar room from 8pm on Saturday the 4<sup>th</sup> of July with all proceeds to be donated to charity (Charity still to be selected).

We will greatly appreciate any donated items for the charity auction.



## WHO IS THE NEWCASTLE PINBALL ASSOCIATION?

*The Newcastle Pinball Association (NPA) is a group of "Pinheads" from the Hunter and Central Coast area. Our aim is to bring Pinball back to the people through events like Pinfest and to raise money for charities. Pinfest, "The Festival of the Silver Ball", is a pinball event run in September every year in Newcastle. All profits are donated to local charities. To date (post Pinfest 2025) we have donated over \$150,000 to local charities. From our beginning of 12 contributors from Newcastle and the Central Coast, we now have machines regularly coming from Sydney, and the North Coast, as well as Melbourne, Brisbane and even Mackay, as more owners come on board to keep the event alive and join the "orange shirts" in making Pinfest happen every year.*

*Our last Pinfest event was 20th & 21st of September 2025 and the Newcastle Pinball Association are very proud to announce we have been able to donate \$30,000 to Friends of Palliative Care Maitland.*