



AUSTRALIAN ADVENTURE EXPO 2025

Australia's only industry
trade event for outdoor,
4x4, fishing and hunting
suppliers and retailers!



AUSTRALIAN
ADVENTURE EXPO

Brisbane Showgrounds
Exhibition Building

5 & 6 MARCH

Two full days of face-to-face **business** and **networking!**

AAE is the only industry event for the Australian Outdoor, 4x4, Fishing and Hunting industry to come together. In 2024, AAE welcomed 905 industry visitors and exhibitors and provided a platform for 57 exhibiting companies to showcase over 270 brands.

Alternating locations each year, AAE allows a broad reach Australia-wide and we hope to welcome you to Brisbane for 2025.

JOIN 250+ BRANDS!

Hundreds of products on show, including:

- 4x4
- Archery
- Camping and accessories
- Clothing
- Cooking and accessories
- Cycling
- Diving
- Electronics/ Technology
- Emergency/ Survival
- Eyeware
- Fishing and Tackle
- Footware
- Fridges/ Coolers
- Furniture
- Gas/LPG Products
- Hiking
- Hooks/ Rigs
- Hunting Accessories
- Knives/ Cutting
- Leisure/ Homewares
- Lighting
- Luggage
- Lures/ Flies
- Media and Publications
- Optical Products
- Outdoor Accessories
- Rods and Reels
- Shooting and Accessories
- Sleeping Equipment
- Surfing
- Tents
- Watercraft and Accessories

Showcase new products, discuss industry trends, catchup with industry colleagues and make new connections



Space **SOLD OUT** in 2023 & 2024!

Limited exhibition space is now available for the Australian Adventure Expo 2025 to welcome more industry suppliers across all areas of **OUTDOOR, 4x4, FISHING and HUNTING.**



About Us

The Australian Adventure Expo provides the ideal platform for importers, wholesalers, manufacturers and service providers to reach resellers throughout the Australasian region. Rotating annually between major cities on the east coast, the 2025 edition will take place in Brisbane.

AAE is designed to meet the needs of exhibitors and visitors alike.

For resellers, AAE offers a “one-stop-shop” exhibition platform for the latest and greatest products across all areas of Outdoor, 4x4, Fishing and Hunting.

For exhibitors, we are an extension of your marketing team. The benefits of exhibiting extend well beyond a 2-day event with a complimentary ongoing marketing campaign before, during and post-event.

About the Venue

The Brisbane Showgrounds is a world-class events and lifestyle precinct located just 1.5km from the city's CBD and 15 minutes from Brisbane Airport.

With direct access to quality accommodation, parking, public transport and the vibrant King Street dining and retail hub, it's the perfect place for the industry to gather in Brisbane.



Our customers are important to us! Here's what they have to say about Australian Adventure Expo

"Having just completed the 2024 Australian Adventure Expo, I am reminded again of the importance of this event for BOTH suppliers and retailers alike. "...in an industry where large bulky goods are often the norm, this event enables all to see first-hand products that they may or may not wish to feature on their shelves, plus it provides an excellent environment for business discussions... For me, the AAE provides a vital platform to ensure a healthy environment for all levels of retail, in particular the independents."

Roger Brown
National Sales Manager Wildtrak/Thorny Devil

"AAE was very well organised, like usual. It is an easy show to exhibit at, with customers from multiple industries in the same location."

Brayden Spencer
Aussie Outback Supplies

"AAE in Melbourne delivered results above expectations. We loved the event with a very busy first day, and on the second day which is traditionally quieter, we were kept busy with several quality retailers visiting our stand. I'm looking forward to next year in Brisbane!"

Bill Classon
AFN Fishing and Outdoors



Outstanding Opportunities For Exhibitors

“Thanks to Louise and the team for organising AAE 24. I’ve been doing multiple expos for 20+ years and this year was the best I have done. It was organised, well run, had a great atmosphere, and we had a constant stream of committed buys coming through the stand over the two days, opening a number of new accounts as well as taking great orders from repeat customers. I’m looking forward to AAE 25 in Brisbane!”

Luke Perrier
RPM Innovations & Crab’N Gear

“The AAE was a great opportunity for us to showcase our new range of swags, tents and camping accessories. To be able to speak face to face with retailers and receive such positive feedback on our range was invaluable.”

Lisa
Cranky Croc 4WD & Camping





Show Guide

Each and every exhibitor is provided with a complimentary directory listing including contact details, colour logo and your brand(s) listing.

The Australian Adventure Expo Show Guide will be distributed at the show and available online as an e-book.

Limited additional advertising opportunities are also available within the show guide. Please contact our team to discuss options and costs.

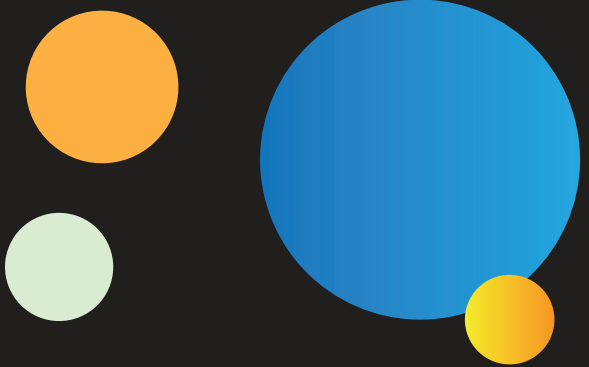
PR and Editorial Support

ALL EXHIBITORS are invited to be included in a 6-month pre-event marketing campaign.

- feature in our Monthly EDM 'AAE News & Announcements'
- get listed online at www.AusAdventureExpo.com.au via the web directory and industry brands listing search
- Exhibitors invited to feature new products and news on AAE Social Media

Please add info@ausadventureexpo.com.au to your media distribution list and send us editorial, case studies, photos, logos and new product information to ensure you can take advantage of this complimentary value add.

Your news will reach our extensive database of qualified retail buyers across Australia and New Zealand.



Want to know more?

For more information, availability and booking details please contact the Australian Adventure Expo team on:

M: 0402 206 942 **E:** info@ausadventureexpo.com.au

PROUDLY OWNED & PRESENTED BY

MULPHA
events

mulphaevents.com.au

www.ausadventureexpo.com.au