

2026 AFTA TACKLE SHOW

20-22 AUGUST • BCEC, BRISBANE



PRESENTED BY
LET'S FISH
Australia

PROSPECTUS



2026 Event Overview

EVENT DATES:

Wednesday 19th August - Exhibitor Move In
Thursday 20th August - Trade Day (8:30am- 6:00pm)
Friday 21st August - Trade Day (8:30am - 5:00pm)
Saturday 22nd August - Public Day (9:00am - 3:00pm)
Saturday 22nd August (PM) - Exhibitor Move Out

LOCATION:

Brisbane Convention and Exhibition Centre
Cnr Merivale and Glenelg Streets
South Bank QLD 4101
www.bcec.com.au

EVENT ORGANISER

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This promises to be our biggest and busiest show yet

2026 - See You in Brisbane!

On behalf of the Australian Fishing Trade Association (AFTA), it is my pleasure to invite you to participate as an exhibitor at the 2026 AFTA Tackle Show - the most significant event in Australia's recreational fishing trade calendar.

For the first time in the show's proud history, the AFTA Tackle Show will be held at the Brisbane Convention and Exhibition Centre, marking a major milestone for our Association and the broader industry. This exciting move allows us to increase our exhibition floor space by an incredible 50%, making the 2026 event the largest AFTA Tackle Show ever held. With more space comes greater opportunity for displays, product launches, demonstrations and the connections that power the future of recreational fishing in Australia.

The AFTA Tackle Show is unique. It is not a privately run commercial expo; it is an event run by the industry, for the industry. Every exhibitor's contribution goes directly back into supporting and strengthening the recreational fishing sector in Australia. This is your chance to align your business with an event that exists solely to advance our shared industry, not to profit from it.

Over three exciting days, the show brings together the heartbeat of Australia's recreational fishing

trade. The first two days are dedicated exclusively to business-to-business networking, with hundreds of retailers, distributors and brand representatives from across the country attending to discover new products, forge partnerships and plan for the season ahead.

The third and final day opens the doors to the public as an industry product showcase - a celebration of innovation, craftsmanship and the passion that drives our industry forward. It's also a chance to inspire more people to go fishing, share the magic of our sport, and grow the size of the pie by welcoming new faces into our community

The move to Brisbane not only expands our capacity but positions the show in one of Australia's most accessible and dynamic locations, offering world-class facilities, accommodation and transport links right in the heart of South Bank.

If your business is part of Australia's recreational fishing story, the 2026 AFTA Tackle Show is where you need to be. This is the year to make your mark, showcase your brand on the industry's biggest stage and ensure you don't miss out on being part of the next chapter in our collective success.

- Greg Seeto, AFTA President

WHAT'S ON IN 2026

From **trade-only** sessions to **public** engagement and **industry events**, there's something for everyone across the Tackle Show week.



The 2026 AFTA Tackle Show is more than just an exhibition - it's a full week of business development, networking and celebration for Australia's recreational fishing industry.

>> PUBLIC DAY - SAT, 22ND AUGUST 2026

For one special day, AFTA opens its doors to the public, giving exhibitors the chance to showcase new release products directly to fishing enthusiasts. It's the perfect opportunity to put your pro-staff and brand ambassadors to work, engage with end users and generate excitement that drives sales through local retailers.

>> BEST IN SHOW AWARDS

The only awards of their kind in Australia, AFTA's Best in Show Awards recognise innovation and excellence across all product categories — from rods and reels to boating accessories. Winners are celebrated at the Gala Industry Dinner, where the industry's best and brightest are acknowledged.

>> GALA DINNER AND AWARDS NIGHT

The AFTA Gala Dinner is the highlight of the week — celebrating product innovation, industry success and recognising individual contributions through AFTA Hall of Fame inductions. It's a night of celebration, connection and pride in our shared industry achievements.

>> INDUSTRY NETWORKING AND MEETINGS

Join your peers at the AFTA AGM on Thursday afternoon, followed by an informal networking session — the perfect chance to share insights, ideas and a beverage or two with industry colleagues.

>> INDUSTRY NETWORKING NIGHT - THURSDAY @ THE CHARMING SQUIRE

Located adjacent to the Brisbane Convention & Exhibition Centre, the Charming Squire hosts an evening of relaxed networking away from the show floor. A must-attend social event for all exhibitors and attendees.



WHO CAN EXHIBIT?

The primary focus of the AFTA Tackle Show is a business-to-business (B2B) event designed to connect wholesalers, distributors and manufacturers with tackle retailers and industry buyers. Exhibitors at the Show should have a primary focus on the sale and promotion of tangible fishing or outdoor products relevant to the Australian recreational fishing market.

The event provides a professional environment for brands to showcase new products, build retailer relationships and strengthen their presence within the trade. Priority consideration is given to businesses that offer physical products such as rods, reels, lures, lines, accessories and related fishing and outdoor gear that retailers can stock and sell.

Companies offering services or intangible products—such as NFP's, fishing clubs or groups, marketing, logistics, technology, or financial services—are welcome to apply. These applications will be reviewed individually to

ensure they align with the show's objectives and provide genuine value to tackle stores and trade visitors.

To be eligible to exhibit, applicants must:

- > Be an Australian-based company with a registered ABN.
- > Be registered for GST in Australia.
- > Be the authorised distributor or representative for the brands and products they display.
- > Operate from a business premises suitable for the products distributed.

The AFTA Tackle Show reserves the right to approve or decline exhibitor applications to maintain the integrity, quality and trade focus of the event.

SECURING YOUR SPACE

A move to a new venue presents lots of new opportunities.

To secure your stand at the 2026 AFTA Tackle Show, all exhibitors must complete and submit the official Stand Booking Form, available on the AFTA website. A stand cannot be allocated or confirmed without a completed application form, so we encourage exhibitors to submit their forms early to ensure preferred locations on the show floor. Space is allocated on a first-come, first-served basis once applications are received and confirmed by AFTA.

All stands are considered Shell Scheme unless otherwise specified. Shell Scheme spaces are 3 metres wide and include: 2.4m high walling (black carpet finish), carpet flooring, fascia signage on aisles, one 4-amp power point and two track spotlights per 9m² stand. Stands larger than 3 metres in width will be provided with 2.4m high walling (black carpet), carpet flooring, fascia signage and an appropriate number of 4-amp power points and spotlights based on stand size.

Exhibitors wishing to customise their display or upgrade fittings can arrange additional power, lighting, or walling directly through the AFTA Tackle Show's official stand builder – Exponet. Any upgrades or alterations will be at the exhibitor's cost.

Please note there is limited loading dock storage at the Brisbane Convention and Exhibition Centre. Exhibitors are responsible for their own storage arrangements for pallets, boxes and materials. Storage may be incorporated into your stand design or coordinated through our official logistics partner, AVN Event Logistics, who can provide both on-site and off-site storage solutions.

Planning early, submitting your booking form promptly and liaising with AFTA's official suppliers will help ensure your participation in the 2026 AFTA Tackle Show is smooth, professional and successful.



50% MORE SPACE AVAILABLE THAN 2025

SPACE RATES



SPACE OFFER FOR RETURNING EXHIBITORS

The AFTA Board would like to give returning 2025 exhibitors at the 2026 Show a 10% discount on their total space bill when they increase their stand space by a minimum of 10% on space booked at the 2025 event.

For example, if an exhibitor booked 60m² at the 2025 event they will need to book a minimum of 66m² at the 2026 event to take advantage of the discount.

This is part of the AFTA Board's commitment to assisting exhibitors with taking full advantage of the move to the new, bigger, venue.

In 2026 event, the Board of Directors have made the strategic decision to hold space rates at current levels, maintaining the same Tackle Show pricing structure as 2025. This decision reflects a commitment to supporting our industry and providing exhibitors with consistency and value as the event moves into its next phase.

The pricing structure offers a range of options to suit different stand sizes and business needs. Need a stand size that sits outside a traditional 3x3 configuration? Get in touch to talk about your needs.

Whether you're returning or joining us for the first time, this approach ensures opportunities for all participants. Stand allocations will continue to be managed based on size and requirements, with early engagement encouraged to secure preferred positions.

This is a unique opportunity to maximise exposure and engagement at a premier industry event, with no increase in base exhibition costs.

Stand Size	AFTA Member Rate/m ²	Non-Member Rate*m ²
up to 18m ²	\$240	\$312
19-36m ²	\$240	N/A
37-89m ²	\$200	N/A
90m ² +	\$175	N/A

Stands that extend across an aisleway attract a 10% premium site loading fee applied on invoice.

LIGHTING & POWER

Standard shell scheme stands (3m wide configuration) will receive 2 track lights per 9m² and one power outlet. Stand spaces that exceed 3m wide will be allocated lighting and power as per the following table. If required, additional lighting and power can be arranged through the event's official stand builder (Exponet).

Stand Size	No. Track Lights	No. 4amp Power Outlets
3m wide - standard Shell Scheme	2 per 9m ²	1 per stand.
Over 3m wide, up to 70m ² total space	4	2
Over 3m wide, over 71m ² total space	6	4



The 2026 AFTA Tackle Show marks an exciting new chapter for the industry as we move to the Brisbane Convention & Exhibition Centre (BCEC). While many exhibitors have proudly supported the show for years, this new venue introduces some important logistical differences in the way we move in, set up, store and move out during the event. Careful preparation will ensure a smooth and successful exhibition experience for everyone involved.

Exhibitors should note that goods and display materials cannot arrive at the BCEC before Wednesday, 19 August 2026. Early deliveries will not be accepted by the venue, so freight schedules must be planned accordingly.

To assist with these arrangements, AFTA is working with **AVN Logistics** as the event's preferred logistics partner. AVN Logistics provides door-to-stand and return freight solutions across Australia and Internationally, offering full-service management including forklifting, porter support and on-site or off-site storage for pallets and boxes. Their team will be on-site throughout the event's move in and move out to support exhibitors and help to ensure a seamless transition.

AFTA is also proud to partner with **Exponet** as the official stand builder for the 2026 show. Exponet can assist exhibitors with all stand-related requirements, including furniture hire, upgrades to shell scheme stands and the design and construction of custom-built stands.

Exhibitors planning custom stands or features within their stands that exceed 2.4 metres in height must submit their stand design plans for approval at least six weeks prior to the show to ensure compliance with venue and safety regulations.

A staged move-in process will take place on Wednesday, 19 August 2026, with each exhibitor assigned a specific move-in time in the weeks leading up to the event. This scheduling system ensures fair access to loading docks and optimises the availability of forklifts and porters, helping everyone get set up efficiently.

By coordinating early with AFTA, AVN Logistics and Exponet, exhibitors can look forward to a professional, well-organised start to the largest AFTA Tackle Show in history.

EXHIBITION LOGISTICS



Experience streamlined logistics with AVN Event Logistics as the preferred logistics partner for the 2026 AFTA Tackle Show.

Their expertise ensures a seamless logistics experience for your business, including.

- Australia wide domestic freight solution from door to stand (and returns)
- International door to stand shipping and reverse logistics.
- Streamlined onsite handling + final mile delivery to stand.

For details on how they can assist you, complete the [AFTA 2026 - Transport & Onsite Logistics Form](#). Once the form is submitted, the AVN team will provide you with either a comprehensive door to stand transport quote or confirm your onsite handling request.

A MIX OF TRADE & PUBLIC

Connect directly with trade buyers and your end users.

The 2026 AFTA Tackle Show offers the perfect balance of business engagement and public exposure with two dedicated trade days followed by one public day.

The first two days of the show are exclusively for trade and industry professionals. These trade days are designed to maximise business-to-business networking, allowing exhibitors to showcase their products and innovations to tackle retailers, distributors and media representatives from across Australia. It's an ideal environment for building relationships, writing orders and generating brand momentum within the trade.

On Saturday, the AFTA Tackle Show will open its doors to the general public for one day only. The Public Day is a showcase opportunity where fishing enthusiasts can see the latest tackle, gear and technology on display. **Note, this is not a retail event. No direct selling is permitted on-site.** However, product demonstrations, sample giveaways and promotional items can be used to engage visitors and inspire future sales through local tackle retailers.

Participation in both the trade and public days is mandatory for all exhibitors. By being part of the full show schedule, exhibitors benefit from maximum exposure across every audience segment, cementing their position as leaders in Australia's recreational fishing industry.

Being part of the 2026 AFTA Tackle Show means more than simply showcasing your products - it's about positioning your business at the heart of Australia's recreational fishing industry.

Your presence supports an event run by the industry, for the industry, reinforcing the collective strength of Australia's tackle sector. Exhibiting demonstrates your commitment to growth, innovation and collaboration - values that keep our industry moving forward.

Whether you're launching new products, strengthening retailer relationships, or inspiring anglers, participation in the AFTA Tackle Show places your brand at the centre of the action - where business, community and opportunity come together.



AFTA partners with Devote Digital - a digital marketing agency - to promote the Public Day of the event.

Devote Digital is a Brisbane-based digital marketing agency who, over the last three years, have developed a digital strategy that has brought thousands of keen anglers through the Tackle Show doors. In the months leading up to the event they will provide exhibitors with assets and resources to help promote their participation and drive traffic to your stand.



MAKING THE MOST OF THE PUBLIC DAY

With thousands of passionate anglers expected to attend, this is your chance to make a lasting impression on end users while strengthening the connection between your brand and local retailers.

The Public Day at the 2026 AFTA Tackle Show provides an exceptional platform for exhibitors to promote their brands, product and innovations directly to Australia's fishing community.

While direct selling is not permitted, there are many ways to maximise your presence and generate excitement around your products.

Exhibitors can:

- Conduct live demonstrations to showcase product features, new releases, or fishing techniques.
- Offer sample or promotional item giveaways to create brand awareness and drive customer engagement.
- Provide information handouts or QR codes directing visitors to their local stockists or online product pages.
- Collaborate with sponsored anglers, influencers, or ambassadors for on-stand appearances or mini-presentations.
- Engage with media, content creators and social channels to capture and share the excitement of the day.

The objective of the Public Day is to educate, inspire and influence purchasing decisions by connecting anglers directly with the brands and products that shape their fishing experiences.

By participating fully in the Public Day, exhibitors not only enhance their brand visibility but also reinforce the essential message that supporting local tackle stores keeps Australia's fishing industry thriving.

NOTE: Please factor activities that generate line-ups or crowding for meet and greets / giveaways into your stand design to ensure aiseways and access to fellow exhibitor stands are kept clear.

PRO-STAFF LED WORKSHOPS

There is the opportunity for your pro-staff to run hands on, short interactive workshops in a classroom setting for pre-registered attendees on the Public Day.

Further details and calls for expressions of interest to participate will be available early in 2026.

EXPAND YOUR TACKLE SHOW PRESENCE



Exhibiting at the 2026 AFTA Tackle Show is just the beginning. Sponsorship provides an opportunity to elevate your brand presence, gain premium visibility and demonstrate leadership within Australia's recreational fishing industry.

A range of sponsorship options are available to suit exhibitors of all sizes, allowing you to align your brand with key touchpoints throughout the event.

Popular opportunities include:

- Café Areas: Branded hospitality spaces offer high-traffic exposure where attendees network, meet clients and relax during the show.
- Lanyards: Feature your logo on every delegate pass for maximum visibility throughout the venue.
- Trade Days: Position your brand at the centre of industry activity by sponsoring one or both trade days.

Beyond these core options, AFTA welcomes creative partnerships to enhance the event experience. Additional opportunities may include registration area branding, seminar or demonstration zone sponsorships, digital screen advertising or charging station branding.

Sponsorship is more than visibility, it's about connection and credibility. Sponsors enjoy priority recognition in pre-event marketing, social media promotions and on-site signage, reinforcing their commitment to supporting the industry.

Whether you want to increase brand awareness, drive engagement, or simply show your support for the event that unites our industry, we are able to tailor sponsorship packages to deliver measurable value to your team.

Contact AFTA to explore how your business can stand out at the largest AFTA Tackle Show in history.

SPONSORSHIP EXPRESSION OF INTEREST

Ready to take your brand further? Partner with AFTA as a 2026 Tackle Show sponsor and position your business at the forefront of Australia's recreational fishing industry.

Sponsorships are limited and tailored to suit your objectives whether it's brand exposure, networking or product visibility.

To discuss available packages or create a custom sponsorship solution get in touch with us by emailing: admin@afta.net.au

Don't miss the opportunity to showcase your brand across the largest AFTA Tackle Show in history - run by the industry, for the industry.

Sponsorship provides an opportunity to elevate your brand presence and demonstrate leadership within the industry.

KEY DATES & DEADLINES

Milestone	Date	Details
Stand Bookings Open	Now	Booking Forms available on the AFTA website or via your invitation to exhibit email.
Stand Deposit Due	Within 7 days of invoice	Deposit payment required to confirm booking. Unconfirmed applications may be reallocated.
Exhibitor Manual Released	Monday, 16th February 2026	Includes full event operations procedures and supplier contacts.
Official Show Program	Friday, 3rd July 2026	Final day to secure advertising and editorial space in the official printed Show Program handed out at the door.
Stand Design & Custom Build Approvals Due	Thursday, 9th July 2026	Submit all custom stand designs for approval to AFTA.
Balance of Stand Fees Due	Friday, 17th July 2026	Full payment due for exhibition space and inclusion in show promotions.
Freight & Logistics Bookings Finalised	Friday, 24th July 2026	Coordinate with AVN Event Logistics for deliveries and storage arrangements.
Bump-In Commences	Wednesday, 19th August 2026	Access opens for stand setup at BCEC.
Show Dates	20–22 August 2026	Three-day event: two B2B trade days, one public viewing day.
Bump-Out Completion	Saturday, 22nd August 2026	All stands and materials to be removed by midnight.

TERMS AND CONDITIONS

DEFINITIONS:

Exhibitor: The business/company/organisation granted display space by the Association.

Association: Australian Fishing Trade Association

Tackle Show: 2026 Australian Fishing Trade Association Tackle Show

BCEC: The exhibition venue – Brisbane Convention and Exhibition Centre.

1. Legal Requirements

1.1 The exhibitor hereby agrees to comply with and observe:

- a. All legislation and the requirements of any competent authority relating to the use or occupancy of the exhibition space by the Exhibitor.
- b. The rules and regulations outlined by the Association for the purposes of the Tackle Show. The Association is entitled at any time to add to, delete or amend any of the terms and conditions of exhibiting.
- c. The rules and regulations outlined by the venue regarding site occupancy.

2. Scope of the Exhibition

2.1 All exhibits may be fishing, marine or associated products and services.

2.2 The Association will determine the scope of the exhibition and the Exhibitor shall not display any exhibit which the Association in its discretion determines does not fall within the scope of the Exhibition, or is for any other reason unsuitable for the Exhibition or which in the opinion of the Association is not in the best interests of the Exhibition.

3. Children

3.1 Children under the age of 16 are not permitted on the Exhibition site during the events move in and move out periods as the site is classed as a construction zone. Any children found within the Exhibition site during the move in and move out periods will be asked to leave.

4. Application for Exhibition Space

4.1 The Association reserves the right to refuse any application or prohibit any exhibit without assigning any reason for such refusal or prohibition.

4.2 The Association will provide approval for accepted space applications.

4.3 To have their application for space considered, an exhibitor must:

- a. Be an Australian registered company with a registered ABN.
- b. Be registered for GST in Australia.
- c. Be the authorised distributor of the brands/products in Australia.
- d. Operate from business premises suitable to the product being distributed.

4.4 Space applications will be treated equally and space preferences will be awarded in order of applications received.

4.5 Exhibitors must submit stand design plans to AFTA for any custom stands and/or overhead rigging and builds/structures that exceed 2.4m in height for approval.

5. Payment

5.1 The Exhibitor agrees to pay the Association the total Stand Cost and all monies payable by the Exhibitor to the Association in respect of the exhibition at the time and in the manner stipulated by the Association.

5.2 An initial deposit of 30% of the total Space Rental Costs must be submitted to the Association upon receipt of booking invoice.

5.3 Full and final payment for Space Rental must be received by the Association no later than 5pm on Friday the 17th July 2026.

5.4 In the event that full and final payment is 7 days in arrears, the contract with the Exhibitor may be cancelled by notice in writing to the Exhibitor. In this event, all monies previously paid shall be forfeited to the Association and the Exhibitor shall have no right or claim under the contract.

6. Exhibitor Cancellation

6.1 If requested by the Exhibitor on or before 5:00pm AEST Friday the 30th January 2026 the Association may release the Exhibitor from part or all of its obligations under this contract and the Exhibitor will be liable to pay 30% of monies due under this contract.

6.2 If requested by the Exhibitor between 5:00pm AEST Friday the 30th of January 2026 and 5:00pm AEST Friday the 1st May 2026 the Association may release the Exhibitor from part of all of its obligations under this contract and the Exhibitor will be liable to pay 50% of all monies due under this contract.

6.3 For any cancellation requests received after 5:00pm AEST Friday the 1st of May 2026 the Association may release the Exhibitor from part of all of its obligations under this Contract at the Exhibitor will be liable to pay all monies due to the Association under this Contract.

6.4 No exhibitor will be granted access to occupy their exhibition space until full payment is received for all Stand Costs and any additional exhibition fees and charges.

7. Sub-Letting

7.1 The Exhibitor shall not sub-let, share or part with allocated Exhibition Space or any part thereof without prior written consent from the Association. Where such consent has been obtained an additional site sharing fee will be payable to the Association.

7.2 Sub-letting includes renting, sharing, donating or in any way allowing another company, organization, club or person to display or advertise in an Exhibitors allocated exhibition space.

8. Public Liability Insurance

8.1 All exhibitors will be covered under the Public Liability Insurance policy held by AFTA.

9. Contract

9.1 By completing the online Exhibition Space Application Form the Exhibitor has agreed to enter into a Contract with the Association and agrees to be bound by the Terms and Conditions of Exhibiting as outlined in this document.

10. Construction of Stand

10.1 Exhibitors must submit to the Association

detailed drawings and specifications for stand construction for stand builds and stand features that exceed 2.4m in height. If the Association in conjunction with the Venue does not approve of the drawings the Exhibitor shall make amendments and resubmit design specifications.

10.2 All exhibits shall be built and installed in the time frame outlined by the Association.

10.3 All exhibits shall be removed in the time frame outlined by the Association.

10.4 Exhibitors will not affix any items directly onto the Venue flooring or walling.

10.5 All aisle ways and overhead space above aisle ways are deemed to be Association space and no exhibit may be placed in this area.

11. Exhibition Requirements

11.1 All stands must be fully manned and operational during the opening hours of the Tackle Show. This includes no pack down or dismantling of the stand during show hours.

11.2 Exhibitors engaging in practices which disadvantage other companies or detract from the overall Tackle Show will be asked to cease these practices.

12. Responsibility

12.1 The exhibitor acknowledges that the Association will not be responsible for any loss or damage to the exhibitor's property and that all exhibitor material and equipment is the sole responsibility of the exhibitor.

13. Public Day

13.1 No retail transactions can take place by any exhibitor other than the following promotional items: Hats, Stickers and Catalogues.

13.2 Exhibitors may provide promotional products as giveaways. Exhibitors will need to advise the AFTA Tackle show of product giveaways to assist with show security and theft concerns.

14. Health and Safety Rules and Regulations

14.1 Exhibition Staff, Exhibitors and Attendees are all required to follow the Health and Safety rules and regulations outlined by the venue and State authorities as issued at the time of the event.