SPONSORSHIP PROSPECTUS

Friday 16 August 2024
Adelaide Convention Centre

ABOUT US

PEAK MEMBERSHIP BODY FOR CYBER SECURITY

As a nationally recognised not-for-profit organisation and charity and as the peak membership body for cyber security professionals, the Australian Information Security Association (AISA) champions the development of a robust information security sector by building the capacity of professionals in Australia and advancing the cyber security and safety of the Australian public as well as businesses and governments in Australia.

Established in 1999, AISA has become the recognised authority on information security in Australia with a membership of more than 12,000 individuals and corporate partners across the country. AISA caters to all domains of the information-security industry with a particular focus on sharing expertise from the field at meetings, focus groups and networking opportunities around Australia.

AISA's vision is a world where all people, businesses and governments are educated about the risks and dangers of cyber attack and data theft, and to enable them to take all reasonable precautions to protect themselves.

AISA was created to provide leadership for the development, promotion, and improvement of our profession. AISA's strategic plan calls for continued work in the areas of advocacy, diversity, education, and organisational excellence to ensure that Australians are cyber safe and secure online.

BREAKDOWN OF OUR MEMBERS

JOB TITLES

- Analyst
- Business Development Manager
- CEO
- Chief Information Security Officer
- Chief Technology Officer
- Cyber Security Adviser
- Director
- Head of Cyber Security
- Information Security Manager
- Manager
- Principal Security Consultant
- Security Technologist
- Senior Security Engineer
- Senior Technical Specialist
- Software Developer
- Solution Architect
- Technical Officer

INDUSTRIES

- Technology Providers
- Software Development
- Financial Services
- Education
- Energy/Utilities
- Telecommunications
- Consultant/Advisory
- Healthcare
- Government
- Transport
- Hospitality/Tourism
- Retail
- Manufacturing/Mining

ROLES

33%	C-Level & Directors
21%	Managers
16%	Consultants & Advisors
12%	Sales & Marketing
10%	Technical Specialists & Analysts
6%	Engineers & Administrators
2%	Educators & Researchers
1%	Students

| **12,000** MEMBERS | **3,690** ORGANISATIONS REPRESENTED | **54%** C-LEVEL, DIRECTORS OR MANAGERS | **47%** GROWTH RATE |

WHY SPONSOR?

The Australian Information Security Association (AISA) invites you to consider a sponsorship or branding opportunity at the AdelaideSEC Conference.

This one day conference will be held at the **Adelaide Convention Centre** on **Friday 16 August 2024**. All plenary and breakout sessions will be held in Halls E and Foyer E, on ground floor will house the exhibition space as well as all the catering breaks and networking drinks.

6 REASONS TO BECOME A SPONSOR

1   **EDUCATE** more than 500 prospective face-to-face customers in the use of your products, services and programs as well as show your commitment to, the professional development of the information security and cyber industry.

2   **ELEVATE** brand awareness and credibility of your product while promoting your company as a strong supporter of the information security and cyber industry.

3   **ENGAGE** and network to strengthen your brand with AISA members who are representative of all manner of industries; work in many and varying roles across multiple disciplines of information security. In fact over 53% of members are C-Level, Directors and Managers.

4   **ESTABLISH** a comprehensive contact list of potential new customers while re-engaging and strengthening existing client relationships.

5   **EXPAND** your potential market share with increased sales and leads by showcasing or launching your product to delegates.

6   **EXPOSE** your company and product at the largest and most well known cyber security event in South Australia as well as show your support for the single largest member event in Adelaide for the information security profession.

WHO ATTENDS?

2023 EVENT SNAPSHOT

614 ATTENDEES

19 SPONSORS

18 SPEAKERS

15 SESSIONS

305 ORGANISATIONS

JOB TITLES

- Account Executive
- CEO
- CISO
- Chief Technology Officer
- Cyber Security Analyst
- Cyber Security Consultant
- Director
- General Manager
- Head of Security
- Information Security Specialist
- Managing Director
- Network Administrator
- Partner
- Principal Consultant
- Regional Sales Manager
- Risk Manager
- Sales Engineer
- Security Advisor
- Security Engineer
- Senior Consultant
- Senior Systems Engineer
- Senior Technical Specialist
- Software Engineer
- Solution Architect
- Systems Administrator
- Vice President
- Web Developer

ORGANISATIONS REPRESENTED

- Alinta Energy
- BAE Systems
- Boeing Defence Australia
- CBA
- Credit Union SA
- Deloitte
- Department for Industry, Innovation and Science
- Department for Infrastructure and Transport
- Department of The Premier and Cabinet
- DPC
- Elders
- KPMG
- Lockheed Martin Australia
- Nova Systems
- Prophecy International
- PwC
- RAA
- SA Government
- SA Police
- SA Power Networks
- SA Water
- Saab Australia
- TAFE SA
- Telstra
- University of Adelaide
- University Of South Australia

ADELAIDESEC

AISA

NEW EXCLUSIVE SPONSORSHIP

PLATINUM SPONSOR $25,000 +GST

1 x Available
This sponsorship level is reserved for just one organisation who shares our mission, and wish to work with us to ensure that their involvement in our event leads to a beneficial and lasting relationship that mutually benefits our attendees and their business. This is our highest level of engagement and is granted several exclusive opportunities for engagement.

Exhibition:
- 3m exhibition pod with fascia sign, located in a prime position on the exhibition floor
- 1 x counter and 2 x high chairs included
- 1 x 42" LCD screen

Passes:
- 12 x complimentary conference passes
- Unlimited access to additional passes at AISA member rates of $154 (inc GST) each

Branding:
- Company profile, logo and hyperlink on conference website
- Company and sponsorship category mentioned on social media channels
- Company logo on conference eDMs
- Opportunity to address the audience for a 10 minute presentation by company representative
- Opportunity to provide a thought leadership article to be included in an AISA member eDM
- Opportunity to place a pull-up banner on the plenary stage and breakout session rooms
- Opportunity to distribute a branded gift or printed collateral at the keynote presentation
- Verbal acknowledgement as the Platinum Sponsor throughout the conference

Communications:
- Access to list of attendees who opt-in
- Lead management (scanning of the name badges)

EXHIBITION OPPORTUNITIES

GOLD $9,000 +GST

6 x Available
- 3m exhibition pod with fascia sign, located on the exhibition floor
- 1 x counter and 2 x high chairs included
- 6 x complimentary conference passes
- Company logo on conference eDMs
- Company profile, logo and hyperlink on conference website
- Access to list of attendees who opt-in
- Lead management (scanning of the name badges)
- Opportunity to place a pull-up banner in the plenary room
- 1 x thought leadership article to be included in conference eDM

SILVER $6,000 +GST

10 x Available
- 2m exhibition pod with fascia sign, located on the exhibition floor
- 1 x counter included
- 4 x complimentary conference passes
- Company logo on conference eDMs
- Company profile, logo and hyperlink on conference website
- Access to list of attendees who opt-in
- Lead management (scanning of the name badges)

BRONZE $4,000 +GST

9 x Available
- 2m exhibition pod with fascia sign, located on the exhibition floor
- 1 x counter included
- 2 x complimentary conference passes
- Company logo on conference eDMs
- Company profile, logo and hyperlink on conference website
- Access to list of attendees who opt-in
- Lead management (scanning of the name badges)

BRANDING OPPORTUNITIES

LANYARD $6,000 +GST

1 x Available

Showcase your brand to all conference attendees by adding your logo to the conference lanyard

- Co-branding of lanyards (AISA to supply)
- 2 x complimentary conference passes
- Company profile, logo and hyperlink on conference website
- Access to list of registrants who opt-in

COFFEE CART $6,000 +GST

2 x Available

Showcase your brand at the most popular hot beverage counter - the barista coffee cart!

- 1 x coffee cart per sponsor and coffee cart and barista to be supplied by AISA
- Ability to provide own branded coffee cups and signage on coffee cart
- 2 x complimentary conference passes
- Company profile, logo and hyperlink on conference website
- Access to list of attendees who opt-in

  Please note that the location of the cart is at the discretion of AISA and venue

NETWORKING DRINKS $5,000 +GST

1 x Available

Showcase your brand by hosting the Networking Drinks held at the end of the conference

- 2 x complimentary conference passes
- Company profile, logo and hyperlink on conference website
- Ability to place two pull-up banners at the either side of the Networking Drinks area
- Opportunity for a sponsor representative to provide a 5 minute speech at the Closing Remarks
- Access to list of attendees who opt-in

LOUNGE AREA $4,000 +GST

1 x Available

Showcase your brand on the lounge area, where attendees will be able to sit down, relax, eat and network!

- 2 x complimentary conference passes
- Company profile, logo and hyperlink on conference website
- Access to list of attendees who opt-in
- The ability to place two pull-up banner behind or beside the area designated for the lounge
- Seating, tables and furniture to be supplied by AISA

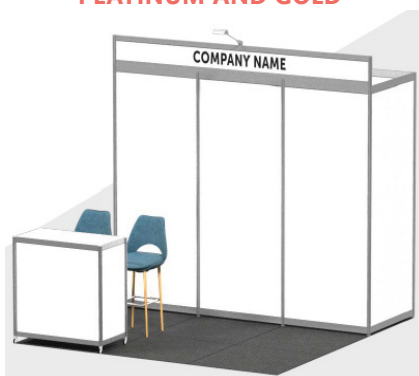 *Please note that the location of the lounge area is at the discretion of AISA and venue*

EVENT DETAILS

LOCATION AND TIMES

DATE	Friday 16 August 2024
VENUE	Adelaide Convention Centre, Ground Floor, Hall E and Foyer E
BUMP IN	Friday 16 August 2024 from 7:00am - 8:00am
BUMP OUT	Friday 16 August 2024 from 6:00pm, once drinks conclude
REGISTRATION	8:00am – 9:00am
CONFERENCE	9:00am – 5:00pm
NETWORKING DRINKS	5:00pm – 6:00pm

EXHIBITION POD INCLUSIONS

PLATINUM AND GOLD

SILVER AND BRONZE

ALL PODS INCLUDE:

Fascia Sign
Full colour digital print of logo

Lighting
1 x 150 watt arm light

Power
1 x 4amp power point

Furniture
Not included unless stated

ADELAIDE EXPO HIRE
Adelaide Expo Hire have been appointed as the exhibition builders for this event and will be in contact closer to the event date to finalise details. There are additional costs for custom signage, custom printing, audiovisual and additional furniture hire. Unfortunately no custom builds will be permitted at this conference.

SPEAKING OPPORTUNITIES
Our sponsorship and exhibition packages do not include the opportunity to present in the conference program.

ADDITIONAL PASSES
Additional passes may be purchased by sponsors at the same cost as an AISA member $154 (inc GST). As we have limited places available at the venue, the availability of sponsor passes will be issued at AISA's discretion.

ATTENDEE LIST
All confirmed sponsors will have access to the list of attendees who consent to share their contact details. A list of consenting registrants will be sent to the main contact post conference. You will receive full name, position, organisation and email address.

LEAD MANAGEMENT
Exhibition sponsors (Gold, Silver and Bronze) will have the opportunity to scan name badges of attendees and post conference will be able retreive their contact details.
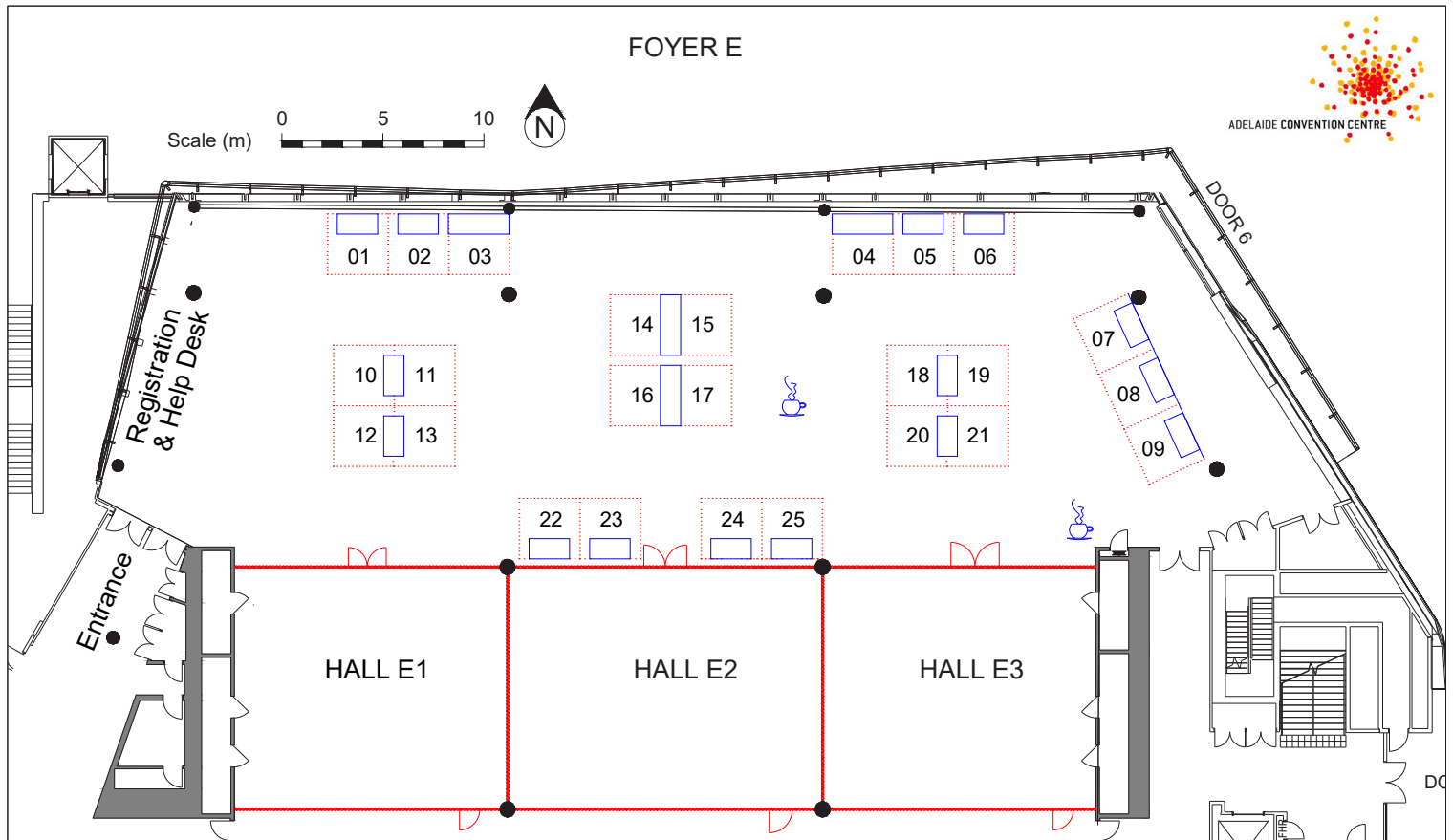
BRANDED MERCHANDISE
Sponsors are encouraged to be creative to make the conference an enjoyable experience for everyone. Interactive experiences and great giveaways definitely attract delegates. Each delegate will be supplied with a conference bag with which to fill up with sponsor goodies!

FLOORPLAN

BOOTH ALLOCATION

PLATINUM & GOLD	3, 4, 14, 15, 16, 17
SILVER	1, 2, 5, 6, 11, 13, 18, 20, 22, 25
BRONZE	7, 8, 9, 10, 12, 19, 21, 23, 24

NOTE: Floorplan subject to change and approval from venue. The location of all the catering stations and carts are at the discretion of AISA and venue.

CONTACT
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