



# SPONSORSHIP PROSPECTUS

Friday 19 April 2024  
Sofitel Brisbane



# 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.

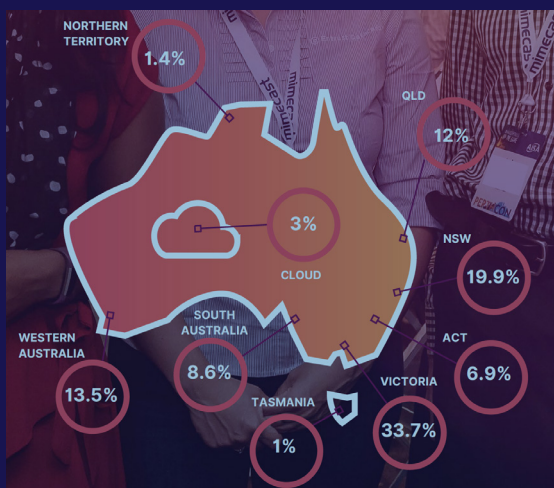
## INDUSTRIES

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

## 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

## MEMBER BREAKDOWN





# WHY SPONSOR?

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

This one day conference will be held at the Sofitel Brisbane on Friday 19 April 2024. All plenary and breakout sessions will be held in Ballroom and the foyer area 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 Queensland as well as show your support for the single largest member event in Brisbane for the IT and cyber security profession.

# WHO ATTENDS?

## 2023 EVENT SNAPSHOT

**556**  
REGISTRANTS

**24**  
SPONSORS

**25**  
SPEAKERS

**17**  
SESSIONS

**224**  
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

### TOP ORGANISATIONS REPRESENTED

- Aspen Medical
- AT&T Cybersecurity
- Australian Retirement Trust
- Boeing Defence Australia
- CrowdStrike
- Deloitte
- Fortinet
- Layer 8 Security
- Queensland Government
- Queensland University of Technology
- Sonic Healthcare
- Suncorp Group
- TAFE QLD
- Telstra
- The Missing Link Security
- University of Queensland

### BREAKDOWN OF ATTENDEES

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



# EXHIBITION OPPORTUNITIES

## GOLD

**\$10,000 +GST**

### 6 x Available

- 3m exhibition pod with fascia sign, located on the exhibition floor
- 1 x built in cupboard/storage; 1 x bar table and 2 x bar stools
- 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
- 1 x thought leadership article to be included in conference eDM

## SILVER

**\$6,000 +GST**

### 8 x Available

- 2m exhibition pod with fascia sign, located on the exhibition floor
- 1 x built in cupboard/storage and 1 x bar table
- 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 built in cupboard/storage and 1 x bar table
- 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

**SOLD**

## COFFEE CART

**\$5,000 + 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
- Sponsor will need to arrange and pay for own branded signage on 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

## ICECREAM CART

**\$5,000 + GST**

### 1 x Available

Showcase your brand on the icecream cart, and give conference attendees a chance to cool down with a creamy or icy refreshment!

- Icecreams/gelato, freezer and/other equipment or server is supplied by AISA
- Sponsor will need to arrange and pay for own branded signage on 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

**\$5,500 + GST**

### 1 x Available

Showcase your brand by hosting the Networking Drinks held at the end of the conference and provide a free photo magnet keepsake for each attendee!

- 2 x complimentary conference passes
- **NEW** Co-branded photo magnet featuring a photo captured at the conference printed ready to take home!
- 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

# EVENT DETAILS

## LOCATION AND TIMES

DATE	Friday 19 April 2024
VENUE	Sofitel Brisbane
BUMP IN	Friday 19 April 2024 from 7:00am - 8:00am
BUMP OUT	Friday 19 April 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

### 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

Built-in cupboard/storage

1 x bar table

(Gold includes 2 x bar stools)

### EXPONET

ExpoNet 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 (\$140 +GST each). 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 retrieve their contact details.

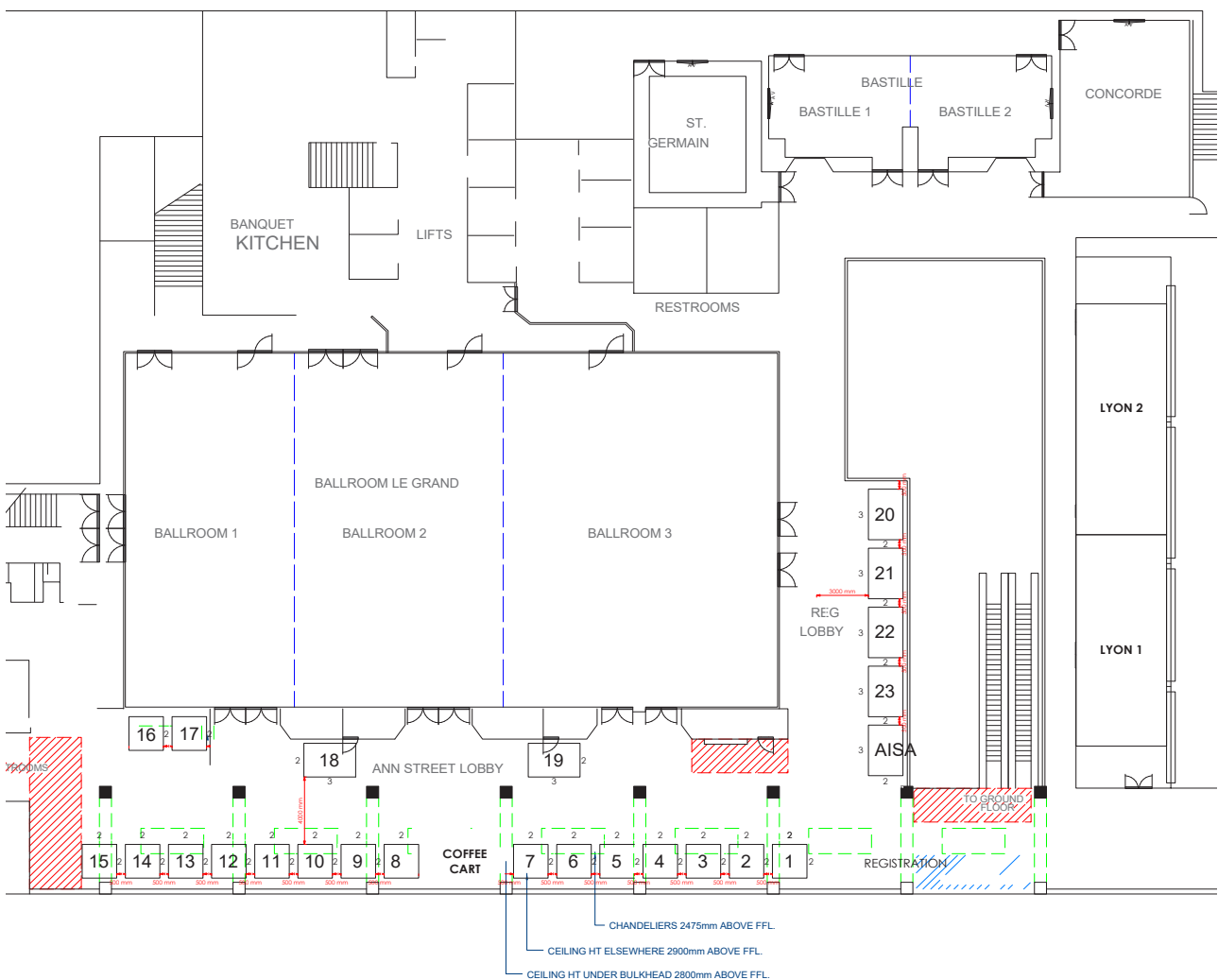
### BRANDED MERCHANDISE

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!



## BOOTH ALLOCATION

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



*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.*



# AISA

Cyber | smart | safe | secure

ation  
technology  
Rae Johnston  
BRISSEC  
AISA

Keynote Presentation  
Safeguarding the future of technology  
Rae Johnston  
BRISSEC  
AISA

Keynote Presentation  
Safeguarding the future of technology  
Rae Johnston  
BRISSEC  
AISA



## CONTACT

Susanna Palermo

National Event & Sponsorship Manager

[susanna.palermo@aisa.org.au](mailto:susanna.palermo@aisa.org.au)

0403 232 317

# BRISSEC

A stylized graphic of a city skyline in shades of blue and orange, featuring a Ferris wheel on the right side.