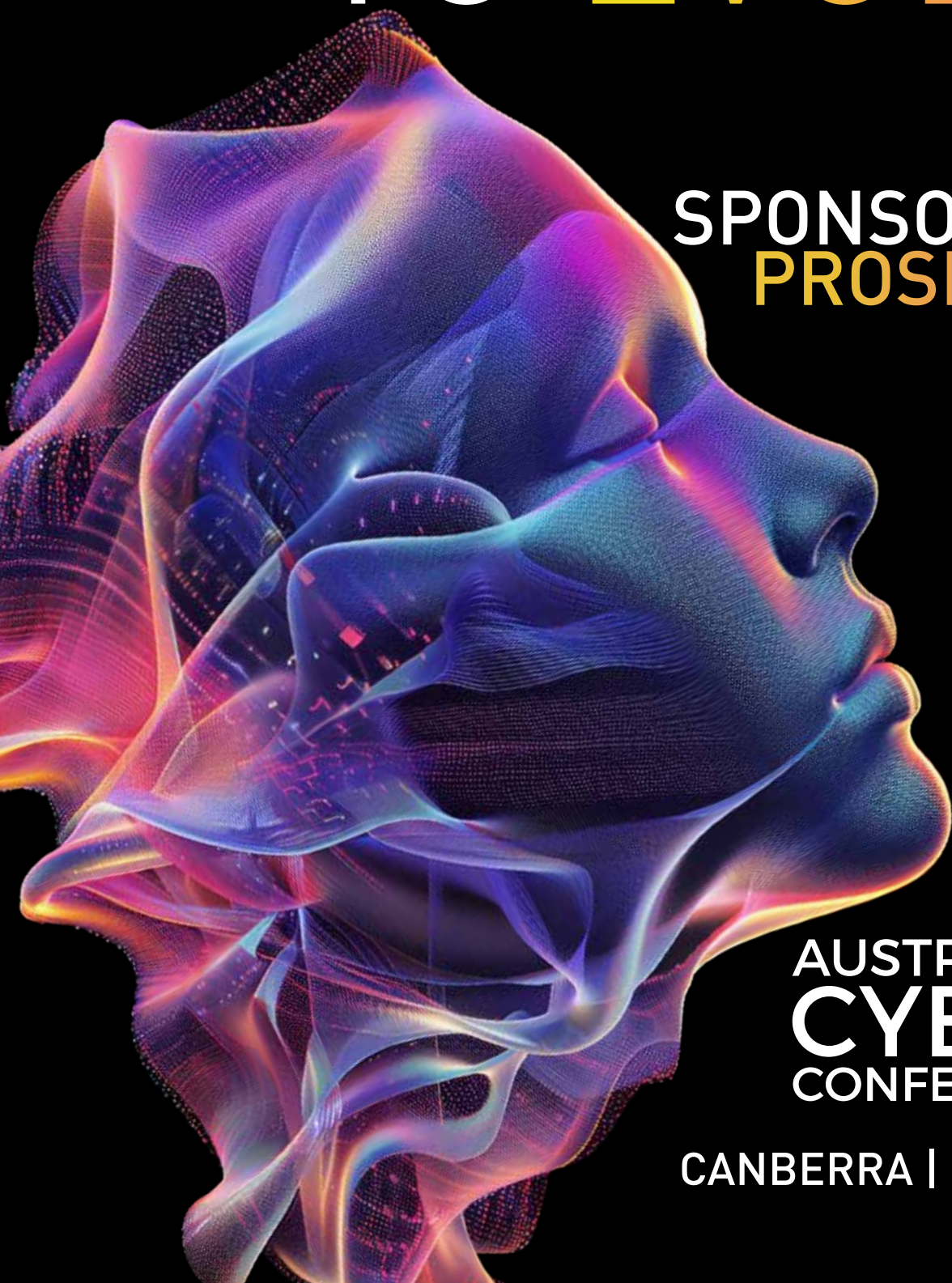




TRANSFORM TO EVOLVE

SPONSORSHIP
PROSPECTUS



AUSTRALIAN
CYBER
CONFERENCE

2025

CANBERRA | 17-19 MARCH

ABOUT AISA

PEAK MEMBERSHIP BODY FOR CYBER SECURITY

As a nationally recognised not-for-profit charity organisation, with DGR status, the Australian Information Security Association (AISA) is the peak membership body for cyber security professionals. AISA champions the development of a robust information security sector by building the capacity of professionals 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 13,000 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, webinars, conferences 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.

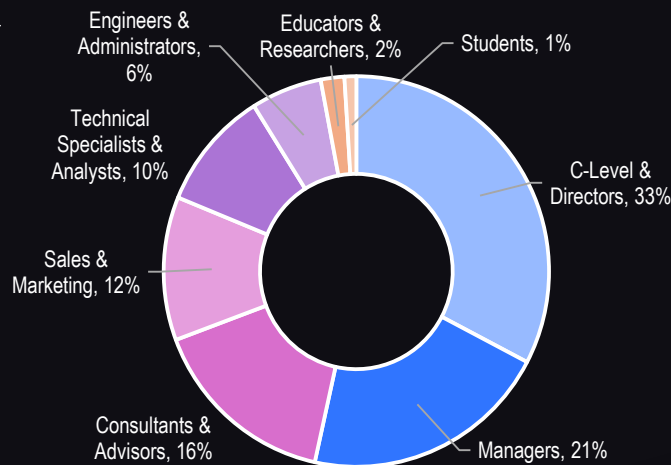


BREAKDOWN OF OUR MEMBERS

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

ROLES



INDUSTRIES

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

13,000
MEMBERS

3,690
ORGANISATIONS
REPRESENTED

54%
C-LEVEL, DIRECTORS
OR MANAGERS

22
COUNTRIES
REPRESENTED

WHY SPONSOR?

AISA is pleased to invite you to sponsor the biggest and most comprehensive cyber security conference in the ACT! The Australian Cyber Conference, Canberra edition, will take place at the National Convention Centre, Canberra from 17-19 March 2025.

The Canberra CyberCon presents an excellent and unique opportunity for you, to engage with an audience keen to embrace future trends, products and services, exploring new research fields, emerging areas of improvement and best practice. The theme of the conference is Transform To Evolve. This conference brings together approximately 1,200 leaders and professionals in the IT and cyber security industry.

As a conference sponsor or exhibitor, we will provide you with the opportunity to engage with sector specific, fully industry cognisant and decision making audience. The exhibition hall has been specifically designed with you in mind, it will house all conference catering areas as well as hold the welcome reception and networking drinks ceremonies.

REASONS TO BECOME A SPONSOR

As a sponsor of the conference, you will enjoy the opportunity to:

- Meet people who make and influence decisions on the purchase of cyber security products and services
- Demonstrate and launch new services, products, and programs
- Network with delegates, industry leaders and experts
- Gain industry insight and evaluate market trends to generate new business opportunities
- Show your involvement, commitment and support of AISA and the broader IT and cyber security community
- Start relationships with contacts who may not be part of your current market or marketing strategy

We recommend securing your participation early to gain longer-term exposure and your preferred stand location in the exhibition area.



PROGRAM AT A GLANCE

Monday 17 March 2025

- Pre-conference workshops
- Exhibition and sponsor bump in
- Welcome Reception (served in exhibition area)

Tuesday 18 March 2025

- Exhibition opens
- Opening ceremony
- Keynote addresses, panel discussions and breakout sessions
- Networking Drinks (served in exhibition area)
- Conference Dinner

Wednesday 19 March 2025

- Exhibition
- Keynote addresses and concurrent breakout sessions
- Conference closing

WHO ATTENDS

2024 SNAPSHOT

1,239
ATTENDEES

58
SPONSORS

152
SPEAKERS

126
SESSIONS

623
ORGANISATIONS
REPRESENTED

DELEGATE ROLES

- Account Executive
- Account Manager
- Advisor
- Analyst
- Assistant Director
- Business Development Manager
- CEO
- Consultant
- Chief Information Security Officer
- Chief Technology Officer
- Cyber Security Adviser
- Cyber Security Analyst
- Cyber Security Manager
- Cyber Security Specialist
- Director
- Engineer
- Executive Director
- General Manager
- Information Security Manager
- IT Security Officer
- Managing Director
- Partner
- Policy Officer
- Principal Consultant
- Project Manager
- Regional Sales Manager
- Sales Engineer
- Security Analyst
- Security Architect
- Senior Consultant
- Senior Manager
- Student
- Technical Director
- Vice President

ORGANISATIONS REPESENTED

- ACT Government
- Attorney General's Department
- Australian Army
- Australian Bureau of Statistics
- Australian Cyber Security Centre
- Australian Gas Infrastructure Group
- Australian National University
- Australian Super
- Australian Taxation Office
- CSIRO
- Deloitte
- Department of Defence
- Department of Home Affairs
- Department of Premier & Cabinet
- Energy Australia
- IBM
- KPMG
- NAB
- PwC

INDUSTRIES

- Government
- Defence and Military
- Critical Infrastructure
- Energy and Utilities
- Law Enforcement and Policing
- Financial Services
- Telecommunications
- Education
- Consultant and Advisory
- Transport
- Service Provider



EXHIBITION OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE	START UP*
Cost (excludes GST)	\$55,000	\$40,000	\$31,000	\$24,000	\$7,000
Number available	1	6	12	30	10
Booth size	6m x 3m or custom build	3m x 3m	3m x 3m	3m x 3m	2m x 2m
Complimentary conference passes	12	8	6	4	2
Conference dinner passes	1 x table of 10	2			
1 x LCD screen	55"	42"			
Company logo on conference eDMs, name badge and social media	●				
Company profile, logo and URL on conference website	●	●	●	●	●
1 x thought leadership article in an AISA publication	●				
Lead management included via conference app	●	●	●	●	●
Access to list of attendees who opt-in	●	●	●	●	●

* Please note that **Start Up** booths can only be purchased by organisations established up to 5 years ago, since 2020.

SOCIAL EVENT SPONSORSHIPS

CONFERENCE DINNER

\$20,000 +GST

1 x Available

Showcase your brand during the sit down conference dinner, where attendees gather to enjoy themselves with delicious food, drinks and live entertainment.

Details

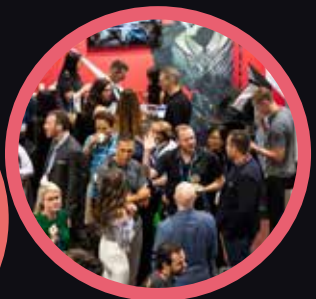
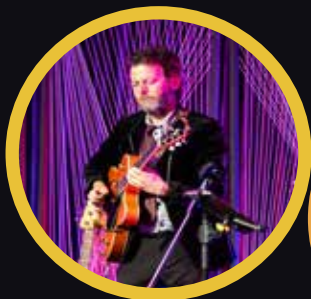
Held on Tuesday 18 March 2025 at Parliament House

Additional Inclusions

- 6 x conference passes
- 2 x prominent VIP tables at the conference dinner (total of 20 guests)
- Ability to place 2 x pull up banners at the conference dinner
- Opportunity for a sponsor representative to provide a 5 minute speech at the dinner
- Opportunity for sponsor to provide a 60 second promotional video shown at a plenary session

Branding & Communications

- Company profile, logo and URL on conference website
- Company logo on conference eDMs and social media
- Access to list of attendees who opt-in



WELCOME RECEPTION & NETWORKING DRINKS

\$10,000 +GST

1 x Available

Showcase your brand on the opening night of the conference by sponsoring the welcome reception, as well as the networking drinks held prior to the conference dinner. A fantastic opportunity for attendees and exhibitors to network in a relaxed environment.

Details

Held on Monday 17 March AND Tuesday 18 March 2025 amongst the exhibition space

Additional Inclusions

- 4 x conference passes
- Ability to provide branded apparel for the serving staff (apron, cap or shirt)
- Ability to place 2 x pull up banners at the welcome reception and networking drinks
- Opportunity for sponsor to provide a 60 second promotional video shown at a plenary session

Branding & Communications

- Company profile, logo and URL on conference website
- Company logo on conference eDMs and social media
- Access to list of attendees who opt-in

BRANDING OPPORTUNITIES

LANYARDS

\$14,000 +GST

1 x Available

Showcase your brand to all conference attendees with the inclusion of your logo on the conference lanyard. Each attendee will be required to wear their lanyard and name badge, giving your brand three days of exposure!

Inclusions

- Co-branding (sponsor's, AISA's and/or conference logo) included on the lanyard (AISA to supply)
- 2 x conference passes
- Company profile, logo and URL on conference website

BARISTA COFFEE CART

\$14,000 +GST

3 x Available

Showcase your brand at the most popular hot beverage counter - the barista coffee cart! Provide your own branded cups to really get full exposure at the conference because who doesn't prefer a proper cup of coffee?

Additional Inclusions

- Coffee cart and barista supplied by AISA
- 1 x coffee cart per sponsor
- Sponsor will need to arrange and pay for own branded signage on cart
- Opportunity to provide own branded coffee cups
- Opportunity to provide barista with branded apparel (apron, cap or shirt)
- 2 x conference passes
- Company profile, logo and URL on conference website

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



EXHIBITION INFORMATION

CONFERENCE PASS

- Includes access to two day conference with morning tea, lunch and afternoon tea, a ticket to the welcome reception and networking drinks (excludes conference dinner)
- Additional pass @ \$400 +GST*

DINNER PASS

- Includes access to the conference sit down dinner
- Additional pass @ \$200 +GST*, however is subject to availability

BUMP IN / BUMP OUT

- Bump in on Monday 17 March 2025
- Bump out on Wednesday 19 March 2025

WI-FI

Free wifi with basic functionality will be available throughout the exhibition and conference areas

CUSTOM BUILDS

- Only available for Platinum booth
- Must let AISA know by 16 December 2024
- Exhibitor needs to submit booth spec and designs for approval
- Gold, Silver, Bronze and Start Ups must utilise the booth provided by AISA

NO SACHEL INSERTS

- This conference will not have satchel inserts
- Exhibitors are encouraged to be creative to make the conference an enjoyable experience
- Interactive experiences and great giveaways definitely attract delegates
- Each delegate will be supplied with a conference bag

OPT-IN LIST

All confirmed sponsors who take up an exhibition booth (Platinum, Gold, Silver, Bronze and Start Up) will have access to the list of attendees who consent to share their contact details. A list of consenting attendees will be sent to the main sponsorship contact to share with your team post event. You will receive first name, last name, position, organisation, city, state, country and email address. Please note that AISA will not be responsible for incorrect data entered by delegates.

PLEASE NOTE

- Prices quoted in this document are in Australian Dollars (AUD) and subject to change
- Prices are exclusive of 10% Goods and Services Tax (GST)
- *Purchasing extra passes is limited and at AISA's discretion

LOCATION DETAILS

- The Australian Cyber Conference, Canberra edition will be held at the National Convention Centre, Canberra
- Registration desk will be located in the Foyer Area
- All morning teas, lunches and afternoon teas will be scheduled in the Exhibition Hall and Foyer Area
- The keynote sessions will be held in Royal Theatre, Ground Floor
- Concurrent speaking streams will be held throughout rooms on Ground and First Floor

SHELL SCHEMES

Platinum, Gold, Silver and Bronze

Boxed wall shell scheme will be provided by AISA.

The following items are included in the booth:

- **Size:** 6m x 3m (Platinum) 3m x 3m
- **Structure:** 2.5mH polished aluminium frame with white melamine infill panels
- **Signage:** 1 x colour digital print fascia sign of logo
- **Lighting:** 2 x LED vario arm light
- **Power:** 1 x 4amp power outlet regardless of size
- **Flooring, Furniture and AV:** Not included in package unless stated

Start Up

A networking pod will be provided by AISA.

The following items are included in the pod:

- **Size:** 2m x 2m
- **Structure:** 2.5mH polished aluminium frame with white melamine infill panels
- **Signage:** 1 x colour digital print fascia sign of logo
- **Lighting:** 1 x LED vario arm light
- **Power:** 1 x 4amp power outlet
- **Flooring and AV:** Not included in package unless stated
- **Furniture:** 1 x lockable cupboard (1m x 1m)

GOLD, SILVER & BRONZE



START UP





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CONTACT

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