



# SPONSORSHIP & EXHIBITION PROSPECTUS



MELBOURNE | 17 – 19 OCTOBER



# 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 10,500 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.



## 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 and Retail
- Manufacturing/Mining

**10,500**  
MEMBERS

**1,900**  
ORGANISATIONS  
REPRESENTED

**54%**  
C-LEVEL, DIRECTORS  
OR MANAGERS

**47%**  
MEMBER  
GROWTH RATE

# WHY SPONSOR?

AISA is pleased to invite you to sponsor the biggest and most comprehensive cyber security conference in Australia! The Australian Cyber Conference (Melbourne CyberCon), will take place at the Melbourne Convention and Exhibition Centre from 17-19 October 2023.

The Melbourne 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 OPPORTUNITIES. This conference brings together approximately 4,000 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.

## 6 REASONS TO BECOME A SPONSOR

**1 EDUCATE** more than 4,000 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 ESTABLISH** a comprehensive lead list of potential new customers while re-engaging and strengthening existing client relationships.

**4 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 54% of members are C-Level, Directors and Managers.

**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 Australia as well as show your support for the single largest member event in Melbourne for the information security profession.

## PROGRAM AT A GLANCE

### Monday 16 October 2023

- Exhibition and sponsor bump in

### Tuesday 17 October 2023

- Exhibition opens
- Conference opening
- Keynote addresses and concurrent breakout sessions
- Welcome Reception (served in exhibition area)
- AISA Awards Dinner (Sapphire, Ruby, Diamond & Platinum sponsors only)

### Wednesday 18 October 2023

- Exhibition
- Keynote addresses and concurrent breakout sessions
- Networking Drinks (served in exhibition area)
- Conference Social Function (Block Party)

### Thursday 19 October 2023

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



# WHO ATTENDS

## 2022 EVENT SNAPSHOT



### JOB TITLES

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

### BREAKDOWN OF ATTENDEES

- 33% C-LEVEL & DIRECTORS
- 21% MANAGERS
- 16% CONSULTANTS
- 12% SALES & MARKETING
- 10% TECHNICAL SPECIALISTS & ANALYSTS
- 6% ENGINEERS & ADMINISTRATORS
- 2% EDUCATORS & RESEARCHERS
- 1% STUDENTS

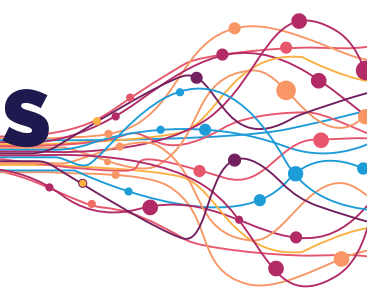
### INDUSTRIES

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

### ORGANISATIONS REPRESENTED

- Australian Bureau of Statistics
- Australian Cyber Collaboration Centre
- ANZ
- ATO
- Australian Super
- CBA
- CSIRO
- Deakin University
- Department of Defence
- Department of Employment, Skills, Small and Family Business
- Department of Premier and Cabinet
- Energy Australia
- EY
- IBM
- La Trobe University
- NAB
- NBN
- PWC
- RMIT University
- Telstra
- Victoria Police

# PAST SPONSORS



- 3Columns
- 6clicks
- Absolute Software
- Accenture
- Advent One
- Airlock Digital
- AirTrack
- Akamai Technologies
- ALC Training Group
- AlgoSec
- Allied Telesis
- Anomali
- ANZ
- Aqua Security Software
- Axonius
- Barracuda Networks
- BeyondTrust Software
- BigID
- Bitdefender
- Blackberry
- Broadcom
- Bugcrowd
- CGI
- CheckPoint
- CloudFlare
- Cofense
- Corelight
- Coresec
- CrowdStrike
- Cyber Aware
- Cyberbit
- CyberCX
- CyberGRX
- Cybergym
- CyberIAM

- CyberStash
- Cybots Labs
- CyCognito
- Cydarm
- Cyrise
- Cythera
- Cyware Labs
- Darktrace
- Data#3
- Delinea
- Deloitte
- Dragos
- Duo Security
- Elastic
- EMT Distribution
- Entrust
- ExtraHop
- F5
- Flashpoint
- Forcepoint
- Fortian
- Fortinet
- FraudWatch
- Huntsman Security
- IBM
- Illumio
- Infoblox
- Intel471
- IT Junction
- Ivanti
- Jamf Software
- KnowBe4
- KPMG
- LastPass
- LMNTRIX

- LogRhythm
- Lookout
- Magnet Forensics
- Malwarebytes
- ManageEngine
- Mandiant
- Menlo Security
- Micro Focus
- MicroSec
- Microsoft
- Mimecast
- MyRisk Management
- NAB
- Netpoleon
- Netskope
- Noname Security
- Nozomi Networks
- Nucleus Security
- Offensive Security
- Okta
- Opentext
- Opswat
- Orca Security
- Palo Alto Networks
- Peakhour
- Pentera Security
- Phriendly Phishing
- Progress Software
- Proofpoint
- PwC
- Qualys
- Rapid7
- Recorded Future
- Red Piranha
- Red Sift

- Rezilens
- RSA Security
- Rubrik
- Saviynt
- Secolve
- Secure Forte
- Secureworks
- SecuriTi Ai
- Securonix
- Sekuro
- Semperis
- Senetas
- SentinelOne
- ShadowDragon
- Silobreaker
- Skillfield
- SMX
- Snyk
- SureCity Networks
- Tanium
- TeamT5
- Tenable
- Thales
- Threat Defence
- Threat Quotient
- Trellix
- Trend Micro
- Trustwave
- UpGuard
- Varonis
- Vectra Corporation
- VikingCloud
- Westcon
- Yubico
- ZeroFox



# NEW EXHIBITION OPPORTUNITIES



## Be bold and stand out from the crowd!

At this year's CyberCon we have an exclusive opportunity to allow for larger booths for sponsors who are keen to have:

- more space to display multiple products
- an area to allow for one-on-one conversation with potential leads
- additional space to allow for seated area to conduct demos and customer knowledge sessions
- more space to allow for interactive sessions and better engagement with delegates

We have a very limited number of these booths available which are double the size so that sponsors can incorporate a product demonstration or presentation, with additional space for seating, displays, interactions and discussions. Including these elements on your booth will enable sponsors to draw in attendees for longer, as well as introduce their product, explain its features and capabilities, and show potential customers how it could enhance their lives.

90% of conference attendees visit the exhibition to discover what's new in products and services, as well as grab a free goodie or two! 90/100 attendees passing by your booth are potential candidates for your product demonstration! Grab your target audience's attention, build brand awareness and get them excited about your offer. Convert many prospects into leads and many leads into customers!

## SAPPHIRE

**| \$120,000 +GST**

2 Available

**SOLD**

### Exhibition

- 10m x 5m booth space
- Prime location in the exhibition bays
- Boxed wall shell scheme or custom build

### Passes

- 16 x conference passes
- 8 x social event passes
- 8 x one-day expo only passes

### Communications

- Access to list of attendees who opt-in
- Lead management included via conference app

### Branding

- Company logo on conference eDMs
- Company profile, logo and hyperlink on conference website
- Company profile and logo on conference app
- 1 x thought leadership article in Cyber Australia magazine
- 1 x white paper published
- 1 x 60 seconds promotional video played at a session

### Exclusive AISA Awards Dinner

- 1 x table of 10 guests
- 1 x pull up banner placed in the room

## RUBY

**| \$90,000 +GST**

2 Available

### Exhibition

- 8m x 4m booth space
- Prime location in the exhibition bays
- Boxed wall shell scheme or custom build

### Passes

- 14 x conference passes
- 7 x social event passes
- 7 x one-day expo only passes

### Communications

- Access to list of attendees who opt-in
- Lead management included via conference app

### Branding

- Company logo on conference eDMs
- Company profile, logo and URL on conference website
- Company profile and logo on conference app
- 1 x thought leadership article in Cyber Australia magazine
- 1 x white paper published
- 1 x scrolling banner placed on the conference app

### Exclusive AISA Awards Dinner

- 1 x table of 10 guests
- 1 x pull up banner placed in the room

# EXCLUSIVE EXHIBITION OPPORTUNITIES

## DIAMOND

**I \$70,000 +GST**

6 Available

### Exhibition

- 5m x 5m booth space
- Located in the exhibition bays
- Boxed wall shell scheme or custom build

### Passes

- 12 x conference passes
- 6 x social event passes
- 6 x one-day expo only passes

### Communications

- Access to list of attendees who opt-in
- Lead management included via conference app

### Branding

- Company logo on conference eDMs
- Company profile, logo and hyperlink on conference website
- Company profile and logo on conference app
- 1 x thought leadership article in Cyber Australia magazine
- 1 x white paper published

### Exclusive AISA Awards Dinner

- 1 x table of 10 guests

## PLATINUM

**I \$55,000 +GST**

10 Available

### Exhibition

- 4m x 4m booth space
- Located in the exhibition bays
- Boxed wall shell scheme or custom build

### Passes

- 10 x conference passes
- 5 x social event passes
- 5 x one-day expo only passes

### Communications

- Access to list of attendees who opt-in
- Lead management included via conference app

### Branding

- Company logo on conference eDMs
- Company profile, logo and URL on conference website
- Company profile and logo on conference app
- 1 x thought leadership article in conference eDM

### Exclusive AISA Awards Dinner

- 1 x table of 10 guests

## AWARDS DINNER

**TUESDAY 17 OCTOBER 2023**

**An exclusive opportunity for Sapphire, Ruby, Diamond and Platinum sponsors to impress potential customers and VIP guests**

- Offered only to Sapphire, Ruby, Diamond and Platinum sponsors
  - AISA Awards Ceremony conducted on the night
  - Three course sit down meal with beverages
  - AISA will also be inviting conference speakers and VIPs
  - Approximate timings from 7:00pm - 10:30pm
  - Additional dinner passes @ \$180 plus GST\*
- \*Subject to availability and the approval of AISA*



# EXHIBITION OPPORTUNITIES



## GOLD

**I \$45,000 +GST**

32 Available

### Exhibition

- 4m x 3m booth space
- Located in the exhibition bays
- Boxed wall shell scheme or custom build

### Passes

- 8 x conference passes
- 4 x social event passes
- 4 x one-day expo only passes

### Communications

- Access to list of attendees who opt-in
- Lead management included via conference app

### Branding

- Company logo on conference eDMs
- Company profile, logo and hyperlink on conference website
- Company profile and logo on conference app

## SILVER

**I \$35,000 +GST**

36 Available

### Exhibition

- 4m x 2m booth space
- Located in the exhibition bays
- Boxed wall shell scheme or custom build

### Passes

- 6 x conference passes
- 3 x social event passes
- 3 x one-day expo only passes

### Communications

- Access to list of attendees who opt-in
- Lead management included via conference app

### Branding

- Company logo on conference eDMs
- Company profile, logo and URL on conference website
- Company profile and logo on conference app

## BRONZE

**I \$25,000 +GST**

41 Available

**SOLD**

### Exhibition

- 3m x 2m booth space
- Located in the exhibition bays

### Passes

- 4 x conference passes
- 2 x social event passes
- 2 x one-day expo only passes

### Communications

- Access to list of attendees who opt-in
- Lead management included via conference app

### Branding

- Company logo on conference eDMs
- Company profile, logo and hyperlink on conference website
- Company profile and logo on conference app

## START UP

**I \$7,000 +GST**

27 Available

### Exhibition

- 2m x 2m booth space
- Located in the exhibition bays

### Passes

- 2 x conference passes

### Communications

- Access to list of attendees who opt-in
- Lead management included via conference app

### Branding

- Company profile, logo and URL on conference website
- Company profile and logo on conference app

*Please note that Start Up booths can only be purchased by organisations established up to 5 years ago, since 2018.*



# SOCIAL EVENT SPONSORSHIPS

## CONFERENCE SOCIAL EVENT | \$50,000 +GST

### 1 x Available

Showcase your brand during the Conference Social Event (Block Party) where attendees gather to enjoy themselves with delicious food, drinks, roving entertainment and live music.

### Details

Held on Wednesday 18 October 2023 outside of the venue on South Wharf

### Exhibition

Silver Sponsorship Package (all inclusions)

### Additional Inclusions

- 4 x conference passes
- 4 x social event passes
- Sponsor logo to be featured on the catering and service areas
- Ability to feature pull up banners for the duration of the Conference Social Event
- Co-branding of event (AISA to provide)



## WELCOME RECEPTION & NETWORKING DRINKS | \$35,000 +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 Social Event. A fantastic opportunity for attendees and exhibitors to network in a relaxed environment.

### Details

Held on Tuesday 17 October AND Wednesday 18 October 2023 amongst the exhibition space

### Exhibition

Bronze Sponsorship Package (all inclusions)

### Additional Inclusions

- 2 x conference passes
- 2 x social event passes
- Ability to provide branded apparel for the serving staff (apron, cap or shirt)



# FOOD SPONSORSHIPS

## BARISTA COFFEE CART | \$14,000 +GST

### 4 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
- Ability to provide own branded coffee cups and signage on cart
- Opportunity to provide barista with branded apparel (apron, cap or shirt)
- 2 x conference passes
- Company profile, logo and URL on conference website
- Company profile and logo on conference app
- 1 x dedicated alert notifications on the conference app

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



## ICE CREAM CART | \$12,000 +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!

### Additional Inclusions

- Includes three flavours of ice cream or sorbet, freezer, napkins, waffle cone and cups with spoons
- Ability to provide own branded paper napkins, cups and signage on cart
- Opportunity to provide food server with branded apparel (apron, cap or shirt)
- 2 x conference passes
- Company profile, logo and URL on conference website
- Company profile and logo on conference app
- 1 x dedicated alert notifications on the conference app

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



## JUICE BAR | \$12,000 +GST

### 1 x Available

Showcase your brand on the freshly juiced bar, and give conference attendees a healthier beverage option!

### Additional Inclusions

- Includes two flavours of juice, juicing equipment, serving napkins, cups (175ml) and paper straws
- Ability to provide own branded serving cups and signage on bar
- Opportunity to provide food server with branded apparel (apron, cap or shirt)
- 2 x conference passes
- Company profile, logo and URL on conference website
- Company profile and logo on conference app
- 1 x dedicated alert notifications on the conference app

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

**SOLD**



# BRANDING OPPORTUNITIES

## LANYARDS | \$20,000 +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
- Company profile and logo on conference app

**SOLD**



## PLENARY CAFE | \$18,000 +GST

### 1 x Available

Showcase your brand by having the naming rights to the plenary cafe, the ideal meeting place where conference attendees can get to enjoy a coffee, hold a meeting and recharge!

### Inclusions

- Sponsor logo placed on cafe signage (AISA to provide)
- 2 x conference passes
- Company profile, logo and URL on conference website
- Company profile and logo on conference app

**SOLD**



## CHARGING STATION | \$9,000 +GST

### 1 x Available

Power up your presence by selecting this exclusive opportunity to sponsor our charging station for the entire conference. None of us can live without our phones, so a stop at this station is a must for many!

### Inclusions

- Sponsor logo placed on the charging station (AISA to supply)
- 2 x conference passes
- Company profile, logo and URL on conference website
- Company profile and logo on conference app



## SIGNAGE | from \$8,000 +GST

### Multiple opportunities available

Catch the attention of attendees when they enter the conference with your branding! The signage will be prominently located which will receive premium exposure and visibility.

### Inclusions

- Sponsor to be provided with specs for the signage
- Sponsor to provide own artwork for signage

**SOLD**



*Various options, formats and sizes available, please enquire with Sponsorship Manager*

# FLOORPLAN EXHIBITION BAYS

## STAND LEGEND



Please note that floorplan is subject to change and approval from venue.

# EXHIBITION INFORMATION

## PASSES

### CONFERENCE PASS

- Includes access to 3 day conference with all catering breaks, a ticket to the welcome reception and networking drinks (excludes social function)
- Additional pass @ \$400 +GST\*

### SOCIAL EVENT PASS

- Includes access to the social event (Block Party)
- Additional pass @ \$200 +GST\*, however is subject to availability

### ONE-DAY EXPO ONLY PASS

- Includes access to exhibition space only
- Limited to 1 day use only (for customers)
- Does not include access to sessions

## BUMP IN / BUMP OUT

- Bump in on Monday 16 October 2023
- Bump out from Thursday 19 October 2023

## CUSTOM BUILDS

- Only available for Sapphire, Ruby, Diamond, Platinum, Gold & Silver booths
- Must let AISA know by 7 August 2023
- Exhibitor needs to submit booth spec and designs for approval by MCEC
- Exhibitor must have own \$10 million Public Liability Insurance and provide certificate of currency

## 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 (Sapphire, Ruby, Diamond, 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.

## LOCATION DETAILS

- The AISA Melbourne CyberCon will be held at the Melbourne Convention and Exhibition Centre
- Registration desk will be located on the Ground Floor
- All catering breaks will be scheduled in the exhibition bays, to ensure maximum exposure for the exhibitors
- The keynote sessions will be held in Plenary Theatre, Ground Floor
- Concurrent speaking streams will be held throughout rooms on Level 1 and Level 2

## WI-FI

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

## SHELL SCHEMES

### SAPPHIRE, RUBY, DIAMOND, PLATINUM, GOLD, SILVER AND BRONZE

Boxed wall shell scheme will be provided by AISA. The following items are included in the booth:

- **Size:** Sapphire (10m x 5m); Ruby (8m x 4m); Diamond (5m x 5m); Platinum (4m x 4m); Gold (4m x 3m), Silver (4m x 2m) and Bronze (3m x 2m)
- **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)

### PLEASE NOTE

- Prices quoted in this document are in AUD and subject to change
- \*Purchasing extra passes is limited and at AISA's discretion
- AISA is monitoring the COVID-19 situation and the conference and exhibition will be held in accordance with local government regulations and restrictions



# AUSTRALIAN CYBER CONFERENCE

2023

MELBOURNE | 17 – 19 OCTOBER

**CONTACT**  
**SUSANNA PALERMO**

National Event & Sponsorship Manager  
[susanna.palermo@aisa.org.au](mailto:susanna.palermo@aisa.org.au)  
0403 232 317  
[www.cyberconference.com.au](http://www.cyberconference.com.au)



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