



AISA

Cyber | smart • safe • secure



SPONSORSHIP PROSPECTUS

Tuesday 25 June 2024
Hyatt Regency



SYDNEY SEC

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, exhibition or branding opportunity at the SydneySEC conference.

This one day conference will be held at the **Hyatt Regency**, Sydney on **Tuesday 25 June 2024**. The Maritime Ballroom 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 600 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 information and cyber security event in Sydney as well as show your support for the single largest member event in NSW for the cyber profession.

WHO ATTENDS?

2023 EVENT SNAPSHOT

701
ATTENDEES

31
SPONSORS

23
SPEAKERS

15
SESSIONS

339
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

- ACSC
- Amazon Web Services
- ASIC
- CBA
- Decipher Bureau
- Dept of Enterprise, Investment and Trade
- Ernst & Young
- Investment NSW
- KPMG
- Macquarie University
- McGrathNicol
- Optus
- PwC
- Rest Super
- TAFE NSW
- UNSW
- Western Sydney University

INDUSTRIES REPRESENTED

- 40% Technology Providers
- 21% Consultancy & Advisory
- 8% Financial Services
- 7% Education & Training
- 5% Government
- 4% Software Development
- 3% Telecommunications
- 2% Healthcare
- 1% Energy/Utilities
- 1% Recruitment



EXHIBITION OPPORTUNITIES

GOLD

\$17,000 +GST

9 x Available

- 3m x 2m stand held within the most prominent position in the Maritime Ballroom
- 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
- 1 x thought leadership article to be included in conference eDM

SILVER

\$12,000 +GST

14 x Available

- 3m x 2m stand held within a prominent position in the Maritime Ballroom
- 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

BRONZE

\$7,000 +GST

14 x Available

- 3m x 2m stand held in the Maritime Ballroom
- 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



BRANDING OPPORTUNITIES

LANYARD

\$7,000 +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

3 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 branded apparel for barrista/staff (apron, cap or shirt)
- 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

JUICE CART

\$5,000 +GST

1 x Available

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

- All necessary food and beverages as well as equipment and server supplied by AISA
- Ability to provide own cups and branded apparel for serving staff (apron, cap or shirt)
- 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

\$5,000 +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
- Ability to provide branded apparel for the serving staff (apron, cap or shirt)
- 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	Tuesday 25 June 2024
VENUE	Hyatt Regency Sydney, 161 Sussex Street, Sydney NSW 2000
BUMP IN	Tuesday 25 June 2024 from 7:00am - 8:00am
BUMP OUT	Tuesday 25 June 2024 from 6:00pm, once drinks conclude
REGISTRATION	8:00am – 9:00am
CONFERENCE	9:00am – 5:00pm
NETWORKING DRINKS	5:00pm – 6:00pm

BOOTH INCLUSIONS



SIZE	3.0m x 2.0m (Gold, Silver & Bronze)
WALLS	White walls 2.5m high
FASCIA	Anodized aluminum frame with insert
FASCIA SIGN	White sign with company logo in full colour
LIGHTING	1 x 150 watt arm light
POWER	1 x 4amp power point
FLOORING	Venue carpet
FURNITURE	1 x cupboard/counter

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 (\$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

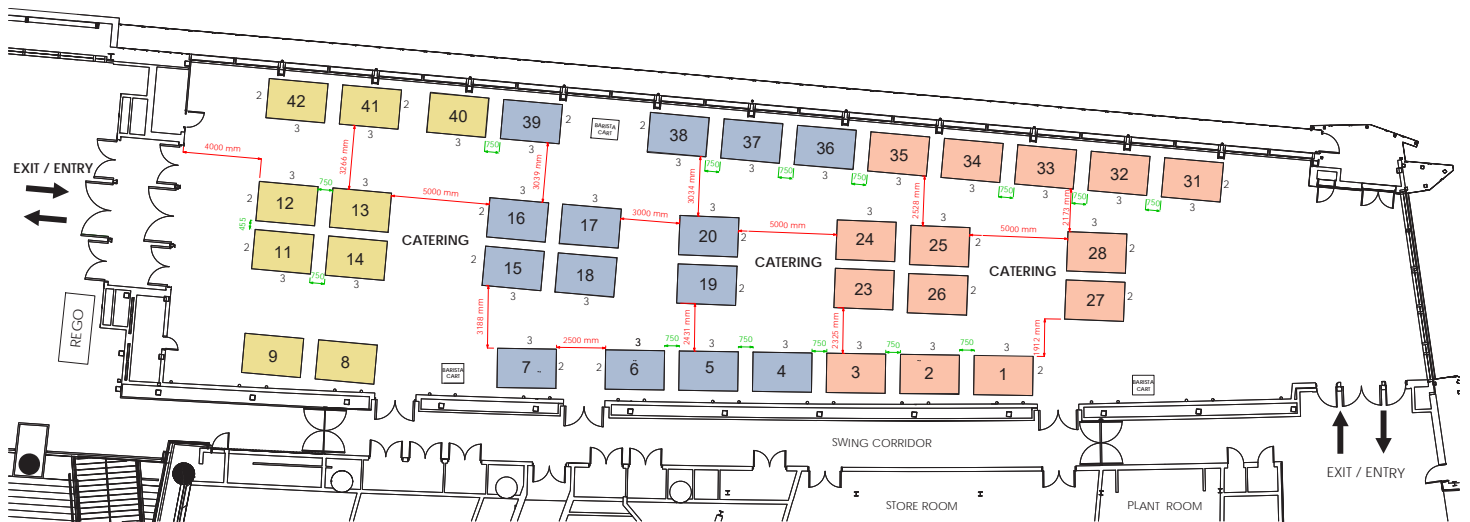
All confirmed sponsors will have access to the list of attendees who consent to share their contact details. A list of consenting registrants will be sent to the main contact post conference. You will receive full name, position, organisation and email address.

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

- 9x GOLD
- 14x SILVER
- 14x BRONZE



NOTE: Floorplan subject to change and approval from venue



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CONTACT

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