



# CYBERCON

AUSTRALIAN CYBER CONFERENCE

MELBOURNE | 14-16 OCTOBER 2026

## SPONSORSHIP PROSPECTUS

# WHY SPONSOR?

This is your chance to be part of Australia's leading cyber security event.  
Confirm your participation today!

CyberCon is Australia's premier cyber security conference organised by AISA, attracting thousands of IT professionals, experts, executives, and decision-makers from diverse industries. The expansive exhibition area enables sponsors to display their services, products, and innovations prominently. All conference catering, villages and barista coffee carts, as well as the welcome reception and networking drinks ceremonies, will take place within the exhibition space, fostering opportunities for sponsors and attendees to network, connect, and collaborate.

- **Meet and engage with 5,500 delegates**  
CyberCon offers your organisation opportunities to connect in person with high level decision makers and technology professionals from the cyber security world.
- **Flexible exhibition spaces and opportunities to suit every budget**  
With economic uncertainty front of mind, we've secured a range of opportunities for every level of sponsor and exhibitor.
- **An interactive experience that matters**  
Delegates are active participants at CyberCon. You can create meaningful and enduring connections with partners and key players.
- **Extensive reach and high levels of engagement**  
CyberCon consistently attracts participation from both national and international cyber security organisations. The discussions initiated at CyberCon extend well beyond the event itself, involving speakers, delegates, sponsors, and volunteers which contributes to sustained high engagement levels.
- **Lead generation**  
Generate new leads and build relationships with potential customers.
- **Brand exposure**  
Increase your brand exposure by showcasing in a highly visible and interactive environment.



# ATTENDEE DEMOGRAPHICS

**5,394**

Attendees in 2025

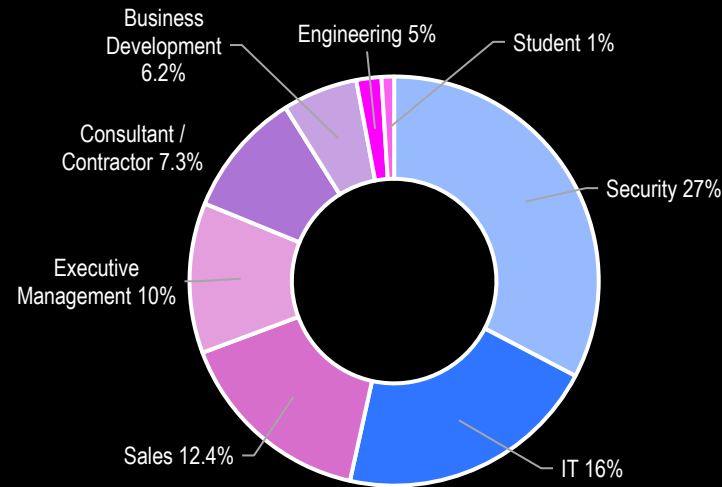
**1,042**

Organisations represented

**19**

Countries represented

## JOB FUNCTION



## INDUSTRY

IT & Cyber Security	50%
Education & Training	7%
Government	6.6%
Consultancy & Advisory	6.2%
Financial & Insurance	5.8%
Telecommunications	3.2%
Defence & Military	2.6%
Energy & Utilities	2.5%
Service Provider	1.9%



# MAJOR SPONSORSHIPS

## RUBY

Early Bird Rate \$103,000 +GST\*  
Standard Rate \$110,000 +GST

### Exhibition

- 9m x 6m booth (54 sqm space)
- 1 x boxed wall (9m) or custom build
- Complimentary full colour logo on fascia

### Passes

- 16 x Conference passes (includes Block Party)
- 10 x AISA Awards dinner passes
- 4 x Customer conference passes

### Communications

- Access to list of attendees who opt-in
- Lead management

### Branding

- Company logo on conference eDMs
- Company profile, logo and URL on conference website
- 1 x 60 seconds promotional video played at a plenary session
- 1 x 20 minute session in the Knowledge Sharing hub

## DIAMOND

Early Bird Rate \$72,000 +GST\*  
Standard Rate \$79,000 +GST

### Exhibition

- 6m x 6m booth (36 sqm space)
- 1 x boxed wall (6m) or custom build
- Complimentary full colour logo on fascia

### Passes

- 14 x Conference passes (includes Block Party)
- 10 x AISA Awards dinner passes
- 3 x Customer conference passes

### Communications

- Access to list of attendees who opt-in
- Lead management

### Branding

- Company logo on conference eDMs
- Company profile, logo and URL on conference website
- 1 x thought leadership article in a conference eDM
- 1 x 20 minute session in the Knowledge Sharing hub



# EXHIBITION OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE	START UP*
<b>Early Bird Rate, ends on 31 May 2026</b>	<b>\$56,000 +GST</b>	<b>\$46,000 +GST</b>	<b>\$36,000 +GST</b>	<b>\$26,000 +GST</b>	<b>\$7,000 +GST</b>
Standard Rate	\$60,000 +GST	\$50,000 +GST	\$40,000 +GST	\$30,000 +GST	
<b>Booth size</b> (Each booth shares a box wall with another)	5m x 5m or custom build	4m x 4m or custom build	4m x 3m	3m x 3m	2m x 2m (1 x front counter)
<b>Complimentary conference passes</b> (includes Block Party)	12	10	8	6	2
<b>AISA Awards dinner passes</b>	1 x table of 10				
<b>Customer conference passes</b>	2				
<b>1 x 20 minute session in the Knowledge Sharing hub</b> (Subject to approval)	✓				
<b>Complimentary full colour logo on fascia</b>	✓	✓	✓	✓	✓
<b>Company profile, logo and URL on conference website</b>	✓	✓	✓	✓	✓
<b>Lead management</b>	✓	✓	✓	✓	✓
<b>Access to list of attendees who opt-in</b>	✓	✓	✓	✓	✓

\* Please note that *Start Up* booths can only be purchased by organisations established up to 5 years ago, since 2021.

# NETWORKING SPONSORSHIPS

## BLOCK PARTY

\$60,000 +GST



### 1 x Available

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

### Details

Held on Thursday 15 October 2026 at South Wharf Promenade

### Inclusions

- 10 x Conference passes (includes Block Party)
- 30 x Block Party passes
- Incorporate the sponsors logo and/or colours within the event:
  - Sponsor to select the colour of carpet running the length of the block
  - Sponsor's logo placed on the entry sign to the block party & VIP area
- Ability to provide branded apparel for the serving staff
- Exclusive VIP area for sponsors' guests, clients and customers use only

### Branding & Communications

- Company profile, logo and URL on conference website
- 1 x 60 seconds promotional video played at a plenary session

## NETWORKING DRINKS

\$25,000 +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 Block Party. A fantastic opportunity for attendees and exhibitors to network in a relaxed environment.

### Details

Held on Wednesday 14 AND Thursday 15 October 2026 amongst the exhibition space

### Inclusions

- Ability to provide branded apparel for the serving staff
- Ability to place 2 x pull up banners at the welcome reception and networking drinks
- Acknowledged as the exclusive sponsor for both networking drinks

### Branding & Communications

- Company profile, logo and URL on conference website

# BRANDING OPPORTUNITIES

## LANYARDS \$30,000 +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

## NEW T-SHIRTS \$20,000 +GST



### 1 x Available

Co-sponsoring the popular CyberCon T-shirt offers strong branding exposure, with your company logo prominently displayed and worn by attendees. This aligns your brand with participant involvement and showcases your commitment to quality.

### Inclusions

- Co-branding (sponsor's, CyberCon logo and theme) included on the T-shirt (AISA to supply)
- 2 x Conference passes

## PLENARY CAFE \$14,000 +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/signage placed on whole frontage of the cafe counter (AISA to provide)
- Opportunity to provide a jpeg image for the LED wall located above the plenary cafe (screen size is 158" x 88")
- 2 x Conference passes

## COFFEE CART \$12,000 +GST



### 6 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?

### Inclusions

- 1 x coffee cart and barista supplied
- Sponsor to pay for own branded signage on cart
- Sponsor to provide own branded coffee cups
- Sponsor can provide barista with branded apparel
- 2 x Conference passes

# BRANDING OPPORTUNITIES

## BREAKFAST \$16,000 +GST



### 1 x Available

Jointly hosted by AISA and AWSN, the Women In Cyber Breakfast is held on the first day. Become the exclusive sponsor to demonstrate your commitment to advancing diversity and inclusion within the cyber security sector.

### Inclusions

- Ability to place a pull up banner in the room
- Sponsor representative to provide a 5 minute speech at the event
- Sponsor can provide branded gift or printed collateral to attendees
- Sponsor's logo used promotionally via conference eDMs, social media and conference website
- 2 x Conference passes

## GAMES AREA \$10,000 +GST



### 1 x Available

Sponsor the games area to enhance your brand visibility at the conference. Attendees will enjoy engaging activities, providing an opportunity for relaxation and fostering a spirit of friendly competition.

### Inclusions

- Acknowledged as the exclusive sponsor of the games area
- Sponsor's logo will be integrated in the branding of area
- Recognition in our pre-event social media promotions
- 2 x Conference passes

## EXPO LOUNGE \$10,000 +GST



### 1 x Available

By sponsoring the lounge area in the bustling expo hall, you can help delegates connect and socialise. This well-liked seating space was always full during the conference, providing attendees with a place to recharge devices, check emails, and hold meetings.

### Inclusions

- Ability to place a pull up banner within the lounge area
- Ability to place printed collateral on tables within lounge area
- Recognition in our pre-event social media promotions
- 2 x Conference passes

## MOVIE NIGHT \$5,000 +GST



### 1 x Available

As the exclusive sponsor, you'll have the unique opportunity to showcase your brand to an engaged and diverse audience.

### Inclusions

- Ability to place 2 x pull up banners inside the movie venue
- Sponsor representative to provide a 5 minute speech at the movie
- Sponsor to provide a 60 second video shown at the movie
- Recognition in our pre-event social media promotions
- 2 x Conference passes

# SIGNAGE OPPORTUNITIES

## LED PILLAR WRAP

\$20,000 +GST



### 2 x Available

Sponsor a LED pillar wrap in the plenary foyer and make a grand impression. Your brand will be showcased on eye-catching wrap covering a prominent pillar, ensuring maximum visibility and brand exposure.

### Details

- Co-branded with CyberCon and sponsor content
- Sponsor to provide artwork

## BULKHEAD

From \$16,000 +GST



### 4 x Available

Make a big statement by sponsoring a prominent print site to draw participants' attention. These bold displays will showcase your brand front and centre for the entire event, guaranteeing excellent visibility.

### Bulkhead banner - \$18,000 +GST each

- 4A Size: 7000 x 4200
- 4B Size: 5400 x 4200

### Blade banner - \$16,000 +GST each

- 5A Size: 6500 x 1850
- 5B Size: 4900 x 1850

### Details

- Co-branded with sponsor's content and CyberCon logo and theme
- Sponsor to provide artwork

## TRAPEZE

\$14,000 +GST



### 4 x Available

Command attention from the moment participants step foot into CyberCon. Sponsor an overhead trapeze banner to increase your presence, visibility and create a lasting impression.

### Details

- Size: 2600 x 4000
- Can be double sided
- Co-branded with sponsor's content and CyberCon logo and theme
- Sponsor to provide artwork

## DIGITAL

FROM \$8,000 +GST



### 3 x Available

Digital signage is an effective way to get your message to all participants. Don't miss this opportunity to make a lasting impression in the digital realm and elevate your brand's presence.

### LED Wall Screen - \$8,000 +GST

- Size: 1152 x 640
- Located in main foyer area, plenary

### LED Banner - \$8,000 +GST each

- 2 x available - located at stairs to Level 1 and Level 2

### Details

- Co-branded with CyberCon and sponsor content
- Sponsor to provide artwork

# VILLAGE SPONSORSHIPS

## LOCKSPORT \$15,000 +GST



### 1 x Available

By sponsoring the Locksport Village, you provide delegates with a chance to build skills in lock picking, bumping, and impressing, emphasising challenge, puzzle-solving, and personal growth.

### Inclusions

- Acknowledged as the exclusive sponsor of the village
- Sponsor's logo placed on signage
- Opportunity to place branded gift or printed collateral in village
- 2 x Conference passes

## NEW LEGO PIT \$15,000 +GST



### 1 x Available

Become the sole sponsor of the LEGO Pit, giving delegates a unique chance to relax, spark their creativity, and take on new challenges away from the busy crowd.

### Inclusions

- Acknowledged as the exclusive sponsor of the village
- Sponsor's logo placed on signage
- Opportunity to place branded gift or printed collateral in village
- 2 x Conference passes

## NEW DRONES \$15,000 +GST



### 1 x Available

This sponsorship provides participants with the opportunity to pilot drones through races, creative challenges, and skill-building activities, ensuring an engaging combination of advanced technology and excitement.

### Inclusions

- Acknowledged as the exclusive sponsor of the village
- Sponsor's logo placed on signage
- Opportunity to place branded gift or printed collateral in village
- 2 x Conference passes

## CYBER GAMES \$15,000 +GST



### 1 x Available

This sponsor will create a Capture The Flag or Incident Response system with technical challenges for delegates. This Village aims to be inclusive, competitive, collaborative, and fun.

### Inclusions

- Sponsor to create and operate the system with advice from AISA
- Sponsor to provide prizes
- Acknowledged as the exclusive sponsor of the village
- Sponsor's logo placed on signage
- Opportunity to place branded gift or printed collateral in village
- 2 x Conference passes

# INFORMATION

## ADVERTISING FROM \$8,000 +GST

Advertise in the official publication for CyberCon!

Cyber Australia serves as AISA's official publication for CyberCon. All delegates, sponsors, and speakers will find a complimentary copy in their conference bags. The magazine is provided free of charge, featuring high-quality paper that ensures durability throughout its twelve-month shelf life. Inside, readers will discover a foreword and thought leadership articles focused on cyber security.

**Full Page: \$8,000 +GST**

**Outside Back Cover: \$12,000 +GST**

**Inside Front Cover: \$11,000 +GST**

**Inside Back Cover: \$9,000 +GST**

- Live area: 370mm W x 260mm D

**Double Page Spread: \$13,000 +GST**

- Live area: 177mm W x 260mm D

### Details

- Editorial word count (per page) is 450 words
- Rates include replication in digital edition

## PROGRAM AT A GLANCE

### Wednesday 14 October 2026

- Exhibition bump in
- Women in Cyber Breakfast
- Conference opening
- Keynote addresses and breakout sessions
- Exhibition opens
- Welcome Reception (served in exhibition area)
- AISA Cyber Security Awards Dinner
- Movie Night

### Thursday 15 October 2026

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

### Friday 16 October 2026

- Exhibition
- Keynote addresses and breakout sessions
- Conference closing
- Exhibition bump out

## PASSES

### Sponsor Conference Pass

- Access to 3 day conference, all sessions, all catering, welcome reception, networking drinks and Block Party
- Access to lead management
- Additional sponsor pass can be purchased from \$785 each (inc GST) - limit of 3 per stand

### Customer Pass

- Ruby, Diamond and Platinum receive full conference passes to allocate to customers
- NO access to lead management

### AISA Awards Dinner Ticket

- Ruby, Diamond and Platinum sponsors receive 10 complimentary tickets (table of 10)
- Held on Wednesday 14 October 2026 from 7pm - 10pm

### Custom Builds

- Only available for Ruby, Diamond, Platinum and Gold
- Must let AISA know by 13 July 2026
- Exhibitor needs to submit booth spec and designs for approval

## EXPO INFO

### Opt in List

- Ruby, Diamond, Platinum, Gold, Silver, Bronze and Start Up have access to the list of attendees who consent to share their details
- Sent to contact after the conference at a staggered release
- Receive first name, last name, position, organisation, city, state, country and email address
- AISA will not be responsible for incorrect data entered by delegates

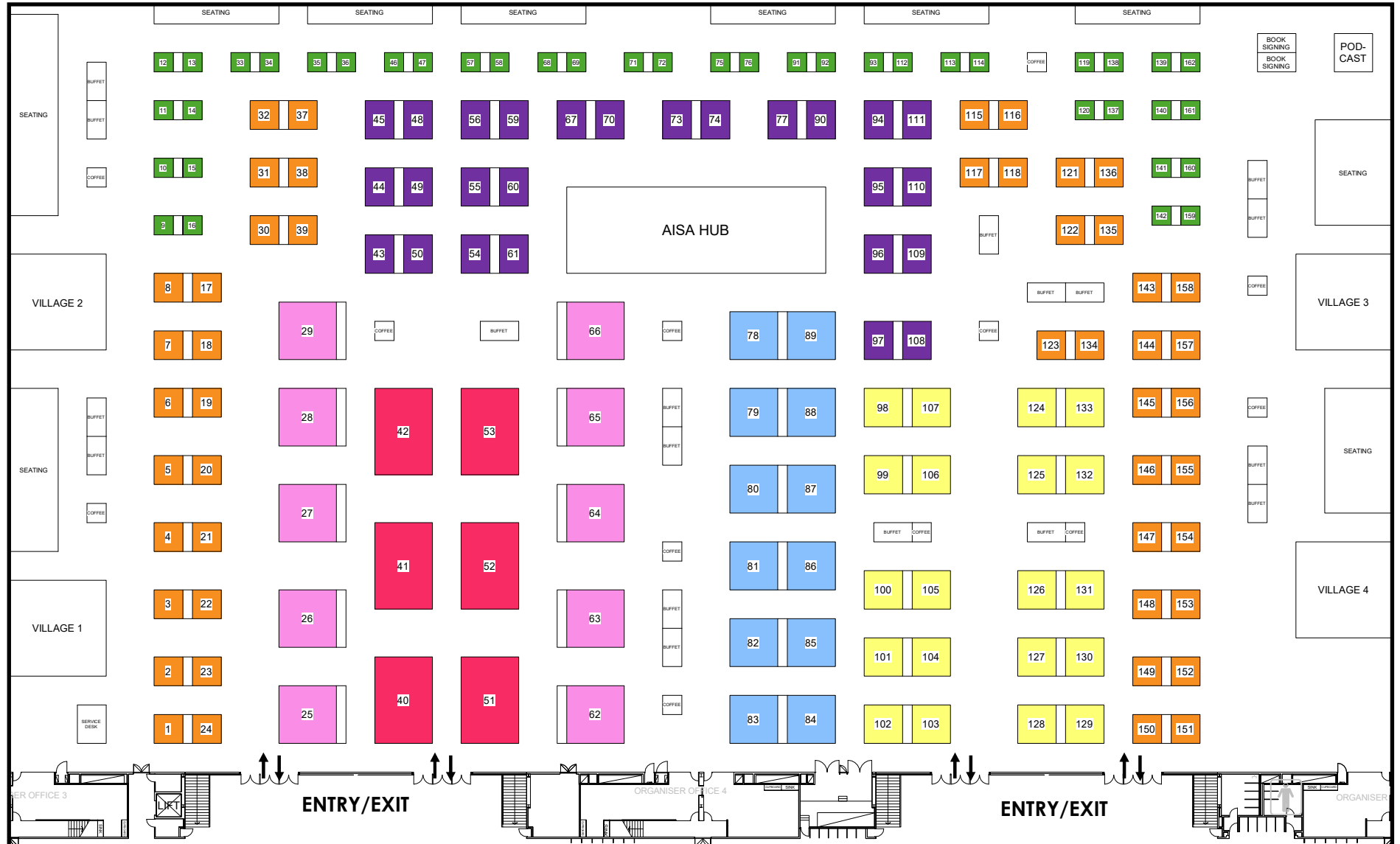
### Shell Scheme

- Boxed wall shell scheme will be provided by AISA
- Size: Ruby (9m x 6m); Diamond (6m x 6m); Platinum (5m x 5m); Gold (4m x 4m), Silver (4m x 3m), Bronze (3m x 3m) and Start Up (2m x 2m)
- 2.5mH aluminium frame with white melamine infill panels
- 1 x full colour logo for fascia sign
- 1 x LED vario arm light
- 1 x 4amp power outlet
- Charcoal grey carpet tiles included
- Furniture and AV not included in package unless stated

# FLOORPLAN

**LEGEND**

- RUBY
- DIAMOND
- PLATINUM
- GOLD
- SILVER
- BRONZE
- START UP



# CYBERCON

AUSTRALIAN CYBER CONFERENCE

MELBOURNE | 14-16 OCTOBER 2026

**BOOK YOUR CYBERCON  
SPONSORSHIP PACKAGE TODAY!**

## CONTACT

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**AISA**

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