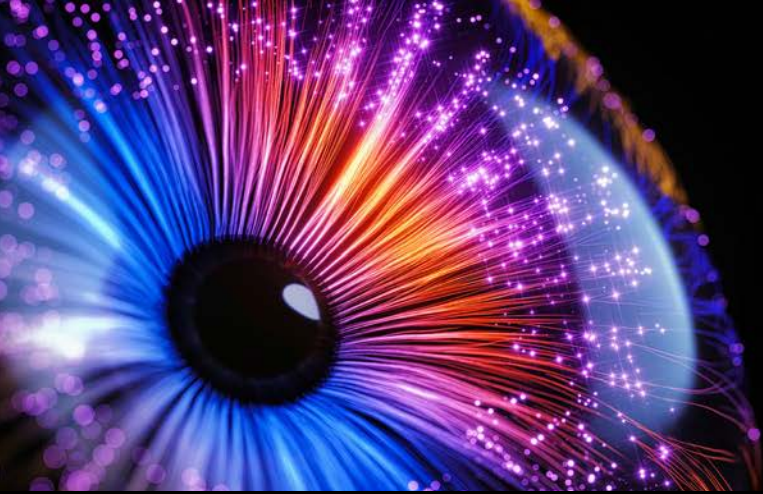# FUTURE IS NOW

EXHIBITION & SPONSORSHIP PROSPECTUS

AISA

AUSTRALIAN CYBER CONFERENCE 2024

MELBOURNE | 26-28 NOVEMBER

MELBOURNE CONVENTION & EXHIBITION CENTRE

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 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 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

INDUSTRIES

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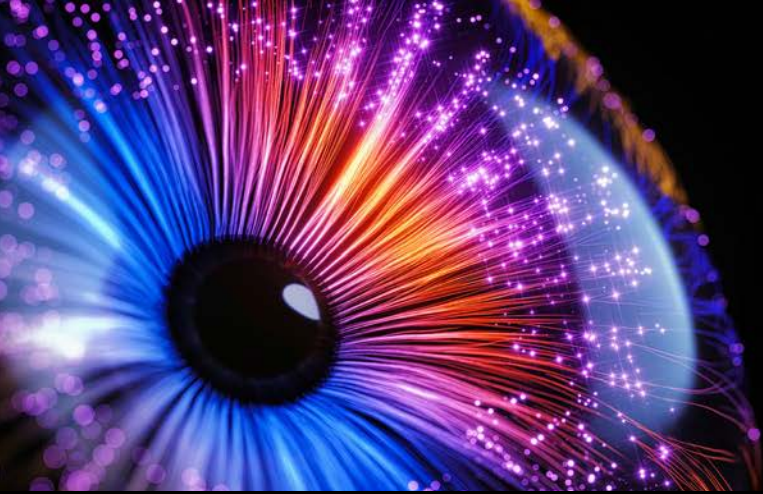- Manufacturing/Mining

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

13,000	**3,690**	**54%**	**47%**
MEMBERS	ORGANISATIONS REPRESENTED	DECISION MAKERS	ANNUAL GROWTH RATE

2024 VISION

FUTURE IS NOW

In the dynamic landscape of technological evolution and digital transformation, the theme "Future is Now" for the 2024 Australian Cyber Conference resonates deeply with the principles outlined in the Australian Government's Cyber Security Strategy 2023-2030. This theme underscores the immediacy of recognising, adapting to, and safeguarding our increasingly digital world—a world that is not only a part of our present but will significantly shape our future.

The conference aligns with the Strategy's emphasis on protecting against cyber threats in a rapidly advancing technological era, with a particular focus on technologies such as AI, quantum computing, the Internet of Things (IoT), and 5G. It addresses how these technologies, integral to our national and global infrastructure, are revolutionising industries and the strategies needed to secure them against the sophistication of evolving cyber threats.

"Future is Now" also reflects the Strategy's focus on developing a skilled, diverse, and inclusive cybersecurity workforce to meet future demands. The conference will delve into the criticality of nurturing talent, fostering diversity, and bridging the skills gap, echoing the Strategy's recognition of the importance of human capital in cyber security.
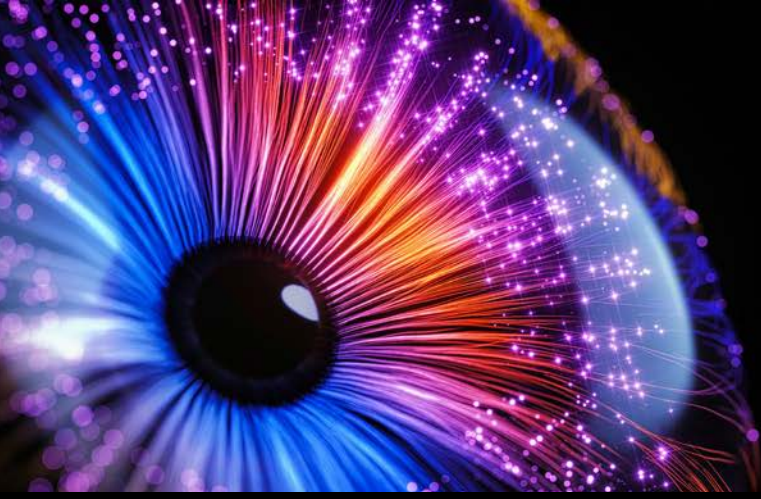
WHAT'S NEW IN 2024?

- Larger exhibition space
- More booths on offer than ever before!
- Villages placed in the expo (Careers & Lock Sport)
- Activation stations set amongst the expo
- Expo open to small and medium businesses, cyber industry and general public
- 7,000+ expected traffic through the expo
- Movie Night for attendees

The Australian Cyber Conference offers an opportunity to discuss the collaborative framework emphasised in the Australian Cyber Security Strategy. It underscores the need for joint efforts among government entities, private sectors, academia, and individuals to enhance cyber resilience. This theme highlights the importance of strong partnerships and shared knowledge as key to strengthening collective cyber defences.

Through this convergence of innovative technology discussions, workforce development, and collaborative efforts, the CyberCon aims to contribute to a more secure and resilient digital future. It embodies the Australian Government's vision of becoming the most cybersecure nation and the collective journey towards this goal.

WHY SPONSOR?

AISA is pleased to invite you to sponsor the biggest and most comprehensive cyber security conference in Australia! The Australian Cyber Conference, the CyberCon, will take place at the Melbourne Convention and Exhibition Centre from 26-28 November 2024.

The Australian Cyber Conference offers an opportunity to discuss the collaborative framework emphasised in the Australian Cyber Security Strategy. It underscores the need for joint efforts among government entities, private sectors, academia, and individuals to enhance cyber resilience. This theme highlights the importance of strong partnerships and shared knowledge as key to strengthening collective cyber defences.

Through this convergence of innovative technology discussions, workforce development, and collaborative efforts, the CyberCon aims to contribute to a more secure and resilient digital future. It embodies the Australian Government's vision of becoming the most cyber secure nation and the collective journey towards this goal. This conference is an excellent platform for you to not only share your expertise but also to gain insights from a wide array of cyber and IT experts, enriching your understanding of the current and future landscape of cyber security.

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 25 November 2024
- Exhibition and sponsor bump in

Tuesday 26 November 2024
- Exhibition opens
- Conference opening
- Keynote addresses and concurrent breakout sessions
- Welcome Reception (served in exhibition area)
- AISA Cyber Security Awards Dinner
- Movie Night for attendees

Wednesday 27 November 2024
- Exhibition
- Keynote addresses and concurrent breakout sessions
- Networking Drinks (served in exhibition area)
- Block Party (Conference Social Event held at South Wharf)

Thursday 28 November 2024
- Exhibition
- Keynote addresses and concurrent breakout sessions
- Conference closing

WHO ATTENDS?

2023 SNAPSHOT

5,340 ATTENDEES

150 SPONSORS

439 SPEAKERS

405 SESSIONS

2,090 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 REPRESENTED

- Australian Bureau of Statistics
- Australian Cyber Collaboration Centre
- ANZ
- Australian Taxation Office
- Australian Super
- CBA
- CSIRO
- Deakin University
- Department of Defence
- Department of Premier and Cabinet
- Energy Australia
- EY
- IBM
- La Trobe University
- NAB
- NBN
- PWC
- RMIT University
- Telstra
- Victorian Government
- Victoria Police

INDUSTRIES

27% IT & Cyber Security
16% Consultancy & Advisory
8% Financial & Insurance Services
7% Training & Education
6% Government
4% Service Provider
4% Telecommunications
2% Defence/Military
2% Retail Trade
2% Healthcare & Social Assistance
2% Electricity, Gas & Water Services
1% Legal Services

WHO SPONSORS?

WHAT DO OUR SPONSORS SAY?

- It's one of the key events we put on our conference calendar and we like that we are able to exhibit

- *It's a great event to connect with existing customers and prospects*

- We hope to have the same booth level and position because we had such a great experience this year

- *We had a very good show with plenty of engagement from delegates. The conference was planned well, executed well and it all came together nicely*

- Good promotion and engagement with stakeholders

- *Was a great conference and first time for us to sponsor, so will be keen to see next year by comparison, one year on for the brand!*

- Excellent lead generation and ROI

- *The leads and interactions were excellent and hopefully will provide value to our organisation*

- Our Team really enjoyed the event and was great way for our brand to get exposure

- *The conference has evolved over the years from a gathering of vendors and old work colleagues, to a true industry event. The people attending were interested in us, and we were interested in them*

- Continue to build our brand and relationships with this audience, participate in educating the market, and continue to work with AISA

- *It's a great event for us and one of the key events we like to attend*

PAST EXHIBITORS

- Airlock Digital
- Akamai Technologies
- Arcon
- Aris Zinc Group
- AU Cloud
- BAE Systems
- Barracuda Networks
- BeyondTrust Software
- Blackberry
- Blancco
- Bugcrowd
- Cato Networks
- Cequence Security
- CGI
- Check Point
- Cisco
- Cloudflare
- CrowdStrike
- CSO Group
- CyberArk Software
- CyberGRX
- CyberIAM
- Darktrace
- Data#3
- DigiCert
- Dragos
- Dull
- Elastic
- ExtraHop
- Forcepoint
- Forescout
- Fortian
- Fortinet
- Fortra
- FraudWatch
- Hack The Box
- Illumio
- Imperva
- Infoblox
- Introspectus
- KnowBe4
- KPMG
- La Trobe University
- LastPass
- Lumify Group
- Manage Engine
- Mandiant
- Microsoft
- Mimecast
- NAB
- NCC

- Netpoleon
- Netwrix
- Nozomi Networks
- NTT Group
- Okta
- One Identity
- OpenText
- Opswat
- Orro
- Palo Alto
- Pan Software (RiskWare)
- Pentera Security
- Phriendly Phishing
- Proofpoint
- PwC
- Radware
- Rapid7
- Recorded Future
- RSA Security
- Rubrik
- Sailpoint
- Saviynt
- Securiti
- Sekuro
- Semperis
- SentinelOne
- Skillfield
- Skybox Security
- Skyhigh Security
- Skylight Cyber
- Snyk
- SOCRadar
- Sophos
- Sumo Logic
- Sysdig
- Tech Data
- Tenable
- ThreatLocker
- ThreatQuotient
- Trellix
- Trend Micro
- Trustwave
- UpGuard
- VM Ware
- WatchGuard Technologies
- Waterfall Security
- Westcon
- Wipro
- Wiz Cloud
- Yubico
- Zscaler

SPONSORSHIP OPPORTUNTIES AT A GLANCE

SPONSORSHIP ITEM	TYPE OF SPONSORSHIP	NUMBER AVAILABLE	NUMBER OF PASSES	COST EXC GST
Ruby	Exhibition Booth 8m x 4m	4	14 Gold 10 Awards Dinner	$100,000
Diamond	Exhibition Booth 5m x 5m	4	12 Gold 10 Awards Dinner	$70,000
Platinum	Exhibition Booth 4m x 4m	12	10 Gold 10 Awards Dinner	$56,000
Gold	Exhibition Booth 4m x 3m	32	8 Gold	$46,000
Silver	Exhibition Booth 4m x 2m	40	6 Gold	$36,000
Bronze	Exhibition Booth 3m x 2m	52	4 Gold	$26,000
Start Up	Exhibition Pod 2m x 2m	30	2 Gold	$7,000
Block Party	Social Event	1	20 Gold	$30,000
Welcome Reception & Networking Drinks	Social Event	1	6 Gold	$15,000
Lanyards	Branding	1	2 Gold	$22,000
Barista Coffee Cart	Branding	8	2 Gold	$14,000
Water Refill Stations	Branding	1	3 Gold	$18,000

EXCLUSIVE EXHIBITION OPPORTUNITIES

RUBY

$100,000 + GST   5 Available

SOLD

Exhibition
- 8m x 4m booth space
- Located at entrance doors in exhibition hall
- Boxed wall shell scheme or custom build

Passes
- 14 x Gold conference passes (includes Block Party)
- 10 x AISA Awards dinner passes
- Unlimited Sponsor One-Day expo pass @ $249 (inc GST) (includes catering & lead management)

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 Cyber Australia magazine
- 1 x 60 seconds promotional video played at a session

DIAMOND

$70,000 + GST   5 Available

SOLD

Exhibition
- 5m x 5m booth space
- Located next to entrance doors in exhibition hall
- Boxed wall shell scheme or custom build

Passes
- 12 x Gold conference passes (includes Block Party)
- 10 x AISA Awards dinner passes
- Unlimited Sponsor One-Day expo pass @ $249 (inc GST) (includes catering & lead management)

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 Cyber Australia magazine

PLATINUM

$56,000 + GST   12 Available

Exhibition
- 4m x 4m booth space
- Prime location in exhibition hall
- Boxed wall shell scheme or custom build

Passes
- 10 x Gold conference passes (includes Block Party)
- 10 x AISA Awards dinner passes
- Unlimited Sponsor One-Day expo pass @ $249 (inc GST) (includes catering & lead management)

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 conference eDM

AISA AWARDS

Tuesday 26 November 2024

An exclusive opportunity for sponsors to impress potential customers and VIP guests

- AISA Awards Ceremony conducted on the night
- Complimentary tickets included for Ruby, Diamond and Platinum sponsors
- Three course sit down meal with beverages
- Approximate timings from 7:00pm - 10:30pm
- Sponsors can purchase tickets at $250 per person (inc GST)
- Table of 10 people is $2,250 (inc GST)

All tickets are subject to availability

EXHIBITION OPPORTUNITIES

GOLD

$46,000 + GST   32 Available

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

Passes
- 8 x Gold conference passes (includes Block Party)
- Unlimited Sponsor One-Day expo pass @ $249 (inc GST) (includes catering & lead management)

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

Branding
- Company profile, logo and URL on conference website

SILVER

$36,000 + GST   40 Available

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

Passes
- 6 x Gold conference passes (includes Block Party)
- Unlimited Sponsor One-Day expo pass @ $249 (inc GST) (includes catering & lead management)

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

Branding
- Company profile, logo and URL on conference website

BRONZE

$26,000 + GST   52 Available

Exhibition
- 3m x 2m booth space
- Located in the exhibition hall
- Boxed wall shell scheme

Passes
- 4 x Gold conference passes (includes Block Party)
- Unlimited Sponsor One-Day expo pass @ $249 (inc GST) (includes catering & lead management)

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

Branding
- Company profile, logo and URL on conference website

START UP

$7,000 + GST   40 Available

Exhibition
- 2m x 2m exhibition pod
- Located in the exhibition hall

Passes
- 2 x Gold conference passes (includes Block Party)
- Unlimited Sponsor One-Day expo pass @ $249 (inc GST) (includes catering & lead management)

Communications
- Lead management

Branding
- Company profile, logo and URL on conference website

Please note that Start Up booths can only be purchased by organisations established up to 5 years ago, since 2019.

SOCIAL EVENT SPONSORSHIPS

BLOCK PARTY | $30,000 +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 27 November 2024 outside of the venue on South Wharf Promenade

Additional Inclusions
- 20 x Gold conference passes (includes Block Party)
- Incorporate the sponsors logo and/or colours within the event:
  - Sponsor to select the colour of carpet running the length of the block (150m)
  - Sponsor's logo placed on the entry sign to the block party
- 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
- Opportunity for sponsor to provide a 60 seconds promotional video shown at a plenary session

SOLD

WELCOME RECEPTION & NETWORKING DRINKS | $15,000 +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 Tuesday 26 AND Wednesday 27 November 2024 amongst the exhibition space

Additional Inclusions
- 6 x Gold conference passes (includes Block Party)
- 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
- Acknowledged as the exclusive sponsor for both networking drinks

Branding & Communications
- Company profile, logo and URL on conference website

SOLD

CATERING SPONSORSHIPS

BARISTA COFFEE CART | $14,000 +GST

8 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 Gold conference passes (includes Block Party)
- Company profile, logo and URL on conference website

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

NEW WATER REFILL STATIONS | $18,000 +GST

1 x Available

Showcase your brand at the new water refill stations! Located throughout the exhibition space, these six stations will provide a sustainable solution to keeping all conference attendees well hydrated!

Additional Inclusions
- All equipment, including the stations are supplied by AISA
- 6 x water refill stations per sponsor
- Sponsor will need to arrange and pay for own branded signage on stations (doublesided)
- Each station is a doublesided unit that has two refill dispensers with shelf and has ambient/ chilled water options
- Opportunity to provide own branded cups
- 3 x Gold conference passes (includes Block Party)
- Company profile, logo and URL on conference website

Please note that the location of the stations are at the discretion of AISA and venue

BRANDING OPPORTUNITIES

LANYARDS | $22,000 +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 Gold conference passes (includes Block Party)
- Company profile, logo and URL on conference website

SOLD

CHARGING STATION | $10,000 +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 Gold conference passes (includes Block Party)
- Company profile, logo and URL on conference website

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)
- Opportunity to provide a jpeg image for the LED Wall located above the plenary cafe (screen size is 158" x 88")
- 3 x Gold conference passes (includes Block Party)
- Company profile, logo and URL on conference website

SOLD

SIGNAGE | from $16,000 +GST

2 x 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.

Options:
1. **Concourse Bulkhead Banner Side 4A - $18,000 +GST**
   - Side 4A is facing Clarendon Street entrance and is 7000 mm x 4200 mm. Material is FabFrame fabric banner

2. **Concourse Bulkhead Banner Side 4B - $16,000 +GST**
   - Side 4B is facing the opposite direction (DFO entrance) and is 5400 mm x 4200 mm. Material is FabFrame fabric banner

SOLD

FLOORPLAN

BOOTH LEGEND

- 🟥 RUBY
- 🟦 DIAMOND
- 🟩 PLATINUM
- 🟨 GOLD
- ⬜ SILVER
- 🟧 BRONZE
- ⬜ START UP

KNOWLEDGE ZONE

LOCKSPORT

CATERING SERVICE

CATERING SERVICE

VILLAGE

CAREERS VILLAGE

| 13 | 14 | | MOU15 MOU16 MOU17 MOU18 MOU19 MOU20 | SERVICE | | | MOU21 MOU22 MOU23 MOU24 MOU25 MOU26 | | 27 28 29 30 31 |

BARISTA STATION

Activation

Retail/Cafe Seating Area FSO — 18.5

Two Dudes Photo FSO

ACTIVATION

BARISTA STATION

| 113 | 114 | | 117 | 118 | | 121 | 122 | | 125 | 126 | | 129 | 130 |
| 112 | 111 | | 116 | 115 | | 120 | 119 | | 124 | 123 | | 128 | 127 |

| 105 | 106 | | 109 | 110 | | 181 | 182 | | 177 | 178 | | 173 | 174 | | 169 | 170 | | 133 | 134 | | 137 | 138 |
| 104 | 103 | | 108 | 107 | | 180 | 179 | | 176 | 175 | | 172 | 171 | | 168 | 167 | | 132 | 131 | | 136 | 135 |

| 186 | 183 | 166 | 163 |
| 185 | 184 | 165 | 164 |

BARISTA STATION

BARISTA STATION

| 101 | 102 | | 97 | 98 | | 149 | 150 | | 153 | 154 | | 157 | 158 | | 161 | 162 | | 145 | 146 | | 141 | 142 |
| 100 | 99 | | 96 | 95 | | 148 | 147 | | 152 | 151 | | 156 | 155 | | 160 | 159 | | 144 | 143 | | 140 | 139 |

| 66 | | 68 | | 70 | | 72 | AISA | 86 | | 88 | | 90 | | 92 |
| 65 | | 67 | | 69 | | 71 | | 85 | | 87 | | 89 | | 91 |

COFFEE TEA

| 64 | | 74 | | 76 | | 78 | | 80 | | 82 | | 84 | | 94 |
| 63 | | 73 | | 75 | | 77 | | 79 | | 81 | | 83 | | 93 |

COFFEE TEA

| 43 | | 45 | | 51 | | 53 |
| 44 | | 46 | | 52 | | 54 |

BARISTA STATION

COFFEE   COFFEE   COFFEE

BARISTA STATION

| 55 | | 56 | | 57 | | 58 |

| 59 | | 47 | | 49 | | 61 |
| 60 | | 48 | | 50 | | 62 |

3M FIRE EGRESS ZONE

3M FIRE EGRESS ZONE

ENTRY/EXIT   **ENTRY/EXIT**   **ENTRY/EXIT**   **ENTRY/EXIT**

EXHIBITION INFORMATION

PASSES

Gold Conference Pass
- Includes access to three day conference, all sessions, all catering breaks, a ticket to the welcome reception and networking drinks and Block Party
- *Sponsors wanting additional tickets to the conference, will need to purchase delegate gold passes via the conference website (www.cyberconference.com.au)*

AISA Awards Dinner Pass/Tickets
- Ruby, Diamond and Platinum sponsors receive 10 complimentary passes to the AISA Cyber Security Awards dinner held on Tuesday 26 November 2024
- Sponsors are welcome to purchase a ticket at $250 (inc GST) OR a table of 10 for $2,250 (inc GST)

Sponsor One-Day Expo Pass
- Sponsors have the opportunity to purchase **unlimited** number of Sponsor One-Day expo pass at $249 (inc GST)
- Two-Day pass is $498; Three-Day pass is $747 (inc GST)
- Each pass allows access to only the exhibition hall, all catering and lead management
- *Please note as these passes have access to your leads, it is strongly suggested that they are only used for staff, not customers or clients*

IMPORTANT INFORMATION

Bump in/out
- Bump in on Monday 25 November 2024
- Bump out on Thursday 28 November 2024

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

Custom Builds
- Only available for Ruby, Diamond, Platinum, Gold and Silver booths
- Must let AISA know by 5 August 2024
- 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 Satchel 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 (excludes 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
- Villages (Lock Sport & Careers) located in exhibition bays

SHELL SCHEMES

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:** 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:** Charcoal grey carpet tiles included. Other flooring options or colours must be paid by exhibitor.
- **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
- **AV:** Not included in package unless stated
- **Flooring:** Charcoal grey carpet tiles included. Other flooring options or colours must be paid by exhibitor.
- **Furniture:** 1 x lockable cupboard (1m x 1m)

EXAMPLE OF A GOLD, SILVER OR BRONZE

START UP

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)

FUTURE IS NOW

AISA

MAJOR PARTNER

VICTORIA
State
Government

AUSTRALIAN CYBER CONFERENCE 2024

CONTACT
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