



# AISA

Cyber | smart • safe • secure



# SPONSORSHIP PROSPECTUS

Wednesday 23 October 2024  
Crown Perth



# PERTHSEC

# 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

**13,000**  
MEMBERS

**4,870**  
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 or branding opportunity at the PerthSEC Conference.

This one day conference will be held at the **Crown Perth** on **Wednesday 23 October 2024**. All plenary and breakout sessions will be held in Crown Ballroom 1 and 3 and the Ballroom 2 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 500 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 cyber security event in Western Australia as well as show your support for the single largest member event in Perth for the information security profession.

# WHO ATTENDS?

## 2023 EVENT SNAPSHOT

**452**  
ATTENDEES

**17**  
SPONSORS

**22**  
SPEAKERS

**18**  
SESSIONS

**238**  
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

### TOP ORGANISATIONS REPRESENTED

- Bankwest
- BHP
- Bunnings
- Chevron
- Co-operative Bulk Handling
- Curtin University
- Department of Defence
- Department of Education
- Department of the Premier and Cabinet
- Edith Cowan University
- North Metropolitan TAFE
- Rio Tinto
- South Metropolitan Health Service
- Telstra
- Wesfarmers
- Western Power

### 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

**\$9,000 + GST**

### 7 x Available

- 3m exhibition pod with fascia sign, located on the exhibition floor
- 1 x counter and 2 x high chairs included
- 6 x complimentary conference passes
- Company logo on conference eDMs
- Company logo and hyperlink on conference website
- Access to list of attendees who opt-in
- Lead management (scanning of the name badges)
- Opportunity to place a pull-up banner in the plenary
- 1 x thought leadership article to be included in conference eDM

## SILVER

**\$6,000 + GST**

### 9 x Available

- 2m exhibition pod with fascia sign, located on the exhibition floor
- 1 x counter
- 4 x complimentary conference passes
- Company logo on conference eDMs
- Company logo and hyperlink on conference website
- Access to list of attendees who opt-in
- Lead management (scanning of the name badges)

## BRONZE

**\$4,000 + GST**

### 10 x Available

- 2m exhibition pod with fascia sign, located on the exhibition floor
- 1 x counter
- 2 x complimentary conference passes
- Company logo on conference eDMs
- Company logo and hyperlink on conference website
- Access to list of attendees who opt-in
- Lead management (scanning of the name badges)





# BRANDING OPPORTUNITIES

## LANYARD

**\$6,000 +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 logo and hyperlink on conference website
- Access to list of registrants who opt-in

## COFFEE CART

**\$4,000 +GST**

### 2 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 signage on coffee cart
- 2 x complimentary conference passes
- Company 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

**\$4,000 +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
- Opportunity for a sponsor representative to provide a 5 minute speech at the Closing Remarks
- Access to list of attendees who opt-in

## PROMOTIONAL VIDEO

**\$2,000 +GST**

### 2 x Available

*Provide one 60 second pre-recorded promotional video to be played before a live plenary session seen by all*

#### Please note:

- Can only be purchased with a Gold, Silver or Bronze booth in order to have this promotion
- Sponsor to provide video in MP4 format
- AISA to decide on which session the video is played
- Limited to one per sponsor

# EVENT DETAILS

## LOCATION AND TIMES

DATE	Wednesday 23 October 2024
VENUE	Crown Perth Ballroom and Foyer Area
BUMP IN	Wednesday 23 October from 7:00am - 8:00am
BUMP OUT	Wednesday 23 October from 6:00pm, once drinks conclude
REGISTRATION	8:00am – 9:00am
CONFERENCE	9:00am – 5:00pm
NETWORKING DRINKS	5:00pm – 6:00pm

## EXHIBITION POD INCLUSIONS

### GOLD



### SILVER AND BRONZE



### ALL PODS INCLUDE:

#### Fascia Sign

Full colour digital print of logo

#### Lighting

1 x 150 watt arm light

#### Power

1 x 5amp power point

#### Furniture

Not included unless stated

### ADVANS EXHIBITION SERVICES

Advans Exhibition Services 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.

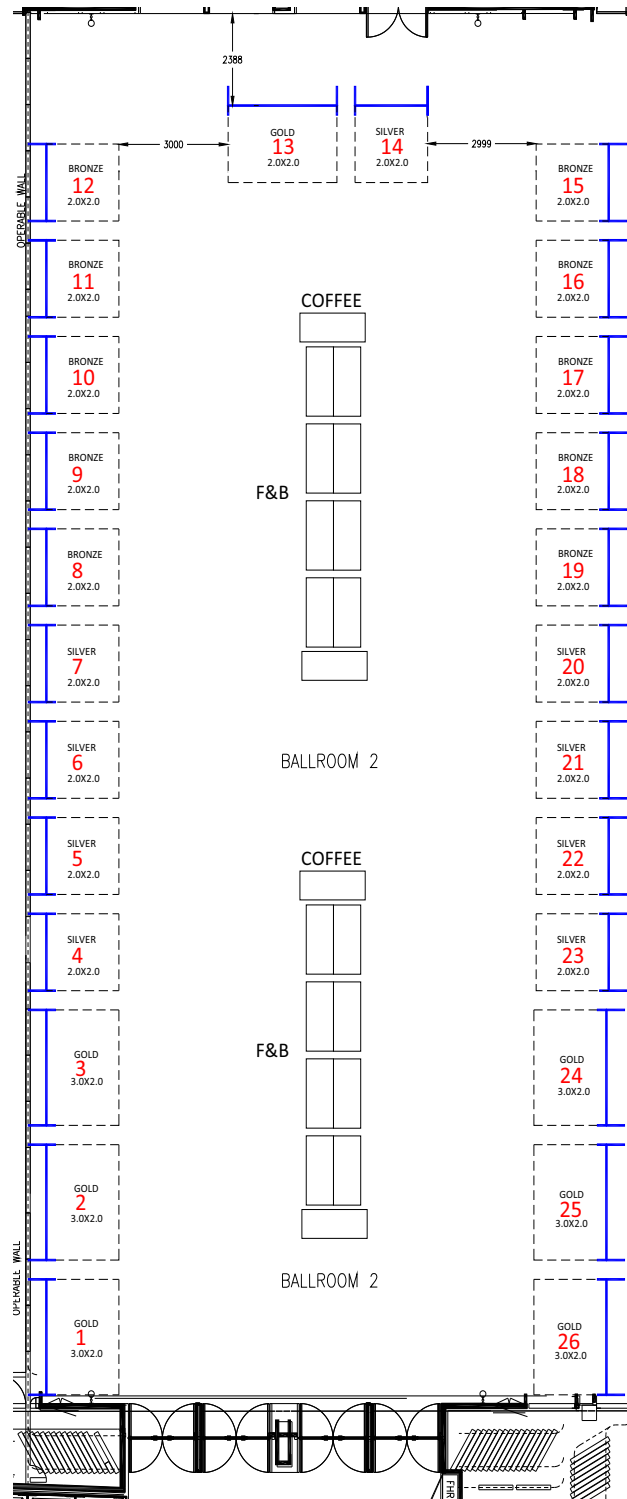
### LEAD MANAGEMENT

Exhibition sponsors (Gold, Silver and Bronze) will have the opportunity to scan name badges of attendees and post conference will be able retrieve their contact details.

### 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



NOTE: Floorplan subject to change and approval from venue. The location of all the catering stations and carts are at the discretion of AISA and venue.



# AISA

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## CONTACT

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