



SPONSORSHIP PROSPECTUS



THURSDAY 3 JULY 2025

Hilton Sydney

ABOUT US

PEAK MEMBERSHIP BODY FOR CYBER SECURITY

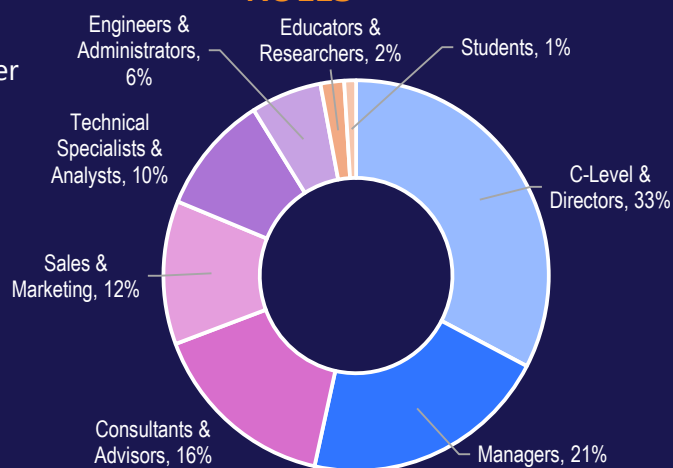
- As a nationally recognised not-for-profit charity organisation, with DGR status, the Australian Information Security Association (AISA) is the peak membership body for cyber security professionals.
- AISA champions the development of a robust information security sector by building the capacity of professionals 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 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

ROLES



INDUSTRIES

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

13,000
MEMBERS

5,792
ORGANISATIONS
REPRESENTED

54%
C-LEVEL, DIRECTORS
OR MANAGERS

22
COUNTRIES
REPRESENTED

WHY SPONSOR?

This is your chance to be part of NSW's leading cyber security event!

SydneySEC is NSW's premier cyber security conference organised by AISA, attracting hundreds 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, and barista coffee carts, as well as the networking drinks, will take place within the exhibition space, fostering opportunities for sponsors and attendees to network, connect, and collaborate.

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 cyber security event in NSW as well as show your support for the single largest member event in Sydney for the information security profession.

ATTENDEE BREAKDOWN

2024 EVENT SNAPSHOT

720
ATTENDEES

26
SPONSORS

30
SPEAKERS

22
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

TOP ORGANISATIONS REPRESENTED

- ACSC
- Amazon Web Services
- ASIC
- CBA
- Decipher Bureau
- Department 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

\$15,000 +GST

Exhibition:

- 3m x 2m exhibition pod
- Full colour logo on fascia sign
- 1 x counter and 2 x stools
- 1 x 42" LCD screen

Passes:

- 6 x conference passes
- Additional passes at AISA member rates

Branding:

- Company logo and hyperlink on conference website
- Company logo on conference eDMs
- 1 x thought leadership article to be included in an AISA member eDM

Communications:

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

SILVER

\$10,000 +GST

Exhibition:

- 2m x 2m exhibition pod
- Full colour logo on fascia sign
- 1 x counter and 2 x stools

Passes:

- 4 x conference passes
- Additional passes at AISA member rates

Branding:

- Company logo and hyperlink on conference website
- Company logo on conference eDMs

Communications:

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

BRONZE

\$7,000 +GST

Exhibition:

- 2m x 2m exhibition pod
- Full colour logo on fascia sign
- 1 x counter

Passes:

- 2 x conference passes
- Additional passes at AISA member rates

Branding:

- Company logo and hyperlink on conference website

Communications:

- 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

Inclusions:

- Co-branding of lanyards (AISA to supply)
- 2 x conference passes
- Company logo and hyperlink on conference website
- Access to list of attendees who opt-in

NETWORKING DRINKS

\$7,000 +GST

1 x Available

Showcase your brand by hosting the Networking Drinks held at the end of the conference

Inclusions:

- 2 x conference passes
- Company logo and hyperlink on conference website
- Access to list of attendees who opt-in
- 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
- Ability to provide branded apparel for the serving staff (apron, cap or shirt)

COFFEE CART

\$7,000 +GST

2 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:

- 2 x conference passes
- Company logo and hyperlink on conference website
- Access to list of attendees who opt-in
- 1 x coffee cart per sponsor (coffee cart and barista supplied by AISA)
- Sponsor will need to arrange and pay for own branded signage on cart
- Opportunity to provide own branded coffee cups
- Ability to provide branded apparel for the barista (apron, cap or shirt)



EVENT DETAILS

LOCATION AND TIMES

DATE	Thursday 3 July 2025
VENUE	Hilton Sydney Grand Ballroom (Level 3 and 4)
BUMP IN	Thursday 3 July from 7:00am - 8:00am
BUMP OUT	Thursday 3 July 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 & BRONZE



POD INCLUSIONS

Fascia Sign

Full colour digital print of logo

Lighting

1 x 150 watt arm light

Power

1 x 4 amp power point

Furniture

1 x counter

EXHIBITION BUILDERS

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, branding and printing of booth panel walls and counter, audiovisual and 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 (\$160 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.

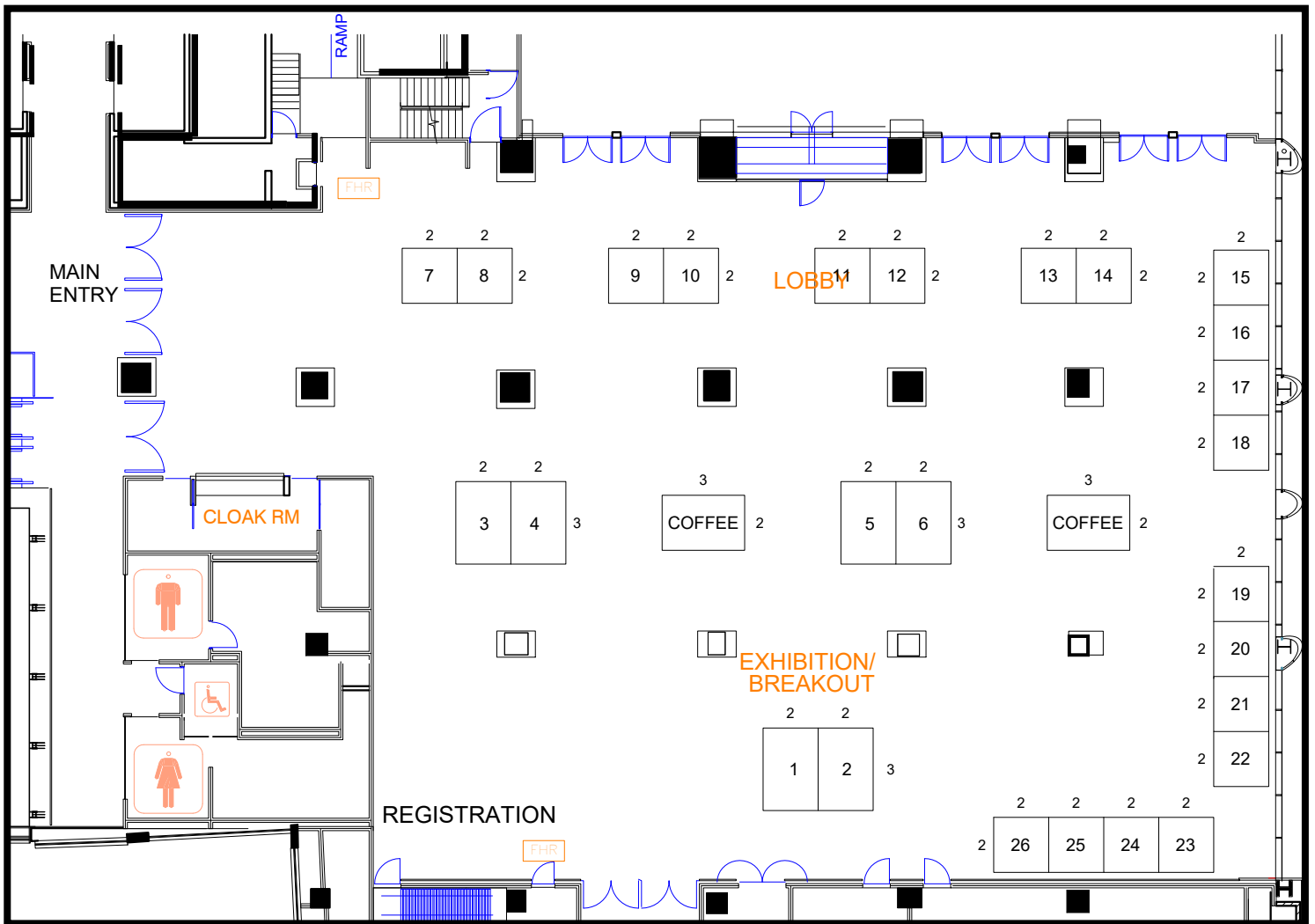
BRANDED MERCHANDISE

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

BOOTH ALLOCATION

GOLD 1, 2, 3, 4, 5, 6
 SILVER 7, 8, 9, 10, 11, 12, 13, 14
 BRONZE 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26



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

Cyber | smart · safe · secure



SYDNEYSEC

CONTACT

Susanna Palermo

National Events & Sponsorship Manager

susanna.palermo@aisa.org.au

0403 232 317