



TRANSFORM TO EVOLVE

SPONSORSHIP
PROSPECTUS



CYBERCON  **2025**
AUSTRALIAN CYBER CONFERENCE

MELBOURNE | 15-17 OCTOBER

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 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.

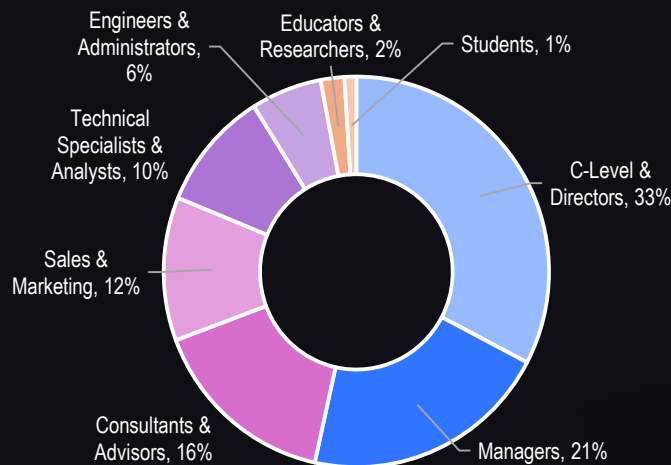


BREAKDOWN OF OUR MEMBERS

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/Mineral

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 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.

REASONS TO BECOME A SPONSOR

- **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**
The conference consistently attracts participation from both national and international cyber security organisations, as well as significant media and social channel interest. The discussions initiated at CyberCon extend well beyond the event itself, involving speakers, delegates, sponsors, and volunteers which contributes to sustained high engagement levels.

We recommend securing your participation early to gain longer-term exposure and your preferred stand location in the exhibition area.

“The leads and interactions were excellent and hopefully will provide value to our organisation”

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

PROGRAM AT A GLANCE

Wednesday 15 October 2025

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

Thursday 16 October 2025

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

Friday 17 October 2025

- Exhibition
- Keynote addresses and concurrent breakout sessions
- Conference closing

WHO ATTENDS

2024 SNAPSHOT

5,654
ATTENDEES

159
SPONSORS

419
SPEAKERS

367
SESSIONS

2,162
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 REPESENTED

- 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



MAJOR SPONSORSHIPS

RUBY

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

Exhibition

- **NEW SIZE:** 9m x 6m booth (54 sqm space)
- Boxed wall shell scheme or custom build
- Complimentary full colour logo on fascia

Passes

- 16 x Conference passes (includes Block Party)
- 10 x AISA Awards dinner passes
- **NEW:** 6 x Customer one-day expo pass (includes catering)

Communications

- Access to list of attendees who opt-in
- Lead management (BYOD)

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
- **NEW:** 1 x 20 minute session in the Knowledge Sharing hub**

DIAMOND

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

Exhibition

- **NEW SIZE:** 6m x 6m booth (36 sqm space)
- Boxed wall shell scheme or custom build
- Complimentary full colour logo on fascia

Passes

- 14 x Conference passes (includes Block Party)
- 10 x AISA Awards dinner passes
- **NEW:** 4 x Customer one-day expo pass (includes catering)

Communications

- Access to list of attendees who opt-in
- Lead management (BYOD)

Branding

- Company logo on conference eDMs
- Company profile, logo and URL on conference website
- **NEW:** 1 x 20 minute session in the Knowledge Sharing hub**

AISA AWARDS

Wednesday 15 October 2025

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 additional tickets

“ 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 ”



*Early Bird Rate ends on 30 May 2025

** All content is subject to approval

sponsorship@aisa.org.au | cyberconference.com.au | Page 5

EXHIBITION SPONSORSHIPS

	PLATINUM	GOLD	SILVER	BRONZE	START UP*
Early Bird Rate, ends on 30 May 2025	\$56,000 +GST	\$46,000 +GST	\$36,000 +GST	\$26,000 +GST	\$7,000 +GST
Standard Rate	\$60,000 +GST	\$50,000 +GST	\$40,000 +GST	\$30,000 +GST	
Booth size	5m x 5m or custom build	4m x 4m or custom build	4m x 3m	3m x 3m	2m x 2m
Complimentary sponsor conference passes (includes Block Party)	12	10	8	6	2
AISA Awards dinner passes	1 x table of 10				
One-day expo pass (includes catering)	2 x Expo Passes				
1 x 20 minute session in the Knowledge Sharing hub (Subject to approval)	X				
Complimentary full colour logo on fascia	X	X	X	X	X
1 x thought leadership article in a conference eDM	X				
Company profile, logo and URL on conference website	X	X	X	X	X
Lead management (BYOD)	X	X	X	X	X
Access to list of attendees who opt-in	X	X	X	X	X

* Please note that **Start Up** booths can only be purchased by organisations established up to 5 years ago, since 2020.

NETWORKING SPONSORSHIPS

BLOCK PARTY

\$50,000 +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

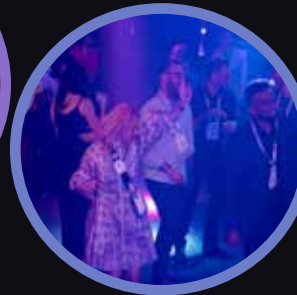
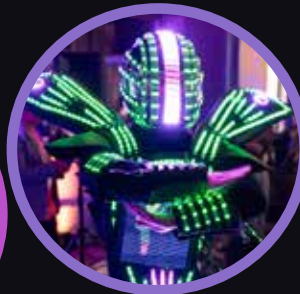
Held on Thursday 16 October 2025 outside of the venue on South Wharf Promenade

Additional Inclusions

- 10 x Sponsor 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 (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



WELCOME RECEPTION & NETWORKING DRINKS

\$20,000 +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 15 AND Thursday 16 October 2025 am

Additional Inclusions

- 6 x Sponsor 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

BRANDING SPONSORSHIPS

LANYARDS

\$24,000 +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 the maximum exposure.

Inclusions

- Co-branding (sponsor's, AISA's and/or conference logo) included on the lanyard (supply)
- 2 x Sponsor conference passes (includes Block Party)
- Company profile, logo and URL on conference website

SOLD

BARISTA 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?

Additional Inclusions

- 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
- Opportunity to provide barista with branded apparel (apron, cap or shirt)
- 2 x Sponsor 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

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/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 cafe counter (screen size is 158" x 88")
- 2 x Sponsor conference passes (includes Block Party)
- Company profile, logo and URL on conference website

SOLD

SIGNAGE

from \$8,000 +GST

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 available:

- Concourse Trapeze Banner - \$18,000 +GST
- Concourse Bulkhead Banner - \$18,000 +GST
- Digital Column Wrap (co-branded) - \$16,000 +GST
- LED Digital Banner (co-branded)- \$8,000 +GST

KNOWLEDGE SHARING OPPORTUNITIES

LOCKSPORT VILLAGE

\$15,000 +GST

1 x Available

Enhance your brand's presence and leave a lasting impression at CyberCon by becoming the exclusive sponsor of the Locksport Village. As the sponsor, you gain the opportunity to develop your brand, increase networking and lock bumping.

SOLD

Inclusions:

- Acknowledged as the exclusive sponsor of the village
- Sponsor's logo will be integrated in the branding of village
- Opportunity to distribute a branded gift or printed collateral within the village
- 2 x Sponsor conference passes (includes Block Party)



CAPTURE THE FLAG VILLAGE

\$15,000 +GST

1 x Available

Have you got what it takes to run the CTF Village? This sponsor will be building a Capture The Flag system that allows delegates to participate in a series of technical challenges. Appealing to, and attracting, the widest group of delegates possible, the CTF Village promises to be competitive, collaborative and, most importantly, fun.

Inclusions:

- Sponsor will be expected to create and operate the Capture The Flag system with advice and guidance from AISA
- Sponsor to provide prizes for winners
- Acknowledged as the exclusive sponsor of the village
- Sponsor's logo will be integrated in the branding of village
- Opportunity to distribute a branded gift or printed collateral within the village
- 2 x Sponsor conference passes (includes Block Party)

“We believe that AISA Cybercon represents a valuable opportunity to meet with both customers & partners”

CAREERS VILLAGE

\$15,000 +GST

1 x Available

Partner with us in hosting an inspiring and impactful Careers Village, designed to help delegates build skills and confidence they need to succeed in a competitive job market. As a sponsor, you gain the opportunity to position your brand as a leader in community and career growth.

SOLD

Inclusions:

- Sponsor will be expected to host all the sessions held on the stage of the village
- Sponsor has the opportunity to provide presenters and/or assist in the development of the content
- Acknowledged as the exclusive sponsor of the village
- Sponsor's logo will be integrated in the branding of village
- Opportunity to distribute a branded gift or printed collateral within the village
- 2 x Sponsor conference passes (includes Block Party)

KNOWLEDGE SHARING VILLAGE

\$15,000 +GST

1 x Available

Become a sponsor for the Knowledge Sharing hub, where experts, innovators, and delegates come together to exchange valuable insights and ideas. As a sponsor, you'll support an enriching environment for growth and learning, helping to foster a community committed to knowledge exchange and professional development.

Inclusions:

- Sponsor will be expected to host all the sessions held on the stage of the village
- Sponsor has the opportunity to provide 1 x 20 minute session per day (3 in total) *Subject to approval
- Acknowledged as the exclusive sponsor of the village
- Sponsor's logo will be integrated in the branding of village
- Opportunity to distribute a branded gift or printed collateral within the village
- 2 x Sponsor conference passes (includes Block Party)

PROMOTIONAL OPPORTUNITIES

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 Sponsor conference passes (includes Block Party)

PHOTO BOOTH

\$10,000 +GST

1 x Available

Increase your company's visibility by sponsoring the photo booth, situated within the Exhibition Hall. Each photograph will prominently feature your logo and messaging, ensuring lasting impressions and valuable exposure.

Inclusions:

- Acknowledged as the exclusive sponsor of the photo booth
- Sponsor's logo will be integrated alongside the branding on the print and digital elements of photo booth and photos
- Recognition in our pre-event social media promotions
- 2 x Sponsor conference passes (includes Block Party)

MOVIE NIGHT

\$5,000 +GST

1 x Available

Join us for an unforgettable evening of cinema, nostalgia and fun at our Movie Night! As the exclusive sponsor, you'll have the unique opportunity to showcase your brand to an engaged and diverse audience. Your support will help us create an exciting, memorable experience for all attendees while highlighting your commitment to fostering connections and entertainment.

Inclusions:

- Acknowledged as the exclusive sponsor of the movie night (Wednesday 15 October)
- Ability to place 2 x pull up banners inside the venue where the movie will be held
- Opportunity for a sponsor representative to provide a 5 minute speech at beginning of the movie
- Opportunity for sponsor to provide a 60 second promotional video shown at the movie
- Recognition in our pre-event social media promotions
- 2 x Sponsor conference passes (includes Block Party)



FLOORPLAN

LEGEND

RUBY

DIAMOND

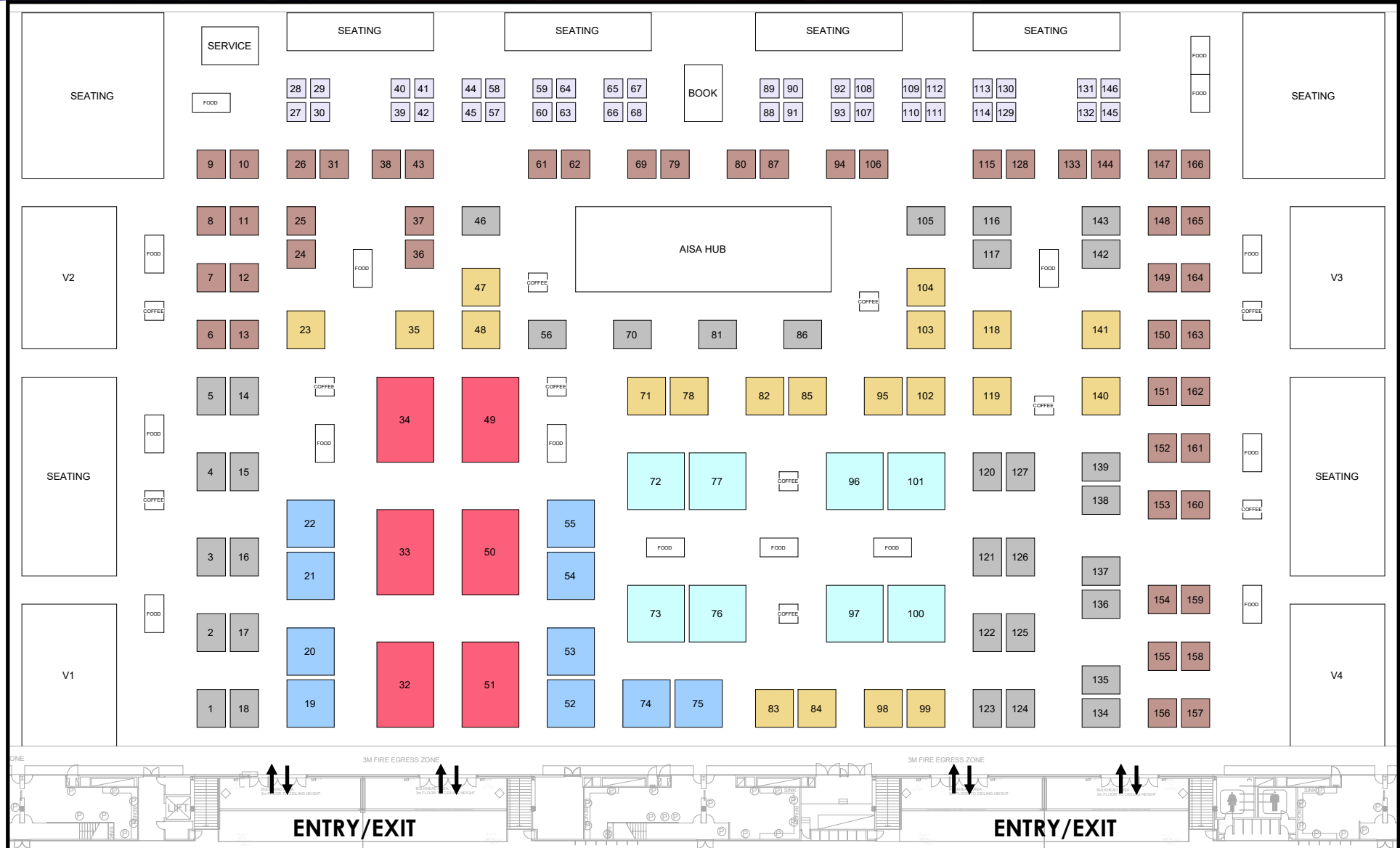
PLATINUM

GOLD

SILVER

BRONZE

START UP



Please note that floorplan is subject to change and approval from venue

EXHIBITION INFORMATION

PASSES

Sponsor Conference Pass

- Includes access to three day conference, all sessions, all catering, a ticket to the welcome reception, networking drinks and Block Party
- This pass includes access to lead management

Sponsor One-Day Expo Pass

- Includes access to only the exhibition hall and all catering
- This pass includes access to lead management

Additional sponsor conference and expo passes can be purchased via the sponsorship portal. Sponsor passes have access to your leads, so it's strongly suggested that they are only used for staff, not customers.

Customer Passes

- Sponsors have the opportunity to purchase their customers either One-Day Expo pass OR One-Day Conference Pass
- Passes for customers need to be purchased via the conference website www.cyberconference.com.au

AISA Awards Dinner Tickets

- Ruby, Diamond and Platinum sponsors receive 10 complimentary tickets to the AISA Cyber Security Awards dinner held on Wednesday 15 October 2025

BUMP IN / BUMP OUT

- Bump in on Wednesday 15 October 2025
- Bump out on Friday 17 October 2025

WI-FI

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

CUSTOM BUILDS

- Only available for Ruby, Diamond, Platinum and Gold
- Must let AISA know by 14 July 2025
- Exhibitor needs to submit booth spec and designs for approval by MCEC

NO SACHEL 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 (Ruby, Diamond, Platinum, Gold, Silver, Bronze and 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 after the conference at a staggered release. 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 will be located in the 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 (9m x 6m); Diamond (6m x 6m); Platinum (5m x 5m); Gold (4m x 4m), Silver (4m x 3m) and Bronze (3m x 3m)
- **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 BRONZE



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)
- *Purchasing extra passes is limited and at AISA's discretion
- Early Bird rates end on Friday 30 May 2025



AISA

TRANSFORM TO EVOLVE

CYBERCON 2025
AUSTRALIAN CYBER CONFERENCE

MAJOR PARTNER



BOOK YOUR CYBERCON
SPONSORSHIP PACKAGE TODAY!

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