

SYDNEY TECH EXPO

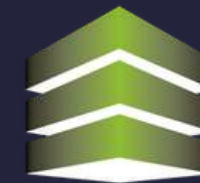
9-10 NOV 2027, ICC SYDNEY

SPONSORSHIP BROCHURE

Featuring:



ENTERPRISE TECH,
CLOUD & AI **SHOW**



DATA CENTRES & DIGITAL
INFRASTRUCTURE **SHOW**

Australia's Largest Tech Expo

200+ Exhibitors | 10,000+ Attendees
500+ Speakers | 14 Summits | 9 Meet The Buyer Events

SYDNEY TECH EXPO

9-10 NOV 2027, ICC SYDNEY

2 Industry Leading Shows:



**ENTERPRISE TECH,
CLOUD & AI SHOW**



**DATA CENTRES & DIGITAL
INFRASTRUCTURE SHOW**

**10,000+
Attendees**

**500+
Expert
Speakers**

**200+
Exhibitors**

**14
Summits**

**9 Meet
The Buyer
Events**

**7
Conference
Stages**

**2
Exhibition
Days**

Meet The Buyer Events

Exhibitors and Sponsors gain exclusive access to nine Meet the Buyer events for facilitated, one-to-one meetings with pre-qualified buyers and decision-makers.



Meet The Enterprise Technology Leaders

CIOs, CTOs, Chief Digital Officers, IT Directors, and Digital & Transformation Leaders.

Meet The Cybersecurity Leaders

CISOs, Security Directors, Heads of Cybersecurity, Information Security Leaders, and Security Architects.

Meet The AI & Data Leaders

Chief Data Officers, Chief AI Officers, AI Directors, Heads of AI, Data & Analytics Leaders, and Machine Learning Leaders.

Meet The Cloud & Infrastructure Leaders

Chief Architects, Cloud Directors, Heads of Infrastructure, Enterprise Architects, Network Leaders, and Infrastructure & Platform Leaders.

Meet The Government



Meet The Data Centre Operators

Data Centre Directors, Critical Facilities Managers, VPs of Infrastructure & Operations, Heads of Capacity Planning, Heads of Energy & Critical Power, and Site Operations Leads.

Meet The Hyperscalers

Heads of Cloud Infrastructure, VPs of Engineering & Infrastructure, Cloud Platform Directors, AI Infrastructure Leaders, and Data Centre Procurement Leaders.

Meet The Data Centre Developers & Investors

Development & Acquisition Directors, Investment Directors, Infrastructure Fund Managers, and Real Estate & Asset Management Leaders.

Meet The Telcos & Connectivity Leaders

CTOs & Technology Directors, Heads of Network & Infrastructure, Network Operations Leaders, Telecommunications Directors, and Heads of Fibre & Connectivity.

Meet The Government

Stand Options & Rates

Early Booking Discount: Secure 10% early booking discount on exhibition space / sponsorship confirmed before October 30th.

	Price Per SQM	Inclusions:	9m ²	12m ²	15m ²	18m ²	24m ²
Shell Scheme	\$1,495	Rate inclusive of stand build, carpet, table & 2 chairs, walls, power socket, spotlights, nameboard.	\$13,455	\$17,940	\$22,425	\$26,910	\$35,880

	Price Per SQM	Inclusions:	18m ²	24m ²	36m ²	54m ²	72m ²	90m ²
Space Only	\$1,395	This includes the floor space for you to build your own stand.	\$25,110	\$33,480	\$50,220	\$75,330	\$100,440	\$125,550

Meet The Buyer Events

Every exhibitor and sponsor get invite-only access to all 9 Meet The Buyer Events, including: Meet The Data Centre Operators, Meet The Hyperscalers, Meet The Enterprise Technology Leaders, Meet The Cybersecurity Leaders and more. See page 4.

Insurance Fee: \$395 • Credit note issued available upon verified alternative Public Liability insurance.	Marketing & Listing Fee: \$895 • Customised pre-show marketing pack • Company profile listed on website & floor plan • Lead scanner
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**Stand prices quoted in the table above exclude GST.
The price does not include: Marketing & Listing, Insurance, Lead scanner*

[View Exhibition Floor Plan](#)

[View Sponsorship Brochure](#)

Sponsor Packages:

Benefit	Bronze	Silver	Gold	Platinum	Headline
Stand Size	9m2	18m2	18m2	36m2	72m2
Website Profile	X	X	X	X	X
Showguide Listing	X	X	X	X	X
Sponsor Board	X	X	X	X	X
Lead Scanner	X	X	X	X	X
Panel Discussion & Session Leads			X	X	X
Networking Session				X	X
Newsletter Feature				X	X
Thought Leadership Presentation					X
Drinks Party Sponsor					X
Investment	\$21,950	\$34,950	\$44,950	\$84,950	\$174,950

BRONZE SPONSORSHIP

\$21,950

Enhance Your Exhibition Presence with Sponsor Level Visibility

- **9m2 shell scheme stand** to showcase your product
- Company logo & profile on website, guaranteeing maximum exposure to thousands of enterprise buyers & tech professionals
- Company logo & enhanced listing in show guide
- Listing on sponsor board at event
- Lead Capture device at your stand , helping your sales team follow up post show.

SILVER SPONSORSHIP **\$34,950**

Build Your Brand and Stand Out From The Crowd

- **18m2 shell scheme** stand to showcase your product
- Company logo & profile on website, guaranteeing maximum exposure to thousands of enterprise buyers & tech professionals
- Company logo & enhanced listing in show guide , guiding on site traffic to your stand
- Listing on sponsor board at event
- Lead capture device at your stand, helping your sales team follow up with post show

GOLD SPONSORSHIP

\$44,950

Enhance your exhibition presence with sponsor-level visibility

- **18m2 exhibition space** to showcase your product
- Opportunity to **join one of our 50 minute panel discussions**, Live at Sydney Tech. A fantastic opportunity to promote your business, engage with buyers and take your presence to the next level.
- **Data capture of all attendees to your session** for your sales team to follow up with post show
- Company logo & profile on website, guaranteeing maximum exposure to thousands of enterprise buyers & tech professionals
- Company logo & enhanced listing in show guide , guiding on site traffic to your stand
- Listing on sponsor board at event
- Lead capture device at your stand, helping your sales team follow up with post show

PLATINUM SPONSORSHIP

\$84,950

Position Your Company As The Market Leader

- **36m2 space only stand** to showcase your product
- Opportunity to **join one of our 50 minute panel discussions**, Live at Sydney Tech. A fantastic opportunity to promote your business, engage with buyers and take your presence to the next level.
- **Data capture of all attendees** to your session for your sales team to follow up with post show
- **Host your own networking session** within the Networking Hub, to hundreds of industry peers.
- A dedicated feature in the Sydney Tech Newsletter
- Logo & profile on website, guaranteeing maximum exposure to Australia's tech professionals
- Company logo & enhanced listing in show guide , guiding on site traffic to your stand
- Listing on sponsor board at event

HEADLINE SPONSORSHIP

\$174,950

The Highest Profile Partnership at Sydney Tech Expo

- **Exclusive Headline Partnership** status
- **72m2 space only stand** to showcase your product
- **Exclusive Thought Leadership presentation** on the stage of your choice, live at Sydney Tech
- Opportunity to join a **50 minute panel discussion**, live at Sydney Tech. A fantastic opportunity to promote your business, engage with buyers & take your presence to the next level.
- **Data capture of all attendees** to your session for your sales team to follow up with post show
- Host your own **networking session** within the Networking Hub, to hundreds of industry peers.
- Exclusive branding within your networking session
- Exclusive **sponsorship of the Exhibitor Drinks Party**.
- **Highest level branding** across all event marketing - elevating your brand above all others at Sydney Tech.
- 2 x dedicated features in the Sydney Tech Newsletter
- Lead capture device at your stand, helping your sales team follow up with post show



- Exclusive badge sponsorship
- Company logo featured on all attendee, exhibitor & speaker badges
- High-visibility exposure throughout the entire event
- Branding at badge collection points
- Logo featured on badge registration emails
- Company logo & profile on the event website
- Company logo & profile in the official show guide
- Recognition across event marketing materials
- Listing on sponsor board at the event
- Social media sponsor announcement
- One of the highest visibility branding opportunities at Sydney Tech Expo

\$24,950

Badge Sponsorship

Put Your Brand In Front Of Every Attendee, All Day Long.



Lanyard Sponsorship

Place Your Brand Directly Into The Hands of Every Attendee.

- Exclusive lanyard sponsorship
- Company logo printed on all lanyards
- Lanyards to be worn by 10,000+ attendees (all event Exhibitors, Speakers, VIPs & Attendees)
- High visibility exposure throughout the entire event
- Company logo & profile on event website
- Company logo & profile in the official event show guide
- Listing on sponsor board at the event
- Social media sponsor announcement
- Recognition across all event marketing materials
- One of the most visible and long-lasting branding opportunities at Sydney Tech Expo

\$29,950



- Exclusive sponsorship of a conference stage
- Company logo featured on stage set & screen branding
- Opportunity to join one of our 60 minute panel discussions, live at Sydney Tech. A fantastic opportunity to promote your business, engage with buyers and take your presence to the next level.
- Data capture of all attendees who attend your session AND all other sessions across your stage.
- Company Logo & Profile on event website
- Company Logo & Profile in official showguide
- Listing on the sponsor board at the event
- Position your brand at the centre of industry conversations
- Recognition across all event marketing materials

\$34,950

Stage Sponsorship

Align Your Brand With Industry Leading Content & Thought Leadership



Registration Sponsorship

Be The First & Last Brand Attendees Interact with.

- Exclusive Registration Sponsorship
- Company branding across entire registration area and terminals
- Logo featured on Registration desks and signage
- Branding on registration confirmation emails
- Logo featured on attendee registration pages
- Company Logo & Profile on event website
- Company Logo & Profile in official showguide
- Listing on sponsor board at event
- Recognition across all event marketing materials

\$29,950

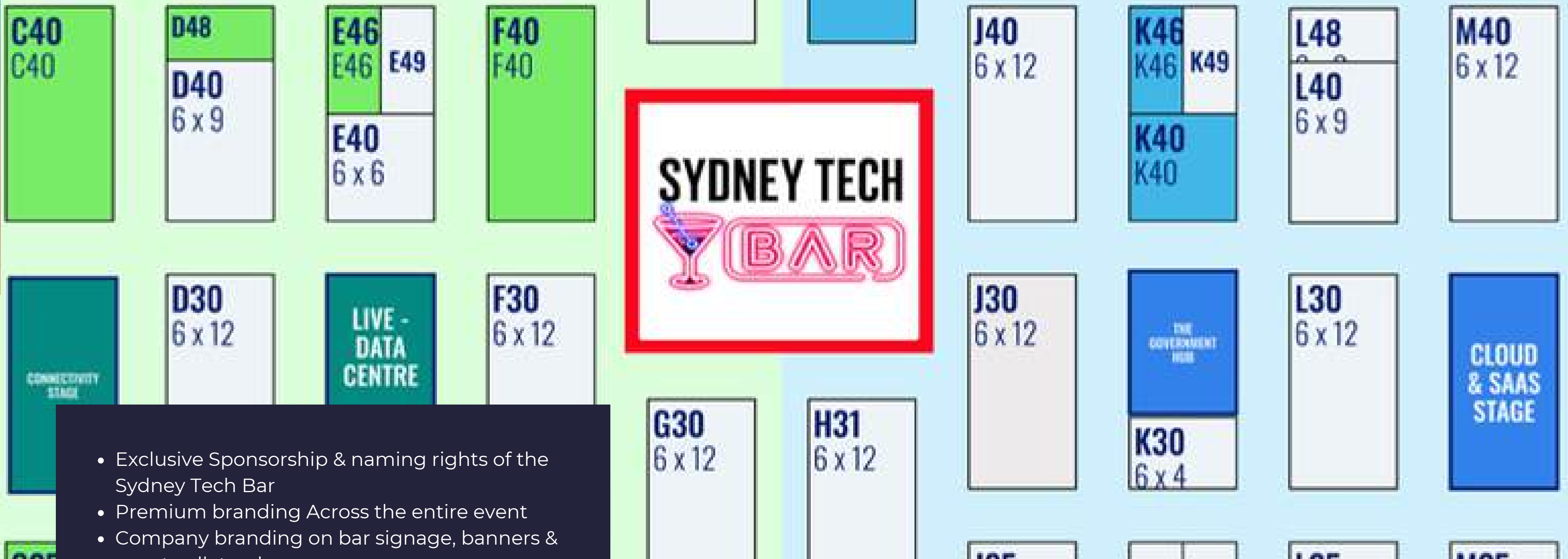


- Exclusive Sponsorship of the Official Sydney Tech Expo Show Bags
- Company logo Printed on All Event Show Bags
- Bags distributed to attendees, exhibitors, speakers & VIPs
- Opportunity to include branded collateral or promotional merchandise
- High-Visibility brand exposure throughout the entire event
- Company logo & profile on the event website
- Company logo & profile in the official show guide
- Recognition across event marketing materials
- Listing on sponsor board at the event
- Social media sponsor announcement
- One of the most visible and long-lasting branding opportunities at Sydney Tech Expo

\$29,950

Show Bag Sponsorship

Place Your Brand Directly Into The Hands of Every Attendee



- Exclusive Sponsorship & naming rights of the Sydney Tech Bar
- Premium branding Across the entire event
- Company branding on bar signage, banners & event collateral
- Opportunity to provide branded gifts or giveaways
- Company Logo & Profile on event website
- Company Logo & Profile in official showguide
- Listing on sponsor board at event
- Recognition across all event marketing materials
- Position Your Brand as One of the Most Influential Companies at Sydney Tech Expo

\$34,950

Exclusive Sydney Tech Bar Sponsorship

Own The Busiest Hub on The Exhibition Floor

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- Exclusive Sponsorship & naming rights of the Sydney Tech Boat Party
 - Premium branding Across the entire event
 - Opportunity to deliver a welcome address to guests
 - Company branding on boat screens, banners & event collateral
 - Invitation branding across all boat party marketing
 - Exclusive networking access with VIP guests, speakers & industry leaders
 - Sponsor to be provided with 50 passes to invite clients and team members
 - Opportunity to provide branded gifts or giveaways
 - Data capture of all attendees who attend the Networking Boat Party
 - Company Logo & Profile on event website
 - Company Logo & Profile in official showguide
 - Listing on sponsor board at event
 - Recognition across all event marketing materials
 - Position Your Brand as One of the Most Influential Companies at Sydney Tech Expo

\$39,950

Exclusive Boat Party Sponsorship

Sponsor Sydney Tech's Most Exclusive Networking Event



**We Look Forward To Welcoming
You To Sydney Tech Expo**



Get in Touch to Discuss Exhibiting,
Sponsoring & Activations:

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