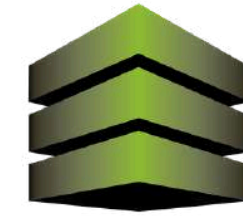


SYDNEY TECH EXPO

9-10 NOV 2027, ICC SYDNEY

SHOW BROCHURE

Featuring:



AUSTRALIAN
DATA CENTRE **EXPO**



ENTERPRISE TECH,
CLOUD & AI **EXPO**

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:



AUSTRALIAN
DATA CENTRE **EXPO**



ENTERPRISE TECH,
CLOUD & AI **EXPO**

10,000+
Attendees

500+
Expert
Speakers

200+
Exhibitors

14
Summits

9 Meet
The Buyer
Events

7
Conference
Stages

2
Exhibition
Days

Why Exhibit?

- Australia's **only** large-scale, free to attend tech expo.
- **Exhibit at two shows on one floor.**
- **Australia's Largest Tech Expo:** Position yourself in front of **10,000+ senior decision makers & quality buyers.**
- Exclusive access to **9 Meet the Buyer Networking Events.**
- **Meet and do business with tech leaders** across enterprise tech, cloud, AI, data centres, digital infrastructure and more.
- Showcase your products to a targeted audience across **14 summits and 7 stages.**
- **Build a qualified sales pipeline** through face-to-face meetings, live demos and thought leadership.
- **Network extensively:** at your stand, on stage, and at multiple networking events.
- Position your brand alongside **500+ industry-leading speakers.**



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.



AUSTRALIAN DATA CENTRE EXPO

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



ENTERPRISE TECH, CLOUD & AI EXPO

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

Speaking Organisations:



Plus Hundreds More.

14 Conference Summits Across 7 Stages:

Hear from enterprise technology leaders, CIOs and CTOs, global technology companies, hyperscalers, data centre operators, AI and data leaders, and digital infrastructure providers as they discuss AI, cloud, cybersecurity, digital transformation, data centres and the future of digital infrastructure.

From keynote presentations and panel discussions to workshops and fireside chats, the summits bring together senior technology buyers, decision-makers and industry leaders shaping the next generation of technology innovation.



Future of Data Centre Power Summit

Australia's Data Centre Investment & Development Summit

Data Centre Cooling Summit

Secure & Sovereign Digital Infrastructure Summit

Innovations in Sustainable Data Centres Summit

Responsible Data Centre Development Summit

The Future of Australia's Digital Infrastructure Summit



The Future of AI in Business Summit

AI Agents & Enterprise Automation Summit

Cyber Security & Emerging Threats Summit

Cloud Strategy & Transformation Summit

Enterprise Software & Digital Transformation Summit

Enterprise Technology Leaders Summit

Data to Intelligence Summit

Key Attendee Verticals



Data Centres & Digital Infrastructure Show:

- Data Centre & Digital Infrastructure Operators.
- Hyperscalers & Cloud Providers.
- Colocation & Managed Service Providers.
- AI, HPC & GPU Infrastructure.
- Energy, Power, Utilities & Sustainability.
- Investment, Property & Development.
- Telecommunications, Connectivity & Network Infrastructure.
- Cooling, Construction & Engineering.
- Security, Risk & Critical Infrastructure.
- Government & Public Sector.



Enterprise Tech, Cloud & AI Show:

- Enterprise Technology & IT Leaders.
- Data, AI & Analytics.
- Cloud, Platform & Engineering.
- Enterprise Applications & ERP.
- Cybersecurity & Risk.
- Telecommunications, Media & Connectivity.
- Government & Public Sector.
- Financial Services & Banking.
- Healthcare & Life Sciences.
- Retail, Digital & E-commerce.
- Manufacturing, Mining & Industry 4.0
- Channel, Consulting & Technology Partners.

Who Attends?

The key decision-makers and job titles represented below are not an exhaustive list, the wider audience will include: additional buyers, stakeholders and technology professionals.



Data Centre & Digital Infrastructure Operators

- C-Suite Leaders (CEO, COO, CIO, CTO)
- Data Centre & Facilities Directors
- Data Centre Operations & Capacity Strategy Leaders
- MSP & Colocation Directors

Energy, Power, Utilities & Sustainability

- Energy & Power Directors
- Sustainability & ESG Leaders
- Power Procurement & Infrastructure Leaders

Investment, Property & Development

- Investment Directors & Fund Managers
- Real Estate & Asset Leaders
- Development & Acquisition Leaders

Cooling, Construction & Engineering

- Construction & Engineering Directors
- Mechanical & Cooling Leaders
- Design & Fit-Out Directors

Security, Risk & Critical Infrastructure

- Heads of Physical Security
- Critical Infrastructure Risk Leaders
- Business Continuity & Resilience Leaders

AI, HPC & Hyperscalers

- C-Suite Technology Leaders
- Heads of Cloud, AI & Infrastructure
- AI Infrastructure & Hyperscale Strategy Leaders

Cloud, Platform & Engineering

- Heads of Platform Engineering
- DevOps & SRE Leaders
- Cloud, Solutions & Integration Architects

Telecommunications & Connectivity

- CTOs & Technology Leaders
- Heads of Network & Infrastructure
- Network Operations Leaders

Government & Public Sector

- Government Technology Leaders
- Digital Transformation Directors
- Smart Cities & Digital Infrastructure Leaders

Cybersecurity & Risk

- CISOs & Heads of Information Security
- Security & Cloud Security Architects
- Risk, Compliance & Privacy Leaders

Channel, Consulting & Technology Partners

- Managing Directors & General Managers
- Channel & Alliance Directors
- MSP, VAR & Distribution Leaders
- Consulting & Professional Services Leaders

Technology & IT Leadership

- CIOs, CTOs, CISOs & CDOs
- IT & Technology Directors
- Enterprise Architects & IT Leaders

Data, AI & Analytics

- Chief AI & Data Officers
- Heads of AI, Data & Analytics
- AI & Data Platform Leaders
- Machine Learning & Data Science Leaders

Digital Transformation & Innovation

- Chief Digital & Innovation Officers
- Digital Transformation Directors
- Automation & Process Transformation Leaders

Business Applications & Enterprise Platforms

- Business Applications & ERP Leaders
- ERP Directors
- Digital Workplace & Platform Leaders

Operational & Digital Technology

- Industrial Technology & OT Leaders
- Digital Commerce & Customer Technology Leaders
- Smart Operations & Automation Leaders

Floor Plan:

Two Shows. One Floor. Every Tech Buyer.

The latest interactive floorplan
can be viewed here:

www.sydneystech.expofp.com

Sydney Tech Expo, features:

- 200+ Exhibitors
- 7 Exhibition Stages
- 14 Conference Summits
- 9 Meet The Buyers Events
- Networking Hub Stage
- Live Demos
- Startup Hub
- Robotics Zone
- Live Data Centre
- Pickleball
- Live Music & Entertainment

One ticket gets access to both
shows.

Halls 5,6 & 7 - ICC Sydney
9-10 November, 2027.



AUSTRALIAN
DATA CENTRE **EXPO**

SYDNEY
TECH **EXPO**



ENTERPRISE TECH,
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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](#)

Sponsorship Opportunities:

Amplify Your Presence: Sponsorship opportunities are available to help your brand stand out, increase visibility, and engage with key decision-makers across the technology ecosystem.

From premium branding and thought leadership opportunities to networking experiences and advertising.

[View the Sponsorship Brochure](#) to explore the full range of opportunities and find the package that best fits your objectives.



Badge Sponsor



Boat Party Sponsor



Networking Hub Sponsor



VIP Lounge Sponsor



Lanyard Sponsor



Bag Sponsor



Registration Desk



Bar Sponsor



Stage Sponsorship



Co-Working Lounge

About The Organisers

Sydney Tech Expo is being created by an experienced team that has delivered some of Australia's, the UK's and America's largest and most successful enterprise exhibitions.

Across Sydney and Melbourne, our team has organised major exhibitions and conferences that have brought together enterprise leaders, technology providers, investors and government organisations.

Our experience includes building one of Australia's largest annual exhibitions, attracting 51,742 registered attendees, 732 exhibitors and more than 600+ industry speakers.

Leveraging decades of exhibition expertise, industry relationships and proven event delivery experience, we are creating a world-class technology event designed to connect Australia's technology ecosystem and drive meaningful business opportunities.

**Combined annual results from our exhibition portfolio across 5 cities:
Sydney, Melbourne, London, New York and Chicago.**

**180,453
Annual
attendance**

**27%
International
participation**

**1,940
Number of
exhibitors**

**2,500+
Annual Event
Ambassadors**

**87,259m2
Venue space
taken**

**2,000+
Industry
speakers**



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



Get in Touch to Discuss Exhibiting,
Sponsoring & Activations:

+61 2 7912 0499

exhibit@sydneytechexpo.com