

BREAKFAST BRIEFING EVENT SPONSORSHIP

NSW DIGITAL DIRECTIONS 2024

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|----------|--|
| DATE | 20 October 2023 |
| TIME | 7:00am - 9:45am |
| LOCATION | Sydney Masonic Centre 66 Goulburn St., Sydney NSW 2000 |

Sponsorship at this highly regarded Intermedium breakfast briefing, now in its 15th year, provides an exciting range of benefits.

The NSW government market is the largest ICT-spending jurisdiction after Federal.

It is a hugely important market for most ICT suppliers, but marketing to its typically sales-averse decision-makers is challenging.

We can help get around this difficulty. At this briefing, your company will be profiled to some of the most important senior decision-makers in NSW:

- Senior Executive Service-level keynote speaker and panellists (names to be announced shortly)
- The public servant guests your sales professionals can invite to your table
- The public servant guests at other tables, including those at your competitors' tables.

Your partners and prospective partners are also likely to be in attendance, as will many other ICT companies providing goods and services.

With 150 seats available, this event will be sold out.

Want to become a sponsor?
Contact us

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BREAKFAST BRIEFING SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP LEVEL | PLATINUM | GOLD | SILVER |
|--|----------|---------|---------|
| Number of sponsorships available | 1 | 2 | 4 |
| Fee (ex GST) | \$15,000 | \$9,000 | \$6,000 |
| SPONSORSHIP INCLUSIONS | | | |
| Provision of coffee cart and keep cups | ✓ | | |
| One seat at each of the two head tables | ✓ | | |
| One branded item supplied by you (e.g., pads/pens or drink bottle) | ✓ | ✓ | |
| Stage banner | ✓ | ✓ | |
| Reception banner | ✓ | ✓ | |
| In-room banner | ✓ | ✓ | ✓ |
| Naming on each table | ✓ | ✓ | ✓ |
| Acknowledged as sponsor & thanked by MC at commencement of event | ✓ | ✓ | ✓ |
| 1-minute video | ✓ | ✓ | ✓ |
| Table of 8 (otherwise costs \$3,200) | ✓ | ✓ | ✓ |
| Branding on Intermedium event pages | ✓ | ✓ | ✓ |
| Branding on Intermedium social media | ✓ | ✓ | ✓ |