






Breakfast Briefing Event Sponsorship

2024 Federal ICT and Digital Horizon

-  28 February 2024
-  7:00 a.m. – 9:45 a.m.
-  Hotel Realm
18 National Circuit,
Canberra ACT 2600

Sponsorship at Intermedium's first breakfast briefing in 2024 provides an exciting range of benefits.

After the successful budget briefing last June 2023, we return to Canberra to tackle key Federal government ICT and digital trends in the coming year.

The public sector 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 Federal government:

- **Senator the Hon Katy Gallagher**, Minister for Finance, Women, and the Public Service, will deliver the keynote address
- A distinguished panel that includes: **Dr. Paul Robards AM**, Chief Data Integration Officer of the Defence Data Division, **Gemma Van Halderen**, Chief Data Officer of the Data and Evaluation Group of the Department of Social Services, and one more to be announced soon
- 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 100 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

	SOLD 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, with the option for you to supply 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	✓	✓	✓