






Breakfast Briefing Event Sponsorship

2024-25 Federal ICT & Digital Budget

 25 July 2024

 7:00 a.m. - 9:45 a.m.

 QT Canberra
1 London Cct.,
Canberra ACT 2601

Sponsorship at Intermedium's first budget briefing for the 2024-25 financial year provides an exciting range of benefits.

After the successful ICT and digital trends briefing last February 2024, we return to Canberra to tackle the 2024-25 Federal ICT budget.

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, who will be featured in a fireside chat
- Senior Executive Service-level 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


Intermedium will also be announcing the results of its 2024 ANZ Digital Government Readiness and Maturity survey, making attendance from the public sector a must at this briefing.


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

	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	✓	✓	✓