




# Breakfast Briefing Event Sponsorship

## Engaging with Agencies: The Shape of the NSW Market in 2025-26

 21 March 2025

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

 Sydney Masonic Centre  
66 Goulburn St,  
Sydney NSW 2000

**Sponsorship at Intermedium's "Engaging with Agencies: The Shape of the NSW Market in 2025-26" briefing provides an exciting range of benefits.**

Following Intermedium's sell-out NSW briefing last year, Intermedium will provide signposts for key NSW government ICT and digital trends to ready the attendees for the 2025-26 financial 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 NSW government:

- **Mark Howard**, Executive Director, Digital Strategy, Investment and Assurance at Digital NSW, to participate in a fireside chat
- Senior Executive Service-level panellists, including **Adrian White**, Director of Spatial Operations at Spatial Services of the NSW Department of Customer Service, **Trent Wilson**, Executive Director Digital Transformation for Legal Aid NSW, **Daniel Bowe**, Deputy COO for TAFE NSW, and **Catherine Ellis**, Executive Director for Risk, Strategy and Customer Support at Service NSW
- 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

This two-hour session will cover NSW ICT and digital developments in the context of the new Digital Strategy, including implications for new technology adoption—cloud, data analytics, AI and digital twins.


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

With 120 seats available, this event is expected to 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 \$3,500)	✓	✓	✓
Branding on Intermedium event pages	✓	✓	✓
Branding on Intermedium social media	✓	✓	✓