

## AIIA NSW 2016 Sponsorship Opportunities

### AIIA NSW Government Innovation Forum Wednesday 30<sup>th</sup> November

The AIIA is committed to providing strong industry linkages between the digital Industry, other industry sectors and Government Leaders to provide the opportunity to share information and collaborate about their respective needs and capabilities.

Our 2016 events program offers the opportunity for members to sponsor a series of Briefings and/or Forums within three main verticals: Healthcare, Financial Services and Government. The events are designed to share information on key business and government priorities, upcoming projects, developing a better understanding of the procurement process and the opportunity to meet with buyers.

On Wednesday 30th November, AIIA will be hosting the 2016 NSW Government Innovation Strategy Forum with key note speaker the Hon. Victor Dominello, Minister for Innovation and Better Regulation. The details are below:

#### Topic Overview:

NSW is Australia's premier state and the stage is now set to further maximise this leadership position by leveraging **Innovation** to deliver on Premier Mike Baird's priorities.

With a booming economy, thriving start-up community and a focus on jobs growth, the NSW Government, in partnership with Industry, Research and Education sectors are working together to deliver projects that create a stronger, healthier and safer NSW.

NSW Government is revolutionising service delivery to citizens and enhancing collaboration between agencies, the private sector and NGO's.

Join Industry and Government representatives for an informative, interactive and exciting forum and hear from the Hon. Victor Dominello, Minister for Innovation and Better Regulation share his insights to NSW Government's positions, priorities and passions for Innovation.

#### Keynote Speaker:

- **Hon. Victor Dominello, Minister for Innovation and Better Regulation, NSW Government**

## AIIA NSW 2016 Sponsorship Opportunities

### Panel Speakers:

- **Thea Knill**, A/Director Innovation, NSW Department of Finance, Services and Innovation
- **Tiziana Bianco**, General Manager Innovation Labs, CommBank
- **Nick Kaye**, CEO, Sydney School of Entrepreneurship
- **Chair**, NSW Innovation and Productivity Council

### Audience Profile:

We anticipate attracting an audience of 200+ senior level Executives from Financial Services, Government and ICT sector.

### Event Details:

|               |  |
|---------------|--|
| <b>Date:</b>  | Wednesday 30 <sup>th</sup> November  |
| <b>Time:</b>  | 12.00pm Registration for 12.30pm Start. 2.30pm Formal Finish, Followed By Networking. 3.00pm Event Concludes.                      |
| <b>Where:</b> | Parliament House, Macquarie St, Sydney, NSW 2000   |
| <b>Cost:</b>  | Member tickets - \$165 exc GST. Table of 10 - \$1650 exc GST.<br>Non-Member tickets - \$225 exc GST. Table of 10 - \$2250 exc GST. |

### Benefits & Highlights:

- **Your Client's Peer to Peer Engagement**  
This peer to peer engagement is a rare opportunity for like-minded professionals to connect and learn from each other. Members can invite their clients to engage with their peers.
- **Relationship development with clients**  
Sponsors can leverage pre-event planning, during the event activities and post-event follow-up to develop relationships with prospective and current clients at executive levels outside of a sales environment.
- **Brand recognition**  
Sponsors of AIIA events report excellent brand development outcomes through AIIA events and forums.
- **Cost Effective and Efficient Marketing Tool**  
Organising your own event with such high profile speakers is a heavy strain on sales and marketing budgets and resources. The AIIA offers a financially effective alternative through sponsoring an event which you bring your clients along to - no logistics, no last minute surprises. AIIA delivers the event to you and your client.

## AIIA NSW 2016 Sponsorship Opportunities

### Sponsorship Package Inclusions:

| Benefit   | Platinum | Gold    | Silver  | Bronze  |
|---|----------|---------|---------|---------|
| Exclusivity on sponsorship category (on hold)   | ✓        | -       | -       | -       |
| Pre-event planning meeting  | ✓        | -       | -       | -       |
| Logo on event flyer   | ✓        | ✓       | -       | -       |
| Banner(s) in room (pull up style)   | 2        | 1       | ✓       | -       |
| Business card draw option   | ✓        | -       | -       | -       |
| On screen in room advertisement   | ✓        | ✓       | ✓       | ✓       |
| Recognition by MC   | ✓        | ✓       | ✓       | ✓       |
| On stage opportunity to welcome or thank keynote speaker (3 mins max)                           | ✓        | -       | -       | -       |
| Inclusion on sponsors slide   | ✓        | ✓       | ✓       | ✓       |
| Priority seating  | ✓        | ✓       | ✓       | -       |
| Attendance listings (organisation, registered attendee name & job title)                        | ✓        | ✓       | ✓       | -       |
| Brochures at registration desk / seats  | ✓        | ✓       | -       | -       |
| Distribution of Thought Leadership material (digital format via post-event survey if available) | ✓        | -       | -       | -       |
| Inclusion of question in post-event survey (where post-event electronic survey is available)    | ✓        | -       | -       | -       |
| Number of tickets per event on sponsor table  | 10       | 10      | 4       | 3       |
| Head table tickets (additional to sponsor table)  | 2        | -       | -       | -       |
| Investment per event (ex GST)   | \$8,900  | \$4,500 | \$2,500 | \$1,490 |

### Conditions

- All prices are quoted in Australian Dollars and exclusive of GST
- Sponsorship for AIIA Non Members attracts a premium of 50% on top of the package list price
- No panel opportunities are extended to ICT Vendors who are not AIIA Members
- Event dates are subject to change and sponsors will be advised in advance of alterations
- Additional event tickets can be purchased at the advertised rates
- Sponsors are responsible for shipment (before and after event) of pull-up banners
- AIIA, at its sole discretion, may choose to upgrade some components of a sponsor's package.
- Additional Sponsorship Packages may be added at the discretion of the AIIA

## AIIA NSW 2016 Sponsorship Opportunities

### About the AIIA NSW Government Special Interest Group:

The *AIIA NSW Government Special Interest Group* (SIG) is recognized as a key group for:

- Professional Networking
- Sharing of business intelligence
- Policy innovation
- Engagement with NSW Government DFS and agencies
- Innovation and market development

### About the AIIA:

The [Australian Information Industry Association \(AIIA\)](#) is the nation's peak industry body for the information technology sector. AIIA sets the strategic direction of the industry, influences public policy and provides members with productivity tools, advisory services and market intelligence to accelerate their business growth.

AIIA member companies employ 100,000 Australians, generate combined annual revenues of more than \$40 billion and export more than \$2 billion in goods and services each year. With member companies across the country, from every sector of the ICT industry and representing every size of company, AIIA is the ICT industry's association of choice.

### Event Contacts:

Luli Adeyemo, AIIA NSW Program Director

E: [luli@bestcasescenario.com.au](mailto:luli@bestcasescenario.com.au)

T: 0415 209 334

Stacey Hutchinson, AIIA NSW Program Manager

E: [stacey@bestcasescenario.com.au](mailto:stacey@bestcasescenario.com.au)

T: 0415 468 075