

2025 Prospectus

ASIA-PACIFIC



IT NATION<sup>®</sup>  
CONNECT  
ANZ

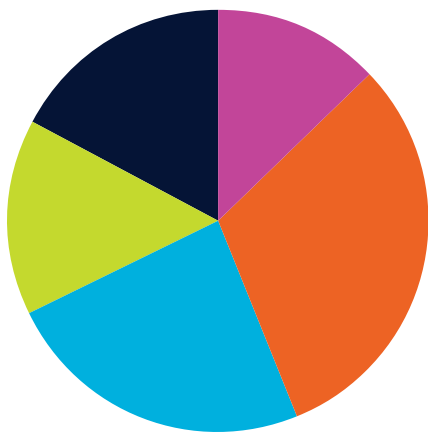
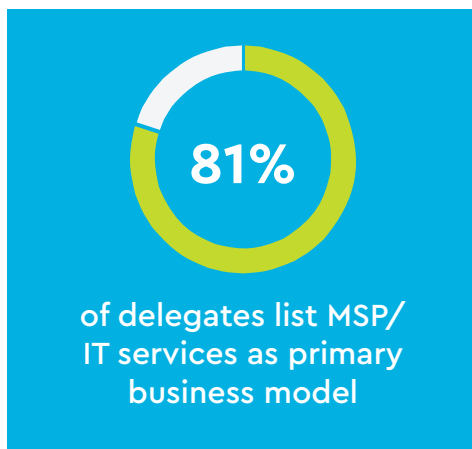
**20-22 August, 2025** | Sydney, Australia

We are excited to be bringing IT Nation Connect back to Sydney, Australia, in 2025. IT Nation Connect is designed for business leaders and will bring together the most engaged delegates, representing IT solution providers (TSPs) from the Australian region. This event is your opportunity to meet with technology industry leaders to build brand awareness and make valuable connections to expand your partner base.



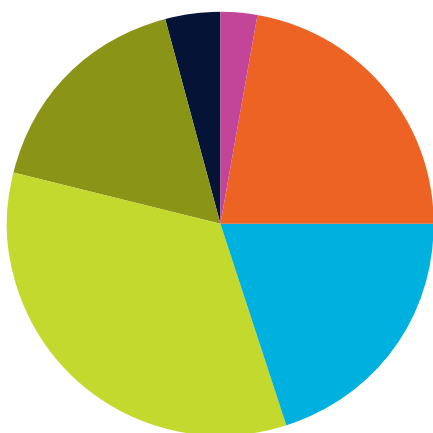


## Historical Delegate Demographics



### Connect with Revenue Driven Companies

- 13% < \$1 Million
- 31% | \$1-3 Million
- 24% | \$3-7 Million
- 15% | \$7-14 Million
- 17% | \$14+ Million



### Connect with Companies of Every Size

- 3% | Less than 4 Employees
- 22% | 4-10 Employees
- 20% | 11-19 Employees
- 34% | 20-49 Employees
- 17% | 50-249 Employees
- 4% | 250 or More Employees



# Package Levels

	DIAMOND	PLATINUM	GOLD
<b>BOOTH AND CONFERENCE ACCESS</b>			
Standard Size Table and Chairs in Exhibit Hall	•	•	•
Wireless Connectivity	•	•	•
Electric Connection	•	•	•
Full Conference Exhibitor Passes	4	3	2
Delegate Passes for Customers*	2	1	
Lead Scanner License	2	1	
<b>DIGITAL PROMOTION</b>			
Company Profile on IT Nation Connect ANZ Exhibitor Webpage	•	•	•
Exhibitor Marketing Kit (EMK)	•	•	•
Banner Ad on IT Nation Connect ANZ Website	•	•	
Dedicated Callout on IT Nation Connect ANZ Homepage for Two Weeks	•		
Dedicated Email Sent to all Delegates Post-Event	•		
Welcome IT Nation Social Media Post	•	•	
Exhibitor Profile on Mobile App	•	•	•
Push Notification on Mobile App	•		
<b>CONTENT AND INTERACTION</b>			
Logo Featured on Event Signage	•	•	•
Logo on Rolling Slide Preceding Keynotes	•	•	
Conference Bag Insert	•	•	
5-Minute Mainstage Speaking Spot Prior to Keynote	•		
Keynote Seat Drop	•		
Breakout Session	•	•	
<b>TOTAL PRICE</b>	<b>\$50,000</b>	<b>\$30,000</b>	<b>\$20,000</b>
	1 AVAILABLE	5 AVAILABLE	

\*Must be Approved by IT Nation

\*All Prices in AUD





## À La Carte Options

A-la-carte deliverables are only available as add-ons to sponsorship packages.

CONTENT + INTERACTION	# AVAILABLE	PRICE
<p><b>Solutions Keynote (30-Mins)*</b> IT Nation Connect ANZ 2025 Solutions Keynote (30-Mins): Solution Keynote, 30-minute presentation in General Session. Exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by IT Nation.</p>	1	\$30,000
<p><b>Guest Keynote Sponsorship</b> IT Nation Connect ANZ 2025 Guest Keynote Sponsorship: Your chance to be featured on the mainstage! Kickoff the guest keynote session with a 5-minute speaking spot prior to our guest keynote. You will also have the opportunity to provide one small item to be placed on each seat prior to the session. Exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by IT Nation.</p>	1	\$15,000
<p><b>Networking Lounge</b> IT Nation Connect ANZ 2025 Networking Lounge: Create a cool spot for networking and connection with a dedicated, 10'x10' branded lounge area in the conference common area. 1 table and stool will be provided. Open whenever you want it to be! Includes a 75-word lounge description on the IT Nation Connect ANZ website and mobile app.</p>	3	\$15,000
<p><b>Breakout Session</b> Present a breakout session to IT Nation Connect delegates. Breakout session will be listed on the IT Nation Connect ANZ website. Exhibitor is responsible for scanning attendee badges to their session.</p>	2	\$10,000
<p><b>Pre-Conference Workshop</b> Present a half-day workshop on Wednesday (1:00pm – 4:00pm) for up to 25 attendees. Room will be set classroom style. Co-branded signage to be provided outside of room. Workshop will be listed on the IT Nation Connect ANZ website and mobile app.</p>	2	\$8,000
<p><b>IT Nation Connect ANZ 2025 Additional Exhibitor Pass</b> Add another exhibitor attendee to ensure you have enough staff at IT Nation Connect ANZ to interact with attendees!</p>		\$1,299
ON-SITE BRANDING	# AVAILABLE	PRICE
<p><b>Lanyard Sponsor</b> Your logo featured on the co-branded event lanyard given to all attendees.</p>	1	\$10,000
<p><b>Welcome Reception Sponsor</b> Your logo featured on co-branded event signage and beverage napkins at the welcome reception on Wednesday night. Recognition on website and mobile app.</p>	1	\$5,000
<p><b>Registration Bag Sponsor</b> Your logo featured on the co-branded event bag given to delegates at registration.</p>	1	\$8,000
<p><b>Room Key Sponsor</b> Your custom design printed on the back of room keys at the conference hotel as permitted by hotel policy. Front of key will be IT Nation branded.</p>	1	\$6,000
<p><b>Break Sponsor</b> Your logo featured on co-branded signage and beverage napkins during conference breaks.</p>	1	\$4,000
<p><b>Lunch Sponsor</b> Your logo featured on co-branded signage throughout the lunch area Thursday and Friday.</p>	1	\$4,000
MESSAGE DELIVERY	# AVAILABLE	PRICE



# À La Carte Options

<b>Breakout Session Seat Drop</b> Provide one collateral piece or small promotional item to be dropped on each seat, in each breakout room, before the first round of sessions on Thursday or Friday. Item must be approved by IT Nation.	2	\$3,000
<b>Bag Insert</b> Provide one collateral piece or small promotional item to be placed in every attendee registration bag. Item must be approved by IT Nation.	2	\$3,000
DIGITAL PROMOTION	# AVAILABLE	PRICE
<b>Mobile App Sponsor</b> Your logo featured on event signage and a banner ad in the mobile app	1	\$5,000
<b>Push Notification on Mobile App</b> Provide a push notification message to be sent to all delegates through the mobile app during the event. Timing of notification will be determined by IT Nation.	2	\$3,000
<b>Mobile App Splash Page Ad</b> IT Nation Connect ANZ 2025 Mobile App Splash Page Ad: Make a big splash with your logo or custom artwork, front and center! Logo will be the first thing attendees see upon opening the event app. Available for 1 day of the conference. Artwork must be approved by IT Nation.	2	\$3,000
<b>Feature On Mobile App Exhibitor Page</b> Be visible in the app. Your logo featured on the IT Nation mobile app Exhibitor page with company website linked.	10	\$2,000
<b>Pre-Keynote Promotion Slide</b> Submit one PowerPoint slide that will be included in looping content played before the keynote.	3	\$2,000
<b>Feature on IT Nation Connect ANZ homepage (2-weeks)</b> Your company profile highlighted on the IT Nation Connect ANZ homepage for two weeks. Timing selected by IT Nation.	2	\$1,000

