



SIAA2024

Stockbrokers and Investment Advisers Association

14-15 May 2024

Grand Hyatt, Melbourne

NETWORKING DRINKS

14 May 2024, Spice Market

ADAPT.
INNOVATE.
THRIVE.

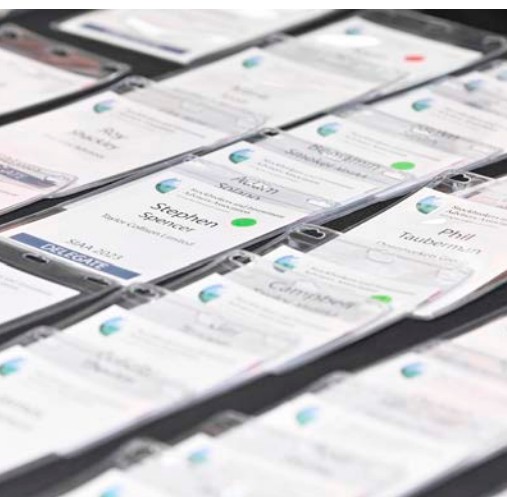
SPONSORSHIP PROSPECTUS

www.stockbrokers.org.au/SIAA2024

About SIAA

The Stockbrokers and Investment Advisers Association (SIAA) is the professional body for the stockbroking and investment advice industry. Our members are Market Participants and advisory firms that provide securities and investment advice, execution services, and equity capital-raising for Australian investors, both retail and wholesale. We represent 8,000 professionals through our Principal and Practitioner members, including retail and wholesale stockbrokers, investment advisers, institutional advisers, legal and compliance staff, back-office staff, corporate finance professionals, research analysts and those supporting advisers.

www.stockbrokers.org.au



SIAA 2024 Conference

14-15 May 2024 | Grand Hyatt Melbourne

Our recent SIAA 2023 Conference at the Sofitel Sydney Wentworth Hotel attracted 321 delegates, many of them decision-makers. After a five-year break, we are pleased to be returning to Melbourne in 2024. We are confident that the SIAA 2024 Conference will continue the trend of attracting a wide range of industry representatives.

This conference is the key event that brings together professionals from capital markets and private wealth management, offering valuable professional development opportunities. It serves as a forum to explore the future of the industry amidst rapidly changing demographics, regulations, technology, and industry-wide initiatives that shape Australia's equity markets.

The end of day one will feature Networking Drinks at the Spice Market, a bar and cocktail lounge located next to the Grand Hyatt Melbourne. With exclusive access to this unique venue, it will be an evening to remember.

SIAA conferences receive significant media coverage, highlighting its status in the industry. Key speakers will include policymakers, regulators, representatives of domestic exchanges, high-profile industry participants and industry leaders.

Agenda

Monday 13 May

Exhibitor bump in	Grand Hyatt Melbourne	Level 8	3.00 – 5.00pm
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Tuesday 14 May

Exhibition	Grand Hyatt Melbourne	Level 8	8.00 – 5.30pm
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SIAA2024 Conference	Grand Hyatt Melbourne	Level 8	9.00 – 5.00pm
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Networking Drinks	Spice Market, Beaney Lane		5.15 – 7.30pm
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Wednesday 15 May

Compliance Breakfast	Grand Hyatt Melbourne	Bristol 2	7.15 – 8.45am
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Executive Breakfast	Grand Hyatt Melbourne	Connaught	7.15 – 8.45am
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Exhibition	Grand Hyatt Melbourne	Level 8	8.00 – 4.30pm
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SIAA 2024 Conference	Grand Hyatt Melbourne	Level 8	9.00 – 4.30pm
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Exhibitor bump out	Grand Hyatt Melbourne	Level 8	4.30 – 6.00pm
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Delegates

The majority of delegates are senior professionals from our member firms, holding positions in executive management, sales trading, compliance and risk management, investment and wealth advice, research and operations. In 2023, our face-to-face conference saw a 36% increase in F2F delegates compared to the previous hybrid conferences. The 321 delegate numbers were similar to pre-COVID attendance figures.

Member status	Virtual		F2F		Total			Total %		
	2021	2022	2021	2022	2021	2022	2023*	2021	2022	2023
Practitioner Member	49	49	43	44	92	93	66	21%	20%	17%
Organisation Member	121	102	99	86	220	188	183	51%	40%	48%
Non-member	32	38	84	153	116	191	72	27%	40%	35%
TOTAL	202	189	226	283	428	472	321	100%	100%	100%

*Purely F2F

Overall key decision-makers accounted for over 40% of attendees. While adviser figures dropped slightly in percentage terms, the overall numbers were similar to 2022, noting that most of the advisers in 2022 were online, rather than at the venue.

Delegate Role	2022	2023
Adviser	28%	21%
Business Development	4%	8%
Compliance/Risk	10%	11%
CEO/Board/MD/CFO	12%	17%
Manager/Heads of firm	31%	26%
Operations/Tech	10%	13%
Research/Analysis	6%	3%
	100%	100%

By sponsoring the SIAA 2024 conference, you will gain exclusive access to decision-makers and have the opportunity to showcase your offerings to the wider stockbroking and investment advice community.



Why sponsor

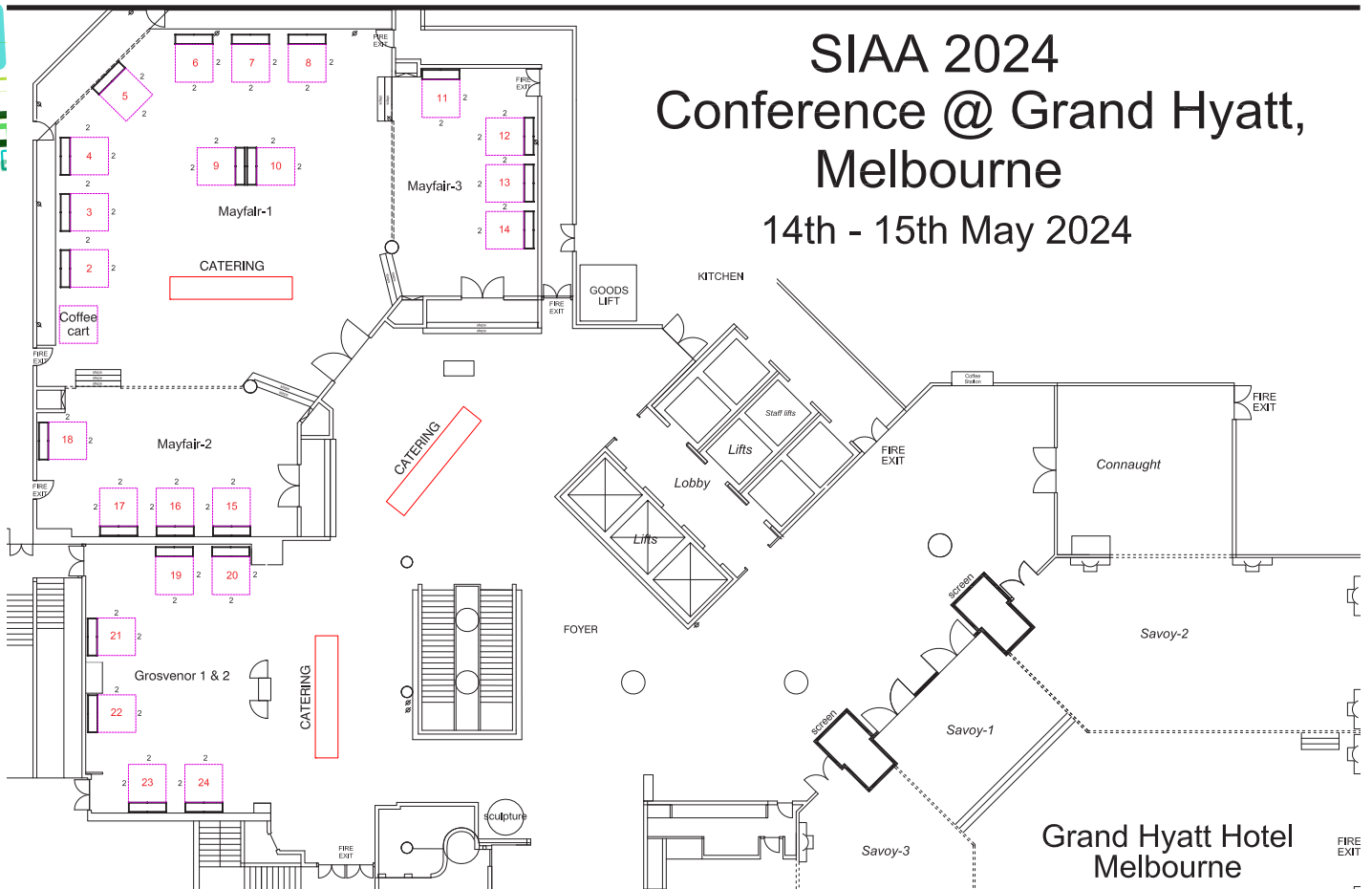
- ✓ **Showcase your expertise:** Participate in conference sessions, exhibit and contribute to our publications.
- ✓ **Direct access:** Connect with key decision-makers and generate sales leads through booth presence and the lead-capture app.
- ✓ **Brand alignment:** Align your firm and brand with the largest conference in Australia for the stockbroking and investment advice industry.
- ✓ **Brand promotion:** Promote your brand via our website, eDMs, social media and publications leading up to the conference.
- ✓ **Networking:** Network with delegates, build new relationships, strengthen existing ones and enhance your relationship with industry participants.
- ✓ **Direct promotion:** Utilise pre- and post-conference dedicated emails to promote your product or service directly to conference delegates and our broader membership.
- ✓ **Cost-effective:** Our sponsorships offer excellent value and can be tailored to suit your needs.

Our team will work with you to ensure that your sponsorship benefits are tailored to suit your needs and generate a high level of return.



Sponsor booth

Sponsors will be provided a 3m x 2m space with a 2020mm wide x 2440 high light wall including signage, lighting and power. Booth positions will be allocated on a first-come, first-served basis, with booths 19 to 24 reserved for gold and major sponsors.



Conference presentation

Conference session participation opportunities are available, subject to agreement by the SIAA Conference Committee with gold sponsors guaranteed an opportunity. All sessions will be recorded and made available to delegates post-conference.

Networking Drinks Sponsor

As the host of our Networking Drinks Reception, to be held at the Spice Market on Tuesday 14 May from 5.15 to 7.15pm, you will have the opportunity to welcome guests, maximise your branding at the venue, receive additional networking drinks tickets and gain sponsorship benefits commensurate with the 'bronze' level sponsorship, plus be provided with the consenting delegate list.

Coffee Cart Sponsor

Includes a branded coffee cart and barista for the duration of the conference, as well as sponsorship benefits commensurate with the 'bronze' level sponsorship, including the provision of the consenting delegate list. Artwork and merchandise costs will be at the sponsor's expense.



Conference registrations

Conference registrations include access to all presentations, catering and the Networking Drinks Reception at the Spice Market. Additional discounted conference tickets can be purchased for a fee of \$850pp, and additional networking drinks tickets can be purchased for a fee of \$55pp.

Lead-capture app

Maximise ROI for exhibitors with an easy-to-use lead-generation system. Name badges will include a QR code, allowing exhibitors to scan the badge using their own mobile device. You can export leads, ask qualifying questions and add notes.

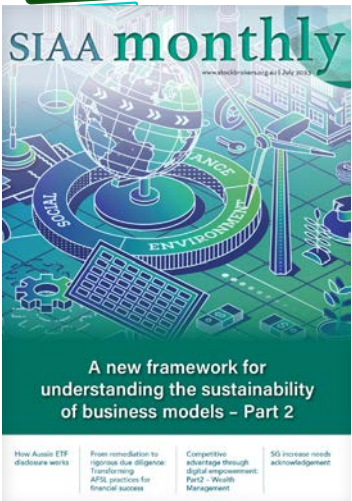
Branding

Gold sponsors will be acknowledged as an education partner on the SIAA website. All sponsors will be featured on the SIAA 2024 conference pages, receive significant branding via regular conference promotional emails, the *SIAA Monthly*, holding slides, the conference app and acknowledgement throughout the conference. Gold sponsors will have their company banners featured in the main conference room.



SIAA Publications

The *SIAA Monthly* newsletter focuses on industry issues and trends, while the *SIAA Newsroom* features shorter articles on topical subjects. Both publications are distributed monthly, with the *SIAA Monthly* sent in week one and the *SIAA Newsroom* in week three. They reach the entire database and are shared via the intranet of our principal member firms, providing sponsors with access to 8,000 professionals in the securities, derivatives and investment advice industry. Open rates range from 20% to 50%. Email promotions for the publications allow for inclusion of an email banner.



Email opportunities

Sponsors can promote their services or special offers through pre-conference emails sent to registered delegates, with dedicated post-conference eDMs available to gold sponsors. Gold sponsors will also have the opportunity to send a solus eDM to the SIAA database.

Post-conference report

All sponsors will receive a comprehensive summary of session ratings, delegate data and feedback.



Sponsorship packages

SUPPORTER

2 x conference registrations; branding across all SIAA 2024 conference collateral; post-conference report

BRONZE

Supporter plus exhibitor booth; 3 x conference registrations; lead-capture app; 1 x SIAA Newsroom article; 3 x email banners

NETWORKING DRINKS

Networking Drinks naming rights; 3 x conference registrations; 6 x drinks tickets; collateral placed in main room; delegate list; 2 x half-page ads

COFFEE CART

Bronze with coffee cart instead of booth; delegate list in lieu of lead-capture app; plus 1 x half-page ad

SILVER

Bronze plus delegate list; 4 x conference registrations; 2 x drinks tickets; 1 x SIAA Monthly and 3 x SIAA Newsroom articles; 2 x SIAA Monthly half-page ads

GOLD

Bronze plus prominent booth location and branding; session participation opportunity; 6 x conference registrations; 4 x drinks tickets; delegate list; solus eDMs; education partner acknowledgement; banner in main conference room; 4 x SIAA Monthly inclusions



SIAA2024 | SPONSORSHIP PROSPECTUS

	GOLD	SILVER	COFFEE CART	NETWORKING DRINKS	BRONZE	SUPPORTER
	\$30,000	\$20,000	\$15,000	\$14,000	\$12,000	\$3,500

PRESENTATION / NETWORKING

Note: all prices ex GST

3m x 2m booth	✓	✓			✓	
Session participation opportunity	✓					
Company banner in main conference room	✓					
Coffee cart with branding			✓			
Networking Drinks naming rights incl banner and welcome address				✓		
Conference registrations includes catering and networking drinks	6	4	3	3	3	2
Extra networking drinks tickets	3	2		6		
Lead-capture app which can scan delegate data from name badge	✓	✓			✓	
Provision of consenting delegate list	✓	✓	✓	✓		
Collateral placed in main room for opening				✓		
Post-conference report	✓	✓	✓	✓	✓	✓

BRANDING

Education partner acknowledgement until Dec 2024	✓					
Prominent branding on conference website/eDMs/SIAA Monthly/conference app/holding slide	✓					
Branding on conference website/eDMs/SIAA Monthly/conference app/holding slide		✓	✓	✓	✓	✓

SIAA PUBLICATIONS

SIAA Monthly article or one-page advertisement	4	1				
SIAA Monthly half-page advertisement		2		2		
SIAA Newroom article contribution		3			1	
Email banner opportunity			3		3	

COMMUNICATIONS

eDM to database opportunity	✓					
eDM pre conference promoting offers/prizes/session	✓	✓	✓	✓	✓	
eDM post conference with special offer	✓					

Our team will work with you to ensure that your sponsorship benefits are tailored to suit your needs and generate a high level of return.

Contact

If you are interested in sponsoring the SIAA 2024 Conference or would like to receive more information, please contact:

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