



SIAA2025

CREATING **CONFIDENCE**

19–20 May 2025 | Hilton Sydney

SPONSORSHIP PROSPECTUS



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 7,750 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



**Stockbrokers and Investment
Advisers Association**

Serving the interests of investors





SIAA 2025 Conference

19-20 May Sydney Hilton

Attendance at our last two conferences has remained steady. The SIAA2023 Conference at the Sofitel Sydney Wentworth Hotel drew 321 delegates, while SIAA2024, held at the Grand Hyatt Melbourne, attracted 330 delegates. We are confident of achieving similar or even higher numbers in 2025.

	2023		2024	
	Numbers	%	Numbers	%
Practitioner member	66	17%	62	16%
Organisation member	183	48%	189	49%
Non-member	72	18%	79	20%
Sponsor delegate	64	17%	60	15%
TOTAL	385	100%	390	100%

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

The first day will conclude with Networking Drinks at the exclusive Zeta Bar in the Hilton, promising an evening to remember. SIAA conferences consistently garner significant media attention, underscoring their importance within the industry. The event will feature key speakers, including regulators, market operators, prominent industry figures, and thought leaders.



Agenda

SUNDAY 18 MAY

3.00 – 5.00pm
Exhibitor bump in
Hilton Sydney Level 3

MONDAY 19 MAY

8.00 – 5.30pm
Exhibition
Hilton Sydney Level 3

9.00 – 5.00pm
SIAA2025 Conference
Hilton Sydney Level 3

5.15 – 7.30pm
Networking Drinks
Zeta Bar, Hilton Sydney Level 4

TUESDAY 20 MAY

7.00 – 8.45am
Compliance Breakfast
Hilton Sydney Level 1

7.00 – 8.45am
Executive Breakfast
Hilton Sydney Level 1

8.00 – 4.30pm
Exhibition
Hilton Sydney Level 3

9.00 – 4.30pm
SIAA2025 Conference
Hilton Sydney Level 3

4.30 – 6.00pm
Exhibitor bump out
Hilton Sydney Level 3



Delegates

In 2024, most SIAA conference delegates were senior professionals from our member firms across Australia, including those in executive management, sales trading, compliance and risk management, investment and wealth advice, research, and operations. Notably, over 40% of attendees were key decision-makers. The conference attracts professionals from all areas of stockbroking and investment advice, with the conference committee ensuring the program remains dynamic, relevant, and appealing to the industry.

Delegate Role	2023	2024
Adviser	21%	17%
Business Development	8%	17%
Compliance/Risk	11%	10%
CEO/Board/MD/CFO/COO/ Head of Firm/Advice	17%	22%
Manager	26%	21%
Operations/Tech	13%	9%
Research/Analysis	3%	3%
Other: Regulator/Journalist/Retired	1%	1%
	100%	100%

Feedback from conference delegates in 2024 indicated:

- ✓ 74% have worked in the industry for over 10 years with 16% less than two years.
- ✓ 65% have attended two or more conferences with 35% of respondents attending for the first time.
- ✓ The most important reason for attending was information, followed by networking.
- ✓ Over 90% indicated the conference was good value for money.
- ✓ Over 90% indicated that their level of satisfaction was excellent or very good.

By sponsoring the SIAA2025 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.



Member firms

Argonaut Securities
 AUSIEX – Australian Investment Exchange
 Baker Young Stockbrokers
 Bell Financial Group
 BNP Paribas Securities Services
 Burrell Stockbroking Wealth Management
 Canaccord Genuity (Australia)
 CMC Markets Stockbroking
 Commonwealth Securities
 E&P Financial Group
 Euroz Hartleys
 FinClear Services Australia
 FNZ Securities
 GBA Capital
 Instinet Australia
 JBWere
 Joseph Palmer & Sons
 LGT Crestone Wealth Management
 Morgans Financial
 Morgan Stanley Wealth Management
 Morrison Securities
 Openmarkets Australia
 Ord Minnett
 PhillipCapital
 River Investment Management
 Saxo Capital Markets (Australia)
 Shaw and Partners
 Taylor Collison
 WealthHub Securities
 Webull Securities (Australia)
 Wilsons Advisory and Stockbroking

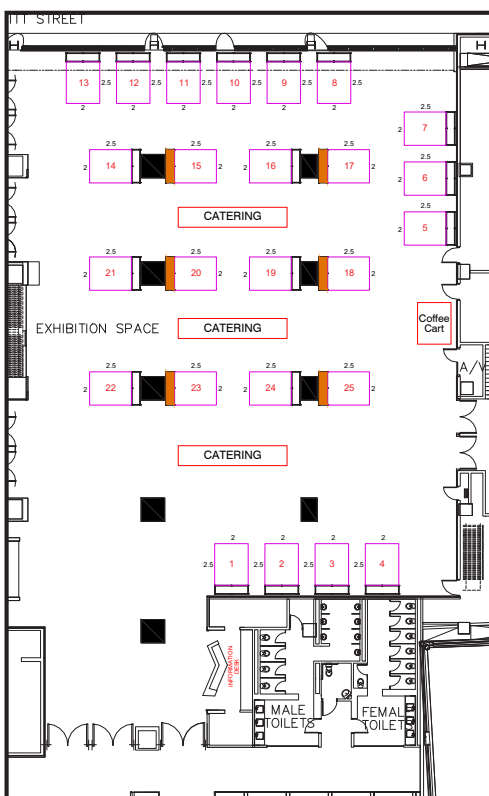


Why sponsor

- ✓ **Showcase your expertise:** Showcase your expertise: Participate in conference sessions, exhibit and contribute to our publications to highlight your industry knowledge and expertise.
- ✓ **Direct access:** Engage with key decision-makers and generate sales leads through booth presence at our conference and the lead-capture app.
- ✓ **Brand alignment:** Align your firm and brand with Australia's largest conference for the stockbroking and investment advice industry.
- ✓ **Brand promotion:** Amplify your brand through our website, eDMs, social media, and publications leading up to the conference.
- ✓ **Networking:** Build and strengthen relationships with delegates and industry participants, enhancing your network within the sector.
- ✓ **Direct promotion:** leverage pre- and post-conference emails to promote your products or services directly to conference delegates and our wider membership.
- ✓ **Cost-effective:** Our sponsorships offer excellent value and can be tailored to meet your specific 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.



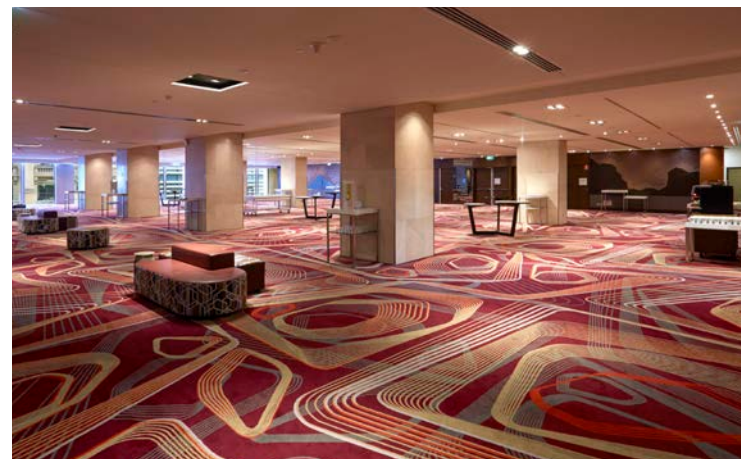
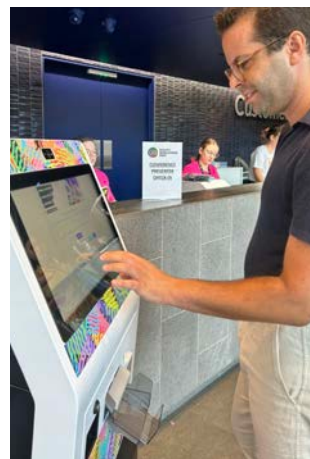


Sponsor booth

Sponsors will be provided with a 3m x 2m space, which includes a 2020mm wide x 2440mm high light wall with signage, lighting, and power. Booth positions will be allocated on a first-come, first-served basis, except for booths 1, 13, 14, 21, 22 and 23 which are reserved for gold and major sponsors.

Kiosk sponsor

Be prominently displayed on three onsite kiosks at SIAA2025 Conference. Maximise brand exposure, engage directly with delegates, and elevate your presence. This exclusive first-time offered opportunity includes branding, three conference registrations, provision of the consenting delegate list and more.





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.



Coffee Cart Sponsor

Includes a branded coffee cart and barista for the duration of the conference, as well an opportunity for a seat-drop at the opening plenary on day one or two, the provision of the consenting delegate list, branding and email banners. Artwork and merchandise costs will be at the sponsor's expense. Merchandise opportunities include:

- Coffee cups – 8oz/235ml and lids must be supplied
- T-shirts
- Aprons



Networking Drinks Sponsor

As the host of our Networking Drinks Reception, to be held at the Zeta Bar on Monday 19 May from 5.15 to 7.30pm, you will have the opportunity to welcome guests, maximise your branding at the venue, receive additional networking drinks tickets and be provided with the consenting delegate list.





Conference registrations

Conference registrations include access to all presentations (including post-conference access to recordings), catering and the Networking Drinks Reception at the Zeta Bar. Additional discounted conference tickets can be purchased for a fee of \$850pp, and additional networking drinks tickets can be purchased for a fee of \$75pp.



Lead-capture app

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

Branding

Gold sponsors will be recognised as education partners on the SIAA website for 12 months. All sponsors will be featured on the SIAA2025 conference pages and receive significant branding through regular conference promotional emails, the *SIAA Monthly*, holding slides, the conference app, and acknowledgements throughout the event. Gold sponsors will be prominently featured and will have their company banners displayed 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 7,750 professionals in the securities, derivatives and investment advice industry. Our publications achieve an average open rate of 24%. Email promotions for the publications allow for inclusion of an email banner.

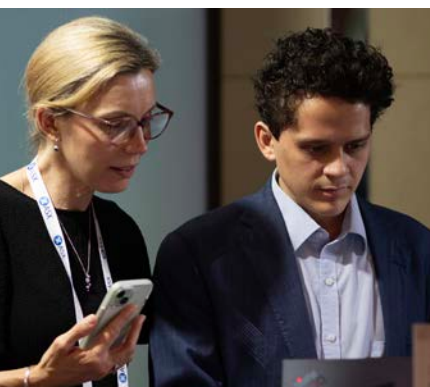
Email opportunities

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

GOLD

Prominent booth location; guaranteed session participation opportunity; 6 x conference registrations; 3 x drinks tickets; banner in main conference room; lead capture app; profile on conference app; delegate list; pre-conference email; solus eDMs; education partner acknowledgement; 5 x *SIAA Monthly* inclusions; prominent branding; post-conference report

SILVER

Exhibitor booth; 4 x conference registrations; 2 x drinks tickets; lead capture app; profile on conference app; delegate list; pre-conference email; 3 x *SIAA Monthly* and 3 x *SIAA Newsroom* articles; 2 x *SIAA Monthly* half-page ads; branding; post-conference report

KIOSK

Prominent branding on 3 kiosks for duration of conference; 3 x conference registrations; profile on conference app; delegate list; branding; post-conference report

COFFEE CART

Coffee cart with branding; 3 x conference registrations; opportunity for seat-drop; profile on conference app; delegate list; pre-conference email; 2 x *SIAA Monthly* half-page ads; branding; post-conference report

NETWORKING DRINKS

Networking Drinks naming right and welcome address; 3 x conference registrations; 6 x drinks tickets; opportunity for seat-drop; profile on conference app; delegate list; pre-conference email; 2 x *SIAA Monthly* half-page ads; branding; post-conference report

BRONZE

Exhibitor booth; 3 x conference registrations; lead-capture app; profile on conference app; pre-conference email; 1 x *SIAA Newsroom* article; 3 x email banners; branding; post-conference report

SUPPORTER

3 x conference registrations; branding; post-conference report

GOLD	SILVER	KIOSK	COFFEE CART	NETWORKING DRINKS	BRONZE	SUPPORTER
\$30,000	\$20,000	\$20,000	\$15,000	\$15,000	\$12,000	\$4,500

PRESENTATION / NETWORKING

Note: all prices ex GST

3m x 2m booth	✓	✓				✓	
Branding on 3 registration kiosks			✓				
Session participation opportunity	✓						
Company banner in main conference room	✓						
Coffee cart with branding			✓				
Networking Drinks naming rights inc banner and welcome address				✓			
Conference registrations including networking drinks	6	4	3	3	3	3	3
Extra networking drinks tickets	3	2			6		
Lead capture app which can scan delegate data from name badge	✓	✓				✓	
Provision of consenting delegate list	✓	✓	✓	✓	✓		
Opportunity for seat drop at opening plenary day 1 or day 2				✓	✓		
Post-conference report	✓	✓	✓	✓	✓	✓	✓

BRANDING

Education partner acknowledgement for 12 months	✓						
Branding on conference website/eDMs/SIAA Monthly/conference app/holding slide	✓	✓	✓	✓	✓	✓	✓
Sponsor profile on conference app	✓	✓	✓	✓	✓	✓	

SIAA PUBLICATIONS

SIAA Monthly article or one-page advertisement	5	3					
SIAA Monthly half-page advertisement		2		2	2		
SIAA Newsroom article contribution		3				1	
Email banner opportunity						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.



Please note

- Exhibitor booths will be allocated on a first-come, first-served basis.
- In fairness to fellow exhibitors, please ensure your display remains within the dimensions of your allocated area.
- If sponsors wish to provide food and beverages, arrangements are to be confirmed with the Hilton Sydney.
- Guaranteed speaking opportunities are subject to speaker guidelines, which prohibit the explicit promotion of your business or products, solicitation of attendees, and denigration of competitors during the session.
- SIAA is committed to cross-promotion of the conference and its sponsors. We encourage sponsors to support the event by promoting the conference via their own databases in the lead-up to the event. As a gesture of appreciation, SIAA would be happy offer a discount on the conference registration rate.
- Bronze sponsors and above will be provided with an exhibitor kit, and those with a booth will have access to an online portal.
- Sponsorship fees are payable within 30 days of invoicing.

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 SIAA2025 Conference or would like to receive more information, please contact:

Silvana Eccles

Education & Operations Manager

silvana.eccles@stockbrokers.org.au

(02) 8080 3204