



19–20 May 2026
Grand Hyatt Melbourne

SPONSORSHIP PROSPECTUS



SIAA2026 SPONSORSHIP PROSPECTUS

WELCOME

We are pleased to invite your organisation to sponsor the **SIAA2026 Conference**, the premier annual event for Australia's stockbroking and investment advice industry. With over 400 professionals expected to attend, the conference provides an unmatched opportunity for your brand to connect directly with industry leaders, advisers, executives, and compliance professionals.



ABOUT SIAA

The Stockbrokers and Investment Advisers Association (SIAA) is the professional body representing the stockbroking and investment advice industry in Australia. Our members include Market Participants and advisory firms providing securities and investment advice, execution services, and equity capital-raising for both retail and wholesale investors.

We represent 7,750 professionals covering retail and wholesale stockbrokers, investment and institutional advisers, legal and compliance professionals, back-office and operations staff, corporate finance specialists, research analysts and others supporting the advice function.

www.stockbrokers.org.au



**Stockbrokers and Investment
Advisers Association**
 Serving the interests of investors



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WHY SPONSOR

By sponsoring the SIAA2026 conference, your firm will:

- ✓ **Showcase your expertise**
Participate in sessions and showcase your expertise to a highly engaged and targeted audience.
- ✓ **Reach key decision-makers**
Connect directly with decision-makers across the stockbroking and investment advice sector through your exhibition presence and dedicated lead-generation tools.
- ✓ **Amplify your brand**
Promote your services and brand across SIAA's digital platforms, emails, publications, and event signage.
- ✓ **Build trust and credibility**
Partner with the most trusted voice in the industry and reinforce your position as a reputable and influential player.
- ✓ **Valuable leads**
Capture delegate data using the event lead-capture app and benefit from post-event reporting.
- ✓ **Genuine connections**
Network with 400+ professionals in a dynamic, business-focused environment that fosters high-value interactions and leads.

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.

SIAA 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
Saxo Capital Markets (Australia)
Shaw and Partners
Taylor Collison
WealthHub Securities
Webull Securities (Australia)
Wilsons Advisory and Stockbroking



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ABOUT THE CONFERENCE

The SIAA2026 Conference is the only event in Australia that brings together professionals from both capital markets and private wealth management. It offers CPD-accredited learning and a forum to explore the future of the industry in the face of rapidly evolving demographics, regulations, technology, and industry-wide initiatives that shape Australia's equity markets.



2025 snapshot

Attendees	420 (+7.7% YoY)
Audience	67% from member base 24% advisers 21% senior leadership
Satisfaction	90% rated event value as excellent or very good
Media reach	The conference attracts significant media attention, reinforcing its relevance and influence.
Networking	Key highlight – Spice Market drinks reception

2026 agenda

Monday 18 May	Exhibitor bump in (3–5pm)
Tuesday 19 May	Full conference day + Networking Drinks (5.15–7.30pm)
Wednesday 20 May	Conference day + Exhibitor bump out (from 4.30pm)



We were thrilled to be part of SIAA2025 and are delighted to hear the feedback has been so positive. The energy, insights, and connections made throughout the event were truly invaluable. It was a privilege to support this year's conference.

TANDEM

A well-curated event that offered fresh perspectives, new ideas and the opportunity to connect with peers. Congratulations to the SIAA team on a fantastic event

PRAEMIUM

It was great getting involved with the Stockbrokers and Investment Advisers Association conference for 2025. A well organised event with insightful sessions and great networking opportunities.

ETF SHARES





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DELEGATE PROFILE

Delegate Role	2023	2024	2025
Adviser	21%	17%	24%
CEO/Board/C-Suite	17%	22%	21%
Compliance/Risk	11%	10%	11%
Operations/Technology	13%	9%	13%
Manager	26%	21%	14%
Business Development	8%	17%	11%
Research/Analysis	3%	3%	3%
Young Professionals/Other	-	1%	3%

Additional stats

- » The 2025 conference survey feedback data also confirmed that **over 90% of attendees visited the exhibitors with close to 60% of the respondents saying they will conduct business with an exhibitor as a result of their presence at the conference.**
- » The 2025 conference survey feedback data indicates that **networking remains the most important reason for attending the conference.**





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SPONSORSHIP PACKAGES

Gold	Maximum exposure and influence through session participation and full branding integration
Silver	Strong presence with enhanced brand visibility
Bronze	Foundational branding and lead generation opportunity
Supporter	Budget conscious entry point for visibility and participation

Conference benefits (note: all prices ex GST)

	GOLD \$30,000	SILVER \$20,000	BRONZE \$12,000	SUPPORTER \$4,500
2.5m x 2.5m booth	✓	✓	✓	
Session participation opportunity	✓			
Company banner in main conference room	✓			
Education partner acknowledgement for 12 months	✓			
Conference registrations including networking drinks	6	5	4	3
Extra networking drinks tickets	3	2		
Dedicated eDM to database	✓			
Provision of consenting delegate list	✓	✓		
Sponsor Spotlight on LinkedIn	✓	✓		
Lead capture app which can scan delegate data from name badge	✓	✓	✓	
Sponsor profile on conference app	✓	✓	✓	
eDM pre conference promoting offers/prizes/session	✓	✓	✓	
Branding on conference website/eDMs/SIAA Monthly/conference app/holding slide	✓	✓	✓	✓
Post-conference report	✓	✓	✓	✓
SIAA Monthly article or one-page advertisement	5	3		
SIAA Monthly half-page advertisement		3		
SIAA Newsroom article contribution	2	2	1	
Email banner opportunity			3	



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Sponsor booth

Sponsors will be provided with a 2.5m x 2.5m 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 7, 8, 9, 10, 11, 12, 13 and 14 which are our premium booths; 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.





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Conference registrations

Conference registrations include access to all presentations (including post-conference access to recordings), 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 \$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.

LinkedIn sponsor spotlight

Gold and Silver sponsors will be featured in a dedicated LinkedIn post on SIAA's official page, reaching our professional network of industry members, decision-makers, and finance leaders. This spotlight includes a short write-up and sponsor tag, providing additional brand visibility and reinforcing your association with the industry's peak body.

Branding opportunities

Gold sponsors will be recognised as education partners on the SIAA website for 12 months. All sponsors will be featured on the SIAA2026 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.





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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.

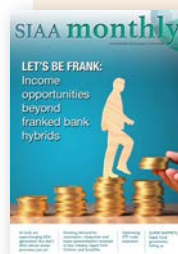
They reach the entire database and are shared via the intranet of our principal member firms, providing sponsors with access to 7,750 professionals in the securities, derivatives and investment advice industry. Our publications achieve an average open rate of 20.95% (which is on par with the industry average). 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. 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.



Contact

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Please note

- **Booth allocation:** Exhibitor booths will be allocated on a first-come, first-served basis.
- **Display dimensions:** In fairness to fellow exhibitors, please ensure your display remains within the dimensions of your allocated space.
- **Catering:** Sponsors wishing to offer food or beverages from their booth must confirm arrangements with the Grand Hyatt Melbourne
- **Speaking opportunities:** Guaranteed speaking opportunities are subject to SIAA's speaker guidelines, which prohibit the promotion of specific products or services, solicitation of attendees, or any negative commentary about competitors.
- **Cross-promotion:** SIAA is committed to promoting the conference and its sponsors. We encourage sponsors to promote their involvement via their own databases. As a gesture of appreciation, SIAA is pleased to offer a discount on the registration fee for sponsors who do so.
- **Exhibitor support:** Bronze sponsors and above will receive an exhibitor kit. Sponsors with a booth will also have access to an online portal.
- **Payment terms:** Unless otherwise arranged, sponsorship fees are payable within 30 days of invoice.

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

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