



30-31 May 2023

Sofitel Sydney Wentworth

Change.
Challenge.
Opportunity.

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, and for businesses. Practitioner Members are suitably qualified professionals who are employed in the securities and derivatives industry.

We represent 8,000 professionals through our Principal members and our Practitioner members. These include:

- ✓ retail and wholesale stockbrokers and investment advisers
- ✓ institutional advisers
- ✓ execution-only participants
- ✓ legal and compliance staff
- ✓ back-office staff
- ✓ corporate finance
- ✓ research roles
- ✓ adviser support roles.



**Stockbrokers and Investment
Advisers Association**

Serving the interests of investors



SIAA 2023 Conference

30–31 May | Sofitel Sydney Wentworth

After two hybrid conferences we have decided to revert to the pre-COVID model and hold our conference as a face-to-face conference only. With the lockdowns and border closures a distant memory, we are confident the industry will be keen to meet annually face-to-face as they did previously.

Further, by limiting attendance to face-to-face only we will reduce the cannibalisation of our event, as rather than opting for the lower cost online event, SIAA members and the wider stockbroking community will have no choice but to register for the Sydney event if they wish to access the high-quality presenters, the varied program and network with peers and stakeholders.

We will continue to build on the momentum from the recent conferences and feel confident that the SIAA 2023 Conference will attract significantly higher attendee numbers.

The flagship SIAA 2023 conference will be held on Tuesday 30 May and Wednesday 31 May at the Sofitel Sydney Wentworth. Day one will end with networking drinks to be held at the Verandah Bar, a short walk from the Sofitel.

SIAA conferences generate a significant amount of media coverage which is testimony to the status the conference enjoys in the industry. Key speakers will include policy makers and regulators, representatives of domestic exchanges, high profile industry participants and industry leaders.



Agenda

Monday 29 May	Exhibitor bump in.....	3.00pm – 5.00pm
Tuesday 30 May	Exhibition.....	8.00am – 5.30pm
	SIAA 2023 Conference....	9.00am – 5.00pm
	Networking Drinks	5.15pm – 7.15pm
Wednesday 31 May	Compliance Breakfast.....	7.30am – 8.45am
	Executive Breakfast.....	7.30am – 8.45am
	Exhibition.....	8.00am – 4.30pm
	SIAA 2023 Conference....	9.00am – 4.30pm
	Exhibitor bump out	4.30pm – 6.00pm



Delegates

Well supported by industry participants, the majority of delegates are from our member firms, where they hold senior positions across key business areas.

- ✓ Executive management
- ✓ Sales trading
- ✓ Compliance & risk management
- ✓ Investment and wealth advice
- ✓ Research sales
- ✓ Operations

Numbers for our previous two hybrid conferences have been steady. Face-to-face registrations accounted for 60% of the total SIAA 2022 registrations, indicating the desire to attend the venue physically. With the opportunity of registering for an online event removed, we are confident that numbers for the 2023 face-to-face event will at least exceed 300 delegates.

	2020 Virtual Conference	2021 Hybrid Conference	2022 Hybrid Conference
Total delegates	300	428	471
Sessions	19	22	22
Speakers	49	58	66

By sponsoring the SIAA 2023 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

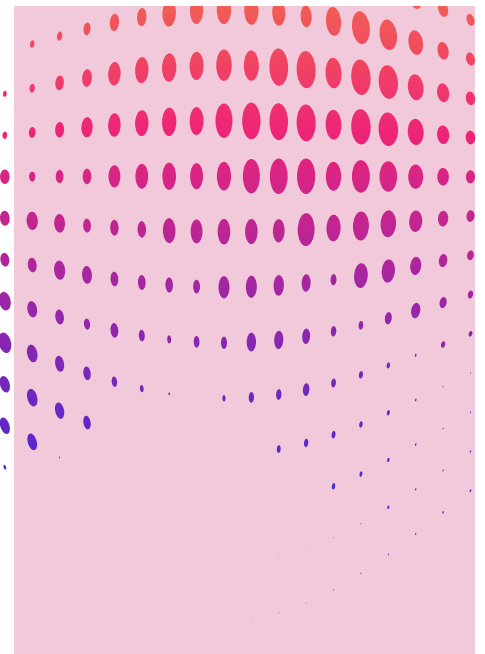
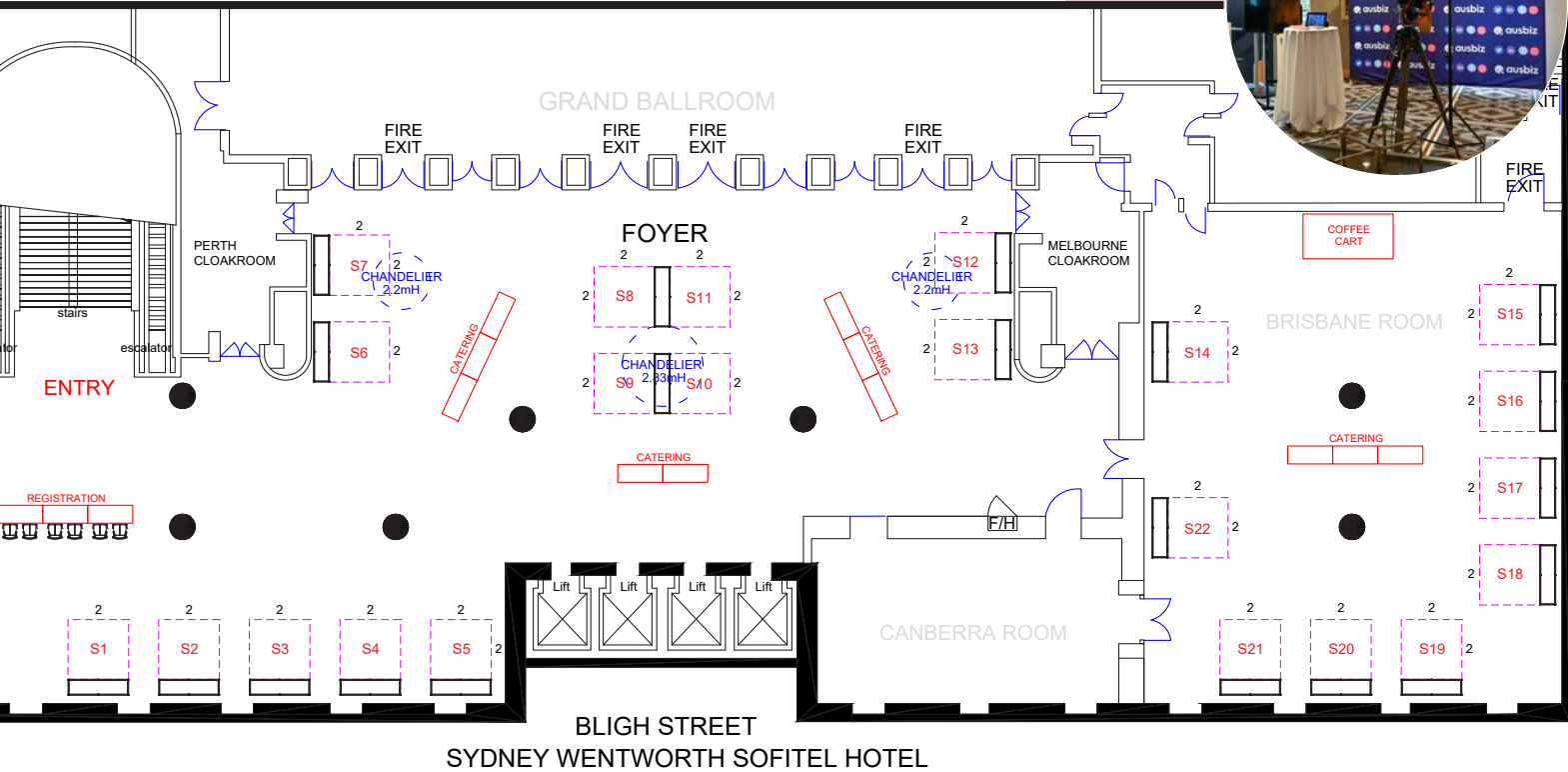
- ✓ **Showcase your expertise:** via a conference session participation opportunity, as an exhibitor and/or through contributions in our publications.
- ✓ **Direct access:** a booth presence will provide the perfect forum for access to key decision-makers and generate sales leads.
- ✓ **Brand alignment:** align your firm and brand with the largest conference in Australia for the stockbroking and investment advice industry.
- ✓ **Brand promotion:** regular brand promotion via our website, eDMs, social media and publications leading up to the conference will ensure that your brand remains at the forefront of members' minds.
- ✓ **Networking:** opportunity to network with delegates, build new relationships, strengthen current relationships and enhance your relationship with industry participants.
- ✓ **Direct promotion:** pre- and post-conference dedicated emails will promote your product or service directly to conference delegates as well as to our broader membership.
- ✓ **Cost-effective:** tailored to suit your needs, SIAA's sponsorships are excellent value.

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, noting that booths S6 to S13 will be held for gold sponsors.



Conference presentation

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

Networking Drinks Sponsor

As host of our Networking Drinks Reception, to be held at the Verandah Room on Tuesday 30 May from 5.15 to 7.15pm, you will have the opportunity to welcome guests (5 minutes), maximise your branding at the venue, be provided with additional networking drinks tickets and receive sponsorship benefits commensurate with the 'gold' level sponsorship.

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. Artwork and merchandise costs will be at the sponsor's expense.



Conference registrations

Conference registrations include access to all presentations, catering, as well as the Networking Drinks Reception at the Verandah Bar. Tickets allocated include those to man the stand. Additional discounted conference tickets can be purchased for a fee of \$870pp. Similarly, additional networking drinks tickets can be purchased for a fee of \$110pp.

Delegate passport

Delegates will be given a passport and will be incentivised to visit exhibitor booths and have their passports stamped to enter a competition to win a range of prizes. Donated prizes will be listed on the delegate passport with the winners announced at the end of the conference.

Branding

Gold sponsors will be acknowledged as an education partner on the SIAA website. All sponsors will be featured on the SIAA 2023 conference pages, receive significant branding via regular conference promotional emails, the *SIAA Monthly*, holding slides, the conference app and acknowledgement throughout the conference. Major sponsors will have their company banners featured in the main conference room.

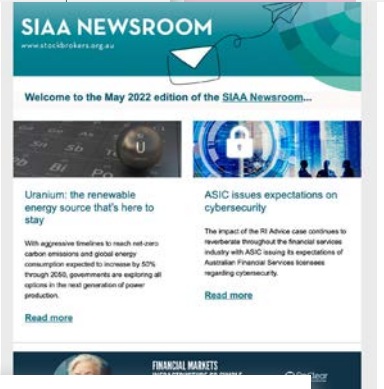


SIAA Publications

The *SIAA Monthly* newsletter focuses on the issues and trends that shape the industry while the *SIAA Newsroom* includes shorter articles on topical issues. Both publications are distributed monthly with the *SIAA Monthly* distributed in week one and the *SIAA Newsroom* in week three.

Both publications are distributed to the entire database and via the intranet of our respective principal member firms, providing sponsors with a reach of 8,000 professionals in the securities, derivatives and investment advice industry. Email open rates average 20%. Interestingly, open rates for special offers from third parties can be as high as 35%.

Emails promoting the publications provide the opportunity to include an email banner.



Email opportunities

Exhibitors will have the opportunity to promote their services or special offers via 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

A detailed summary of session ratings, delegate data and feedback will be provided to all sponsors.



Sponsorship packages

Supporter	2 x conference registrations; branding across all SIAA 2023 conference collateral
Bronze	Supporter plus exhibitor booth; 3 x conference registrations; delegate passport; 3 x email banners
Coffee Cart	Bronze with coffee cart instead of booth; 1 x <i>SIAA Monthly</i> half page ad
Silver	Bronze plus delegate list; 4 x conference registrations; 2 x <i>SIAA Monthly</i> and 3 x <i>SIAA Newsroom</i> articles; 2 x <i>SIAA Monthly</i> half page ads
Gold	Silver plus prominent booth location and branding; session participation opportunity; 6 x conference registrations; solus eDMs; education partner acknowledgement; banner in main conference room; 4 x <i>SIAA Monthly</i> inclusions
Gold Drinks	Gold plus Networking Drinks naming rights and branding; 3 x additional Networking Drinks tickets



	GOLD w NETWORKING DRINKS	GOLD	SILVER	COFFEE CART	BRONZE	SUPPORTER
	\$35,000	\$30,000	\$20,000	\$13,500	\$11,500	\$3,000

PRESENTATION / NETWORKING

Note: all prices ex GST

3m x 2m booth	✓	✓	✓		✓	
Session participation opportunity	✓	✓				
Conference registrations includes catering and networking drinks	6	6	4	3	3	2
Networking Drinks naming rights	✓					
Extra networking drinks tickets	3					
Coffee cart with branding				✓		
Access to consenting delegate list	✓	✓	✓			
Logo included on delegate passport	✓	✓	✓		✓	
Post-conference report	✓	✓	✓	✓	✓	✓

BRANDING

Education partner acknowledgement	✓	✓				
Prominent branding on conference website/eDMs/SIAA Monthly/conference app/holding slide	✓	✓				
Branding on conference website/eDMs/SIAA Monthly/conference app/holding slide			✓	✓	✓	✓
Company banner in main conference room	✓	✓				

SIAA PUBLICATIONS

SIAA Monthly article or one-page advertisement	4	4	2			
SIAA Monthly half-page advertisement			2	1		
SIAA Newroom article contribution			3			
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 SIAA 2023 Conference or would like to receive more information, please contact:

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