



SIAA2027 | MOMENTUM

18–19 May 2027 | Sheraton Grand Sydney Hyde Park

SPONSORSHIP PROSPECTUS

JOIN US AS WE BUILD MOMENTUM AT SIAA2027

I am delighted to offer you a range of opportunities to support and exhibit at SIAA2027, to be held at the **Sheraton Grand Sydney Hyde Park** on **Tuesday 18** and **Wednesday 19 May**.

As the premier event for Australia's stockbroking and investment advice industry, SIAA2027 will bring together more than 400 professionals, providing opportunity for your organisation to connect directly with industry leaders, advisers, executives and compliance professionals.

We are also introducing new opportunities in 2027, including a Women's Breakfast on day one, featuring special guest speaker Jelena Dokic, former world No.4 tennis player, who will share her story.

In response to member feedback, and in support the Australian Stockbrokers Foundation, we will also hold a Charity Golf Day on Monday 17 May, providing another opportunity to connect with colleagues and industry peers ahead of the conference.

Join us in Sydney for SIAA2027 and be part of the momentum shaping the future of our industry.

Kind regards

Maria Lykouras
CEO



ABOUT SIAA

The Stockbrokers and Investment Advisers Association (SIAA) is the peak body for Australia's stockbroking and investment advice profession. Through our member firms and practitioner network, we support more than 8,000 industry professionals.

SIAA members are qualified professionals and advisory firms providing securities, investment, execution, and equity capital raising services for retail, wholesale, and institutional investors.

www.stockbrokers.org.au



2026 SNAPSHOT

Attendees	445 attendees from across the stockbroking, investment advice and financial services industry
Audience	41% C-suite or manager 22% advisers 33% first-time attendees
Satisfaction	80% rated event value as excellent or very good
High quality program	23 sessions featuring 60 speakers , covering industry -trends, regulatory developments, investment research and more
Sold-out exhibition	27 exhibitors showcased their products and services
Valuable connections	The close proximity of exhibition booths and catering areas encourages valuable networking opportunities
Strong media profile	Media attention reinforced the conference's relevance and influence across the industry



WHY SPONSOR

By sponsoring SIAA2027, your organisation will:

✓ SHOWCASE YOUR EXPERTISE

Participate in the conference program and demonstrate 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 app.

✓ AMPLIFY YOUR BRAND

Promote your organisation across SIAA's digital presence, emails, publications, and event signage.

✓ BUILD TRUST AND CREDIBILITY

Partner with SIAA and reinforce your position as a respected and influential organisation within the industry.

✓ GENERATE VALUABLE LEADS

Capture delegate data using the event lead-capture app and benefit from post-event reporting.

✓ BUILD GENUINE CONNECTIONS

Network with more than 400 professionals in a dynamic, business-focused environment to foster meaningful connections and new opportunities.

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.

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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 Wealth Management
Moomoo Securities Australia
Morgans Financial
Morgan Stanley Wealth Management
Morrison Securities
Openmarkets Australia
Ord Minnett
PhillipCapital
Shaw and Partners
Taylor Collison
WealthHub Securities
Webull Securities

DELEGATE PROFILE

Delegate Role	2025	2026
Adviser	24%	22%
Business Development	11%	18%
Compliance/Risk	11%	7%
C-Suite/Heads of Firm/Advice	21%	22%
Manager	14%	19%
Operations/Tech	13%	7%
Research/Analysis	3%	2%
Other: Regulator/Graduate/Retired	3%	3%

Delegates attend the SIAA conference to:

- ✓ **CONNECT** with peers
- ✓ **FULFIL** CPD requirements
- ✓ **ENGAGE** with industry stakeholders
- ✓ **STAY INFORMED** about the latest developments and trends affecting the industry

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The exceptional smooth running of the event was down to every small detail being identified and executed on with such finesse.

All conversations with exhibitors/ sponsors covered what a great engagement and conversation forum the conference creates for them. The conference is being noted as a standout event for them.

Also loving the videos and social media buzz it's created in my linked in feed!

AMANDA

The content was great; all ran to smoothly and it was great to catch up with industry colleagues and associates.

IAN

A quick email to thank you for another great conference, it was excellent to see all our industry colleagues again and I commend the results the SIAA team are producing in terms of advocacy efforts and in strengthening the association. It is also wonderful to see the association has transitioned to another very capable leader and so we give thanks to Maria.

JOHN

I must say this was one of the best of the many conferences I have attended. Warm congratulations to you and the whole SIAA team for organising such an impressive event.

LIAM

Lovely to catch-up over the last couple of days – the conference was an absolute triumph!

RICHARD



SIAA2026 SUPPORTERS

Major



Gold



Silver



Networking drinks



Coffee cart



Bronze



Supporters



Compliance breakfast



Media partner



SIAA2027 Agenda

Monday 17 May	07:00 – 14:00	SIAA Charity Golf Day – including breakfast, lunch and refreshments The Coast Golf and Recreation Club Limited, Sydney
	15:00 – 17:00	Exhibitor set up Sheraton Grand Sydney Hyde Park
Tuesday 18 May	07:00 - 08:30	SIAA Women's Breakfast with guest speaker Jelena Dokic
	08:00 – 09:00	Conference registration
	09:00 – 17:00	Conference day one
	17:00 – 19:00	SIAA Networking Drinks
Wednesday 19 May	09:00 – 16:30	Conference day two including Young Professional Stream
	15:30 – 17:00	Exhibitors pack down

SIAA Charity Golf Day

Funds raised will be donated to the Australian Stockbrokers Foundation which supports a diverse group of Australian charities. Sponsors will have the opportunity to engage with industry colleagues in a relaxed social setting.

SIAA Women's Breakfast

For the first time, SIAA will host a dedicated Women's Breakfast, providing the sponsor with a unique opportunity to engage directly with women working across the financial services industry.

SIAA2027 Conference

The two-day conference offers a range of sponsorship packages, with the opportunity of showcasing your brand both leading up to and post-conference.

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Coast Golf Club

SPONSORSHIP PACKAGES

Gold: Maximum exposure and influence through session participation and full branding integration

Bronze: Foundational branding and lead generation opportunity

Silver: Strong presence with enhanced brand visibility

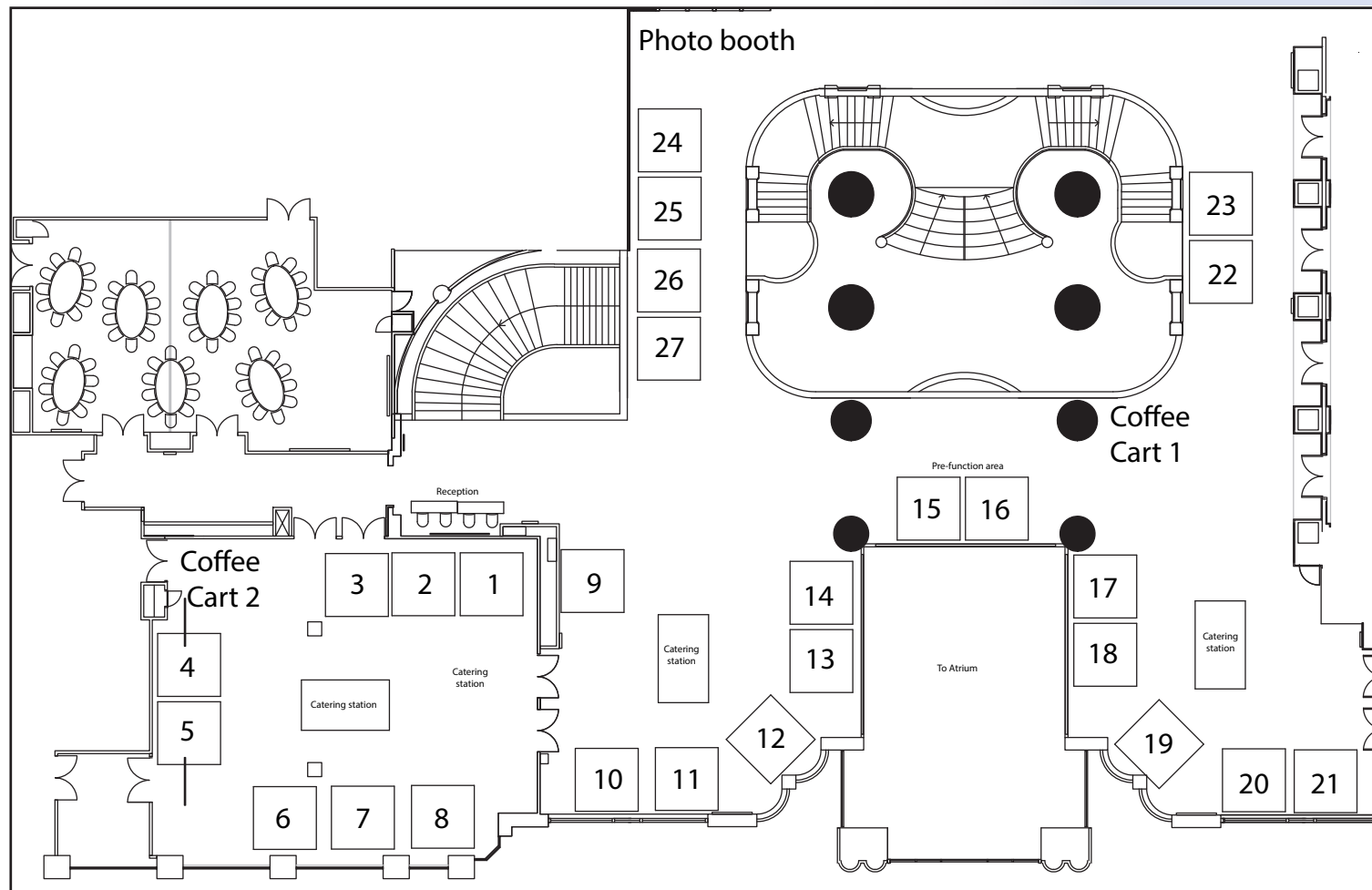
Supporter: A cost-effective entry point for visibility and participation

Conference benefits (note: all prices ex GST)	Gold \$30,000	Silver \$20,000	Silver Connect \$20,000	Coffee cart \$13,500	Bronze \$12,500	Supporter \$4,500
Exhibitor booth	✓	✓			✓	
Coffee cart with barista				✓		
Participation in a conference session	✓					
Logo displayed on the conference website & event signage	✓	✓	✓	✓	✓	✓
Logo included in conference promo emails and advertising	✓	✓	✓	✓	✓	✓
Dedicated sponsor spotlight on LinkedIn	✓	✓	✓			
Conference registrations including networking drinks	5	4	4	2	3	2
Organisation banner in main conference room	✓					
Seat drop in the opening plenary session on day one or two			✓			
Lead capture app to collect delegate details	✓	✓			✓	
Pre-conference email promoting your offer, prize or session	✓	✓		✓	✓	
Sponsor profile on conference app	✓	✓	✓	✓	✓	
List of consenting delegates	✓	✓	✓	✓		
Post-conference event report	✓	✓	✓	✓	✓	✓
Dedicated email to the SIAA database	✓					
SIAA Monthly article or one-page advertisement	3	2	3			
SIAA Monthly half-page advertisement		2	3	1		
SIAA Industry Insights article contribution	2	1	3			
Banner advertisement in selected SIAA emails					3	
Hosted SIAA webinar			✓			

Sponsor booth

Sponsors will be provided with a 2.5m x 2.5m space, which includes a 2020mm wide x 2400 mm high light wall with signage, lighting, and power.

Booth positions will be allocated on a first-come, first-served basis. Booths 15 to 23 are our premium booths and will be reserved for gold sponsors.



Conference presentation

Conference session participation opportunities are available, subject to the discretion of the SIAA Conference Committee, with **gold sponsors guaranteed an opportunity to participate in the program**. All sessions will be recorded and made available to delegates post-conference.

Conference registrations

Conference registrations include access to all presentations (including post-conference access to recordings), catering and the Networking Drinks Reception. 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. Delegate name badges will include a QR code, allowing sponsors to scan the badge using their own mobile device to capture delegate contact details. Sponsors can export leads, ask qualifying questions and add notes to support follow-up after the event.

LinkedIn sponsor spotlight

Since December 2025, our LinkedIn following has increased by 12.5% with this trend continuing. 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 professional body.

Branding opportunities

All sponsors will be featured on the SIAA2027 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.



Coffee Cart

Includes two baristas serving coffee during the breaks. Sponsors have the opportunity to brand the cart, and provide branded coffee cups and aprons, at their own cost.

SIAA publications

The *SIAA Monthly* newsletter focuses on industry issues and trends, while the *Industry Insights* features shorter articles on topical subjects. Both publications are distributed monthly, with the *SIAA Monthly* sent in week one and the *SIAA Industry Insights* 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. Our publications achieve an average open rate of 20.95% (The average open rate across all industries typically falls around 20–30%). Sponsors may also have opportunities to include promotional banners in relevant email communications.

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.

SIAA hosted webinar

Held on the second and fourth Wednesday of the month, these webinars provide the sponsor with an opportunity to present their expertise.

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SIAA WOMEN'S BREAKFAST PRESENTING PARTNER PACKAGE

The inaugural SIAA Women's Breakfast will be held on **Tuesday 18 May**, the first day of the conference, from 7.00am at the **Sheraton Grand Sydney Hyde Park**.

Jelena Dokic will be the guest speaker. A former No.4 tennis player, author and commentator Jelena's story is one of resilience, courage and triumph. Having experienced displacement as a refugee and years of abuse, including at the hands of her father, she has become a powerful advocate and inspiration to many.

With delegate registration priced to encourage participation, we are confident the event will reach its capacity of 90 attendees.

Benefits include

- ✓ Women's Breakfast naming rights
- ✓ Logo displayed on the conference website, conference communications and advertising
- ✓ Dedicated Women's Breakfast sponsor spotlight on LinkedIn
- ✓ Organisation banner display and event signage at Women's Breakfast
- ✓ Opportunity to introduce and moderate the guest speaker
- ✓ Two conference registrations including networking drinks
- ✓ List of consenting Women's Breakfast attendees
- ✓ Post-conference report

INVESTMENT (ex GST): \$20,000



OVERVIEW OF SIAA CHARITY GOLF DAY PACKAGES

SIAA is delighted to reintroduce the Charity Golf Day, to be held **Monday 17 May**, the day prior to the SIAA2027 Conference at the **Coast Golf Club**.

Situated along Sydney's rugged coastline, the course offers spectacular ocean views from every hole. This par 70 oceanfront links course surrounds Little Bay, providing a memorable setting for a day of networking, friendly competition and fundraising.

Participants may register individually or as a team of four. Registration includes breakfast with a barista coffee, 18 holes of golf, a shared golf buggy, followed by a BBQ lunch with refreshments. A drinks cart will also be available on the course throughout the morning.

Golf sponsorship packages have been designed to cover the costs of staging the event, allowing all player registration revenue to be donated to the Australian Stockbrokers Foundation. There will also be opportunities for sponsors to provide prizes, including for the longest drive and nearest to the pin.

Benefits include

	Golf Greens	Golf Lunch	Drinks Cart
Acknowledged as major Charity Golf Day sponsor in event communications	✓		
Logo displayed on SIAA2027 Conference website	✓	✓	
Logo displayed on Charity Golf Day communications	✓	✓	
Prominent banners and branding opportunities at the Golf Day	✓	✓	✓
Opportunity to deliver a welcome address	✓	✓	
Opportunity to provide a branded promotional item for golfers	✓	✓	✓
Post-conference acknowledgement in SIAA communications	✓	✓	✓

INVESTMENT (ex GST) **\$12,000** **\$8,000** **\$1,500**



The schedule

07.00am	Arrival and registration
07.15am	Breakfast, including barista coffee
07.45am	Course briefing
08.00am	Shotgun start, Ambrose format
12.30pm	BBQ lunch, refreshments and presentation of prizes
2.30pm	Event concludes

Important information

- **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 Sheraton Grand Sydney Hyde Park.
- **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.

CONTACT

Silvana Eccles

Education & Operations Manager

silvana.eccles@stockbrokers.org.au

(02) 8080 3204



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