




# Breakfast Briefing Event Sponsorship

## Engaging with Agencies: The Shape of the Federal Market in 2025

 18 February 2025

 7:00 a.m. - 9:45 a.m.

 Hotel Realm  
18 National Circuit,  
Barton ACT 2600

**Sponsorship at Intermedium's "Engaging with Agencies: The Shape of the Federal Market in 2025" briefing provides an exciting range of benefits.**

Following the success of the Federal budget briefing last 25 July 2024, this briefing will explore the critical ICT trends shaping the public sector in 2025.

The public sector is a hugely important market for most ICT suppliers, but marketing to its typically sales-averse decision makers is challenging.

We can help get around this difficulty. At this briefing, your company will be profiled to some of the most important senior decision makers in Federal government:

- Lucy Poole, General Manager for Strategy, Planning and Performance at the Digital Transformation Agency, will participate in our fireside chat
- Panel discussion featuring Kayelle Drinkwater, Branch Manager for the Data Access Branch of the Department of Social Services, and other senior government executives (to be announced soon)
- The public servant guests your sales professionals can invite to your table
- The public servant guests at other tables, including those at your competitors' tables

This two-hour session draws from the latest government updates, including the Mid-Year Economic and Fiscal Outlook, previous and emerging election promises from both major parties and Intermedium's in-depth research of contracting trends.


Your partners and prospective partners are likely to be in attendance, as will many other ICT companies providing goods and services to government.

With 120 seats available, this event is expected to be sold out.

Want to become a sponsor?  
Contact us

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# Breakfast Briefing Sponsorship Opportunities

## Sponsorship Level

	Platinum	Gold	Silver
Number of sponsorships available	1	2	4
Fee (ex GST)	\$15,000	\$9,000	\$6,000

## Sponsorship Inclusions

Provision of coffee cart, with the option for you to supply keep cups	✓		
One seat at each of the two head tables	✓		
One branded item supplied by you (e.g., pads/pens or drink bottle)	✓	✓	
Stage banner	✓	✓	
Reception banner	✓	✓	
In-room banner	✓	✓	✓
Naming on each table	✓	✓	✓
Acknowledged as sponsor & thanked by MC at commencement of event	✓	✓	✓
1-minute video	✓	✓	✓
Table of 8 (otherwise costs \$3,250)	✓	✓	✓
Branding on Intermedium event pages	✓	✓	✓
Branding on Intermedium social media	✓	✓	✓