





Breakfast Briefing Event Sponsorship

Engaging with Agencies: The Shape of the NSW Market in 2025-26

 21 March 2025

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

 Sydney Masonic Centre
66 Goulburn St,
Sydney NSW 2000

Sponsorship at Intermedium's "Engaging with Agencies: The Shape of the NSW Market in 2025-26" briefing provides an exciting range of benefits.

Following Intermedium's sell-out NSW briefing last year, Intermedium will provide signposts for key NSW government ICT and digital trends to ready the attendees for the 2025-26 financial year.

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 NSW government:

- A top government ICT official to deliver the keynote address or to be featured in a fireside chat (soon to be announced)
- Senior Executive Service-level panellists (names also 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 policy and funding updates, including the Half-Yearly Review, as well as 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 \$3,500)	✓	✓	✓
Branding on Intermedium event pages	✓	✓	✓
Branding on Intermedium social media	✓	✓	✓