

**CONVERGENCE**  
CONFERENCE



19 NOVEMBER 2021  
PARKSIDE BALLROOM  
ICC SYDNEY

# PARTNERSHIP OPPORTUNITIES

The last 12 months have seen the role and expectations of those in the Security and AV industries dramatically transformed.

The swift move online and universal acceptance of the new 'remote' normal has accelerated the convergence of not only products but also wider trends within both industries.

That's why we've introduced the Convergence Conference in 2021, to help AV, Security and ICT professionals navigate emerging opportunities, ethical considerations and hear from leading futurists so that you can be at the forefront of the evolution of your industry.

PRESENTED BY



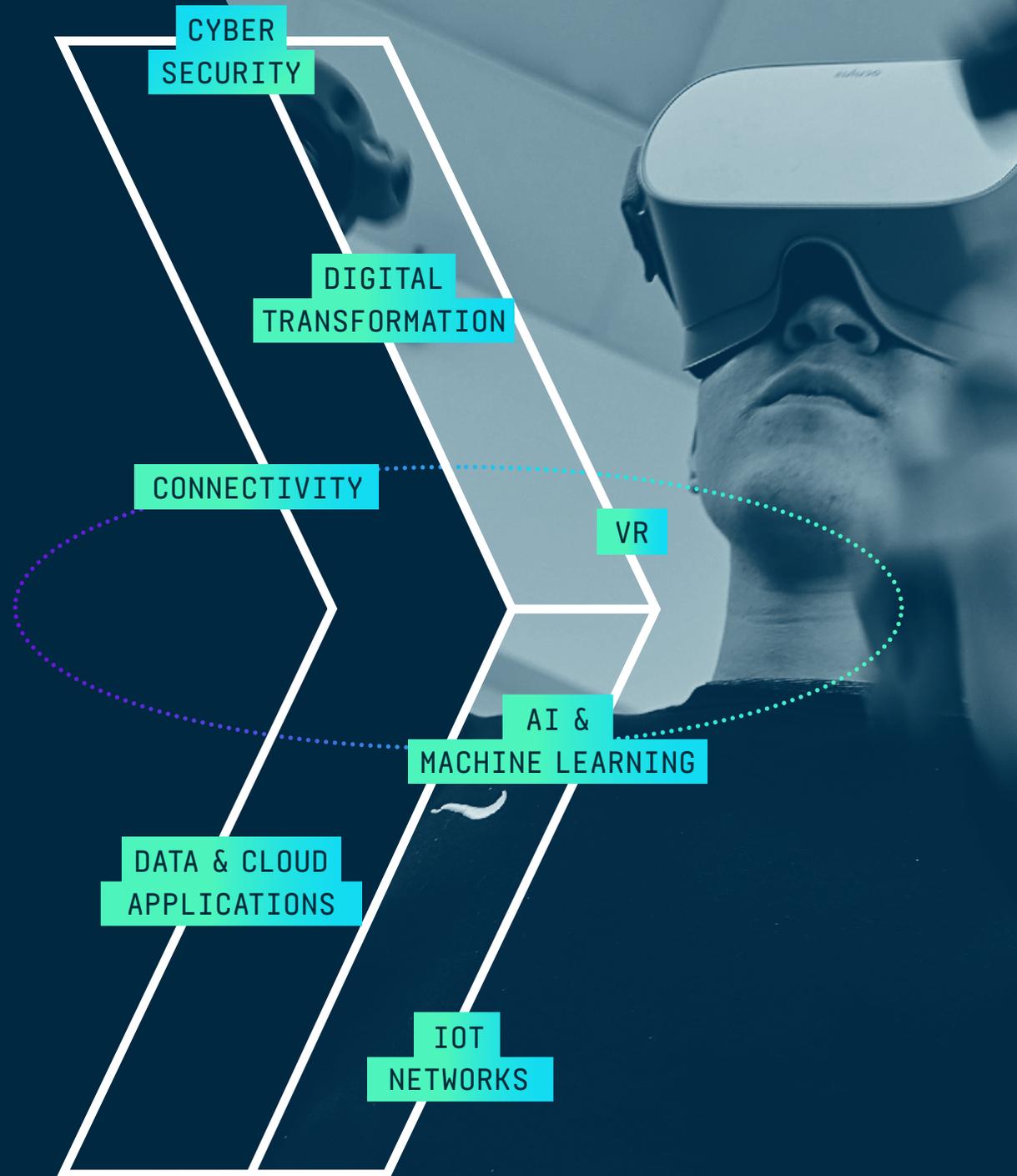
**INTEGRATE**

# WHERE AV & SECURITY CONVERGE

For the first time, in 2021, the Security Exhibition & Conference and Integrate will combine to present Australia's leading showcase of AV and Security technology.

With increasing demand for smart solutions across both physical security and AV integration, the Convergence Conference is a unique opportunity to address the growing synergies between these two sectors.

The event will offer insights into trends and challenges as well as ethical considerations in emerging technologies including:



The Convergence Conference is a one-day event and will include keynotes from two of Australia's leading futurists and authorities on future technology, Dr Catherine Ball and Dr Catriona Wallace.

As well as providing individual addresses, our keynotes will provide their unique insights into tomorrow's technology as moderators of our expert panel discussions.

## DR CATHERINE BALL

ASSOCIATE PROFESSOR,  
AUSTRALIAN NATIONAL  
UNIVERSITY



Associate Professor, Dr Catherine Ball is a scientific futurist, speaker, advisor, author, founder, executive producer, executive director, and company director working across global projects where emerging technologies meet humanitarian, education and environmental needs.

Catherine also likes to create businesses and champion movements, collaborate with peers, and advise game-changers.

A sought-after voice across the start-up, futurist and tech world, Catherine works globally across a wide range of projects from creating documentaries and world-leading conferences and events, to advising on the use of novel approaches (e.g. drones) across environmental and humanitarian projects.

Catherine is a proponent of community engagement with STEM (Science, Technology, Engineering, and Mathematics), and likes to demystify emerging tech.

## DR CATRIONA WALLACE

CEO AND FOUNDER,  
ETHICAL AI ADVISORY &  
FLAMINGO AI



Dr Catriona Wallace is an entrepreneur in the Artificial Intelligence and Machine Learning fields. Catriona also has a reputation globally as a leading writer, speaker and advisor on Responsible Technology, Ethics and the Future of Work.

Dr Wallace is the CEO of Ethical AI Advisory consulting practice and she is the Founder of Flamingo AI, a Machine-Learning company with headquarters in New York and Sydney.

Having been inducted into the Royal Institution of Australia in 2019, recognising her excellence in scientific achievement and commitment to science in Australia, Dr Catriona Wallace is one of the world's most cited experts on Artificial Intelligence, Digital Transformation, Ethics in technology and Women in Leadership.

Dr Wallace has established herself as the innovative go-to expert for organizations looking to digital transformation and optimizing operations with a focus on customer and employee experience. As a result, she's the most natural authority to consult with when looking at ways to introduce emerging technologies into business.

TICKETS START  
FROM \$290 + GST

[VIEW THE FULL PROGRAM](#)

# HEADLINE SPONSOR

With premium brand exposure across our most valuable promotional channels at all stages of the marketing cycle and during the event, headline sponsorship not only increases your brand awareness but positions your brand directly alongside key thought leaders.

## CONTENT & DATA INCLUSIONS

- Receive attendee data for those opted into receiving communications from your brand
- Opportunity to contribute a speaker to the panel discussion
- Video intro during the event (for Keynote session)
- Included (verbal) in the intro to the session by Conference MC
- Partner thank you inclusion in the wrap up (verbal) by Conference MC

## INVESTMENT

**\$15,000** +GST

LIMITED TO ONE BRAND

## BRANDING INCLUSIONS

- Your brand across the entire marketing cycle; pre-event, during and post-event promotion on both Integrate and Security Visitor Campaigns
- Logo placement on all holding slides at Conference
- Logo placement on Integrate and Security homepages and sponsor pages with company info and hyperlink to website
- Premium logo placement on Convergence Conference landing pages within the Integrate and Security websites
- Logo placement on stage during Keynote Session
- Logo placement and quote in the wrap up communication as Headline Partner



# PRESENTING PARTNERS

Benefit from exposure to the combined Security and Integrate audiences through branding across our event marketing channels and key points within both websites.

Our Supporting Partner will also increase their profile by aligning their brand alongside a chosen industry leading panel in the Convergence Program.

## CONTENT & DATA INCLUSIONS

- Receive attendee data for those opted into receiving communications from your brand
- Video intro during the event (for selected Panel session)
- Included (verbal) in the intro to the session by Conference MC
- Partner thank you inclusion in the wrap up (verbal) by Conference MC
- Opportunity to contribute a speaker to a panel discussion

## INVESTMENT

**\$7,500** +GST

LIMITED TO TWO BRANDS

## BRANDING INCLUSIONS

- Your brand across the entire marketing cycle; pre-event, during and post-event promotion in relation to sponsored session
- Logo placement on stage of Panel Session
- Logo placement on Convergence Conference landing pages within the Integrate and Security websites
- Logo placement on the post event wrap up communication as a Presenting Partner



# NETWORKING OPPORTUNITIES

The Convergence Conference is more than just a platform for sharing insights, it is also an opportunity for the leaders in emerging technology to come together and network in person amongst their peers.

Align your brand with one of our exclusive networking opportunities and make sure your brand is at the front of this influential group's mind.

## MORNING & AFTERNOON BREAK RECEPTION

- > Receive attendee data for those opted in to receive communication from your brand
- > Exclusive naming rights to morning and afternoon break sessions
- > Opportunity for brand representative to speak before each break session of the day
- > Recognition by MC as sponsor of the break session
- > Branding on all reception marketing material
- > Event branding in venue and on stage (if speaking)
- > Logo placement on Convergence Conference landing pages within the Integrate and Security websites
- > Logo placement on the wrap up communication as an official partner

### INVESTMENT

**\$8,000** +GST

LIMITED TO ONE BRAND

## LUNCH SPONSOR

- > Receive lunch attendee data for those opted in to receive communication from your brand
- > Opportunity for brand representative to speak before lunch session
- > Recognition by MC as sponsor of the Lunch session
- > Opportunity to contribute a speaker to panel discussion
- > Exclusive naming rights of the Lunch Networking Session
- > Branding on all lunch sessions marketing material
- > Event branding in lunch location
- > Logo placement on Convergence Conference landing pages within the Integrate and Security websites
- > Logo placement on the wrap up communication as an official partner

### INVESTMENT

**\$8,000** +GST

LIMITED TO ONE BRAND

# OFFICIAL PARTNERS

Support future growth of this emerging convergence and increase your brand awareness with these targeted branding options available to our official partners.

## INVESTMENT

**\$3,000 +GST**

LIMITED TO FIVE BRANDS

## INCLUSIONS

- › Logo placement on Integrate and Security homepages and sponsor page with company info and hyperlink to website
- › Logo placement on Convergence Conference landing pages within the Integrate & Security websites
- › Partner thank you inclusion in the wrap up (verbal) by Conference MC
- › Logo placement on the wrap up communication as an official partner

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## BESPOKE OPPORTUNITIES

The Convergence Conference looks to promote synergies between the AV and Security industries, and we want to do the same for your brand.

Our team can also craft more bespoke opportunities to fit your own brand objectives and budgets, so speak to the team today.

### For more information about partnership opportunities contact:

#### SOREN NORGAARD

Integrate and Security Commercial Manager

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