



INTEGRATE in partnership with **infocomm**

30 AUG - 1 SEPT 2023 ICC SYDNEY

PARTNERSHIP OPPORTUNITIES

Increase your brand exposure at the leading
Pro AV event in Australia & New Zealand

ORGANISED BY

diversified
COMMUNICATIONS • AUSTRALIA

CO-LOCATED WITH

SECURITY
EXHIBITION + CONFERENCE

WHY SPONSOR?

Amplify your reach with visitors through sponsorship opportunities at Integrate and position your brand amongst industry leaders, generate new business for your company and gain exclusive access to marketing and networking benefits.



LEAD GENERATION

92% of our exhibitors in 2022 were satisfied or very satisfied with the quality of visitors. Boost your profile across a variety of our channels onsite and online, ensuring our targeted audience are more likely to help you achieve your business objectives.



BUILD BRAND AWARENESS

Maximise your marketing reach and be seen amongst 4500+ AV professionals. There is no better platform to grab the attention and make an impact on key decision makers in the industry – all under one roof.



LAUNCH PRODUCTS AND SERVICES

86% of our visitors said their main reason to attend Integrate was to find new products and innovations in AV. In a constantly evolving industry, ensure our visitors know about your latest solutions for AV and IT professionals.



THOUGHT LEADERSHIP

Cement yourself as an industry thought leader and help the industry harness the power of AV. Showcase your insights and expert knowledge through our content programs and seminars.



CREDIBILITY

Integrate is Australia's most comprehensive marketplace for AV and IT professionals. Associate your brand with the premier event for the nation's AV industry, plus be seen among leading associations in Integrate's network.



DELIVERING ROI

Don't just take it from us, 98% of exhibitors in 2022 were satisfied with meeting the right buyers for their business, and 98% stated that Integrate is important to achieving their business objectives.

SPONSORSHIP PACKAGES

Opportunity	Brand Awareness	Lead Generation	Thought Leadership	Exclusive	Price
Headline Sponsor	✓	✓	✓	✓	\$38,000.00
Gold Sponsor	✓	✓		✓	\$18,000.00
Silver Sponsor	✓	✓		✓	\$10,000.00
Registration	✓			✓	\$15,000.00
Central Networking Bar	✓	✓			\$15,000.00
Lanyard Sponsor	✓	✓		✓	\$15,000.00
Tech Talks Educational Sponsor		✓	✓	✓	\$12,000.00
Networking Drinks Sponsor		✓		✓	\$10,000.00
AETM Sponsorship	✓				\$5,000.00
Be Seen First Package		✓			\$2,150.00
Insights Bundle Digital Package			✓		\$7,110.00
Product Launch Digital Package		✓			\$6,095.00
Digital Signage Spotlight	✓				\$1,000.00
Spotlight Bundle Digital Package	✓				\$5,850.00
Event Awareness Bundle Digital Package	✓	✓			\$9,135.00
Meeting Room Hire		✓			POA

Brand Awareness

Lead Generation

Thought Leadership

PREMIUM PACKAGE

HEADLINE SPONSOR

This exclusive sponsorship across both Integrate and Security offers ultimate brand association and maximum exposure. Your brand will be front and centre with high visibility across major promotions and the main entrances of the exhibition, where all attendees arrive and leave from.

INCLUSIONS

Branding:

- Company logo / acknowledgement in all relevant Integrate & Security digital promotion (email, website, social media etc.)
- Company logo / acknowledgement on all promotional print activity for Integrate & Security
- Company logo / acknowledgement highlighted on all promotional Integrate & Security floorplans
- Company logo / profile featured and linked on the sponsor section of the Integrate & Security websites
- 2 x blog posts on the Integrate & Security websites (content to be provided by sponsor)
- Feature article inclusion in 1 x Integrate campaign email and 1 x Security campaign email
- 4 x social media posts pre-show on Integrate & Security channels
- 1 x Banner advert in event app
- Premium leaderboard ad banner on Integrate and Security website for 3 months
- 1 x Feature leaderboard banner in one selected eDM in the lead up to the event

At Event:

- Company logo / acknowledgement as the Headline Sponsor on the Sponsors & Partners page on the official event app
- Company logo / acknowledgement on Integrate and Security Exhibition Entrance Feature signage
- Company logo / acknowledgment on official Integrate & Security floor plan signage
- Opportunity to have a separate sponsor branded build near the Exhibition entrance
- **Additional:** Access to the Integrate & Security pre-registered visitor database via an opt-in option during registration. (Subject to visitor opting-in).



PREMIUM PACKAGE

REGISTRATION SPONSOR

Exclusive across both Integrate and Security. The Registration Sponsorship offers intimate brand association with both brands. Your brand is seen by all visitors as they register online and as they enter the event onsite.

INCLUSIONS

Branding:

- Exclusivity as the registration sponsor for both Integrate and Security
- Company logo included on the online registration page
- Company logo featured on e-badge
- Company logo and hyperlink on the sponsor section of the Integrate and Security websites
- Company profile featured on the Integrate and Security websites
- Company name highlighted on the registration area on promotional floor planst

At Event:

- Company logo included on signage of Registration Area
- Company branding and messaging at main registration desk
- Company logo included at registration entry desk, registration pods and entry directional signage
- Company logo included on the 'Sponsors and Partners' board at the main entrance to the event

SOLD
\$15,000
+GST



Brand Awareness

Lead Generation

PREMIUM PACKAGE

GOLD SPONSOR

1 sponsorship available for Integrate, the Gold package offers corporate branding rights on:

INCLUSIONS:

- Your logo and link on the Integrate website
- Your logo on the Integrate exhibition entrance feature
- Your logo included in Integrate print promotional activity
- Your logo and link in Integrate email campaigns
- 1 x Banner advert in event app
- Opportunity to host a workshop or presentation at the show
- Standard leaderboard ad banner on Integrate website for 3 months
- 1 x blog post on Industry News page on Integrate website
- 2 x social media posts on Integrate channel of choice in the lead up to the event

\$18,000
+GST

PREMIUM PACKAGE

SILVER SPONSOR

1 sponsorship available for Integrate, the Silver package offers corporate branding rights on:

INCLUSIONS:

- Your logo and link on the Integrate website
- Your logo on the Integrate exhibition entrance feature
- 1 x Banner advert in event app
- 1 x blog post on Industry News page on Integrate website
- 2 x social media posts on Integrate channel of choice in the lead up to the event

\$10,000
+GST



TECH TALKS EDUCATION SPONSOR

Become a sponsor of the Integrate Education series and reach future AV and integration technology decision makers. Put your business in the path of end users and buyers seeking collaborative solutions and offers you speaking opportunities to truly promote your products and services.

INCLUSIONS

Branding:

- Recognition as a sponsor of the Integrate Tech Talks on the Integrate website, online promotional material and onsite signage
- Company logo and link on sponsors page of the Integrate website
- Branding to appear in Tech Talk Theatre throughout the 3 day program
- Speaking slot in the education series (as part of panel or keynote presentation)
- Company profile featured on Integrate website
- 1 x Feature leaderboard banner in one selected eDM in the lead up to the event
- 10 x complimentary education passes (full access)

\$12,000
+GST



CENTRAL NETWORKING BAR

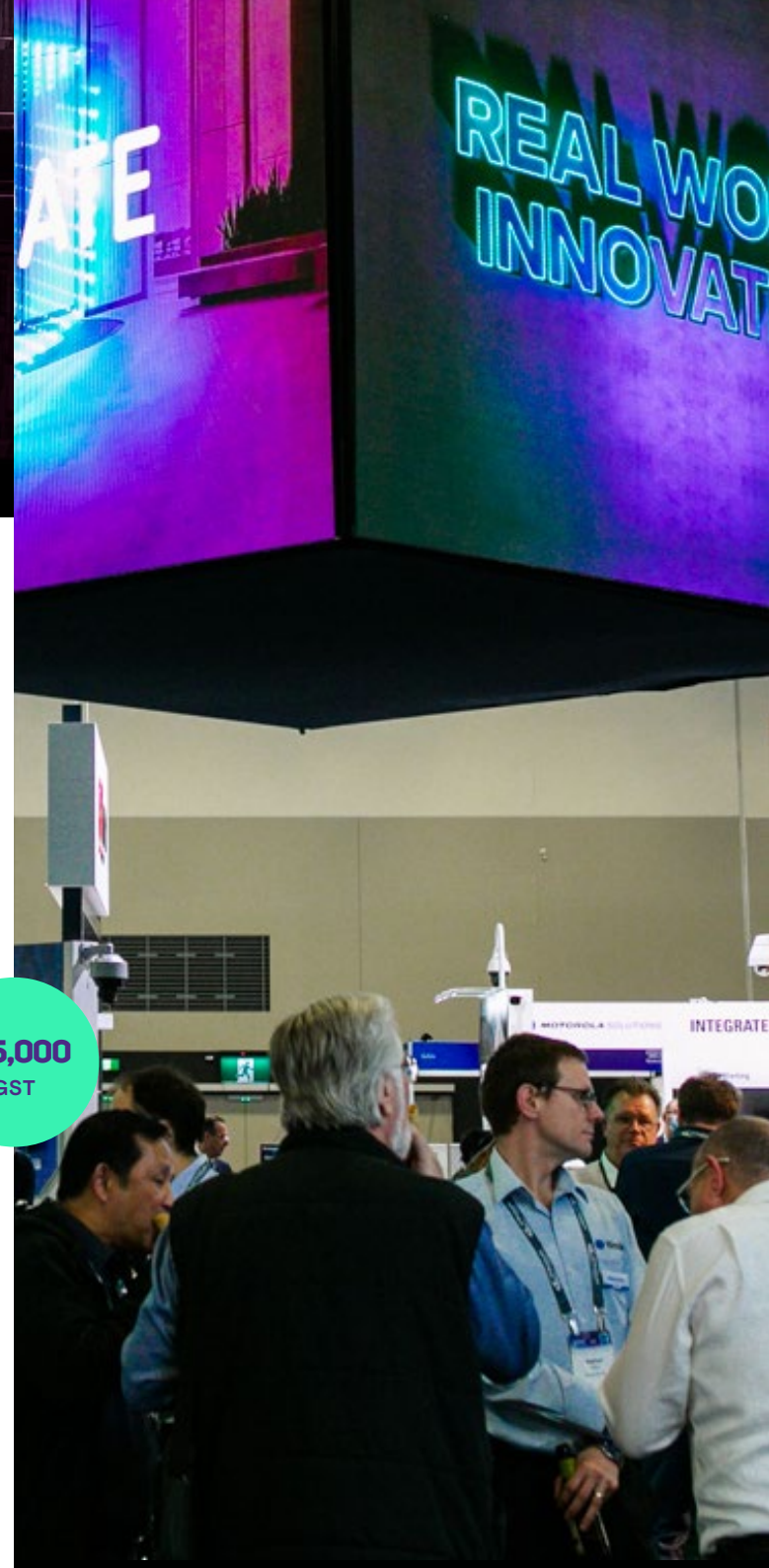
The Central Bar is the core of the show and occupies the most prominent position on the floor plan, accessible from all corners of the exhibition. This high traffic feature offers significant exposure for your brand and association with a hub of activity. The bar is the main meeting point for visitors and exhibitors offering hot food, drinks, and entertainment throughout the show. This is a co-branded opportunity.

INCLUSIONS

Branding:

- Company logo/acknowledgment in all relevant Feature digital promotion
- Company logo/profile featured and linked on the sponsor and partners page on the Integrate and Security websites and event app
- Company logo highlighted on floor plans across the show floor on the Central Bar
- Company logo to feature on large LED screen above the bar
- Company logo to feature and be incorporated into parts of the central feature design
- Company logo to appear on digital Menus at Central Bar
- Opportunity to incorporate content for inclusion in large LED screen - To be approved in collaboration with Diversified.
- 1 x social post at the event on channel of your choice
- 1 x in app push notification during the event

\$15,000
+GST



LANYARD SPONSOR

Exclusive across both Integrate and Security. Lanyards are worn by every visitor, delegate, and exhibitor at the show as their identification to enter the event. This high visibility opportunity features your company logo on each lanyard maximising your brand impact at the event.

INCLUSIONS:

Branding:

- Exclusivity as the lanyard sponsor across both Integrate and Security
- Company logo included on all lanyards
- Opportunity to select the colour of the lanyard (subject to colours available)
- Company logo and hyperlink on the sponsor section of the Integrate and Security websites
- Company profile featured on the Integrate and Security websites
- Company logo included on the 'Sponsors and Partners' board at the main entrance to the show
- Company to retain ownership of any unused lanyards for future use

\$15,000
+GST

AETM SPONSOR

The Audiovisual and Educational Technology Management Inc. (AETM) brings together Technology Managers from Universities & Government Institutions. Becoming an AETM sponsor will give you direct access to this extremely valuable visitor on the show floor and an exclusive opportunity to meet key decision makers.

INCLUSIONS:

Branding:

- Direct access to AETM members at the show through guaranteed representation by the AETM on your stand at designated time slots in an exclusive setting prior to show open hosted on your stand.
- Pre and post-show promotion of your session to all AETM members
- Recognition as an AETM Sponsor in pre-show and onsite marketing
- Acknowledgment as an AETM sponsor on website and designated signage throughout the show
- Exclusive pre-show open time on your stand with dedicated pre determined time slots
- Invitation to 'Meet & Greet' lunch with the AETM

\$5,000
EA +GST
5 available

DIGITAL SIGNAGE

Located in various locations around the exhibition floor, free standing digital screens capture the attention of key decision makers while they are in a purchasing frame of mind, ensuring multiple points of exposure for your specific messaging.

INCLUSIONS:

- Rotating 2 minute video advert on 3 digital screens across the exhibition (Content to be supplied by you subject to approval by Diversified)
- Potential to be seen 1,800 + times during the 3 day event

\$1,000
EA +GST
4 available



NETWORKING DRINKS SPONSOR

To be held at the end of day one at the central bar. The Networking Drinks is a unique opportunity for exhibitors across both Integrate and Security to connect and network.

INCLUSIONS:

Branding:

- Company logo/acknowledgment in all relevant Networking Drinks digital promotion
- Company logo/profile featured and linked on the sponsor and partners page on the Integrate and Security websites and event app
- 2 x social media posts pre-show on channel of choice

At Event:

- Company logo/acknowledgment at the exhibition entrance digital signage
- Company logo/branding at the Networking Drinks large LED signage
- Opportunity for additional branding within the event space (pull-up banners, etc) to be approved by Diversified, at the sponsors own cost
- 10 x FOC tickets for use by your company
- Acknowledgement as the sponsor by the MC during the Audio Visual Industry Awards presentation which forms part of the networking drinks
- 1 x push notification from the official Event App

\$10,000
+GST

BE SEEN FIRST PACKAGE

Put your company front of mind with the influential buyers that attend the exhibition before they even get to your stand. This enhanced marketing opportunity sees your brand stand out from competitors, providing you with additional exposure.

INCLUSIONS:

Branding:

- Company logo & stand location highlighted on the Exhibition entrance floorplan signage
- Company logo & stand location highlighted on the Exhibition floorplan available on the official app
- Company logo & stand location highlighted on the Exhibition floorplan directional carpet decals – 3 across the exhibition floor
- 1 x push notification from the official Event App – content to be supplied by sponsor, approved by Diversified

\$2,150
EA +GST
3 available

MEETING ROOM HIRE

Hire a room off the show floor to host hospitality, do private presentations or conduct product demonstrations.

Contact events team for options and details.



DIGITAL OPPORTUNITIES

Integrate offers year-round communication channel to a targeted and qualified AV audience. make the most of our channels with these digital options.

Channel	Advert	Price	Availability
Website	Website Premium Leaderboard	\$2,500.00	9
	Website Standard Leaderboard	\$2,000.00	9
	Website via Exhibitor Manual: Featured Exhibitor	\$750.00	9
	Website via Exhibitor Manual: Featured Exhibitor Category	\$750.00	9
eDM	eDM Premium Leaderboard	\$2,500.00	10
	eDM Standard Leaderboard	\$2,000.00	10
	eDM MREC Advert	\$1,900.00	10
	Featured Product Highlight	\$1,000.00	6
	Sponsored article - with image	\$1,500.00	5
Solus eDM	Solus eDM	\$5,000.00	5



DIGITAL PACKAGES

Not sure where to start? We have put together a range of digital packages that will give you the best exposure based on your branding needs, no matter the budget.

Event Awareness Bundle

For those who want to raise awareness of their presence and products at the event

Inclusions:

- 1 x solus eDM
- Website premium leaderboard – this leaderboard offers prominent advertising as the top visited pages of the Integrate website. Your banner will appear as 1 of up to 3 banners.
- Featured Exhibitor Directory Highlight – Your brand will be displayed at the top of the website exhibitor directory in the lead up to the event
- Email MREC Advertisement – Your product will be the first banner advertisement in one selected eDM, linking to your provided URL

\$9,135 + GST

Limited to 2 packages per year

Insights Bundle

For those who want to be more aligned to thought leadership awareness

Inclusions:

- Website standard leaderboard – this leaderboard offers branding on the top visited pages of the Integrate website, with the exception of the home page. Your banner will appear as 1 of up to 3 banners.
- Sponsored Article – your content piece will be featured as a sponsored article in a selected email. This features an article teaser with an image of your choosing, linked to the 'Industry News' on the Integrate website, and including a URL of your choice.
- eDM Premium Leaderboard – Your artwork will be the first leaderboard banner advertisement in one selected campaign eDM blast, linking to your provided URL.
- Email MREC Advertisement – Your product will be the first banner advertisement in one selected eDM, linking to your provided URL

\$7,110 + GST

Limited to 5 packages per year

Product Launch Bundle

Designed for specific product highlights i.e., new product

Inclusions:

- Website premium leaderboard – this leaderboard offers prominent advertising as the top visited pages of the Integrate website. Your banner will appear as 1 of up to 3 banners.
- eDM Premium Leaderboard – Your artwork will be the first leaderboard banner advertisement in one selected campaign eDM blast, linking to your provided URL.
- Featured Product Directory Highlight – Your product will be displayed at the top of the website product directory in the lead up to the event
- Featured Product Highlight – your product (new or existing) will feature as 1 of 6 products highlighted in a in a selected pre-show OR onsite eDM, linking to content article hosted on the Integrate website OR chosen URL

\$6,095 + GST

Limited to 3 packages per year

Spotlight Bundle

For those who just want a quick impact on the visitor database

Inclusions:

- Website premium leaderboard – this leaderboard offers prominent advertising as the top visited pages of the Integrate website. Your banner will appear as 1 of up to 3 banners.
- eDM Premium Leaderboard – Your artwork will be the first leaderboard banner advertisement in one selected campaign eDM blast, linking to your provided URL.
- Sponsored Article – your content piece will be featured as a sponsored article in a selected email. This features an article teaser with an image of your choosing, linked to the 'Industry News' on the Integrate website, and including a URL of your choice.

\$5,850 + GST

Limited to 5 packages per year

INTEGRATE

in partnership with

infocomm

30 AUG - 1 SEPT 2023 ICC SYDNEY

CONTACT US

Talk to our team today
about amplifying your
business at Integrate 2023

1300 DIVCOM (1300 348 266)

integrate@divcom.net.au >

integrate-expo.com >

TAILOR A PACKAGE

Upgrades and tailored packages are available to maximise your brand presence.

Contact our team to walk you through the options that best fit your business objectives.

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COMMUNICATIONS AUSTRALIA

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#INT23