



# INTEGRATE

in association with

infocomm

21-23 AUGUST 2024 | 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

91% of our exhibitors in 2023 were satisfied with the quantity 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

84% of our visitors said their main reason to attend integrate was to find new products and innovations in AV.



## 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 2023 were satisfied with meeting the right buyers for their business, and 97% stated that Integrate is important for their business.

# SPONSORSHIP PACKAGES

Opportunity	Brand Awareness	Lead Generation	Thought Leadership	Exclusive	Price
Headline Sponsor	✓	✓	✓	✓	\$40,000.00 <b>SOLD</b>
Gold Sponsor	✓	✓		✓	\$18,000.00
Silver Sponsor	✓	✓		✓	\$10,000.00
Registration	✓			✓	\$20,000.00 <b>SOLD</b>
Central Networking Bar	✓	✓			\$15,000.00
Lanyard Sponsor	✓	✓		✓	\$20,000.00
Tech Talks Educational Sponsor	✓	✓	✓	✓	\$12,000.00
AVIA Awards Sponsor		✓		✓	\$10,000.00
AETM Sponsorship	✓				\$5,000.00
Be Seen First Package		✓			\$2,150.00
Insights Bundle Digital Package			✓		\$7,300.00
Product Launch Digital Package		✓			\$6,200.00
Digital Signage Spotlight	✓				\$1,000.00
Spotlight Bundle Digital Package	✓				\$6,000.00
Event Awareness Bundle Digital Package	✓	✓			\$9,200.00



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
- 2x 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
- 4x social media posts pre-show on Integrate & Security channels
- 1x Banner advert in event app
- Premium leaderboard ad banner on Integrate and Security website for 3 months
- 1x Feature leaderboard banner in one selected eDM in the lead up to the event

### At Event:

- Company logo / acknowledgment 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).

SOLD

**\$40,000**  
+GST



## 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

\$20,000  
+GST



## 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 • 2x 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 Tech Talks Conference on the Integrate website, online promotional material and onsite signage
- Company logo and link on sponsors page of the Integrate website
- Speaking slot in the conference (as part of panel or keynote presentation)
- Company profile featured on Integrate website
- 1x Feature leaderboard banner in one selected eDM in the lead up to the event
- 4x complimentary conference passes (full access). Delivering expert insight and analysis, the Tech Talks Conference features a comprehensive program of speakers including renowned industry experts and international academics.
- Become a sponsor and reach attendees including leading local and international End Users, Consultants, Government representatives and more.

**\$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 appear on digital Menus at Central Bar
- Opportunity to provide video for inclusion in large LED bar
  - *To be approved in collaboration with Diversified.*
- 1x 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

**\$ 20,000**  
+GST

# 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



# INTEGRATE & THE AETM HOSTED BUYER PROGRAM

The AETM and INTEGRATE have had a longstanding collaboration and partnership and we are proud to again have the AETM associated with the INTEGRATE brand and the wider AV community that come together for the week of INTEGRATE every year.

The AETM IEP program is a sponsorship program that allows scholarships for AV Managers and members from within the AETM to receive funding towards flights and accommodation to make INTEGRATE more accessible for interstate and international members.

Typically, the IEP program allows between 20&30 sponsored delegates to attend Integrate that in turn are committed to spending time with the individual sponsors at the show. Every dollar generated through the sponsorship program goes to the AETM

There has never been a better time to support this program with renew focus on educational technologies.

## 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





# INTEGRATE & THE AETM K-12 CONFERENCE

After last years success of the K-12 conference the AETM and INTEGRATE are bringing it back in 2024.

The Conference will take place on the 21st of August at the ICC in a dedicated room between 8:00 and 11:30

The Conference will be free to attend for all AETM members and invites by the AETM There has never been a better time to support this program with renew focus on educational technologies.

## WEDNESDAY 21ST AUGUST 2024

8.00-8.30	Registration & Breakfast	At Convention Centre
8.30-8.40	Welcome	AETM & Diversified
8.40-9.05	<b>Breakfast Sponsor Presentation - 25 mins</b>	<b>Conference Partner \$3,500</b>
9.40-10.05	<b>Keynote - 30 mins</b>	<b>Keynote Sponsor \$4,500</b>
10.05-10.30	Member Presentation - 25 mins	K-12 AETM Member
10.30-10.50	Member Presentation - 25 mins	K-12 AETM Member
11.00-11.30	Closing Statements	AETM & Diversified

## SPONSORSHIP OPTIONS:

### Conference partner, Keynote and Major sponsor. \$3500 - \$4500

Includes speaking opportunities, branding plus recognition as a sponsor on show collateral.



# AVIA AWARDS SPONSOR

The annual Audio Visual Awards will take place on the open evening of Integrate 2024 August the 21st. The AVIA's are co-hosted by AV Technology and Integrate.

## INCLUSIONS:

### Branding:

- Company logo/acknowledgment in all relevant awards digital promotion
- Company logo/profile featured and linked on the sponsor and partner's page on the Integrate website 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 awards on the presentation slides.
- 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.
- 1 x push notification from the official Event App

**\$8,000**  
+GST  
2 available

# BE SEEN FIRST PACKAGE

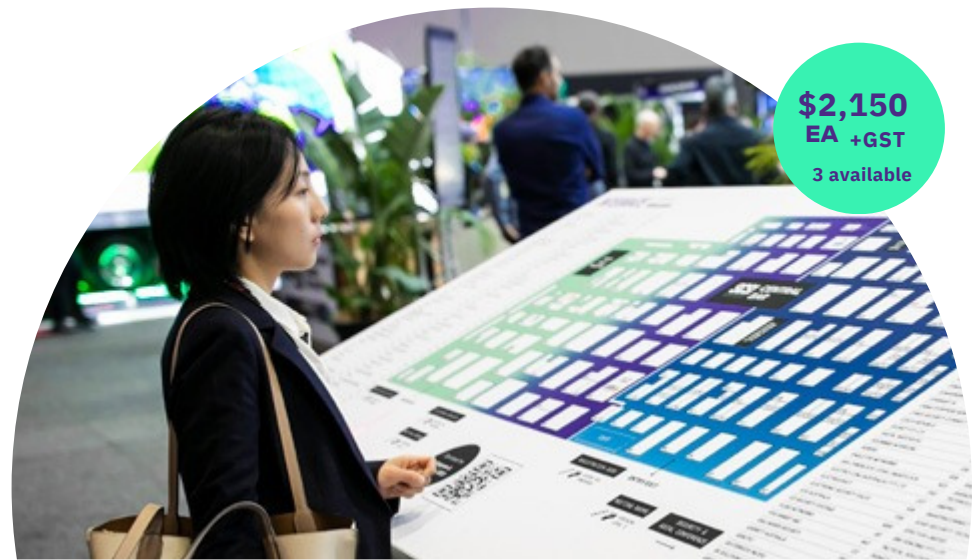
Put your company front of mind with the influential buyers that attend the exhibition before they even get to your stand. This enhanced marketing opportunity sees your brand stand out from competitors, providing you with additional exposure.

## 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
- 1x push notification from the official Event App – content to be supplied by sponsor, approved by Diversified

**\$2,150**  
EA +GST  
3 available





# 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
<b>Website</b>	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	\$750.00	9
<b>eDM</b>	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
<b>Solus eDM</b>	Solus eDM	\$5,000.00	5



# DIGITAL OPPORTUNITIES

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

**\$9,200 + 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

**\$7,300 + 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

**\$6,200 + 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.

**\$6,000 + GST**

Limited to 5 packages per year



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21-23 AUGUST 2024 | ICC SYDNEY

## TAILOR A PACKAGE

Can't quite find what you are looking for? Or would like to combine activity to give your brand maximum exposure?

Our team is available to walk you through the options that best fit your business objectives.

## CONTACT US

**Talk to our team today  
and get ready to transform  
your business in 2024  
with Integrate.**

1300 DIVCOM (1300 348 266)

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