

2019 Navigating Artificial Intelligence Summit

Thursday 6 June, Hotel Realm, Canberra



aiaa

australian information
industry association

www.aiaa.com.au/summit

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“If a machine can think, it might think more intelligently than we do...”

Alan Turing 1951

2019 AIA Navigating Artificial Intelligence Summit 'Are you AI ready?'

We are entering the true age of Artificial Intelligence (AI) – which some see as our salvation and others, our potential downfall.

Self-driving vehicles are now being tested around the world and are successfully travelling in space, with the rovers Spirit and Opportunity being used to collect data on Mars.

And closer to home, we can see the impact of AI with the mobilisation of drones being trialled in Mitchell, Canberra to deliver coffee to local customers.

Across other areas of our economy, banks are using AI to help detect fraudulent activities and to predict stock market changes and the police force are using AI to help decipher grainy CCTV images in order to catch culprits.



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'Are you AI ready?'

Doctors are now using machines to help them spot and diagnose diseases and other ailments for their patients and Air Traffic Controllers utilise AI to help keep passengers safe in the air and on the ground. In parallel to the current rapid advancements that we are seeing in AI technology, questions are being asked about the adequacy of existing privacy, security, ethics, regulatory and governance frameworks surrounding AI practices.

In recognition of the developments of AI technology and the questions it poses, the Australian Government 2018-19 budget included \$29.9 million which will be used over four years to strengthen Australia's capability in Artificial Intelligence and Machine Learning.

The bulk of this funding is being delivered through the Department of Industry, Innovation and Science's Cooperative Research Centres (CRC) program.

Its focus is on applications of AI in health, agriculture, energy, mining and cybersecurity. The funding will also be used to develop an AI Ethics Framework and standards.

AI is also fostering new collaborative models within industry such as the partnership on AI between some of the big global technology companies. This partnership aims 'to study and formulate best practice on AI technologies to advance the public's understanding of AI'.



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Summit Focus

As we sit on the cusp of this extraordinary new age of Artificial Intelligence, many impacts need to be considered, addressed and fully understood:



AI and Retail – The rapid rise in the use of AI across the retail sector to improve the user experience, create greater efficiencies and more opportunities to extend the retail experience



AI and Skills – The ongoing introduction of AI highlights the need for specific new skills requirements and the need to address Australia's ICT skills gap to ensure that there is no barrier to AI adoption and innovation in Australia, both in the public and private sectors



AI and Data Analytics – Data, together with its quality and depth, is also a critical ingredient to the successful application of AI. Therefore, skills in data analytics will continue to be in demand



AI Augmenting Human Capability – While there is much discussion around which jobs AI might replace, the reality is that AI will also augment human intelligence and capability, and create new opportunities



AI and Government Service Delivery – The application of AI to augment intelligence and government service delivery and defence capability is already being considered by Australian social service delivery agencies and the Department of Defence. However, we need to start innovating beyond our immediate needs



AI and Finance – The use of AI to help detect fraudulent activities in banking and to predict stock market changes



AI and Community Safety – The use of AI to help the police decipher grainy CCTV images in order to catch culprits



AI and IoT – AI's impact on the Internet of Things is also being explored in different areas such as AI based home monitoring systems for the elderly and people with special needs. These ideas need to be discussed, explored and shaped to maximise Australia's productivity and technology driven global competitiveness



AI, Government and Industry – The relationship between government and industry needs to be explored and galvanised around the subject of AI in order to ensure that outcomes that involve AI will deliver benefits to society



AI and Digital Inclusion – AI's impact on digital inclusion also cannot be ignored; will AI help bridge or create a further divide?

The 2019 AIIA Navigating Artificial Intelligence Summit will provide the opportunity to hear from global and local experts from industry, research institutes, startups and government agencies on this emerging topic. To help drive this important agenda and continue the conversation, AIIA encourages you to be part of the conversation at the 2019 AIIA Navigating Artificial Intelligence Summit.



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Audience Overview

AIIA's Navigating Summit is an annual flagship event that has a strong focus on engaging government – at all levels – with the wider AIIA community. As such, the Summit provides an opportunity for industry to demonstrate their expertise, innovation and capabilities to a government audience with the aim of influencing strategic project and procurement design and decisions.

The Summit is supported by a series of Roadshow events in other states so as to explore the topic at a state level and in doing so, engage the AIIA community and government in a local context.

Each year, the Navigating Summit event and Summit Dinner attract a National Navigating Summit of over 400+ delegates including, but not limited to:

- **Federal and State Government Ministers**
- **Ministerial advisors**
- **Federal and State Government policy advisors**
- **Federal and State Government CIOs**
- **Public and Private sector executives**
- **Business analysts**
- **Researchers**
- **Students**



Compelling Speakers

The Navigating Summit boasts an impressive program of key government and industry leaders, including MPs, CEOs, CIOs, thought leaders and Senior Executives, all of whom are invited to the Navigating Summit to share their insights with Summit delegates as they explore, challenge and 'navigate' the Summit's overall theme.



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Sponsorship Benefits & Package Overview

AIIA's annual 'Navigating' Summit event provides organisations with the unique opportunity to:

- Educate and influence key decision makers – government and industry
- Engage and interact with a high value audience
- Gain high level brand impact through branding and signage
- Reap the benefits of ongoing outcomes – remain engaged with relevant AIIA working groups to progress post-Summit recommendations

The 2019 Navigating Artificial Intelligence Summit has three different sponsorship areas on offer:

Summit Day
Sponsorship

Summit Dinner
Sponsorship

Summit National
Roadshow
Sponsorship



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Elevate your brand across the Australian Technology Community

As Australia's peak representative body and advocacy group for the ICT industry and wider technology sector, AIIA has a longstanding relationship with both the ICT industry and the Public Sector. Being involved with AIIA's annual Navigating Summit event – which this year will focus on the emerging trends in AI – will enable you to position your organisation within the Australian technology community as an influential partner and will give you the unique opportunity to help drive thought leadership, policy and new directions in the Australian ICT and wider business landscape.

Through our extensive AIIA network, we are able to reach the broader ICT community via:

- A comprehensive calendar of National and State AIIA events
- The AIIA National Board which comprises key industry leaders and experts
- State Councils with representatives from large, medium and small member organisations
- The AIIA member and non-member community
- State and Federal government departments
- Industry associations aligned with the AIIA network
- Research Organisations



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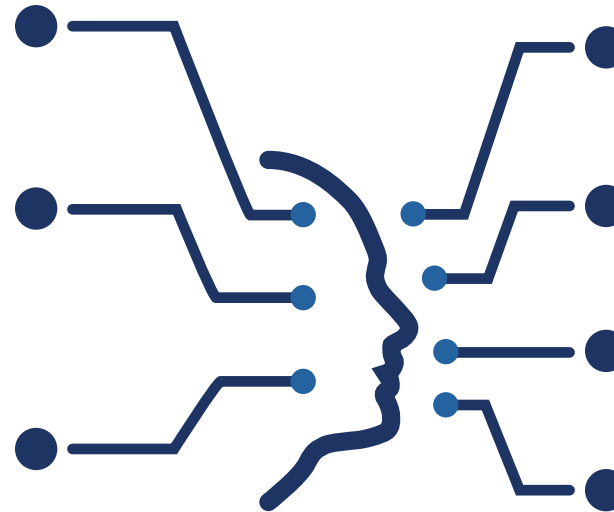
Make your brand synonymous with thought leadership and policy directives

The Navigating Summit team utilise numerous marketing channels to promote the Summit themes, speakers and sponsors, including:

AIIA website

Face to face communications by AIIA Executive with their stakeholder groups

Social media – LinkedIn, Twitter, Facebook, Instagram & YouTube



Promotions at AIIA's National and State events

Regular electronic direct marketing campaigns

Regular AIIA communications

AIIA's post event surveys



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■ Navigating Summit Day Event

- Over 250+ delegates from across Australia Hear from leading industry experts
- Meet and build relationships with federal and state government delegates
- Hear from leading industry experts
- Benefit from networking and new business opportunities
- Help shape the discussion and drive industry agenda



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Summit Day Sponsorship

Diamond sponsor \$29,500 + GST

- Sponsorship opportunities at this level – 1
- Plenary keynote address # 1 or # 2 (30 mins)
- Facilitator of either Stream A or Stream B
- Banners (pull up) – 3
- Logo on Summit event flyers, all electronic communications and Summit website
- On-screen 30 second video in plenary room
- Inclusion in Summit social media strategy
- Recognition by MC
- Inclusion on sponsor slide / logo thank you
- 10 Summit tickets (includes am tea, lunch & pm tea)
- 5 Summit roadshow tickets – to attend in state of your choice**
- Priority seating
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk
- Thought leadership eDM issued by AIIA to AIIA database***
- Invitation to participate in Summit media strategy
- Inclusion of question in post-event survey
- Post Summit Summary Report
- Opportunity to provide & present speaker thank you gift, as approved by AIIA
- Opportunity to provide branded products



** Depending on when sponsor signs in relation to the date of roadshow state events.

*** Distribution of eDMs organised and scheduled by AIIA as suitable in overall communications calendar



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Platinum sponsor \$20,000 + GST

- Sponsorship opportunities at this level – 2
- Session facilitator opportunity
- Speaking spot in either Stream A or Stream B (15 mins)
- Banners (pull up) – 2
- Logo on Summit event flyers, all electronic communications and Summit website
- On-screen 15 second video in plenary room
- Inclusion in Summit social media strategy
- Recognition by MC
- Inclusion on sponsor slide / logo thank you
- 8 Summit tickets (includes am tea, lunch & pm tea)
- 4 Summit roadshow tickets – to attend in state of your choice**
- Priority seating
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk
- Thought leadership eDM issued by AIIA to AIIA database***
- Invitation to participate in Summit media strategy
- Inclusion of question in post-event survey
- Post Summit Summary Report
- Opportunity to provide branded products

Summit MC sponsor \$17,500 + GST

- Sponsorship opportunities at this level - 1
- Perform the role of the Summit MC – full day engagement and branding
- Banners (pull up) - 2
- Logo on Summit event flyers, all electronic communications and Summit website
- On-screen 15 second video in plenary room
- Inclusion in Summit social media strategy
- Recognition by MC
- Inclusion on sponsor slide / logo thank you
- 5 Summit tickets (includes am tea, lunch & pm tea)
- 4 Summit roadshow tickets – to attend an event in state of your choice**
- Priority seating
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk
- Thought leadership eDM issued by AIIA to AIIA database ***
- Invitation to participate in Summit media strategy
- Inclusion of question in post-event survey
- Post Summit Summary Report
- Opportunity to provide branded products

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Gold sponsor \$15,000 + GST

- Sponsorship opportunities at this level – 5
- Speaking spot in either Stream A or Stream B (10 mins)
- Banners (pull up) – 1
- Logo on Summit event flyers, all electronic communications and Summit website
- On-screen static advertisement slide in venue presentation room
- Inclusion in Summit social media strategy
- Recognition by MC
- Inclusion on sponsor slide / logo thank you
- 3 Summit tickets (includes am tea, lunch & pm tea)
- 3 Summit roadshow tickets – to attend and event in state of your choice**
- Priority seating
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk
- Post Summit Summary Report

Silver sponsor \$7,500 + GST

- Sponsorship opportunities at this level – 7
- Session speaking spot (30 min with shared involvement)
- Logo on Summit event flyers, all electronic communications and Summit website
- On-screen static advertisement slide in venue presentation room
- Recognition by MC
- Inclusion on sponsor slide / logo thank you
- 4 Summit tickets (includes am tea, lunch & pm tea)
- 2 Summit roadshow tickets – to attend an event in state of your choice**
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk
- Post Summit Summary Report

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Bronze \$5,500 + GST

- Sponsorship opportunities at this level – 2
- Facilitator opportunity in either Stream A or Stream B
- Logo on Summit event flyers, all electronic communications and Summit website
- On-screen static advertisement slide in venue presentation room
- Recognition by MC
- Inclusion on sponsor slide / logo thank you
- 2 Summit tickets (includes am tea, lunch & pm tea)
- 1 Summit roadshow ticket – to attend an event in state of your choice**
- Post Summit Summary Report

Coffee cart \$5,500 + GST

- Sponsorship opportunities at this level – 1
- Banners (pull up) – 1
- Logo on Summit event flyers, all electronic communications and Summit website
- Recognition by MC
- Sole branded slide recognition displayed leading into breaks
- Inclusion on sponsor slide / logo thank you
- 2 Summit tickets (includes am tea, lunch & pm tea)
- Brochures at coffee cart

Catering break \$4,000 + GST

- Sponsorship opportunities at this level – 2
- Logo on Summit event flyers, all electronic communications and Summit website
- Recognition by MC
- Sole branded slide recognition displayed leading into breaks
- Inclusion on sponsor slide / logo thank you
- 2 Summit tickets (includes am tea, lunch & pm tea)
- Brochures on display during relevant sponsored break

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Branded product sponsor \$4,000 + GST

- Sponsorship opportunities at this level – 1
- Logo on Summit event flyers, all electronic communications and Summit website
- Recognition by MC
- Inclusion on sponsor slide / logo thank you
- 1 Summit ticket (includes am tea, lunch & pm tea)
- Post Summit Summary Report



Lanyard \$3,500 + GST

- Sponsorship opportunities at this level – 1
- Logo on lanyard (with AIA logo only)
- Logo on Summit event flyers, all electronic communications and Summit website
- Recognition by MC
- Inclusion on sponsor slide / logo thank you
- 1 Summit ticket (includes am tea, lunch & pm tea)
- Post Summit Summary Report



Summit Exhibitor – \$1500 to \$5000 + GST

Exhibition space in the Summit pre-function area where exhibitors can showcase technology, provide demonstrations, marketing collateral, signage on display etc. Prices available on application and depend on size of space required

- Recognition by MC
- Inclusion in sponsor slide / logo thank you
- 15% discount on any Summit tickets purchased to attend Summit event



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■ Navigating Summit Dinner Event

- Over 150+ dinner attendees
- Meet and build relationships with federal and state government delegates
- Networking and new business opportunities in a more informal environment



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Summit Dinner Sponsorship

Diamond sponsor \$9,500 + GST

- Sponsorship opportunities at this level – 1
- Dinner keynote address (10 mins)
- Banners (pull up) at dinner – 2
- Logo on Summit Dinner flyer, electronic communications & Summit website
- Logo table signage
- 15 second video to be played during Summit Dinner
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- 10 Summit Dinner tickets (seated on branded sponsor table)
- 2 Summit Dinner head table tickets (additional to above)
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk
- Thought leadership eDM issued by AIIA to AIIA database***

Platinum sponsor \$7,500 + GST

- Sponsorship opportunities at this level – 2
- Dinner keynote welcome / thank you (3 mins)
- Banners (pull up) at dinner – 1
- Logo on Summit Dinner flyer, electronic communications & Summit website
- Logo table signage
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- 10 Summit Dinner tickets (seated on branded sponsor table)
- 1 Summit dinner head table ticket (additional to above)
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk
- Thought leadership eDM issued by AIIA to AIIA database***

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Gold sponsor \$4,900 + GST

- Sponsorship opportunities at this level – 3
- Logo on Summit Dinner flyer, electronic communications & Summit website
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- Logo table signage
- 8 Summit Dinner tickets (seated on branded sponsor table)
- Attendance listings (organisation, registered attendee name & job title)

Pre-dinner drinks \$6,500 + GST

- Sponsorship opportunities at this level – 1
- Opportunity to deliver end of event thank you / introduction to pre-event drinks (2 mins)
- Logo on Summit Dinner flyer, electronic communications & Summit website
- On-screen digital advertisement in room (graphic)
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- Inclusion on sponsors logo slide
- Banners on display in post-event drinks function space – 2
- 2 Summit Dinner tickets

Bronze sponsor \$3,000 + GST

- Logo on Summit Dinner flyer, electronic communications & Summit website
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- Logo table signage
- 10 Summit Dinner tickets (seated on branded sponsor table)



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■ Navigating Summit Roadshow Event

- Over 150+ delegates at each roadshow event
- Hear from local industry experts
- Meet and build relationships with government delegates
- Benefit from networking and new business opportunities
- Help shape the discussion and drive industry agenda within your state



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Summit Roadshow Sponsorship

Platinum sponsor \$9,500 + GST

- Sponsorship opportunities at this level – 1
- Keynote address (10 minutes)
- Pre-Summit speaker briefing invitation
- Banners (pull up) in room – 3
- Logo on Summit Roadshow flyer, electronic communications & Summit website
- On-screen digital advertisement in room (30 second video)
- Recognition by MC
- Inclusion on sponsors logo slide
- 5 Summit Roadshow tickets – to an event in state of your choice**
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk
- Thought leadership eDM issued by AIIA to AIIA database***
- Inclusion of question in post event survey

Gold sponsor \$7,500 + GST

- Sponsorship opportunities at this level – 3
- Speaking opportunity (5 minutes)
- Pre-Summit speaker briefing invitation
- Banners (pull up) in room – 2
- Logo on Summit Roadshow flyer, electronic communications & Summit website
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- Inclusion on sponsors logo slide
- 4 Summit Roadshow tickets – to an event in state of your choice**
- Attendance listings (organisation, registered attendee name & job title)
- Brochures at registration desk

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Silver sponsor \$4,500 + GST

- Sponsorship opportunities at this level – 4
- Session panellist opportunity
- Pre-Summit speaker briefing invitation
- Banners (pull up) in room – 1
- Logo on Summit Roadshow flyer, electronic communications & Summit website
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- Inclusion on sponsors logo slide
- 3 Summit Roadshow tickets – to an event in state of your choice**
- Attendance listings (organisation, registered attendee name & job title)

Post roadshow event drinks \$4,500 + GST

- Sponsorship opportunities at this level – 1
- Opportunity to deliver end of event thank you / introduction to post-event drinks (2 mins)
- Logo on Summit Roadshow flyer, electronic communications & Summit website
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- Inclusion on sponsors logo slide
- Banners on display in post-event drinks function space – 2
- 3 Summit Roadshow tickets – to an event in state of your choice**

Bronze sponsor \$2,500 + GST

- Sponsorship opportunities at this level – 2
- Session panellist OR panel facilitator opportunity (subject to availability)
- Pre-Summit speaker briefing invitation
- Logo on Summit Roadshow flyer, electronic communications & Summit website
- Recognition by MC
- Inclusion on sponsors logo slide
- 1 Summit Roadshow ticket – to an event in state of your choice**

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Catering break \$2,500 + GST

- Sponsorship opportunities at this level – 1
- Logo on Summit Roadshow flyer, electronic communications & Summit website
- On-screen digital advertisement in room (graphic)
- Recognition by MC
- Inclusion on sponsors logo slide
- 1 Summit Roadshow ticket – to an event in state of your choice**
- Sole branded slide recognition displayed leading into break
- Brochures on display during relevant sponsored break



For 2019 Navigating Summit sponsorship enquiries, please call:

Kerryn Nelson

AIIA Summit Sponsorship Manager

M: 0417 035 536

E: kerryn.nelson@bigmouth.net.au

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Terms and Conditions

- This sponsorship prospectus is subject to change at any time
- All prices are quoted in Australian Dollars and exclusive of GST
- The listed prices are AIIA member only prices
- Sponsorship opportunities will be initially offered to AIIA members; non-members as available
- AIIA non-members cannot sponsor at Diamond or Platinum levels and option for non-members to sponsor at other levels is at the sole discretion of AIIA
- Where non-members are permitted to sponsor, AIIA non-member pricing is 50% above the AIIA member only list price.
- Event dates are subject to change and confirmed sponsors will be advised in advance of alterations
- Additional event tickets can be purchased at the rates advertised on the AIIA website for the event
- Sponsors are responsible for shipment (before and after event) of pull-up banners
- Sponsors are responsible for travel and accommodation associated with their delegates, staff and speakers
- AIIA, at its sole discretion, may choose to upgrade some components of a sponsor's package
- Summit National Roadshow Sponsorship offerings are based on a per event schedule and the number of events to be held across the country are subject to change

