

What is the IIBA®?

International Institute of Business Analysis (IIBA®) is an independent non-profit professional association serving the growing field of business analysis. The IIBA does this in a number of ways;

- Defining standards for business analysis
- Identifying the skills necessary to be effective in the business analyst role
- Recognising business analysis professionals through Certification

What is the Business Analysis Professional Day?

The Business Analysis Professional Day is the official conference of IIBA Australia. It has the following goals;

- Provide members with access to a high quality business analysis event
- Raise awareness of business analysis within the business community
- Elevate business analysis skills and knowledge within the business analysis community

In 2017, the Brisbane BA Professional Day is looking to attract 150 delegates from a wide range of business and government backgrounds.

Where and When?

The Business Analysis Professional Day in Brisbane will be held on **Friday 20th October 2017**.

The event will take place at **Brisbane Convention and Exhibition Centre**, Merivale St and Glenelg Street, South Brisbane QLD 4101

Why sponsor?

The Business Analysis Professional Day is a unique opportunity for your organisation to connect with 100 business analysis practitioners and decision makers working in both the government and private sector.

Benefits of sponsorship include the opportunity to;

- **Attract new customers**
- **Promote awareness of your brand**
- **Discover latest industry trends and demands**
- **Build new contacts and strengthen strategic relationships**

We look forward to your participation in this exciting industry event.

Program - Proposed

Time	Topic
8:00 – 8:30	Registration
8:30 – 8:45	Welcome
8:45 – 9:45	Opening Keynote
9:45 – 10:30	Morning networking break (morning tea provided)
10:30 – 12:30	Morning Session Stream 1 (2x Talks) Stream 2 (Workshop) Stream 3 (4x Quick Bites)
12:30 – 1:30	Lunch networking break (lunch provided)
1:30 – 3:30	Afternoon Session Stream 1 (2x Talks) Stream 2 (Workshop) Stream 3 (4x Quick Bites)
3:30 – 3:45	Afternoon networking break (afternoon tea provided)
3:45 – 4:45	Closing Keynote
4:45 – 5:00	Closing remarks

Packages

Gold Sponsor: \$5,000

Naming Sponsor

- Co-branding on all written and electronic material including national emails to over 6,000 recipients
- Name and logo on Business Analysis Professional Day Webpage
- Name and logo on every page of the printed event program
- Name and logo on every page of the electronic event program
- Name and logo on the promotional banners
- Name and logo on PowerPoint holding slide prior to the keynote speaker
- Keynote speaker thank you speech (5 minutes)
- Exhibit Space: 1 x trestle table with two chairs for promoting materials and products in registration/catering area (This includes full day catering for 2 exhibitors)
- 2x Complimentary tickets for Event

Silver Sponsor: \$2,750

Lunch Sponsor

- Name and logo on Business Analysis Professional Day Webpage
- Name and logo on catering tables during lunch
- Name and logo on the menu displayed during lunch
- Name and logo on sponsor page of the printed event program
- Name and logo on sponsor page of the electronic event program
- Name and logo on promotional banners
- Exhibit Space: 1 x trestle table with two chairs for promoting materials and products in registration/catering area (This includes full day catering for 2 exhibitors)
- 1x Complimentary ticket for Event

Silver Sponsor: \$2,750

Post Conference Drinks Sponsor

- Name and logo on Business Analysis Professional Day Webpage
- Name and logo on bar tables at the post conference drinks
- Name and logo on the drinks menu displayed during the post conference drinks event
- Name and logo on sponsor page of the printed event program
- Name and logo on sponsor page of the electronic event program
- Name and logo on promotional banners
- Exhibit Space: 1 x trestle table with two chairs for promoting materials and products in registration/catering area (This includes full day catering for 2 exhibitors)
- 1x Complimentary ticket for Event

Bronze Sponsor: \$1,500

Lanyards Sponsor

- Name and logo on Business Analysis Professional Day Webpage
- Name and logo on lanyards
- Name and logo on sponsor page of the printed event program
- Name and logo on sponsor page of the electronic event program
- Name and logo on promotional banners
- Exhibit Space: 1 x trestle table with two chairs for promoting materials and products in registration/catering area (This includes full day catering for 2 exhibitors)
- 1x Complimentary ticket for Event

Bronze Sponsor: \$1,500

Morning Tea Sponsor

- Name and logo on Business Analysis Professional Day Webpage
- Name and logo on catering tables during morning tea
- Name and logo on the menu displayed during morning tea
- Name and logo on sponsor page of the printed event program
- Name and logo on sponsor page of the electronic event program
- Name and logo on promotional banners
- Exhibit Space: 1 x trestle table with two chairs for promoting materials and products in registration/catering area (This includes full day catering for 2 exhibitors)
- 1x Complimentary ticket for Event

Bronze Sponsor: \$1,500

Afternoon Tea Sponsor

- Name and logo on Business Analysis Professional Day Webpage
- Name and logo on catering tables during afternoon tea
- Name and logo on the menu displayed during afternoon tea
- Name and logo on sponsor page of the printed event program
- Name and logo on sponsor page of the electronic event program
- Name and logo on promotional banners
- Exhibit Space: 1 x trestle table with two chairs for promoting materials and products in registration/catering area (This includes full day catering for 2 exhibitors)
- 1x Complimentary ticket for Event

Bronze Sponsor: \$1,500

Coffee Cart Sponsor

- Name and logo on Business Analysis Professional Day Webpage
- Name and logo on coffee cart during arrival, morning and afternoon tea and lunch
- Name and logo on coffee bar table
- Name and logo on sponsor page of the printed event program
- Name and logo on sponsor page of the electronic event program
- Name and logo on promotional banners
- Exhibit Space: 1 x trestle table with two chairs for promoting materials and products in registration/catering area (This includes full day catering for 2 exhibitors)
- 1x Complimentary ticket for Event

Sponsor Details – Brisbane BA Professional Day

Should you wish to sponsor, please complete the sponsorship form and send to the Brisbane Sponsorship Coordinator at BrisbaneSponsorship@australia.iiba.org

Name _____

Position _____

Name of Company/Organisation _____

Address _____

State _____ Postcode _____

Phone _____

Email _____

Level of Brisbane Sponsorship (Please circle)

- Gold (Naming Sponsor) \$5,000
- Silver (Lunch Sponsor) \$2,750
- Silver (Post Conference Drinks Sponsor) \$2,750
- Bronze (Lanyard Sponsor) \$1,500
- Bronze (Morning Tea Sponsor) \$1,500
- Bronze (Afternoon Tea Sponsor) \$1,500
- Bronze (Coffee Cart Sponsor) \$1,500

All amounts are in Australian dollars and include GST.

An **incentive discount of 10%** is offered for sponsoring both **Brisbane** and **Melbourne** events.

Payment terms

A 50% deposit must be paid by 15th September 2017.

A tax invoice and letter of confirmation will be sent out after the deposit has been received.

The remaining 50% must be paid by 30th September 2017, after which a final tax invoice will be sent out.