



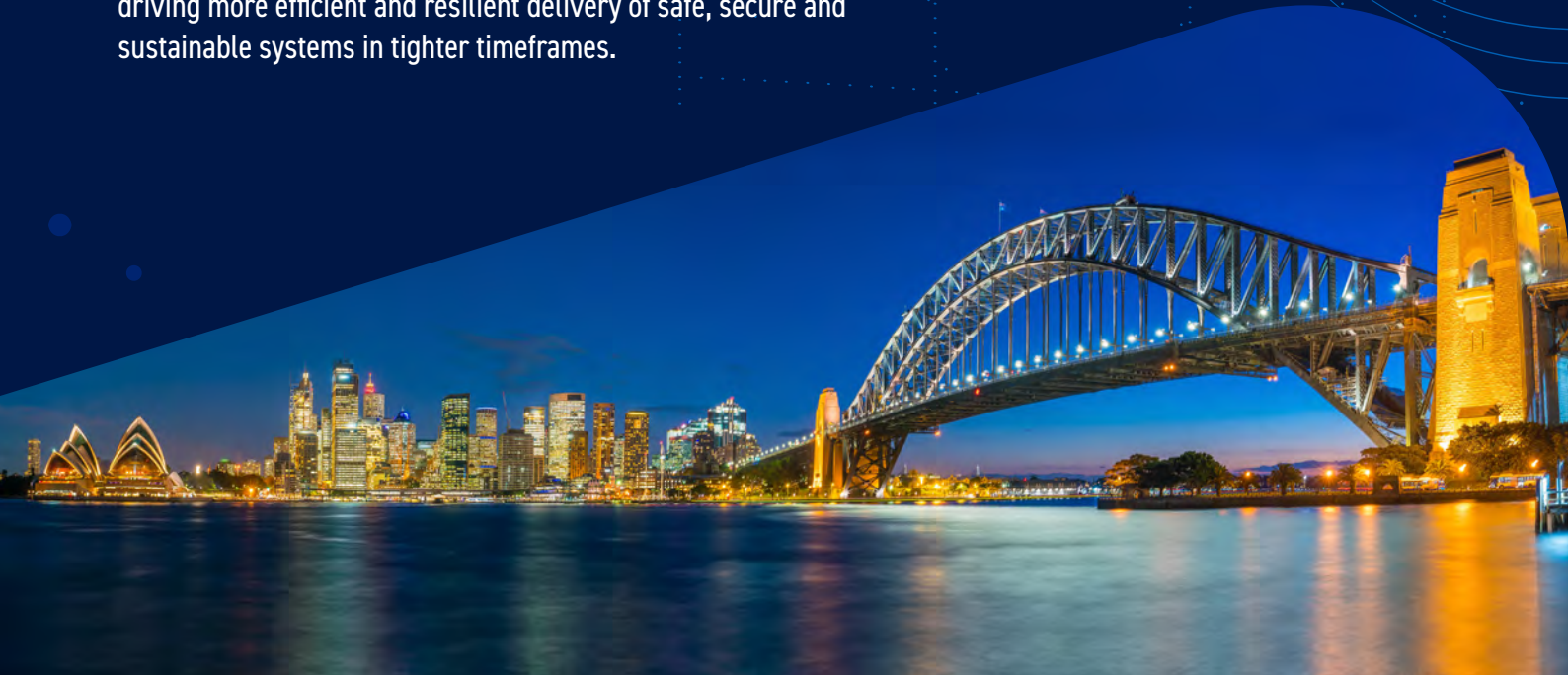
SPONSORSHIP & EXHIBITION PROSPECTUS

HILTON, SYDNEY 27 - 30 APRIL 2026

Systems Engineering |
Test & Evaluation Conference 2026

ADDING 'SUPERPOWERS' TO SYSTEMS ENGINEERING

Discover how integrating Artificial Intelligence and Data Engineering into Systems Engineering enhances system design, management, and optimisation. The conference showcases advances in system modelling, automation of tasks, test & evaluation and agile practices, driving more efficient and resilient delivery of safe, secure and sustainable systems in tighter timeframes.



sesa.org.au/event/sete26/



Systems Engineering
Society of Australia





ABOUT SETE 2026

Systems Engineering Test and Evaluation (SETE) 2026 is the premier conference of the Systems Engineering Society of Australia (SESA) and the Southern Cross Chapter of the International Test and Evaluation Association (ITEA). SETE provides a transdisciplinary forum for participants to expand professional networks, exchange best practices, and learn from leading practitioners and academics in engineering systems and the delivery of complex capabilities across diverse sectors.

The disciplines of systems engineering and test and evaluation – strengthened by the rapid adoption of artificial intelligence, digital engineering, automation, and data-driven approaches – are uniquely positioned to shape the design, integration, delivery, and sustainment of safe, secure, and resilient complex systems, enabling faster, smarter, and more sustainable outcomes for national and global benefit.

SETE26 will also explore how Artificial Intelligence and data engineering not only improve but also revolutionary shift the ability for Systems Engineers to analyse massive datasets and identify patterns invisible to the human eye, enabling more informed decision-making and efficient processes. Furthermore, these new technologies will enable systems to perform functions requiring human intelligence, leading to a significant transformation of how Systems will be engineered across all domains: Defence, Healthcare, Energy, Infrastructure and Transport.

This year's SETE Conference will be held in the heart of city at the Hilton Sydney from 27-30 April 2026.





Systems Engineering
Society of Australia

ABOUT SESA

Systems Engineering Society of Australia (SESA) is a technical society of Engineers Australia and the Australian-affiliated chapter of the International Council on Systems Engineering (INCOSE). Systems Engineering is a transdisciplinary and integrative approach to enable the successful realisation, use, and retirement of engineered systems, using systems principles and concepts, and scientific, technological, and management methods. SESA has more than 1000 members.

sesa.org.au



ABOUT ITEA

For over 40 years the International Test and Evaluation Association (ITEA), a not-for-profit education organisation, has been advancing the exchange of technical, programmatic, and acquisition information among the test and evaluation community. ITEA members come together to learn and share with others from industry, government, and academia, who are involved with the development and application of the policies and techniques used to assess effectiveness, reliability, inter-operability, and safety of existing, legacy, and future technology-based weapon and non-weapon systems and products throughout their life cycle.

itea.org



ABOUT SIMULATION AUSTRALASIA

Simulation Australasia envisions a future where modelling and simulation enable us all to create and live in a better, safer world. We strive to build a better future by connecting Australasia's modelling and simulation communities, promoting cross-industry research and collaboration and fostering the development of modelling and simulation professionals and standards of good practice.

simaust.com

BENEFITS OF SPONSORING

SETE 2026 PROVIDES AN EXCELLENT OPPORTUNITY TO:

- Raise awareness of your organisation's profile by showing your support for industry
- Reinforce your credentials as a key player in industry
- Stimulate discussion and extend management thinking on current issues
- Enhance employee pride and engagement by positioning your organisation as a prestigious sponsor and partner
- Reach 250+ delegates in a variety of roles across practices and domains/industry sectors
- Publicise your activities and promote your company brand and products
- Reinforce relationships with existing clients and develop new contacts
- Discover the current trends and challenges and how your organisation can meet them.

As a sponsor, you can feature your involvement in the Systems Engineering | Test and Evaluation (SETE) Conference 2026 across your channels, so clients and business partners are aware of your commitment and support.

WHY PARTNER?



Promote your brand through a multi-channel marketing campaign.



Publicise your activities and promote your company brand and products.



Reinforce relationships with existing clients and develop new contacts from a wider audience.



Discover how your organisation can meet current trends and challenges.



Present your passion and commitments to industry and the engineering profession while demonstrating your products/services.



Reach a specific group of delegates with your company logo being displayed on the SETE webpage and on select marketing material.

WHO WILL ATTEND?

SETE 2026 will bring together a powerful mix of leaders, innovators, and emerging talent from across sectors:

INDUSTRY AND SPECIALIST PRACTITIONERS

Executives, Consultants, Project Managers, Engineering Managers, Chief Engineers, Systems Engineers, Test and Evaluation experts, and Modelling and Simulation professionals shaping today's most complex projects.

GOVERNMENT, DEFENCE AND CRITICAL SECTORS

Defence organisations, government agencies, transport representatives, healthcare professionals, and cross-domain practitioners advancing safe, secure, and resilient national capabilities.

ACADEMIA AND EMERGING TALENT

Leading academics, researchers, students, and recent graduates who are driving innovation and shaping the future of systems engineering and test and evaluation.

CONFERENCE PROGRAM OVERVIEW

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
7:30-8:30		Systems Thinking Round Tables		
8:30/9-10:30	Morning	Plenary	Plenary	Plenary
11-12:30	Tutorials	Session 1	Session 4	Session 7
1:30-15:00	Afternoon	Session 2	Session 5	Session 8
15:30-17:00	Tutorials	Session 3	Session 6	Plenary
17:30-19:00		Welcome Drinks		
19:00-22:30			Dinner	



SPONSORSHIP OVERVIEW

SETE 2026 offers several unique sponsorship packages to showcase your organisation. We recognise that one size does not fit all when it comes to sponsorship investment. We are happy to discuss and design a tailor-made package specific to your organisation's budget, needs and marketing objectives.

Prices are in Australian Dollars (AUD) and are exclusive of GST

	PLATINUM \$15,000 (Exclusive)	GOLD \$12,500 (2 available)	SILVER \$10,000 (3 available)	BRONZE \$7,500 (4 available)	DINNER \$10,000 (Exclusive)	WELCOME RECEPTION \$5,000 (Exclusive)	CONFERENCE APP \$5,000 (Exclusive)	COFFEE BARISTA \$5,000 (2 available)	LANYARD \$5,000 (Exclusive)	EXHIBITOR \$3,500
BRANDING AND RECOGNITION (PRE-EVENT)										
Logo on the website with link to company website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company profile on website, 80 word promotional paragraph	✓	✓		✓	✓					
Company logo included in pre-event materials including email campaigns	✓	✓	✓	✓	✓					
Marketing Toolkit of promotional materials to share	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BRANDING AND RECOGNITION (DURING)										
Opportunity to address delegates	10 mins in opening plenary	5 min at a plenary			5 mins at dinner	3 mins at reception				
Verbal acknowledgement during plenaries	✓	✓	✓							
Exhibition booth (3mx2m) includes trestle table, 2 chairs and tablecloth	1	1	1	1						1
Listing and logo in event app	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
App advertisement	✓	✓					✓			
Display of organisation's banner (sponsor to provide)	2	1	1		✓	✓				
Logo on holding slide	✓	✓	✓	✓	✓					
Lanyard Branding									✓	
BRANDING AND RECOGNITION (POST-EVENT)										
Delegate List (name, organisation and state only) *subject to privacy laws	✓	✓	✓	✓						
REGISTRATIONS										
Full Conference Passes	3	2	2	1	2				1	1
Trade Only Passes				1						1

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor

\$15,000 + GST (Exclusive)

This premier sponsorship opportunity will ensure maximum exposure at the SETE 2026 Conference.

- Opportunity to address delegates for up to 10 minutes in the opening plenary. A VIP representative from your organisation to address the delegation during the Conference
- Logo recognition and acknowledgement on the website with placement of logo, 80 words promotional paragraph and link to the company website
- Recognition as Platinum sponsor on pre-event materials including promotional materials, website and email campaigns
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- Verbal Acknowledgement during the opening and closing plenaries
- 3m x 2m Exhibition Booth including trestle table, 2 chairs and tablecloth
- Sponsor listing in the event app: 80-word company profile listed with click-through to your website
- Event app advertisement with click-through to your website
- Opportunity to provide two (2) company banners to display on the plenary stage (banner provided by sponsor)
- Company logo on sponsor holding slide displayed throughout conference
- Delegate listing provided one week post-event (name, organisation and state only), subject to privacy laws
- Three (3) full-day delegate passes with full access to the conference program, catering, welcome reception and conference dinner

Gold Sponsor

\$12,500 + GST (2 available)

- Opportunity to address delegates for up to 5 minutes at a plenary session. A VIP representative from your organisation to address the delegation during the Conference
- Logo recognition and acknowledgement on the website with placement of logo, 80 words promotional paragraph and link to the company website
- Recognition as Gold sponsor on pre-event materials including promotional materials, website and email campaigns
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- Verbal Acknowledgement during the opening and closing plenaries
- 3m x 2m Exhibition Booth including trestle table, 2 chairs and tablecloth
- Sponsor listing in the event app: 80-word company profile listed with click-through to your website
- Event app advertisement with click-through to your website.
- Opportunity to provide one (1) company banners to display on the plenary stage (banner provided by sponsor)
- Company logo on sponsor holding slide displayed throughout conference
- Delegate listing provided one week post-event (name, organisation and state only), subject to privacy laws
- Two (2) full-day delegate passes with full access to the conference program, catering, welcome reception and conference dinner

Silver Sponsor

\$10,000 + GST (3 available)

- Logo recognition and acknowledgement on the website with placement of logo and link to the company website
- Recognition as Silver sponsor on pre-event materials including promotional materials, website, and email campaigns
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- 3m x 2m Exhibition Booth including trestle table, 2 chairs and tablecloth
- Sponsor listing in the event app: 80-word company profile listed with click-through to your website
- Opportunity to provide one (1) company banners to display on the plenary stage (banner provided by sponsor)
- Company logo on sponsor holding slide displayed throughout conference
- Two (2) full-day delegate pass with full access to the conference program, catering, welcome reception and conference dinner

Bronze Sponsor

\$7,500 + GST (4 available)

- Logo recognition and acknowledgement on the website with placement of logo and link to the company website
- Recognition as Bronze sponsor on pre-event materials including promotional materials, website, and email campaigns
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- 3m x 2m Exhibition Booth including trestle table, 2 chairs and tablecloth
- Sponsor listing in the event app: 80-word company profile listed with click-through to your website
- Company logo on sponsor holding slide displayed throughout conference
- One (1) full-day delegate pass with full access to the conference program, catering, welcome reception and conference dinner
- One (1) trade only pass with access to the exhibition, catering and welcome reception (additional tickets to the conference dinner can be purchased)

Conference Dinner Sponsor

\$10,000 + GST (Exclusive)

The Conference Dinner is open to all delegates, speakers, specified sponsors and invited guests. This sponsorship opportunity ensures your company will be an integral part of the conference's social highlights with excellent exposure to an audience of key industry professionals.

- Logo recognition and acknowledgement on the website with placement of logo and link to your company website
- Recognition as sponsor on pre-event materials including promotional materials, website, and email campaigns
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- Opportunity to address delegates for up to 5 minutes at the Conference Dinner. A VIP representative from your organisation to address the delegation
- Sponsor listing in the event app: 50-word company profile listed with click-through to your website
- Opportunity to provide two (2) company banners to display at the Conference Dinner (banner provided by sponsor)
- Company logo on sponsor holding slide displayed throughout the conference
- Two (2) full-day delegate passes with full access to the conference program, catering, welcome reception and conference dinner
- Two (2) tickets to the Conference Dinner

Welcome Reception Sponsor

\$5,000 + GST (Exclusive)

The Welcome Reception is open to all delegates, speakers, specified sponsors and invited guests. The Welcome Reception will provide an excellent opportunity for networking in an informal setting.

- Logo recognition and acknowledgement on the website with placement of logo and link to your company website
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- Opportunity to address delegates for up to 3 minutes at the Welcome Reception
- Sponsor listing in the event app: 50-word company profile listed with click-through to your website
- Opportunity to provide two (2) company banners to display at the Welcome Reception (banner provided by sponsor)
- One (1) full-day delegate pass with full access to the conference program, catering, welcome reception and conference dinner
- Two (2) tickets to attend the Welcome Reception

Conference App Sponsor

\$5,000 + GST (Exclusive)

The event Mobile App is highly used and interactive providing the app sponsor with high brand visibility. It is often used by delegates both pre and post event to recall and share information with others, all with your brand associated.

- Logo recognition and acknowledgement on the website with placement of logo and link to your company website
- Recognition as conference app sponsor on pre-event materials including website
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- Co-branded conference app with your logo featured prominently throughout
- Sponsor listing in the event app: 80-word company profile listed with click-through to your website

Coffee Barista Sponsor

\$5,000 +GST (2 available)

- The option to provide branding to be displayed at the coffee cart and the opportunity to provide branded cups, napkins, aprons etc. (Costs of any branding, and any extras chosen to be covered by the sponsor.)
- Logo recognition and acknowledgement on the website with placement of logo and link to your company website
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- Sponsor listing in the event app: 80-word company profile listed with click-through to your website
- Opportunity to provide one (1) company banners in the designated coffee cart area (sponsor to provide)

Lanyard Sponsor

\$5,000 +GST (Exclusive)

- Logo recognition and acknowledgement on the website with placement of logo and link to your company website
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- Branded lanyards (Sponsor to supply lanyard with approval from conference managers OR logo to be placed on lanyard organised by conference managers)
- Delegates to wear sponsor's lanyard for the duration of the conference
- Every delegate advertising your company
- One (1) full-day delegate pass with full access to the conference program, catering, welcome reception and conference dinner

Exhibitor

\$3,500 + GST

Secure a position in the exhibition. The exhibition is a vibrant and integral part of the conference and is the location of all catering during conference breaks.

- 3m x 2m Exhibition Booth including trestle table, 2 chairs and tablecloth
- Logo recognition and acknowledgement on the website with placement of logo and link to your company website
- Marketing Tool Kit of promotional materials to share on social media to promote conference presence
- One (1) full-day delegate pass with full access to the conference program, catering, welcome reception and conference dinner
- One (1) trade only pass with full access to the exhibition, catering and welcome reception (additional tickets to the conference dinner can be purchased)
- Exhibitor listing in the event app: 50-word company profile listed with click-through to your website



SPONSORSHIP & EXHIBITION BOOKING FORM

All sponsorship amounts are in Australian dollars and include GST.

Please complete the online application form and payment details via the <https://clems.eventsair.com/sete26>

You must also agree to the Terms and Conditions before booking your package. These are detailed on the next page of this prospectus.

FOR FURTHER INFORMATION

Please contact Thomas Boxoen to discuss other sponsorship opportunities or ideas for individual sponsorship packages.

Thomas Boxoen
Industry Director
SESA
0457 547 868
industrydirector@sesa.org.au



TERMS AND CONDITIONS

Payment

Full payment is required no later than 30 days after receipt of the tax invoice or 14 days prior to the Conference, which is earlier. If full payment is not received at this time, SETE reserves the right to cancel your sponsorship.

Sponsorship will only be allocated on receipt of the signed sponsorship booking form. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the total amount of the sponsorship, which must be paid prior to the Conference.

Cancellation Policy

All requests for cancellations must be made in writing to the SETE26 Conference Managers.

Due to the considerable administration associated with this event:

- A cancellation fee equivalent to 10% sponsorship fee will be incurred should confirmed agreements be cancelled.
 - Cancellations after 12 weeks before the event will be subject to a 50% cancellation fee.
 - Cancellations 6 weeks before the event will be subject to a 100% cancellation fee.
1. For the purpose of this contract, the term Management shall include the Systems Engineering Society of Australia
 2. Management agrees to provide the Exhibitor with the agreed inclusions as outlined in the original Exhibition and Sponsorship Prospectus and Exhibition Manual. Any additional requirements will be at the Exhibitor's expense.
 3. The Exhibitor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Exhibition and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Exhibition.
 4. The Exhibitor agrees to abide by the payment schedule as outlined by Management.
 5. The Exhibitor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors and members of the public attending the Exhibition, either on the said

space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.

6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
7. The contract may be cancelled by either party provided written notice is received. Due to the considerable administration associated with this event:
 - A cancellation fee equivalent to 10% sponsorship fee will be incurred should confirmed agreements be cancelled.
 - Cancellations after 12 weeks before the event will be subject to a 50% cancellation fee.
 - Cancellations 6 weeks before the event will be subject to a 100% cancellation fee.
8. Management reserves the right to alter or change the space assigned to the Exhibitor, and the exhibition floor plan.
9. Management reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Exhibition participants.
10. The Exhibitor agrees to confine their presentation within the contracted space only and to maintain staff in the booth space during Exhibition hours.
11. The Exhibitor agrees that any contract with the Press on Exhibition premises shall be by arrangement with Management officials.
12. The Exhibitor is responsible for the placement and cost of insurance related to his/her participation in the Exhibition.
13. The Exhibitor agrees that no display may be dismantled, or goods removed during the entire run of the Exhibition but must remain intact until the closing hour of the last day of the Exhibition. The

