

CYBERWEST SUMMIT 2025

**FUTURE  
PROOFING  
YOUR  
BUSINESS**

PAN PACIFIC PERTH  
28 & 29 MAY



[CYBERWESTSUMMIT.COM.AU](https://CYBERWESTSUMMIT.COM.AU)

THE ANNUAL CYBERWEST SUMMIT IS UNIQUE  
IN AUSTRALIA AND THE REGION IN PROVIDING  
BUSINESS PROFESSIONALS:

+ CYBER EDUCATION

+ ACTIONABLE STRATEGIES

+ LINKS TO QUALITY SERVICE PROVIDERS TO  
IMPROVE THEIR BUSINESS RESILIENCE.

CyberWest Hub sits at the centre of cyber security in our state. Tasked with building the State's cyber capabilities, our priorities are to create growth opportunities for cyber businesses, educate and empower cyber resilience within the WA community and showcase Western Australia's strengths in cyber education and innovation. We facilitate connections across community and government partners, build capability by inspiring more people to join the sector, and support cyber startups and scaleups to commercialise and expand, ready for export markets.

We are headquartered at Edith Cowan University in the Joondalup Innovation Hub, and are co-funded through the WA Government's New Industries Fund and Edith Cowan University.



# YOU ARE INVITED TO JOIN THE CYBERWEST SUMMIT 2025.

The Summit provides sponsors and exhibitors an exceptional opportunity to showcase your business to professionals from all sectors seeking to learn more about cyber security and how to protect their business. The exhibition will complement the program by providing delegates the opportunity to view the latest products, services and technology the industry has to offer to support their cyber resilience journey.

## FUTURE PROOFING YOUR BUSINESS



### NOT ONE SIZE FITS ALL

We recognise the not one size fits all and the following packages are suggestions only. If your organisation is keen to participate and has a certain marketing objective or budget, please contact [cyber@eventandconferenceco.com.au](mailto:cyber@eventandconferenceco.com.au) to discuss other potential packages to ensure your priorities as a supporter are achieved.

# CYBERWEST SUMMIT 2024 IN REVIEW

The 2024 event was a major success, attracting 500+ delegates which was a 30% increase from our 2021 event.



679

Delegates

30%

670+

520+

350+

2024

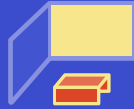
2023

2021



99

Presenters



34

Exhibitors



05

Networking Functions



21

Sponsors

In 2025, our marketing strategy will include:

Targeting small to medium sized businesses.

Developing a strong program with well known keynote speakers.

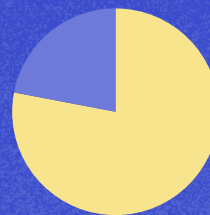
Broadening the appeal of cyber security across a wide range of industries in WA.



85%

Attendees

Likely or Highly Likely to **apply learning** from the Summit in current or future jobs.



78%

Attendees

Likely to Highly Likely to **do business or collaborate with** one of the exhibitors or people met at the Summit.

## MARKETING & REACH



**6000+**

Social Media Followers

LinkedIn, Facebook and  
Instagram



**2300**

Newsletter Database

## BUSINESS OUTCOMES



→ BETWEEN ←

**\$4.6m + \$8.6m**

In total, attendees estimated that between \$4.67m and \$8.6m of business projects were initiated or advanced through their attendance at the CyberWest Summit.



# WHY PARTNER WITH CYBERWEST SUMMIT 2025?

Whether your intention is to increase brand awareness, introduce a new product or service, or to network and meet new contacts, the CyberWest Summit 2025 event is your most valuable opportunity for success.



## STRENGTHEN YOUR BRAND IN THE MARKET

Aligning your company with this powerful educational experience demonstrates your commitment to building cyber resilience and further strengthen your brand within the market.



## HEIGHTENED VISIBILITY

You will have significant exposure prior to the Cyberwest Summit 2025 through the website and marketing materials. There is no better way to position your organisation to up to 600+ people.



## STAND OUT IN THE CROWD

Create your competitor difference by producing a unique and dynamic presence exhibiting at the CyberWest Summit 2025



## STRATEGIC & TAILORED NETWORKING

Networking develops quality business relationships through direct one to one engagement in a relaxed environment. Meet at one of our social events or in the exhibition.

# PROGRAM OUTLINE

8:00	REGISTRATION				
8:50	Attendees seated				
9:00	Opening Plenary				
11:00	Morning Tea				
11:00	Breakout Session	Breakout Session	Breakout Session	Workshop A	Workshop C
11:40	Room Change			Short break	Short break
11:50	Breakout Session	Breakout Session	Breakout Session		
12:30	Lunch				
13:30	Breakout Session	Breakout Session	Breakout Session	Workshop B	Workshop D
14:10	Room Change			Short break	Short break
14:20	Breakout Session	Breakout Session	Breakout Session		
15:00	Afternoon Tea				
15:40	Closing Plenary				
16:40	Sundowner				
18:00	CLOSE				



# KEY OBJECTIVES

1. Deliver cyber security awareness and education for professionals outside of cyber security (such as company directors and those working in finance, procurement, strategy, risk, compliance etc)
2. Strengthen the economy through supporting all businesses being cyber aware and secure
3. Showcase WA cyber capability
4. Connect the local, national and international cyber security community
5. Showcase thought leadership on cutting edge cyber issues
6. Provide quality networking opportunities to connect IT, cyber and non-cyber professionals
7. Trade & Investment engagement from ASEAN and Quad partners



## ATTENDEES WILL:

- Understand cyber resilience and how to mitigate risk through technology, processes and human behaviour
- Learn what to look for in a credible cyber security provider
- Learn from experts using accessible language, without cyber security jargon
- Meet local, national and international cyber security companies who can help them improve their cyber security processes, controls and technologies





# OPPORTUNITIES AT A GLANCE



Partnerships		Investment (inc GST)	Availability
PRESENTING PARTNERSHIP	<b>Presenting Partner</b>	Contact our team to discuss	Exclusive opportunity
MAJOR PARTNERSHIPS	<b>Major Partner</b>	\$22,500	2
SUPPORTING PARTNERSHIPS	<b>Keynote Speaker Partner</b>	\$12,500	4
	<b>Plenary Partner</b>	\$12,500	3
	<b>Concurrent Session Partner</b>	\$12,500	3
SOCIAL PARTNER	<b>Welcome Reception</b>	\$5,300	Exclusive opportunity
	<b>Farewell Reception</b>	\$5,300	Exclusive opportunity
ACTIVATION PARTNER	<b>Barista Partner</b>	\$5,300	Exclusive opportunity
	<b>Photo Booth</b>	\$5,300	Exclusive opportunity
	<b>Massage Station</b>	\$5,300	Exclusive opportunity
	<b>Cyber Zone</b>	\$5,300	Exclusive opportunity
EVENT PARTNER	<b>Lanyard Sponsor</b>	\$3,000	Exclusive opportunity
	<b>Notepad and Pen Sponsor</b>	\$2,500	Exclusive opportunity
	<b>APP Sponsor</b>	\$5300	Exclusive opportunity
EXHIBITION	<b>Exhibition Stand</b>	\$5700	16
	<b>Startup Alley</b>	\$1000	8



# OFFICIAL PRESENTING PARTNER

## EXCLUSIVE

## INVESTMENT LEVEL

A tailored proposal will be provided once partnership has been discussed.

As the Official Presenting Partner, our dedicated Partnership Manager will collaborate with you to create a partnership package that aligns with your marketing objectives and delivers maximum return on investment. It will include branding opportunities and high-level exposure on the lead up to, during and post event.

In addition, the Official Presenting Partner will receive an exhibition area prominently located in the Exhibition Hall and a number of high-profile networking opportunities.

### EXCLUSIVE PRESENTING OPPORTUNITY

The Official Presenting Partner will have the opportunity to make a five (5) minute welcome presentation at the opening plenary.

### NETWORKING LUNCH AND LEARN

Opportunity to host an educational event. Tailor your educational content and provide a speaker or brand ambassador of your choice. Promotion of your Lunch and Learn includes:

- Hand select the delegates you want in the room from registrants who have expressed an interest
- Exclusive naming rights to your Educational Lunch and Learn
  - Catering for up to 30 guests and 4 sponsor staff included
  - Room hire and basic AV included
- Speaker's costs, any additional catering and additional AV are at the partner's expense.
- Opportunity to provide a branded gift at the Networking Lunch (sponsor to provide)

### PREMIUM BRANDING OPPORTUNITY ADDED TO PRESENTING PARTNER

Each delegate will be provided with a name badge.

**Benefits:** Your company's logo on the delegate's name badge and alongside the CyberWest Summit Logo - this represents strong brand recognition on the day



# OFFICIAL PRESENTING PARTNER (CONTINUED)

## REGISTRATION

- Eight (8) full delegate registrations including all catering & social functions

## EXHIBITION

- 4m x 2m (8m<sup>2</sup>) of Exhibition space in a prime location
- Four (4) exhibition registrations which include catering

## PROMOTION

- Logo acknowledgement as the Presenting Partner on all event marketing collateral
- Representative interviewed on the West Coast Cyber podcast
- Opportunity to provide a branded item to be included in the event bag (sponsor to supply)
- One (1) dedicated marketing email sent to all participants in the final weeks leading up to the event, highlighting your support and encouraging delegates to visit your exhibition stand. Content to be provided by the partner and subject to the Organising Committee approval and privacy legislation

- Logo included in event Media Wall
- Partner social media tile and promotion pack will be provided by CyberWest Hub for partners to promote through their own channels
- Two (2) social media posts prior to the Summit & one (1) post event
- Acknowledgement as Presenting Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)
- One (1) push notification via the CyberWest Summit App which can be used to promote your partnership

## DELEGATE LIST

- Delegate list (name, position, organisation, state, and country) supplied post event in accordance with Australian Privacy laws



# OFFICIAL MAJOR PARTNER

**2 OPPORTUNITIES**  
**INVESTMENT LEVEL**  
\$22,500 INC GST

As a Major Partner of the CyberWest Summit 2025 your company will benefit from prominent branding across the Summit as well as in the lead up to, during and post the event. The Major Partners are an integral and high-profile supporter of the CyberWest Summit 2025.

Exclusive opportunity that sit under Major Partner includes:

## NETWORKING BREAKFAST

Opportunity to host an educational event. Tailor your educational content and provide a speaker or brand ambassador of your choice. Promotion of your Networking Breakfast includes:

Two (2) opportunity to host an educational event. Tailor your educational content and provide a speaker or brand ambassador of your choice. Promotion of your Networking Breakfast includes:

- Hand select the delegates you want in the room
- Exclusive naming rights to your Networking Breakfast
- Catering for up to 30 guests and 3 sponsor staff included
- Room hire and basic AV also included
- Speaker's costs, any additional catering and additional AV are at the partners expense
- Any additional guests over the allocated 30 attendees will be charged pro-rata
- Your logo to be displayed on the partners' page of the Summit website
- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws.

## REGISTRATION

- Six (6) full delegate registrations including all catering & social functions

## EXHIBITION

- 3m x 2m (6m<sup>2</sup>) of Exhibition space in a prime location
- Two (2) exhibition registrations which include catering

## PROMOTION

- Logo acknowledgement as Major Partner on all event marketing collateral
- Representative interviewed on the West Coast Cyber podcast
- Opportunity to provide a branded item to be included in the event bag (sponsor to supply)
- One (1) dedicated marketing email sent to all participants in the final weeks leading up to the event, highlighting your support and encouraging delegates to visit your exhibition stand. Content to be provided by the partner and subject to the Organising Committee approval and privacy legislation
- Logo included in event Media Wall
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- One (1) social media post prior to the Summit & one (1) post event
- Acknowledgement as Major Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)
- One (1) push notification via the CyberWest Summit App which can be used to promote your partnership

## DELEGATE LIST

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws

# SUPPORTING PARTNERSHIPS

**4 OPPORTUNITIES**  
**INVESTMENT LEVEL**  
\$12,500 INC GST

## KEYNOTE SPEAKER PARTNER

Four (4) opportunities to sponsor one of the keynote presenters. Your brand will be associated with a leader in the sector. Promotion of your Keynote Speaker Partnership includes:

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### EXHIBITION

- 3m x 2m (6m<sup>2</sup>) of Exhibition space in a prime location
- Two (2) exhibition registrations which include catering

### PROMOTION

- Verbal acknowledgement as the Keynote Speaker Partner at the commencement of the session by the MC.
- Logo on title slides prior to the commencement of the session
- Opportunity to introduce the Keynote Speaker
- Logo acknowledgement as Supporting Partner on all event marketing collateral

- Logo included in event Media Wall
- Your logo included on marketing emails sent to all participants before, during & after the event
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as a Supporting Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)

### DELEGATE LIST

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws



# SUPPORTING PARTNERSHIPS

**3 OPPORTUNITIES**  
**INVESTMENT LEVEL**  
\$12,500 INC GST

## PLENARY PARTNER

Three (3) plenary sessions will be available for sponsorship throughout the Summit. As no other session is held at the time of each plenary, your sponsorship of either of these sessions will provide your organisation with maximum exposure to the majority of delegates. Please speak to our Partnership Manager about the program and the best alignment for your organisation.

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### EXHIBITION

- 3m x 2m (6m<sup>2</sup>) of Exhibition space in a prime location
- Two (2) exhibition registrations which include catering

### PROMOTION

- Verbal acknowledgement as the Plenary Session Partner at the commencement of the session by the MC
- Logo on title slides prior to the commencement of the session
- Logo acknowledgement as Supporting Partner on all event marketing collateral

- Your logo included on marketing emails sent to all participants before, during & after the event
- Logo included in event Media Wall
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as a Supporting Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)

### DELEGATE LIST

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws



# SUPPORTING PARTNERSHIPS

**3 OPPORTUNITIES**  
**INVESTMENT LEVEL**  
\$12,500 INC GST

## CONCURRENT SESSION PARTNER

Each day, the program will break out into three (3) concurrent sessions aligned to the themes People, Processes and Technology. Partnership of a concurrent session will provide you with access to an audience that is particularly interested in a topic that your organisation's products or services may compliment. Please speak to our Partnership Manager about the program and the best alignment for your organisation.

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### EXHIBITION

- 3m x 2m (6m<sup>2</sup>) of Exhibition space in a prime location
- Two (2) exhibition registrations which include catering

### PROMOTION

- Verbal acknowledgement as the Concurrent Session Partner at the commencement of the session by the MC
- Option for a company representative to MC the Concurrent Session
- Logo on title slides prior to the commencement of the session
- Logo acknowledgement as Supporting Partner on all event marketing collateral
- Logo included in event Media Wall

- Your logo included on marketing emails sent to all participants before, during & after the event
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Option to provide 2 banners, one on either side of stage during session
- Acknowledgement as a Supporting Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)

### DELEGATE LIST

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws



# SOCIAL PARTNERSHIPS

**EXCLUSIVE**  
**INVESTMENT LEVEL**  
\$5,300 INC GST

## WELCOME RECEPTION PARTNER

The Welcome Reception provides the ideal opportunity to showcase your organisation to all delegates in an informal environment. It is the first function of the Summit that provides high brand exposure, as all conference delegates and exhibitors come together to catch up and network.

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### PROMOTION

- Opportunity for your most senior representative to make a three (3) minute introduction at the closing of the plenary before the Welcome Reception
- Logo acknowledgement as Social Partner on all event marketing collateral
- Your logo included on marketing emails sent to all participants before, during & after the event

- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as a Social Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)
- Opportunity to display a pull up banner at the Welcome Reception (supplied by partner)





# SOCIAL PARTNERSHIPS

**EXCLUSIVE**  
**INVESTMENT LEVEL**  
\$5,300 INC GST

## FAREWELL RECEPTION PARTNER

The farewell Reception provides the ideal opportunity to showcase your organisation to all delegates in an informal environment. It is the final function of the Summit that provides high brand exposure, as all conference delegates and exhibitors come together to network and reflect on a successful event.

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### PROMOTION

- Opportunity for your most senior representative to make a three (3) minute introduction at the closing of the plenary before the Farewell Reception
- Logo acknowledgement as Social Partner on all event marketing collateral
- Your logo included on marketing emails sent to all participants before, during & after the event

- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as a Social Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)
- Opportunity to display a pull up banner at the Farewell Reception (supplied by partner)



# ACTIVATION PARTNERSHIPS

**EXCLUSIVE**  
**INVESTMENT LEVEL**  
\$5,300 INC GST



## BARISTA PARTNER

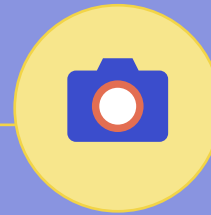
The coffee cart will be located in a premium location within the Exhibition Hall. This will provide a space where delegates and exhibitors can hold meetings, network, relax and share a coffee, after all who doesn't like coffee! This opportunity offers high-level exposure for your brand. Your partnership will include:

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### PROMOTION

- Logo acknowledgement as Activation Partner on all event marketing collateral
- One barista bar including all consumables - opportunity to brand take-away cups (at partner's expense).
- Barista station to be branded with company logo/banner to be placed next to the barista bar
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as an Activation Partner on the dedicated sponsor page of the CyberWest Summit website (including logo and hyperlink to your company website)



## PHOTO BOOTH

This interactive activation will consist of a roving photo booth, where guests can capture unforgettable moments from the Welcome Reception function. Your brand will enjoy maximum visibility, with your logo featured on the custom graphic. Create lasting impressions and be at the centre of the action with this interactive and fun experience.

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### PROMOTION

- Logo featured on custom branded graphic for photos
- Logo acknowledgement as Activation Partner on all event marketing collateral
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as an Activation Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)

# ACTIVATION PARTNERSHIPS

**EXCLUSIVE**  
**INVESTMENT LEVEL**  
\$5,300 INC GST



## MASSAGE STATION

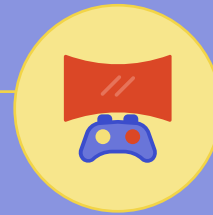
This sponsorship offers a unique way to stand out, providing attendees with a memorable experience while showcasing your brand in a refreshing, stress-relieving setting. Be the name they thank for helping them recharge.

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### PROMOTION

- One banner positioned next to the massage therapists
- Logo acknowledgement as Activation Partner on all event marketing collateral
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as an Activation Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)



## CYBER ZONE

Create a 'chill out zone' for delegates to spend time throughout the breaks. Opportunity to include a customised game or something interactive within this space. We encourage out of the box thinking with this one!

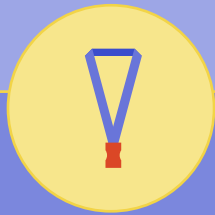
### REGISTRATION

- Two (2) full delegate registrations including all catering & social functions

### PROMOTION

- Opportunity to provide merchandise for delegates to take from this room
- Opportunity to set up a unique activation in this room, make them truly remember you!
- Logo acknowledgement as Activation Partner on all event marketing collateral
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as at Activation Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)

# EVENT PARTNERSHIPS



## LANYARD SPONSOR

As Lanyard Sponsor, your brand will be front and centre throughout the entire event. Every delegate will wear your logo, ensuring continuous visibility and brand recognition across the Conference.

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### PROMOTION

- Organisation logo displayed on the Conference lanyards
- Lanyards must be supplied by the partner
- Logo acknowledgement as Event Partner on all event marketing collateral
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as an Event Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)

**EXCLUSIVE**

\$3,000 INC GST



## NOTEPAD AND PEN SPONSOR

This sponsorship ensures high visibility and engagement during the Conference, offering a practical, memorable way to showcase your brand and leave a lasting impression. Be the brand delegates rely on for their note-taking and ideas!

### REGISTRATION

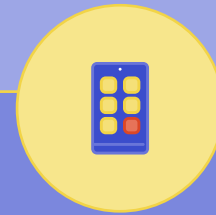
- Two (2) full delegate registration including all catering & social functions

### PROMOTION

- Opportunity to display branded pads/pens at back of the Conference room
- Products must be supplied by the sponsor
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as an Event Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)

**EXCLUSIVE**

\$2,500 INC GST



## APP SPONSOR

Your logo will be featured on the app, giving you consistent visibility every time attendees navigate the platform. With the app being a key tool for event engagement and networking, this sponsorship give your brand regular exposure and keeps your brand at the fingertips of all participants.

### REGISTRATION

- Two (2) full delegate registration including all catering & social functions

### PROMOTION

- Branded Conference App banner
- Partner social media tile will be provided by CyberWest Hub for partners to promote through their own channels
- Acknowledgement as an Event Partner on the dedicated sponsor page of the CyberWest Summit website (including logo, hyperlink to your company website)
- Conference App will be available to all delegates and will be used regularly throughout the Conference

**EXCLUSIVE**

\$5,300 INC GST

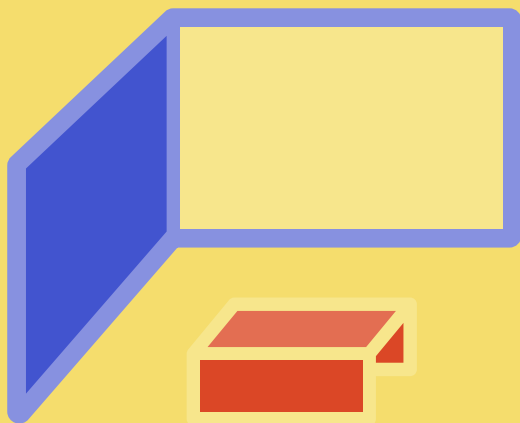
# EXHIBITION OPPORTUNITIES

16 OPPORTUNITIES

\$5,700 INC GST

The Summit will provide exhibitors with the opportunity to market products and services directly to key decision makers within their target markets.

To acknowledge the importance of the exhibition, the Summit program has been structured to provide maximum exposure to exhibitors. All breaks will be served in the exhibition area for the duration of the Summit. Our social functions, and Welcome Reception will also be held in the Exhibition area.



**Confirmed exhibitors are entitled to the following benefits and features:**

## EXHIBITION

- 3m x 2m (6m<sup>2</sup>) exhibition space
- One (1) trestle table with cloth and 2 chairs
- One (1) power outlet
- Wi-Fi access

## REGISTRATION

- Two (2) exhibition registrations including all catering

## PROMOTION

- Partner social media tile will be provided by CyberWest Hub for exhibitors to promote through their own channels
- Acknowledgement as an Exhibitor on the CyberWest Summit website (including logo, hyperlink to your company website)

All exhibition tables must be staffed by your organisation representatives. Please note that all organisation representatives are required to be registered as exhibition representatives.



# STARTUP EXHIBITION OPPORTUNITIES

8 OPPORTUNITIES  
\$1,000 INC GST

Startup Alley will showcase up to eight emerging cyber businesses that have been in operation for less than four years (commenced in 2021 or later).

**Confirmed exhibitors are entitled to the following benefits and features:**

## EXHIBITION

- 1m x 1m (1m<sup>2</sup>) exhibition space
- One (1) bar table and chair
- One (1) power outlet
- Wi-Fi access

## REGISTRATION

- One (1) exhibition registration including all catering

## PROMOTION

- Partner social media tile will be provided by CyberWest for exhibitors to promote through their own channels
- Acknowledgement as a Startup Exhibitor on the CyberWest Summit website (including logo, hyperlink to your company website)

All exhibition tables must be staffed by your organisation representatives. Please note that all organisation representatives are required to be registered as exhibition representatives.



# PARTNERSHIP & EXHIBITION BOOKING FORM

By submitting this form you are applying to be a sponsor of the CyberWest Summit 2025, which is subject to acceptance by the CyberWest Hub in its absolute discretion. If your application is successful, you will be notified in writing by the CyberWest Innovation Hub and will be bound by the following terms and conditions.

## CONTACT DETAILS

Please print clearly.

Please note all correspondence including invoices will be sent to the contact supplied below:

Name:

Position:

Organisation:

ABN:

Address:

Suburb:

Postcode:

State:

Country:

Telephone:

Mobile:

Email:

Website:

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## PARTNERSHIP OPPORTUNITIES

All costs are shown in Australian dollars and include GST.


### SELECT SPONSORSHIP PACKAGE

Presenting Partner	TBA	Barista Partner	\$5,300
Major Partner	\$22,500	Photo Booth	\$5,300
Keynote Speaker Partner	\$12,500	Massage Station	\$5,300
Plenary Partner	\$12,500	Cyber Zone	\$5,300
Concurrent Session Partner	\$12,500	Lanyard Sponsor	\$3,000
Welcome Reception	\$5,300	Notepad and Pen Sponsor	\$2,500
Farewell Reception	\$5,300	App Sponsor	\$5,300

Partnership Total Amount **AU\$**

## EXHIBITION OPPORTUNITIES

All costs are shown in Australian dollars and include GST.

 SELECT BOOTH PACKAGE	PRICE PER BOOTH	QTY	TOTAL COST (\$AU)
Exhibition (3m x 2m)	\$5,700		
Startup Exhibition (1m x 1m)	\$1,000		
Exhibition Total Amount			AU\$

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## PAYMENT

Partnership/Exhibition confirmation and a tax invoice will be sent upon receipt of your booking form.

Partnership: 50% deposit is required upon receipt of the application form and the final 50% before 15 March 2025.

Exhibition: Full payment is required upon receipt of application.

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## AGREEMENT

I have read and agree with the attached terms and conditions.

Name:

Organisation:

Signed:

Date:

Please email booking form to **Event & Conference Co.**

[cyber@eventandconferenceco.com.au](mailto:cyber@eventandconferenceco.com.au)

To discuss further please call (08) 6102 2516

**CYBERWEST  
SUMMIT 2025**



# TERMS + CONDITIONS

## 1. Sponsorship

- 1.1 After receiving an application, Cyberwest Hub will assess the application and determine whether the applicant is approved for the Event. Cyberwest Hub reserves the right to accept or reject a Sponsor's application in its sole discretion and without providing reasons. Where the applicant applies for more than one sponsorship opportunity, Cyberwest Hub may approve or reject one or more opportunities in its sole discretion and without providing reasons. Cyberwest Hub will communicate any approval or rejected to the applicant.
- 1.2 If the application is rejected, all monies tendered by the applicant will be refunded.
- 1.3 If the application is approved, Cyberwest Hub will allocate the Sponsorship Package. A binding agreement will be reached upon Cyberwest Hub approving an application and communicating this to the Sponsor.
- 1.4 The Sponsor agrees to pay the balance of the Sponsorship Fee on the terms and conditions set out in the Prospectus.
- 1.5 In consideration of the Sponsor paying the Sponsorship Fee, Cyberwest Hub will provide the Sponsor with the Sponsorship Benefits set out in the Prospectus.

## 2. Term

- 2.1 This Agreement commences on the Commencement Date and continues until the completion of the Event unless terminated earlier in accordance with the terms of this Agreement.

## 3. Payment

- 3.1 The Sponsor will pay the Sponsorship Fee to Event & Conference Co. on behalf of CyberWest Hub as set out in the Prospectus, on receipt by the Sponsor of a valid tax invoice. For clarity, time is of the

essence regarding payment, and non-payment by a Sponsor will be deemed to be breach of an essential term of this Agreement.

- 3.2 The Parties agree that all amounts are non-refundable if the Event proceeds and this Agreement has not been terminated.
- 3.3 The Parties acknowledge that GST may be payable on the Sponsorship Fee provided under this Agreement. If GST is payable, the Sponsorship Fee will be increased by the amount equal to that which Cyberwest Hub is obliged to remit as GST.

## 4. Confidential Information

- 4.1 Subject to clause 4.2 and 4.3, each Party must not:
  - (1) disclose any information about this Agreement or any Confidential Information received from the other Party; and
  - (2) make any use of the other Party's Confidential Information other than for the purposes of performance of the Sponsorship or the Event.
- 4.2 Each Party may disclose Confidential Information to its employees, consultants and authorised sub-contractors who need to receive the information during performance of this Agreement and who have agreed not to disclose such Confidential Information.
- 4.3 The confidentiality obligations in this clause do not apply to any information which:
  - (1) is or subsequently becomes available to the public other than through a breach by the receiving Party;
  - (2) is already known to the receiving Party before disclosure by the disclosing party;
  - (3) is developed through the independent documented efforts of the receiving Party;
  - (4) the receiving Party rightfully

receives from a third party without restrictions as to use; or

- (5) is required to be disclosed pursuant to an order or requirement by a Court or other government body.

## 5. Sponsor Materials

- 5.1 The Sponsor must provide to Cyberwest Hub a copy of its logo in the format directed by Cyberwest Hub, to enable Cyberwest Hub to provide the Sponsorship Benefits.
- 5.2 The Sponsor must provide all physical materials for the Event as reasonably directed by Cyberwest Hub.

## 6. Participation in the Event

- 6.1 Cyberwest Hub reserves the right to cancel participation in the Event, or to close a stall at the Event, if performance of or participation in the Event is, in Cyberwest Hub's reasonable opinion, objectionable, dangerous, unsuitable, unlawful, infringes the intellectual property rights of third parties or is potentially detrimental to the reputation or welfare of Cyberwest Hub.
- 6.2 Sponsors will not during their participation at the Event, without Cyberwest Hub's prior consent:
  - (1) allow any animal in the Event;
  - (2) allow any explosive or inflammable liquids or like substances in the Event;
  - (3) permit any advertisement (other than advertising their own business or services) to be placed at the Event, or advertise third party sponsors;
  - (4) permit the supply or use of food or alcohol in the Galleries.
- 6.3 Sponsors will be required to abide by Cyberwest Hub's lawful directions during the Event, in particular, relating to inductions, and work and health safety.



6.4 While ownership and copyright rights remain with the relevant Sponsor, it is expressly agreed that the Event may be photographed, recorded or videorecorded for reproduction in the following instances:

- (1) printed or electronic invitations and other publicity material;
- (2) Cyberwest Hub's website and archives;
- (3) reviews and other articles;
- (4) social media promotion;
- (5) media releases; and
- (6) agents and third parties authorised by Cyberwest Hub.

6.5 If a Sponsor has any concerns about the Event being photographed, recorded or videorecorded, they are to promptly notify the Cyberwest Hub team, where practicable, before application for a Sponsorship Package.

6.5 Participants acknowledge that Cyberwest Hub may use surveillance equipment (including videorecording) for security purposes in connection with the Event.

## 7. Participation in events

7.1 Where the Sponsorship Package includes in-person attendance at the Event (or other Cyberwest Hub events), the Sponsor must ensure its personnel abide by any rules, policies and directions given by Cyberwest in respect of any facilities used. All event attendees must agree to abide by CyberWest Hub's Code of Conduct.

7.2 Whilst Cyberwest Hub will use all reasonable endeavours to promote the event and attract other sponsors and attendees to the Event, it cannot guarantee specific attendees or minimum numbers of attendees for the Event.

7.3 Where a Sponsorship Package includes the right to register an attendee at the Event, Cyberwest Hub, reserves the absolute discretion to deny entry to attendee, or remove an attendee from the event where this would bring Cyberwest Hub's reputation into disrepute, or where the individual has engaged in behaviour which Cyberwest Hub, acting reasonably, considers

inappropriate, or may present, a reasonable risk to the health, safety and wellbeing of others.

## 8. Insurance

8.1 All Sponsors must hold suitable insurance with respect to their own personnel and equipment.

8.2 All Sponsors must have a current public liability insurance policy and must present a certificate of currency when completing their induction or otherwise upon request by Cyberwest Hub. If a Sponsor does not have public liability insurance, they must notify the Cyberwest Hub to discuss the potential use of public liability / hirer's liability insurance cover (which is not automatic and must be agreed in writing). If approval is given, and if a claim is made against the Hirer's Liability policy, the Sponsor will be responsible for paying the excess applicable to the insurer.

8.3 Participants acknowledge that if for some reason they are not indemnified under a policy of insurance, they are personally liable for any claims arising out of the Exhibition or the use of the facilities.

## 9. Intellectual property

9.1 Each Party agrees it will not have any claim, ownership or interest in the other party's intellectual property.

## 10. Promotion

10.1 Cyberwest Hub is responsible for designing and producing promotional materials relating to the Event.

10.2 Sponsors must not produce their own promotional materials, including online or via social media, which involve the Event or use Cyberwest Hub intellectual property, logos or materials, without express Cyberwest Hub's written consent. Where Cyberwest Hub permits the Sponsor to use its intellectual property, logos or materials, the Sponsor must comply with any brand guidelines or other reasonable directions provided by Cyberwest Hub.

10.3 The Sponsor:

- (1) grants to Cyberwest Hub

a perpetual, non-exclusive, worldwide, royalty-free license to use any of the Sponsor's Intellectual Property Rights to promote and market the Event, and to fulfill the Sponsorship Package, including for online marketing and social media;

- (2) warrants that it owns, or is licensed to use the Sponsor's Intellectual Property Rights; and
- (3) indemnifies and will keep indemnified Cyberwest Hub and its employees, contractors, and agents, against any claims, demand, suits, loss or damages (including legal costs on a full indemnity basis) to the extent that such actions arise out of a claim that a use by Cyberwest Hub or its employees, contractors, and agents of the Sponsor's purported or actual Intellectual Property Rights under this clause infringes any Intellectual Property Rights of a third party.

## 11. Indemnity

11.1 The Sponsor indemnifies, will keep indemnified, and releases Cyberwest Hub, its employees, contractors and agents from and relating to all actions, suits, proceedings, losses, claims, demands and costs which may be brought against Cyberwest Hub, its employees, contractors and agents, by any person, firm or entity for all damage, loss, injury (including death), costs or expenses caused directly or indirectly to or suffered by any person, firm or entity as a result of or arising out of any breach of the Sponsorship Agreement or any actual or alleged default by the Sponsor.

11.2 The Sponsor and its employees, contractors and agents participate in the Event at their own risk. Cyberwest Hub, to the fullest extent permissible under law, will not in any circumstances be liable for any loss, damage or injury which may occur to the Sponsor,



or its contractors and agents, or for any damage to property including damage to exhibits, plant, equipment, fixtures, fittings, display stock or other property whatsoever or for any loss of profits suffered however caused.

## 12. Rearrangement or Cancellation of Event

- 12.1 If, for reasons beyond Cyberwest Hub's control, or due to concerns about participation, sponsorship or attendance rates, Cyberwest Hub may delay the Event by up to 6 months. Provided that Cyberwest Hub provides reasonable notice, having regard to the circumstances leading to the delay, of any delay, Cyberwest Hub may retain the Sponsorship Fee in full, and will not have any other liability to the Sponsor.
- 12.2 Cyberwest Hub reserves the right to cancel the event, for any reason beyond Cyberwest Hub's control, or due to concerns about participation, sponsorship or attendance rates. Cyberwest Hub will communicate cancellation of the Event as soon as is reasonably practicable. If the Event is cancelled by Cyberwest Hub:
- (1) Cyberwest Hub and the Sponsor will meet to discuss the Sponsor's entitlement to a refund of the Sponsorship Fee that is reasonable in all the circumstances, taking into consideration any money already expended by Cyberwest Hub, and benefits the Sponsor may have received;
  - (2) any amount of the Sponsorship Fee that is to be refunded by Cyberwest Hub to the Sponsor will be refunded within 30 days of the Parties agreeing the amount of the Sponsorship Fee to be refunded;
  - (3) Cyberwest Hub's entitlements to receive any further Sponsorship Fee will cease immediately; and
  - (4) Cyberwest Hub's maximum liability is capped at the

amount of the Sponsorship Fee that the Sponsor has paid as at the date of cancellation.

## 13. Cancellation by Sponsor

- 13.1 The Sponsor has the right to cancel its Sponsorship Package. However:
- (1) If the Sponsorship Package is on-sold before the Event, the Sponsor will receive a full refund of the Sponsorship Fee;
  - (2) if the Sponsorship Package is partially on-sold before the Event, the Sponsor will receive a refund of such portion of the Sponsorship Fee corresponding to the pro-rata proportion of the Sponsorship Package that was on-sold; and
  - (3) if no part of the Sponsorship Package is on-sold before the Event, the then all Sponsorship Fees paid in respect to the Sponsorship Package will be forfeited.
- 13.2 The Sponsor agrees that any monies which Cyberwest Hub is entitled to retain under this clause, represent a fair and reasonable pre-estimate of Cyberwest Hub's loss and damage resulting from the Sponsor's cancellation.
- 13.3 Any monies that Cyberwest Hub is required to refund under this clause, will be refunded within 30 days.

## 14. Termination of Agreement

- 14.1 Either Party may terminate this Agreement by giving notice in writing to the other Party if the other Party fails to rectify a breach of this Agreement within 7 working days of receipt of a written notice requiring such Party to remedy a breach within 7 working days or within such other period as the Parties have agreed in writing.
- 14.2 The Sponsor must not engage in any conduct that would bring the name, goodwill or reputation of Cyberwest Hub into disrepute. The Sponsor must comply with all Applicable laws, regulations, and industry standards. If a Sponsor is in breach of this clause, Cyberwest

Hub may do either or both of the following:

- (1) terminate the Agreement with immediate effect (in which case the refund provisions in clause 13 will apply; or
  - (2) immediately withdraw from publication, display, broadcast, advertisement, exhibition or otherwise any Sponsor owned content in relation to the Event.
- 14.3 Termination will be without prejudice to any other rights or remedies a party may have accrued prior to termination.

## 15. Notice:

- 15.1 Any Notice sent by one Party must be in writing and sent to the other Party by personal delivery, post or email to the address of the Party as set out in this Agreement. Any Notice sent will be deemed to have been received:
- (1) if delivered personally, on the same day;
  - (2) if sent by post, on the third Business Day after the date of posting; or
  - (3) if sent by email before 4pm on a Business Day, on the day it is sent and otherwise on the next Business Day, however an email is not treated as given or received if the sender receives notification, or the recipient can prove, that the email has been relayed, delayed or not delivered, until such time as it can be demonstrated that the email was received.

## 16. Dispute Resolution:

- 16.1 If a dispute arises in connection with this Agreement, a Party must serve a notice specifying the dispute and requiring its resolution under this clause ("Notice of Dispute").
- 16.2 Within 7 days of receiving the Notice of Dispute, the disputing Parties must negotiate and attempt to resolve the dispute.
- 16.3 If the dispute remains unresolved within 30 days of the Notice of Dispute, a nominated member of



the senior management of each disputing Party ("Nominated Persons") must negotiate and attempt to resolve the dispute.

16.4 If the dispute remains unresolved within 30 days of the commencement of the negotiations between the Nominated Persons, any of the disputing Parties may refer the dispute to mediation by a mediator agreed by all the disputing Parties, or failing agreement, a mediator appointed by the Resolution Institute, on the terms of a standard mediation to be conducted agreement by the Resolution Institute. The reference will commence when a disputing Party gives written notice to all other disputing Parties specifying the dispute and requiring resolution under this clause.

16.5 The disputing Parties will cooperate to enable the mediator to mediate the dispute within 30 days of the mediator's appointment.

16.6 The fees of the mediator will be paid by the disputing Parties in equal proportions.

16.7 This clause does not prevent any Party from obtaining any injunctive, declaratory or other interlocutory relief from a court which may be urgently required. However, a Party will not otherwise commence legal action to resolve a dispute unless and until it has first complied with this clause.

## 17. Survival.

17.1 The following clauses survive the termination of this Agreement for any reason: 4 (confidential information), 9 10 (promotion), 11 (indemnity), 16 (dispute resolution).

## 18. General:

18.1 Counterparts. This Agreement may be executed in any number of counterparts which together will constitute one Agreement. Each Party may communicate its execution of this Agreement by successfully transmitting an executed copy of this Agreement by mail or email to each other Party.

18.2 Electronic Signature: Each party consents to executing this

Agreement by electronic means and agrees that any electronic signature (including typing a name, inserting a signature image, using an electronic signature platform, or digital signature with public key encryption technology) will be deemed an original signature for the purposes of this Agreement. If an electronic signature is used, the relevant party warrants that its electronic signature:

- (1) where the party is an individual, indicates that that party intended to be bound by the terms of this Agreement; and
- (2) where the party is a company or institution, indicates that the person(s) signing for and on behalf of that party intended to bind that party to the terms of this Agreement.

18.3 Governing law. This Agreement is governed by the laws of Western Australia. Each Party submits to the non-exclusive jurisdiction of the courts of Western Australia.

18.4 Further Acts. The Parties will promptly do and perform all acts and things and execute all documents as may from time to time be required and always will act in good faith for the purposes of, or to give effect to this Agreement.

18.5 Conflict of Interest: The Sponsor warrants that to the best of its knowledge, information and belief, no conflict of interest exists or is likely to arise in the performance of this Agreement and will notify Cyberwest Hub if any conflict of interest arises.

18.6 Privacy information: Cyberwest Hub may collect personal information, including photography, videorecording or surveillance, as part of performing its obligations under this Agreement and running the Event. Cyberwest Hub collects, uses and discloses personal information in accordance with the Edith Cowan University Privacy Policy located at <https://www.ecu.edu.au/supplemental/privacy>

18.7 Refunds: Any refunds payable by

Cyberwest Hub will be refunded to the same bank account from which they were provided. Any refund will be paid in Australian dollars, normally by telegraphic transfer to the nominated bank account. Cyberwest Hub accepts no liability for any currency exchange movement between the date the fees were received and the date the refund is paid; or any bank, transfer or other charges relating to the refund. Refunds may be delayed where a transaction is unable to be completed due to circumstances beyond the Cyberwest Hub's control, for example sanctions, international laws, or the ability to use the Cyberwest Hub's nominated banking and money transfer entities.

18.8 Entire agreement. This Agreement constitutes the entire agreement of the Parties with respect to its subject matter and supersedes all prior oral or written representations and agreements.

18.9 Severability: If any clause in the Contract is unenforceable, illegal or void then it is severed, and the rest of the Agreement remains in force.

18.10 Amendment. This Agreement may only be amended in writing signed by the Parties.

18.11 Waiver. Any failure by a Party to exercise, or delay by a Party in exercising, any right against the other Party under this Agreement cannot be taken as a waiver of the right or as an election not to exercise that right or any other right.

18.12 No agency or relationship. Nothing in this Agreement creates a relationship of partnership, employment, joint venture or agency between the Parties. Despite the terminology of "partner" and "partnership", the Sponsor is a sponsor of the event only, and the Parties remain independent of each other.

18.13 Assignment. A Party may not assign its rights or obligations arising under this Agreement without the other Party's prior



written consent, which may be withheld.

18.14 Severance. If any provision or part provision of this Agreement is invalid or unenforceable, such provision will be deemed deleted but only to the extent necessary and the remaining provisions of this Agreement will remain in full force and effect.

## 19. Definitions

19.1 In this Agreement, unless the context otherwise requires, the following defined terms have the following meaning:

### Applicable Laws

The laws of Western Australia and the Commonwealth of Australia.

### Agreement

This Agreement, constituting these terms and conditions (which are paramount) and the Prospectus.

### Business Day

A day on which banks are open for trading in Western Australia, excluding Saturdays, Sundays and public holidays

### Commencement Date

The date that Cyberwest Hub communicates its approval pursuant to clause 1.

### Confidential Information

Information that: (a) is by its nature confidential; (b) is designated by that Party as confidential; (c) the other Party knows or ought to know is confidential, and includes without limitation information about the Event.

### Event

The Cyberwest Summit 2025, managed by the Cyberwest Hub.

### GST

The goods and services tax which results from the enactment of A New Tax System (Goods and Services Tax) Act 1999 and related Acts

### Intellectual Property Rights

All rights resulting from intellectual activity, whether capable of protection by statute, common law or in equity, and including but not limited to all rights in relation to copyright, designs, discoveries, inventions, know-how, patents, registered and unregistered trade marks, trade secrets, circuit layouts and plant varieties, and all rights and interests of a similar nature,

together with any documentation or application relating to such rights and interests, but excludes moral rights as conferred by the Copyright Act 1968.

### Notice

means any written notice, demand, consent or other written communication whatsoever given or made under this Agreement;

PartyCyberwest Hub or the Sponsor as the context requires and 'Parties' means both Cyberwest Hub and the Sponsor.

### Prospectus

The Cyberwest Hub prospectus (Version: October 2024).

### Sponsor

The entity who applied to Cyberwest Hub to provide sponsorship funding for the Event in return for the Sponsorship Benefits and was approved pursuant to clause 1.

### Sponsorship Benefits

The sponsorship benefits set out on in the Prospectus for the relevant Sponsorship Package.

### Sponsorship Fee

The cash amount set out on in the Prospectus for the relevant Sponsorship Package.

### Sponsorship Package

The relevant sponsorship opportunity or opportunities, selected by the Sponsor and accepted by Cyberwest Hub as part of the application process.

## 20. Interpretation

20.1 In this Agreement, unless the context otherwise requires, the following defined terms have the following meaning:

- (1) A reference to any statute, or any particular provision or provisions of a statute, includes any amendment, replacement or re-enactment thereof for the time being in force and any by-laws, statutory instruments, rules, regulations, notices, orders, directions, consents or permissions made there under and any conditions attaching thereto.
- (2) The singular includes the plural and vice versa.
- (3) A reference to any gender

includes all genders.

- (4) A reference to a person includes a reference to the person's executors, administrators, substitutes, successors and permitted assigns.
- (5) A reference to a person includes a reference to a natural person, body corporate, joint venture or partnership.
- (6) A covenant, representation or warranty in favour of two or more persons is for the benefit of them jointly and severally.
- (7) A covenant representation or warranty on the part of two or more persons binds them jointly and severally.
- (8) Headings in this Agreement are for convenience only and do not affect the construction or interpretation of this Agreement.
- (9) No rule of construction of contracts will apply to the disadvantage of a Party who is responsible for preparing this Agreement or any part of it.

