

The Leadership INSTITUTE

SPONSORSHIP & EXHIBITION PROSPECTUS

Leading AI Innovation & Cybersecurity Roadshow 2027

Meet the leaders who decide on AI and cyber, in five cities.

20–21 APRIL	22–23 APRIL	27–28 APRIL	3–4 MAY	5–6 MAY
Melbourne	Brisbane	Perth	Canberra	Sydney

5 cities
Including a public sector edition in Canberra

40–60
Senior leaders expected in each city

From $1,500
Packages for every size of partner. AUD, excluding GST.

THE AUDIENCE

A small room of the people who sign off on AI and cyber.

This isn't a trade show. Each city brings together 40 to 60 senior leaders for two days of plain-English briefings: one day on getting real results from AI, one day on leading through AI-enabled cyber threats. Small rooms mean real conversations at every break, lunch and networking drinks.

5
cities over three weeks, April–May 2027

200–300
senior leaders expected across the roadshow

2
days: AI on Day 1, AI and cyber on Day 2

1
dedicated government audience, in Canberra

WHO'S IN THE ROOM

- CEOs, executives, deputy secretaries and board members
- CIOs, CDOs, CISOs and Chief AI Officers
- General counsel, CFOs, risk and audit leaders
- HR, transformation and operations heads
- AI Accountable Officials and digital leaders in government





CANBERRA · 3–4 MAY 2027

The public sector edition

Canberra runs its own agenda for federal, state and local government: Chief AI Officers one year in, the AI rules at every level of government, AI and cyber accountability, and an AI attack simulation that ends with a ministerial brief. It's the most direct route to government buyers on the roadshow.

WHERE PARTNERS APPEAR

Two days, and a clear place for you in each.

The same national program runs in Melbourne, Brisbane, Perth and Sydney, with local speakers in every city. Canberra follows the same shape with a government agenda. Partner moments are marked below.

DAY 1 · AI LEADERSHIP BRIEFING

From pilots to payoff

8:30	Registration, coffee and networking
9:00	Chair's welcome **CITY PARTNER**
9:10	The Essential AI Update 2027
10:00	Leading AI in government
10:50	Morning tea and exhibition
11:20	Panel: leaders who've scaled AI
12:20	The new rules: AI obligations
1:10	Lunch and exhibition
2:10	Partner case study, 15 min **HEADLINE**, then Your people and AI
3:00	Afternoon tea and exhibition
3:20	Closing keynote: AI agents at work **AI DAY PARTNER**
4:20	Networking drinks **DRINKS PARTNER**

DAY 2 · AI AND CYBER SECURITY

Leading through AI-enabled threats

8:30	Registration, coffee and networking
9:00	Chair's welcome
9:10	The AI threat briefing 2027
10:00	Protecting the public's data
10:50	Morning tea and exhibition
11:20	Panel: leading through a cyber crisis
12:20	Who's liable when AI goes wrong?
1:10	Lunch and exhibition
2:00	Partner case study, 15 min **HEADLINE**, then Securing AI
2:50	Afternoon tea and exhibition
3:10	Crisis simulation: the AI attack, 70 min **SIMULATION PARTNER**
4:20	Chair's close

Times are local and indicative. Final timings are confirmed with each partner.

Plus: the online 90-day AI plan workshop, 13–14 May 2027 **WORKSHOP PARTNER**

AT A GLANCE

Choose national reach, one city, or a table.

National packages cover all five cities. City packages let you focus on your strongest markets. All prices are in Australian dollars and exclude GST.

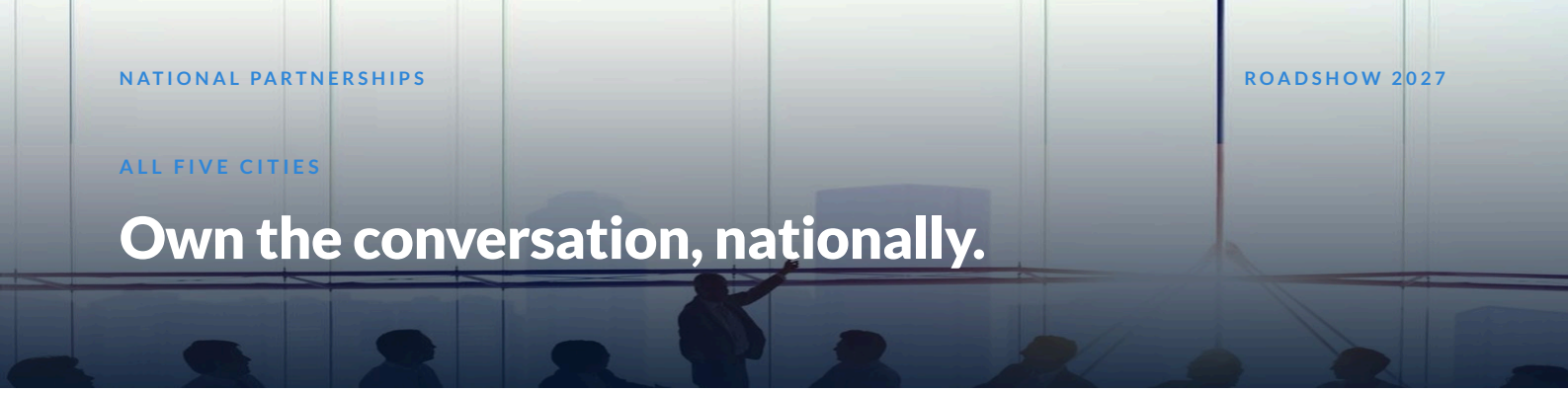
PACKAGE	PRICE	CITIES	STAGE TIME	STAND	DELEGATE PASSES	AVAILABLE
Headline Partner "Presented by" naming	$35,000	All 5	✓ 15 min each day, every city	✓ Premium	2 per city	1 only
AI Day Partner Day 1 closing keynote	$18,000	All 5	✓ Co-present the keynote	✓	2 per city	1 only
Crisis Simulation Partner Day 2, 70-minute simulation	$18,000	All 5	✓ Co-run the simulation	✓	2 per city	1 only
City Partner Your city, your welcome	$6,500 per city	1 or more	✓ 5-min welcome	✓	2	1 per city
Exhibition stand Break, lunch and drinks area	$3,950 per city · Canberra $4,950 · all five $15,000	1 or more	–	✓	2 exhibitor passes	4 per city
Networking drinks Day 1, from 4:20pm	$3,000 per city	1 or more	✓ Welcome toast	–	1	1 per city
Workshop Partner Online 90-day AI plan workshop	$5,000	Online	✓ 5-min introduction	–	1 workshop pass	1 only
AI Startup Table Australian AI and cyber companies under 20 staff	$1,500 per city	1 or more	–	Table	1	5 per city

Every partner gets their logo on the roadshow website. Headline, Day and City Partners also receive an attendee list after the event, limited to delegates who opt in to share their details. Partner categories are exclusive at Headline and Day Partner level.









ALL FIVE CITIES

Own the conversation, nationally.

NATIONAL · 1 ONLY

Headline Partner

$35,000

AUD, excluding GST

Category exclusive

The roadshow is presented by you, in every city, on every page and every email. You get a short case study on stage each day, co-presented with a client or delivery partner, so delegates hear real results rather than a pitch.

- "Presented by" naming on the website, brochure, emails, stage screens and signage in all five cities
- A 15-minute case study on Day 1 and Day 2 in every city: ten slots, co-presented with a client or partner
- A premium stand position in all five cities
- Two delegate passes per city for both days (ten in total)
- Opted-in attendee list after each city
- First right of renewal for 2028

NATIONAL · 1 ONLY

AI Day Partner

$18,000

AUD, excluding GST

Close Day 1 in every city. You co-present the closing keynote, AI agents at work, alongside a client who has put agents to work, and own the moment delegates leave with.

- Co-present the Day 1 closing keynote in all five cities
- Your branding on the Day 1 agenda, screens and signage
- An exhibition stand and two delegate passes in every city
- Opted-in attendee list for Day 1

NATIONAL · 1 ONLY

Crisis Simulation Partner

$18,000

AUD, excluding GST

The most talked-about session of the roadshow. Your incident responders co-run the 70-minute AI attack simulation with our facilitators, and every delegate takes home a decision checklist with your name on it.

- Co-run the Day 2 simulation in all five cities, including the government version in Canberra
- Your branding on the simulation materials and the take-home checklist
- An exhibition stand and two delegate passes in every city
- Opted-in attendee list for Day 2

PICK YOUR CITIES

Be where your customers are.

City packages put you in the room in the markets that matter most to you. Every stand sits where delegates take their breaks, lunch and drinks.

PER CITY · 1 PER CITY

City Partner

$6,500

per city · 15% off a second city

- A five-minute welcome on stage on Day 1
- An exhibition stand and two delegate passes
- Your logo on local signage and on the website when your city is selected
- Opted-in attendee list for your city

PER CITY

Exhibition stand

$3,950

per city · Canberra $4,950 · all five cities $15,000

- A stand in the break, lunch and drinks area for both days
- Two exhibitor passes with catering and networking drinks
- Your logo on the website and a listing in the delegate pack
- Stand size: 3 m × 2 m

EXPERIENCES

Networking drinks

$3,000

per city

- Host Day 1 networking drinks with a short welcome toast
- Your branding at the drinks
- One delegate pass

ONLINE · 1 ONLY

Workshop Partner

$5,000

13–14 May 2027, online

- A five-minute introduction to the 90-day AI plan workshop
- Your branding on the workshop and its template packs
- One workshop pass and the opted-in workshop attendee list

5 PER CITY

AI Startup Table

$1,500

per city

For Australian AI and cyber companies with fewer than 20 staff. A simple way to meet the buyers who matter, without a full stand budget.

- A table in the break area for both days
- One pass with catering and networking drinks
- Your logo on the website's startup listing

OUR APPROACH

Delegates come for practitioners. That's why partners do well here.

Our audience trusts this roadshow because it isn't a sales event. The partners who get the most from it bring a client, tell a true story and make themselves useful in the room.

01

Present with a client

Stage time is always shared with a client or delivery partner who can speak to real results. No solo product presentations.

02

Content we shape together

Our programming team works with you on every session so it fits the agenda and lands with senior leaders.

03

Privacy first

Attendee lists include only delegates who opt in to share their details, so every lead is a willing one.

> One of the most impressive line-ups I've seen at an event. We saw tremendous value in being a part of the inaugural event.
>
> Industrie & Co. · Disruptive Innovation Summit 2018

> I found the conference extremely informative and was particularly impressed with audience engagement and the intelligent discussion between different industries.
>
> Jeremy Balkin, Head of Innovation, HSBC · Disruptive Innovation Summit 2018







This roadshow grows out of The Leadership Institute's Disruptive Innovation Summit and Leading Innovation Summit.

NEXT STEPS

Secure your package.

Packages are confirmed in the order we receive signed bookings. Headline and Day Partner packages are limited to one each.

1

Talk to us

Tell us your goals and the cities that matter most to you.

2

Hold your package

We hold your choice for 7 days while you get approval.

3

Sign and pay

Sign the booking form. Payment is due within 14 days of invoice.

4

Plan your session

We work with you and your client on content and logistics.

Logo in the brochure	Book by Fri 29 January 2027
Session content	Outline due Fri 26 February 2027
Stand details	Confirmed by Fri 26 March 2027

Prices	AUD, excluding GST
Cancellation	60 or more days before your first city: refund less a 25% admin fee. Under 60 days: no refund, but you can transfer to another city or substitute staff.
Venues	Melbourne: Le Méridien Melbourne Brisbane: Brisbane Marriott Hotel Perth: The Westin Perth Canberra: Canberra Rex Hotel, Braddon Sydney: Rydges Sydney Central

TALK TO OUR TEAM

The Leadership Institute

(02) 8294 2044 · info@theleadershipinstitute.com.au

theleadershipinstitute.com.au/leading-ai-innovation-and-cyber-security-roadshow

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