



**AusNOG**

# Sponsorship Proposal

**AusNOG 2026**

**2 - 4 September  
Sofitel Hotel  
Brisbane**

## Introduction

The Australian Network Operators Group Ltd is a not-for-profit organisation supporting the community of network operators who work in Telcos, ISPs, Content Providers, or other areas of the on-line industry in Australia. We host events, predominately the AusNOG Conference, using a low-profit, cost recovery model and seek the support of companies within our industry to keep the cost for delegates as low as is practical. Supporting and attending the conference provides an opportunity for a company to promote itself and engage directly with hundreds of key operations and engineering professionals who work in our industry.

Our 19<sup>th</sup> annual conference (AusNOG 2026) is being held over 2.5 days at the Sofitel Hotel, Brisbane. There will be 2 days of conference content on September 3 & 4, and some activities on the afternoon and evening of September 2 (BGP Session and Welcome Social respectively). Since its inception in 2007, the annual AusNOG conference has become the primary technical and professional networking event for network operators in Australia.

In recent years, efforts have been made to increase the size of the event to allow more members of the industry to attend. That has seen increases from 250 and 300 delegates in prior years, to over 500 at AusNOG 2025. Even with the additional capacity, last year's conference sold out prior to the event. In fact, every AusNOG conference has been sold-out prior to the event. The venue for 2026 can accommodate over 500 delegates and we expect to fill that easily.

The Sofitel Brisbane also provides a larger pre-conference area that will be used for sponsor booths, coffee carts, and general delegate break out. We have increased the number of Silver Sponsorships this year to utilise the additional space and to provide booth access to more companies from our industry.

The popular "Beer, Gear & Peer" (BGP) Session on the afternoon prior to the conference will continue in 2026. It provides a relaxed social environment where a group of companies can engage with delegates and distribute promotional material and conference "swag". This year's venue can support 10 companies at the BGP Session.

The random sponsorship allocation process that was introduced in 2024 will be used again this year. The process allows companies to apply for up to 3 different sponsorship opportunities and the sponsors will be selected at random from those who apply. This replaced the "waiting list" concept that had been used in prior years. The random ballot process allows for rotation of sponsors, is more inclusive and equitable, and addresses the feedback we've received from the industry.



AusNOG 2025 BGP Session



AusNOG 2025 Conference Plenary



AusNOG 2025 Pre-conference / Booth Space

Platinum



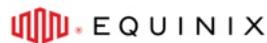
Gold



Silver



Coffee



Beer, Gear & Peer



Sponsors of AusNOG 2025

## AusNOG 2026 Sponsorship Opportunities

### Platinum Sponsor

Qty : 1

Price : \$27,500 ex

Note : Platinum Sponsorship has already been allocated based on a prior agreement and will not be part of the random draw.

This package offers the sponsor primary branding and exposure across the entire event. Details of benefits include:

- Acknowledged and positioned as the highest-level sponsor across the event
- 1 Display banner (provided by sponsor) in central stage position
- Corporate logo published on all promotional material as well as exposure via the event website
- Corporate logo printed on delegate shirts
- Corporate logo printed on delegate satchel
- Exhibition booth in pre function area where all morning and afternoon teas are held
- Promotional material included in delegate satchel
- 3 complimentary delegate registrations
- 3 exhibitor passes for use by staff manning the exhibition booth

The Platinum Sponsorship also includes exposure at the AusNOG Social, the primary social and networking event of the conference.

- Exclusive branding of the conference social
- Display banners positioned as desired at the Social (provided by sponsor)
- Opportunity to make a welcoming speech to the delegates at the commencement of the conference social (max 5 minutes).

The Platinum Sponsorship also includes the option for the sponsor to hold the Welcome Social function (at the sponsor's expense) on the evening prior to the conference. If the sponsor chooses not to take up this option, it will be offered to other supporters of the conference.

### Gold Sponsor

Qty : 4

Price : \$13,500 ex

This package offers the sponsor exposure as a Gold Sponsor of the event. Details of benefits include:

- Corporate logo published on all promotional material as well as exposure via the event website
- 1 Display banner (provided by sponsor) at side stage position
- Corporate logo printed on delegate shirts
- Corporate logo printed on delegate satchel
- Exhibition booth in pre function area where all morning and afternoon teas are held
- Promotional material included in delegate satchel
- 2 complimentary delegate registrations
- 3 exhibitor passes for use by staff manning the exhibition booth

**Silver Sponsor**

Qty : 6

Price : \$11,000 ex

This package offers the sponsor exposure as a Silver Sponsor of the event. Details of benefits include:

- Corporate logo published on all promotional material as well as exposure via the event website
- 1 Display banner (provided by sponsor) at side stage position
- Exhibition booth in pre function area where all morning and afternoon teas are held
- Promotional material included in delegate satchel
- 2 complimentary delegate registrations
- 3 exhibitor passes for use by staff manning the exhibition booth

**Coffee Sponsor**

Qty : 2

Price : \$8,500 ex

The Coffee Sponsorship offers exposure to the sponsor by way of branding of the coffee cups and Coffee Station in the break-out area of the conference. The break-out coffee is exceptionally popular with 100's of coffees being produced by the baristas each day. The cost of the coffee service, branding of the station, and branding of cups is included with the sponsorship. An A4 sized display area is available for brochures or display of a promotional QR code. Due to the size of the event, there will be a Coffee Station at each end of the break-out area, each branded for one of the coffee sponsors.

- Branding of the Coffee Station in the event break-out area
- Branding of the take-away cups used for the coffee service
- Recognition on the AusNOG web site

**Beer, Gear & Peer**

Qty : 10

Price : \$1,750 ex

The Beer, Gear & Peer (BGP) session will be held from 3pm to 5pm on the afternoon prior to the conference (i.e. Wed 2 Sep). The objective is to provide the participating companies with a relaxed, social environment in which to engage with delegates and promote their brands. The event will be catered with a selection of alcoholic and non-alcoholic beverages.

It is assumed that sponsors will use the opportunity to provide branded material (i.e. conference swag) while forming relationships with the delegates. Each sponsor will be provided with a table and chairs suitable for seating 2 company representatives. The room we have secured is suitable for 10 such tables with room for delegates to pass through and engage with the sponsors. 2 representatives from the sponsor may man the table. These people must be registered for the AusNOG Conference.

- 1 desk & 2 chairs
- Display banners (max 2) positioned behind desk (provided by sponsor)
- Recognition on the AusNOG web site

## Application Process and Important dates

You are invited to apply for sponsorship of the AusNOG 2026 conference. Each company may apply for up to three (3) different sponsorship packages. Sponsors will be drawn at random from the group of applicants for each package. Once an applicant is awarded a sponsorship it will be removed from the draw for any other package it may have applied for. The packages will be processed in order of package cost as outlined in this document, starting with the most expensive and ending with the least expensive.

Applications can be made via the AusNOG web site at the URL below.

[www.ausnog.net/events/ausnog-2026/sponsorship](http://www.ausnog.net/events/ausnog-2026/sponsorship)

Sponsorship is a vital part of the operating budget of the AusNOG conference. Applicants **must have any required approvals** in place (budgetary, marketing etc) before applying for a sponsorship package. Once the sponsorships have been allocated, the sponsor must be in a position to sign the sponsorship agreement **within 21 days**. If an applicant is awarded a sponsorship but cannot commit to the agreement within the required timeframe (e.g. does not have approval), the position will be re-drawn and allocated to the next applicant.

Please note the following timeline for the AusNOG 2026 process:

- 23 February 2026 Application process opens
- 10 April 2026 Application process closes
- 13 April 2026 Sponsorship draw. Applications notified of results

For any further information about the sponsorship opportunities or process please contact David Hughes on 0408 824 427 or david@ausnog.net.