



# SPONSORSHIP PROSPECTUS

# GLOBAL INFORMATION CONFERENCE AUSTRALIA 2024 – PHOENIX CHALLENGE

Innovating for deterrence and readiness in the Indo-Pacific

**DATES:** TUESDAY 11 JUNE – FRIDAY 14 JUNE 2024

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## ABOUT

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**INFORMATION IS INCREASINGLY BEING USED AS A FORM OF POWER TO INFLUENCE, SWAY DECISIONS AND IMPACT MILITARY CAPABILITY.**

The Global Information Conference 2024 – Phoenix Challenge will welcome international and local governments as well as cognitive warfare experts to Adelaide, South Australia – the Defence State of Australia.

Themed **Innovating for deterrence and readiness in the Indo-Pacific**, the event is designed to deliver strategic solutions to complex information challenges in the Indo-Pacific region and beyond.

This will be the first time the Phoenix Challenge series will be hosted in the southern hemisphere. It is expected to attract over 300 delegates from Defence, Government, industry, think tanks and academia from Australia and the Indo-Pacific as well as the United States, the United Kingdom and Europe.

The conference will be split over four days, with the first two days featuring keynote speakers and panel sessions at the prestigious Adelaide Oval. The final two days will be centred around working group sessions hosted at the University of Adelaide.

# SPONSORSHIP OPPORTUNITIES AVAILABLE

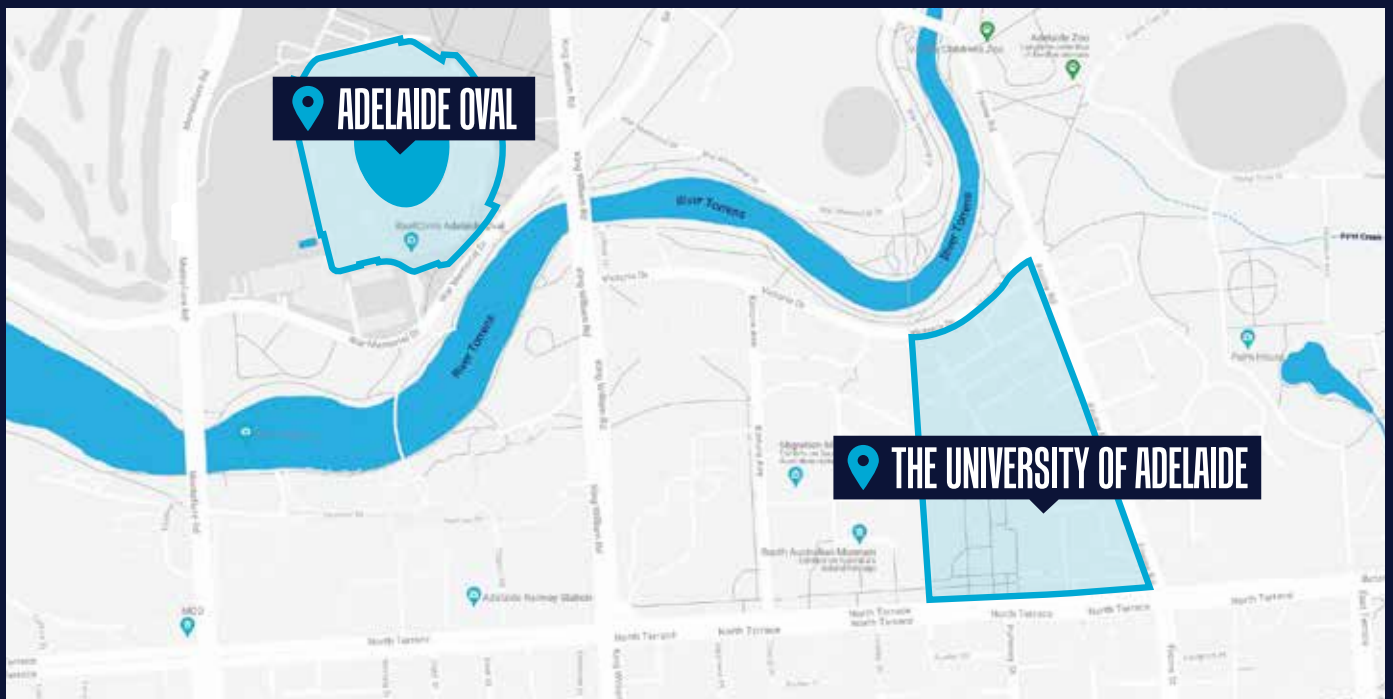
A range of Gold to Bronze sponsorship opportunities are available. We can also build tailored sponsorship packages to suit your organisation's needs.

BENEFIT	GOLD \$20,000	SILVER \$10,000	BRONZE \$5,000	EXHIBITOR \$2,000
Panel spot on program	1			
Complementary conference-only registrations	2	2	1	
Logo on event collateral, event signage and slide loop on event opening, closing and networking breaks	✓	✓	✓	
Logo linked on event webpage and in eDMS	✓	✓	✓	
Opportunity to include small brochure or merchandise item in delegate pack	✓	✓		
Mention in opening plenary session delivered by MC	✓	✓	✓	✓
Stall in exhibitor hall	✓			✓

# TO FIND OUT MORE

[email events@ipia.au](mailto:events@ipia.au)

## LOCATIONS



### Adelaide Oval

War Memorial Dr, North  
Adelaide SA 5006

### University of Adelaide

The University of Adelaide  
5005, South Australia

## THANK YOU TO OUR EVENT PLATINUM PARTNERS:

