

2026



DataEngBytes Auckland & Brisbane

Sponsorship Prospectus

DataEngBytes is Oceania's largest community-driven conference focused on practical data engineering and machine learning solutions and best practices.

Prepared by
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Welcome!

Thank you for considering the opportunity to support DataEngBytes 2026 as we return to Brisbane and Auckland, two vibrant cities with passionate and fast-growing data and AI communities. Brisbane last hosted DataEngBytes in 2023 and attracted 156 engaged professionals. Auckland welcomed us in 2024 with 126 attendees eager to connect, learn and share their experiences.

The community has been asking us to come back and in 2026 we are doing exactly that. Both events are one-day, high-impact experiences focused on practical data engineering, machine learning and GenAI solutions. Attendees pay to be in the room which means they arrive ready to engage deeply with technology partners, explore new ideas and build lasting professional relationships.

By sponsoring DataEngBytes Brisbane and Auckland 2026, you are not just supporting a conference. You are investing in genuine community connection and gaining direct access to practitioners, leaders and decision-makers who are shaping the future of data and AI in their regions.

Welcome Message from the Founder

PETER HANSSENS

Founder of DataEngBytes

When I started my journey as a data engineer, I often felt isolated, unsure if the approaches I was taking were correct. Out of curiosity and the desire to share ideas with like-minded professionals, I started a small data engineering meetup. It was a space to connect, learn, and support each other. Little did I know that this modest effort would evolve into DataEngBytes—the largest independent conference for Data and ML engineers in Oceania.



DataEngBytes is built on the idea that collaboration drives innovation. Over the years, it has grown into an active and passionate community where engineers, leaders, and practitioners come together to share insights, solve challenges, and inspire one another. As we prepare for 2026, I'm proud to see how far we've come and excited about the future we're building together.

Why Sponsor Us

- This isn't just a conference; it's a celebration of what's possible in data and ML/AI. Sponsorship here means aligning your brand with the brightest minds and gaining authentic connections with those who live and breathe data.
- DataEngBytes has grown exponentially since its inception, with over 1,100 attendees across four cities in 2024. Our audience is highly engaged, and this vendor-neutral event is built on trust and loved for its high-quality content and integrity. There is no better way to connect with the data and ML community directly.



In 2025 we introduced a new two-day format, dedicating one day to Data Engineering and another to Machine Learning and GenAI. This change was embraced by the community and resulted in close to 800 attendees across Sydney and Melbourne, showing the growing appetite for practical insights and real-world solutions.



Conference Overview

Conference Overview

In 2026, DataEngBytes is expanding its footprint with dedicated one-day events in Brisbane and Auckland. These events are focused on delivering practical content for data engineering, machine learning and GenAI professionals. Each city will host a compact, high-impact program that connects practitioners, leaders and technology partners in a single day of knowledge sharing and networking.

Cities:



Brisbane

SINGLE DAY EVENT

Date: Friday, March 20th, 2026



Auckland

SINGLE DAY EVENT

Date: Tuesday, March 24th, 2026

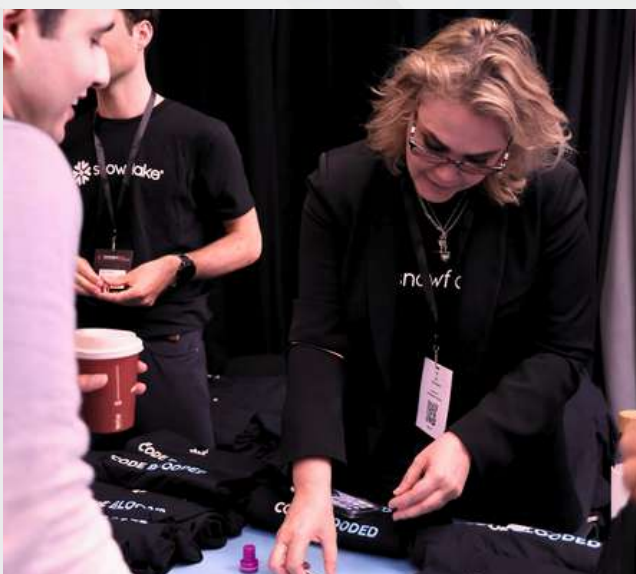
Alongside these community-focused events, our primary multi-day conferences in Sydney and Melbourne will also return in July 2026:

Conference Dates:

Melbourne Date: Thursday and Friday, July 23rd–24th, 2026

Sydney Date: Tuesday and Wednesday, July 28th–29th, 2026

This combination of one-day and multi-day events ensures that DataEngBytes continues to meet the needs of local communities while also providing large-scale platforms in our key cities.





Why Auckland & Brisbane, Why Now?

When we last visited Auckland in 2024 and Brisbane in 2023, we were blown away by the passion and hunger of their data communities. These were professionals who were solving real-world challenges, building scalable data platforms, experimenting with AI and redefining analytics within their organisations.

The message from those events was clear: these cities want more. They want a place where practitioners, leaders and innovators can connect and learn in a trusted, vendor-neutral environment.

In 2026 we are answering that call. With the growing interest in machine learning and AI alongside traditional data engineering practices, we are expanding our content to include deep dives into ML pipelines, GenAI applications and real-world AI use cases. This broader focus is expected to attract **150+ attendees** in each city, creating a highly engaged audience of data and ML/AI professionals who are keen to discover the right solutions and partners.



Attendee Overview

DataEngBytes 2025 Attendee Analysis

Chart 1: DataEngBytes Melbourne 2025 Attendee Analysis

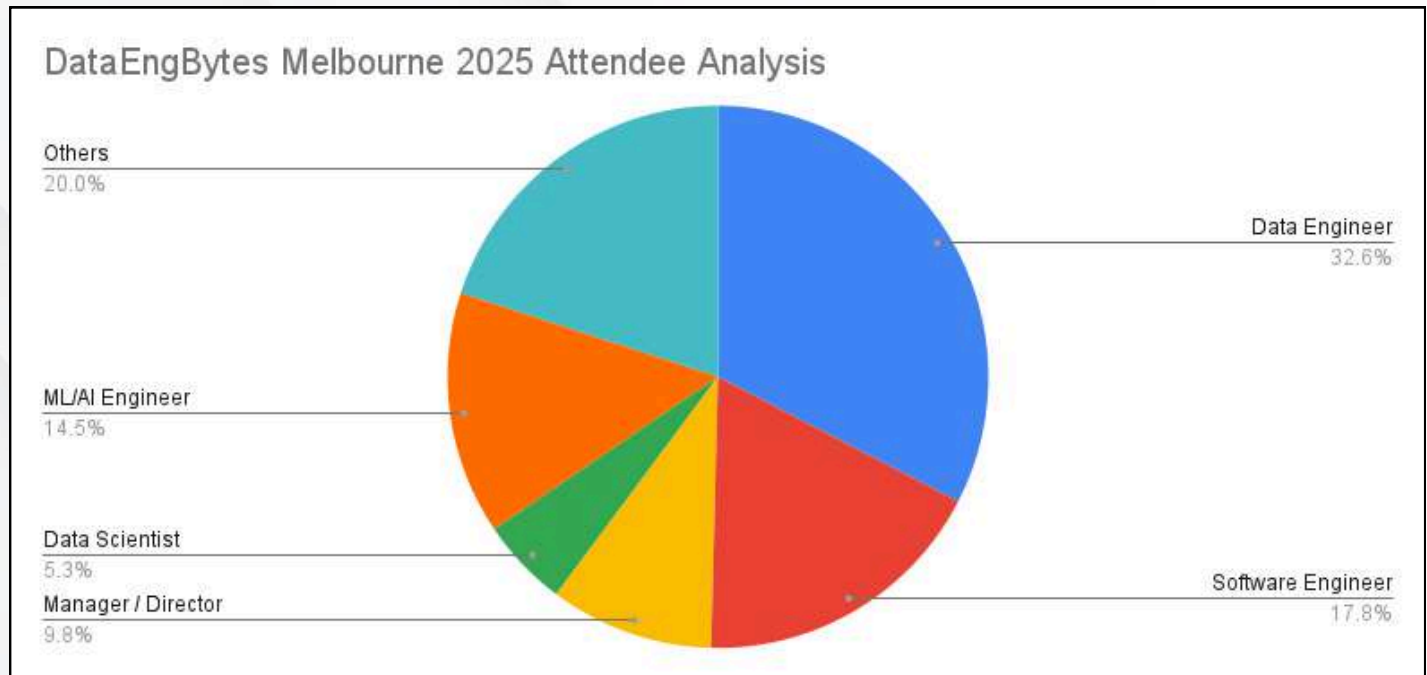
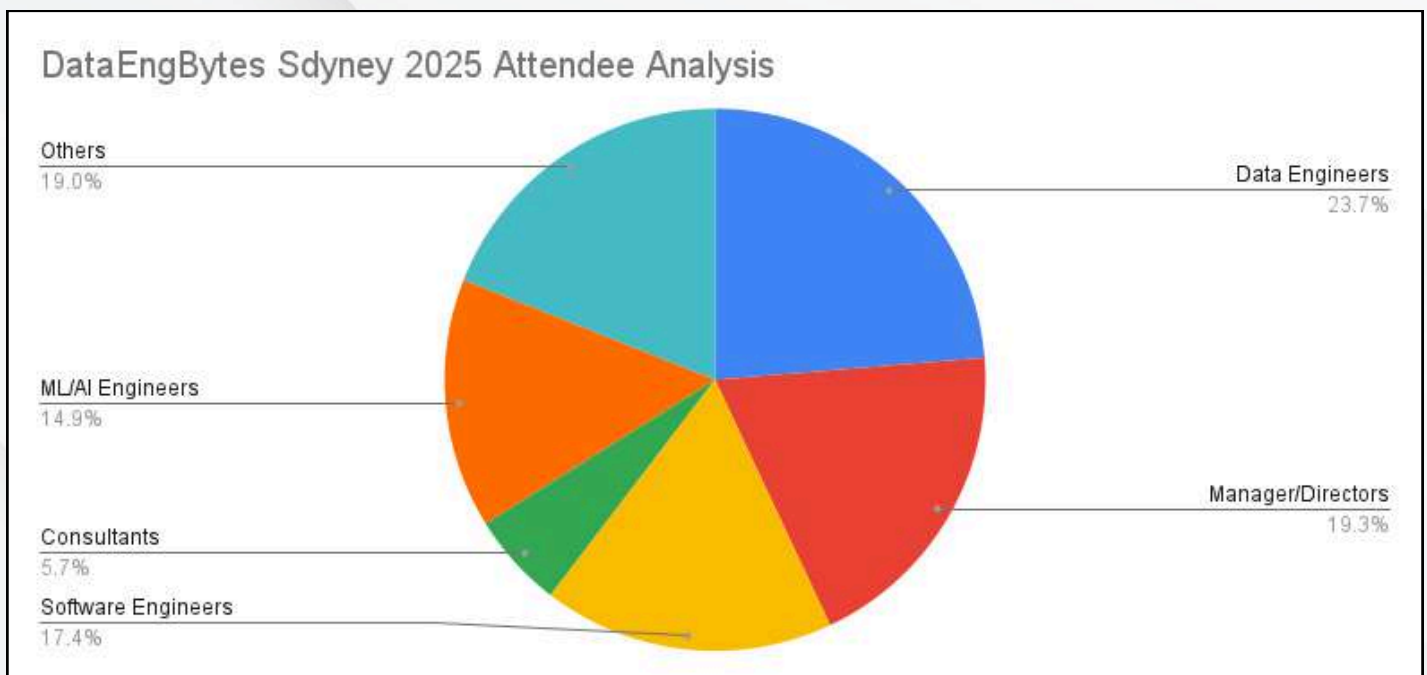


Chart 2: DataEngBytes Sdney 2025 Attendee Analysis



Note: "Others" category includes roles such as: Data Governance Lead, Solution Designer, Founder, Platform Lead, Student, Business Analytics Specialist, CEO and Founder, Senior Data and Analytics Engineer, Application Support Developer, and various other specialised roles.

Our attendee demographic for 2025 shows a significant jump in job seniority levels. The percentage of Manager/Directors and C-Level executives has increased by more than 8% across Sydney and Melbourne since last year. This is a testament to our content quality and the professional atmosphere we are able to create. This shift also demonstrates that with an increased number of decision-makers in the mix, now is the best time to be part of the DataEngBytes story.

Past AKL & BRI Attendee Analysis

Chart 3: DataEngBytes Brisbane 2023 Attendee Analysis

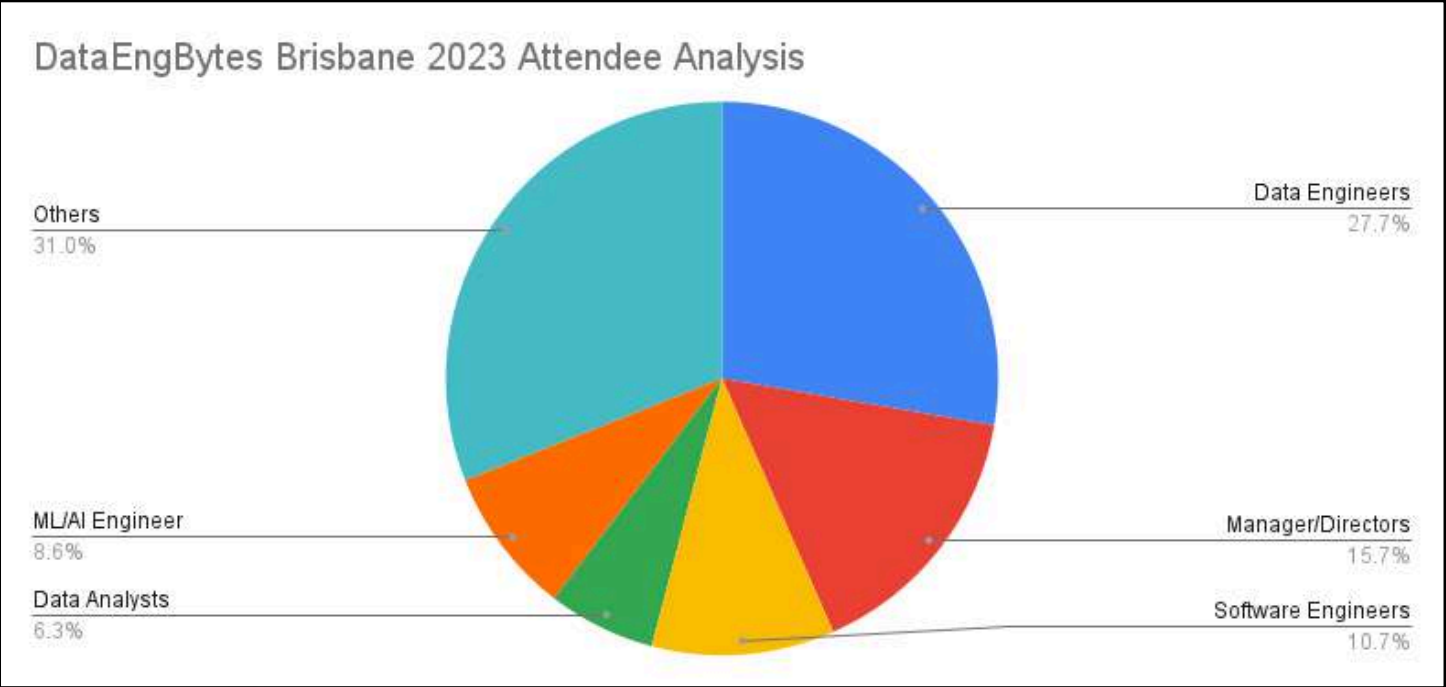
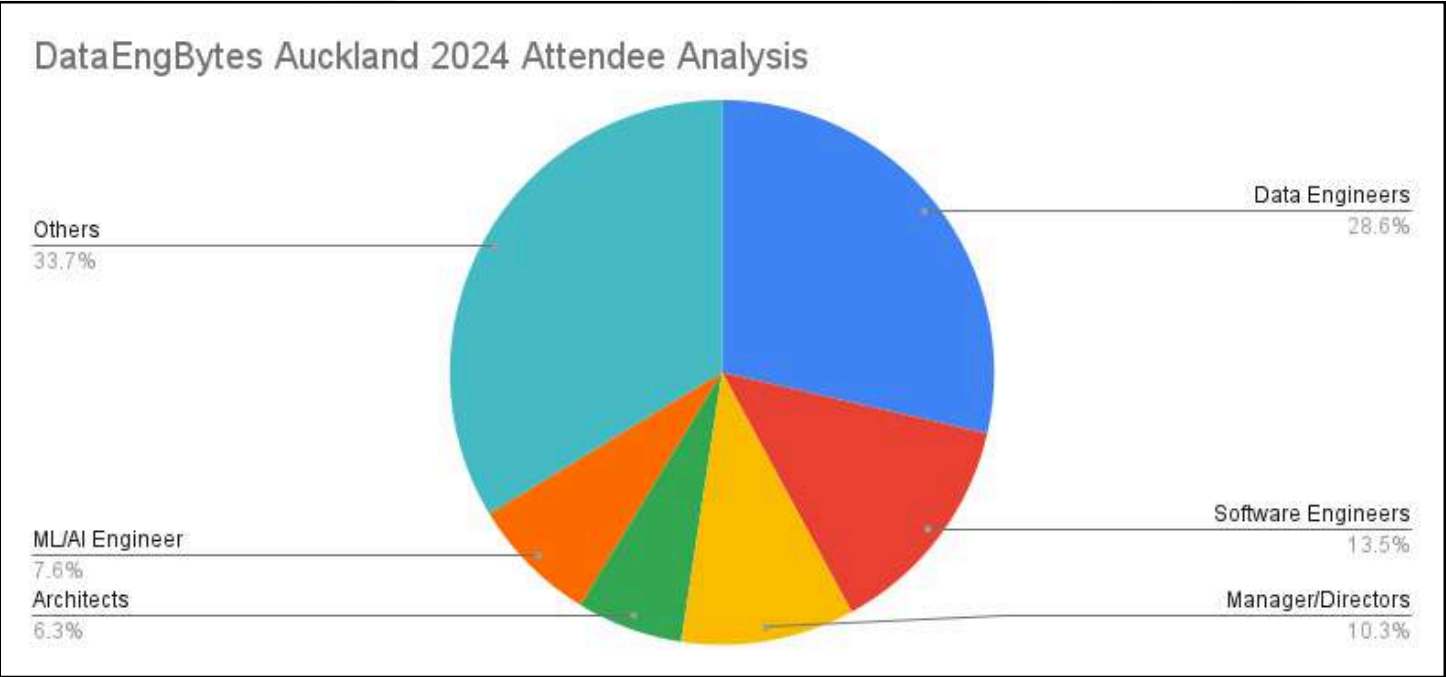


Chart 4: DataEngBytes Auckland 2024 Attendee Analysis



Note: "Others" category includes roles such as: Data Governance Lead, Solution Designer, Founder, Platform Lead, Student, Business Analytics Specialist, CEO and Founder, Senior Data and Analytics Engineer, Application Support Developer, and various other specialised roles.



Some of the top attendee companies

in Sydney and Melbourne for DataEngBytes 2025

woolies

BUNNINGS
warehouse


Australian Government
Department of Defence

Telstra

 Service
NSW

nib

ubank

Google

InDebted

Insight 

Gumtree

 REA Group

Domain

HUB²⁴

Westpac

ABC

ANZ

OPTUS

WOOLWORTHS GROUP

UTS UNIVERSITY
OF TECHNOLOGY
SYDNEY

 RMIT
UNIVERSITY

colesgroup

 THE UNIVERSITY OF
MELBOURNE

Bupa 

 nab


RESERVE BANK
OF AUSTRALIA

ALDI

 VGW™
VIRTUAL GAMING WORLDS

xero

afterpay 

 agl

 carsales.com.au

BHP

 seek

 Wesfarmers



Sponsorship Opportunities

Package



Headline Sponsor

The Headline Sponsorship package is crafted to position your business as a trailblazer in the data engineering/ML domain. With strategic program prominence, impactful branding visibility, and exclusive networking opportunities, you'll secure unparalleled access to our conference audience. As the Headline Sponsor, your brand will take centre stage, ensuring maximum engagement and distinction among our attendees—solidifying your role as a leader in the dynamic landscape of data engineering.



Gold Sponsor

The Gold Sponsorship package offers an exceptional opportunity to connect with attendees through a prominent booth in the expo area. This tier ensures your brand gains visibility and engagement with a focused audience of data engineering and ML professionals, allowing you to showcase your solutions and spark meaningful conversations.



Silver Sponsor

As a Silver Sponsor, your brand will gain valuable exposure and credibility within a trusted, vendor-neutral environment. This tier is designed to amplify your presence at the conference, connecting you with a vibrant community of practitioners, leaders, and innovators.



Sponsorship package details

Sponsorship Tiers	2 cities	1 City
Headline	\$20000 AUD	\$12000 AUD
Gold	\$14000 AUD	\$8000 AUD
Silver	\$8000 AUD	\$5000 AUD
Headline Slots	2	1
Gold Slots	3	3
Silver Slots	2	2

Inclusions	Headline	Gold	Silver
Exhibition Booth	✓	✓	✗
Branding	✓	✓	✓
Staff Pass	8	5	3
Workshop	✓	✗	✗
Data Leaders Forum Pass	2	1	✗
*Attendee Door List	✓	✓	✓
Speaking Slots	✓	✓/2	✗
MC Shout Out	✓	✓	✓

These packages include branding, exhibition booths, staff passes, MC acknowledgments, lead capture tools, and, in the case of Headline Sponsorship, a dedicated speaking slot.



Sponsorship Lead Capture



Conference Lead Capture

Sponsors and their representatives will have access to our Conference Lead Capture app, designed to help capture attendee information seamlessly and effectively.

Here's how it works:

- **QR Code Scanning:** Each attendee badge will feature a QR code containing their name, email, and job role. Sponsors can use the app to scan these codes during interactions at their booths.
- **Custom Code Access:** Close to the conference dates, sponsors will receive a unique access code to unlock the app's features.
- **Enhanced Details:** The app allows for additional inputs like attendee phone numbers and notes, enabling sponsors to track meaningful interactions.
- **Easy Export:** After the conference, sponsors can export their collected leads as an Excel or CSV file for streamlined follow-up.

To drive attendees to sponsor booths, we are continuing with our highly successful Bingo Prize Draws, which have consistently driven 80–90% of attendees to visit sponsor booths in past events. Attendees collect stamps from sponsor booths to complete their bingo cards and qualify for exciting prizes. This guarantees high foot traffic and meaningful interactions at sponsor booths, providing ample opportunities for sponsors to scan badges and engage with attendees.

With this approach, sponsors can efficiently capture valuable leads while benefiting from an event structure designed to maximise engagement and visibility.

Our Valued 2025 Sponsors

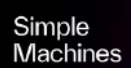
ORGANISING SPONSOR



HEADLINE SPONSOR



GOLD SPONSORS



SILVER SPONSOR



A heartfelt thank you to our incredible 2025 sponsors for believing in the vision of DataEngBytes and making this community-driven event a reality. Their trust, support, and partnership have been instrumental in fostering connections, sharing knowledge, and empowering the data and ML engineering community across Oceania. We're deeply grateful for their role in building a stronger, more innovative future for the industry.



Why Consider DataEngBytes 2026?



Trusted by 30+ Global and Local Sponsors

Join a proven platform backed by leading industry names



8000+ Meetup Community Members

Connect with an active community through monthly meetups across ANZ.



6000+ LinkedIn Followers

Be visible on one of the fastest-growing LinkedIn pages for conferences in ANZ



Ticketed Attendees

With skin in the game, our engaged attendees are eager to connect and learn



Share the Stage with Thought Leaders

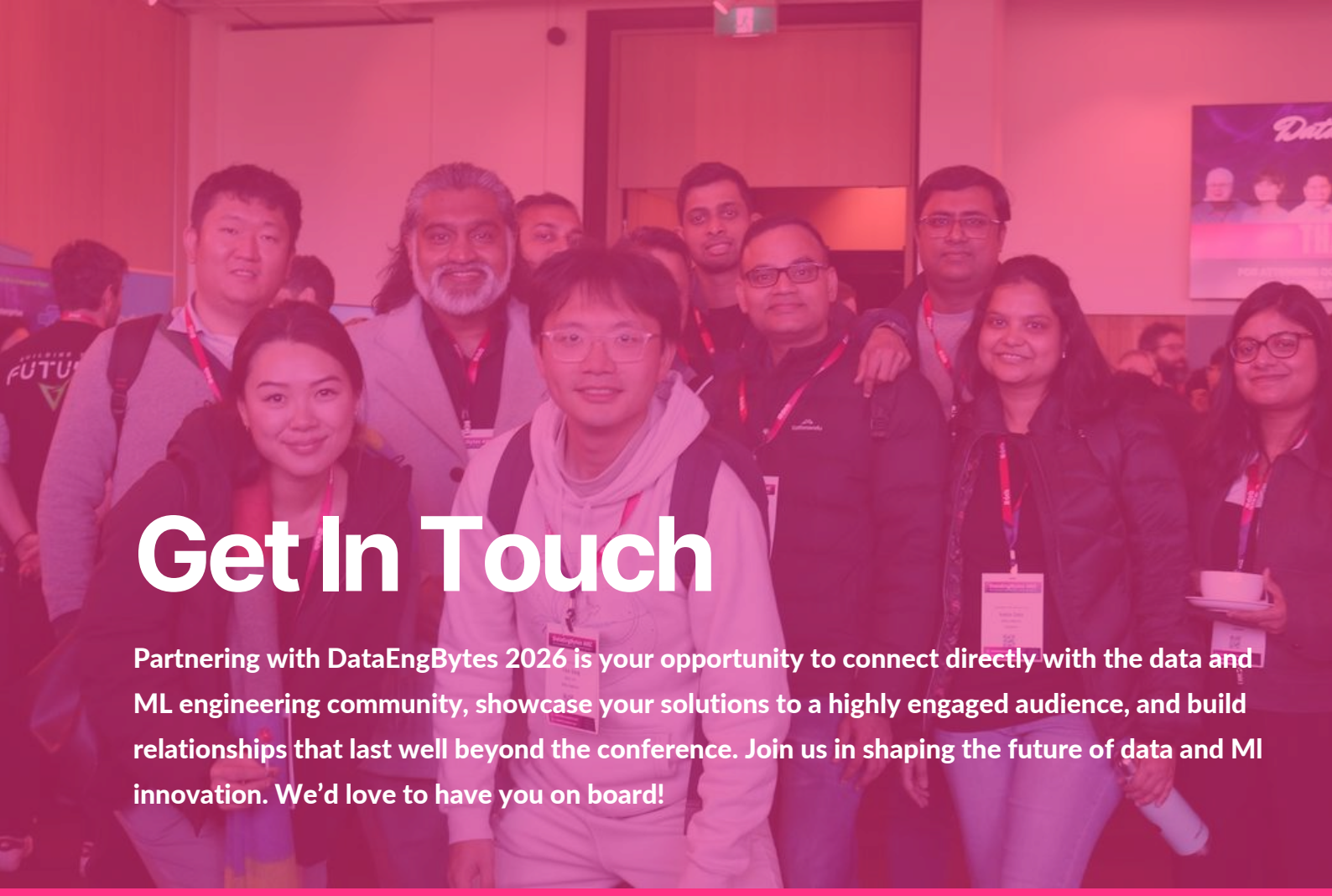
Elevate your brand by having your speakers present alongside internationally renowned experts



Vibrant Slack Community

Engage directly with practitioners and decision-makers in our active Slack channel

By sponsoring DataEngBytes 2026, you'll help grow the Data Engineering and ML community here in ANZ while enjoying unparalleled opportunities to build trust and connect with the right audience. Together, let's celebrate, inspire, and shape the future of data!



Get In Touch

Partnering with DataEngBytes 2026 is your opportunity to connect directly with the data and ML engineering community, showcase your solutions to a highly engaged audience, and build relationships that last well beyond the conference. Join us in shaping the future of data and ML innovation. We'd love to have you on board!

Thank You !



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