

2026



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 in Melbourne and Sydney, two cities that have become the heartbeat of our community. In 2025 we introduced a brand-new two-day format, dedicating one day to Data Engineering and another to Machine Learning and GenAI. The response was incredible, with close to 800 attendees across both cities, all eager to learn, share and connect.

The energy in those rooms was electric. We heard from practitioners building data pipelines at scale, leaders driving AI adoption, and innovators shaping the future of analytics. Sponsors told us they had some of their most meaningful conversations of the year at DataEngBytes. Attendees told us they loved the mix of deep technical talks, leadership sessions and hands-on workshops.

In 2026 we are taking that momentum forward. Melbourne and Sydney will once again host two-day events packed with practical insights, industry-leading speakers, and a vibrant exhibition space where technology partners can engage directly with an audience that pays to be in the room and comes ready to connect.

By sponsoring DataEngBytes Melbourne and Sydney 2026, you are joining a trusted, vendor-neutral event that is built on community and known for high-quality content, authenticity and impact.

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

The 2026 conference will once again focus on Sydney and Melbourne with a proven two-day format. The first day will feature dedicated Data Engineering tracks, while the second day will focus on Machine Learning and GenAI. Interwoven throughout the program will be Data Leaders forums (executive roundtables) and hands-on workshops designed to deliver practical insights and real-world solutions.

Cities:



Melbourne

TWO DAY EVENT

Day 1: Data Engineering Day

Day 2: Machine Learning Day



Sydney

TWO DAY EVENT

Day 1: Data Engineering Day

Day 2: Machine Learning Day

Conference Dates:

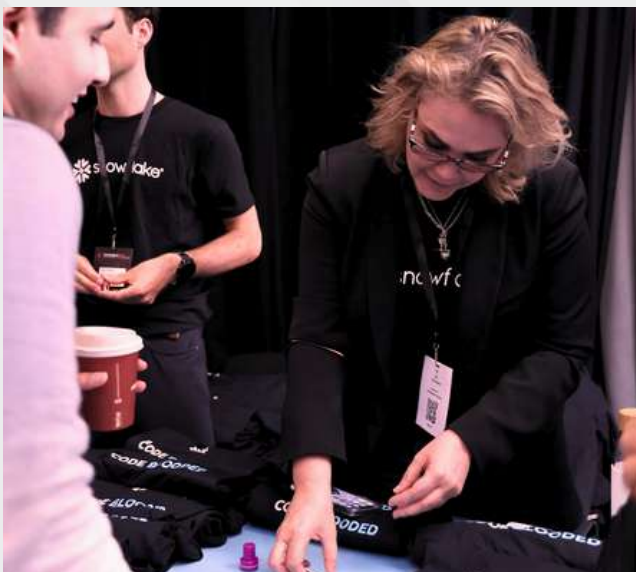
Melbourne Date: Thursday and Friday, July 23rd–24th, 2026

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

Desired Attendee Number:

800+ Across the 2 Cities and Four Days

In addition to Sydney and Melbourne, DataEngBytes 2026 will also return to Brisbane and Auckland in March 2026 with one-day events





Why Melbourne and Sydney, Why Now?

Melbourne and Sydney have become the epicentre of data engineering, machine learning, and AI innovation in Oceania. Organisations across finance, healthcare, technology, energy, government, and retail are investing heavily in building modern data platforms, implementing ML-driven solutions, and exploring GenAI capabilities. This growing demand for advanced data and AI expertise has created a thriving ecosystem of practitioners, leaders, and decision-makers who are shaping how businesses operate and innovate.

For sponsors, this presents a unique opportunity. These are markets where budgets are shifting towards scalable data infrastructure, advanced analytics, and applied AI solutions. Companies are actively seeking new technology partners to help them move faster and smarter. By aligning with DataEngBytes in Melbourne and Sydney, your brand is positioned directly in front of the teams evaluating, purchasing, and deploying these solutions.

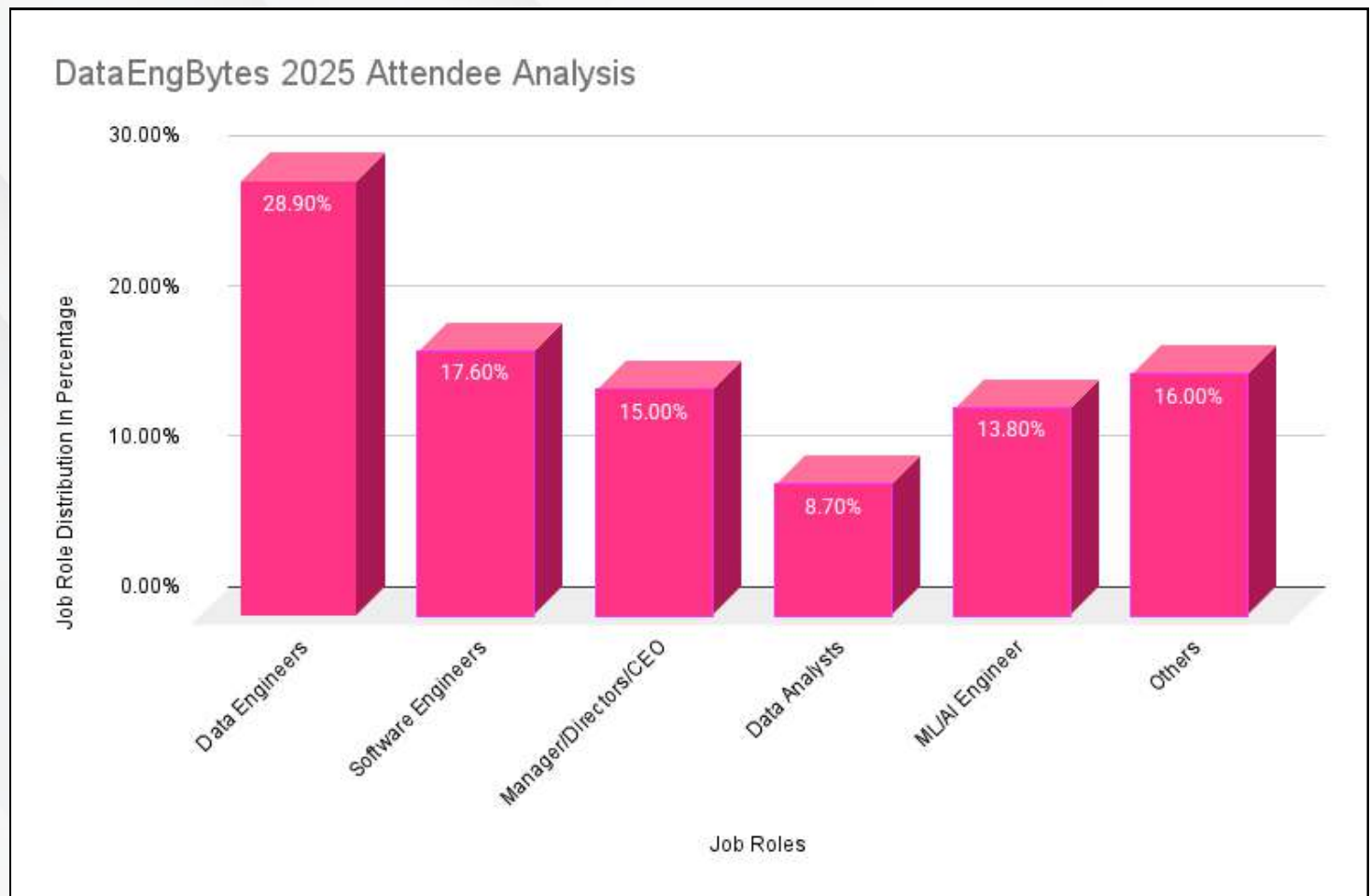
These flagship events are more than conferences. They are **high-trust environments where paid attendees come to learn from real-world use cases**, discover tools that solve their challenges, and connect with industry peers. Sponsoring means being part of the conversations that influence technical decisions and shape the future of data and AI in the region.



Attendee Overview

DataEngBytes 2025 Attendee Analysis

Chart 1: DataEngBytes 2025 Attendee Analysis



Note: The "Others" category (16%) includes diverse roles such as: Data Governance Lead, Solution Designer, Platform Lead, Students, Business Analytics Specialists, Senior Data and Analytics Engineers, Application Support Developers, CTOs, Technical Leads, Analytics Engineers, Product Owners, MLOps Engineers, BI Developers, Data Scientists, and various other specialized positions. This diversity demonstrates the broad appeal and cross-functional relevance of DataEngBytes content.

Key Insights for Stakeholders:

- **Technical Excellence:** Nearly half of attendees (46.5%) are hands-on technical professionals (Data Engineers + Software Engineers), ensuring high-quality technical discussions and networking.
- **Decision-Making Power:** Combined Manager/Directors and CEO/Founders represent 15% of the audience - over 113 decision-makers who can influence technology adoption and budget allocation.
- **Diverse Expertise:** The remaining attendees includes specialists in architecture, consulting, analytics, and emerging roles, creating a rich ecosystem for knowledge exchange.
- **Market Maturity:** The balanced mix of technical practitioners and business leaders reflects the maturation of the conference and its strategic business positioning.

Melb & Sydney Job Role Analysis

Chart 2: DataEngBytes Melbourne 2025 Attendee Analysis

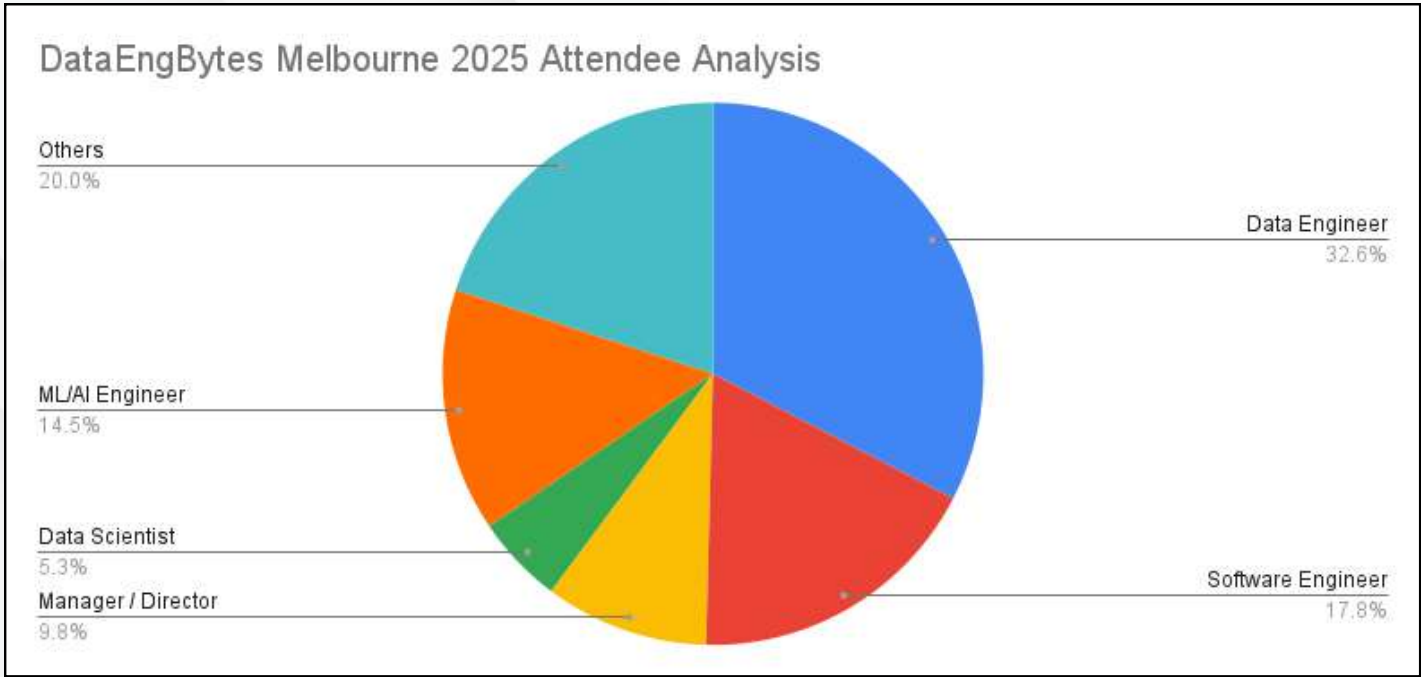
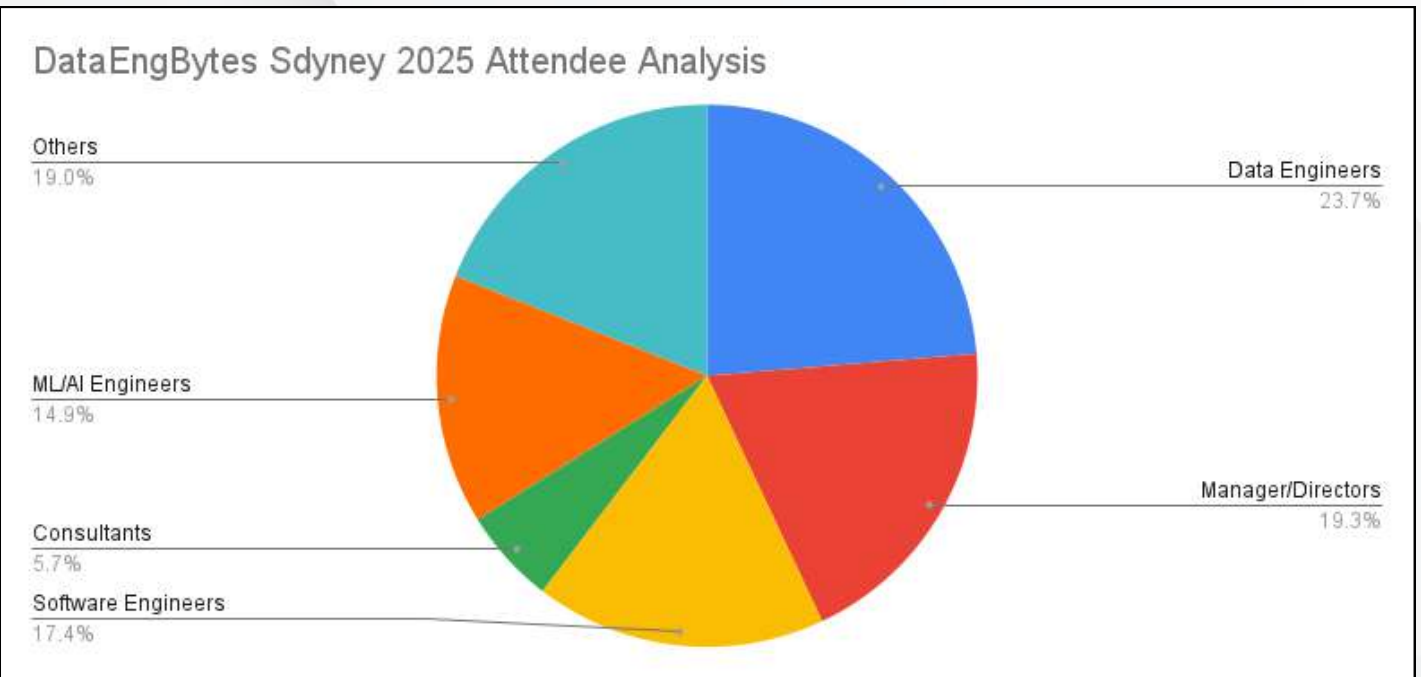


Chart 3: DataEngBytes Sdyney 2025 Attendee Analysis



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.



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 days x 2 cities	2 cities x 1 day	1 day x 1 city
Headline	\$64000 AUD	\$40000 AUD	\$25000 AUD
Gold	\$40000 AUD	\$25000 AUD	\$15000 AUD
Silver	\$20000 AUD	\$12500 AUD	\$7500 AUD
Headline Slots	2	1	1
Gold Slots	5	3	3
Silver Slots	2	1	1

Inclusions	Headline	Gold	Silver
Exhibition Booth	✓	✓	✗
Branding	✓	✓	✓
Staff Pass	12	10	8
Workshop	✓	✗	✗
Data Leaders Forum Pass	2	1	✗
*Attendee Door List	✓	✓	✓
Speaking Slots	✓	✓/2	✗
MC Shout Out	✓	✓	✓

*Our DoorList only contain details of People who consent to share their information with sponsors. For lead capture there will be other mechanism at place.



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

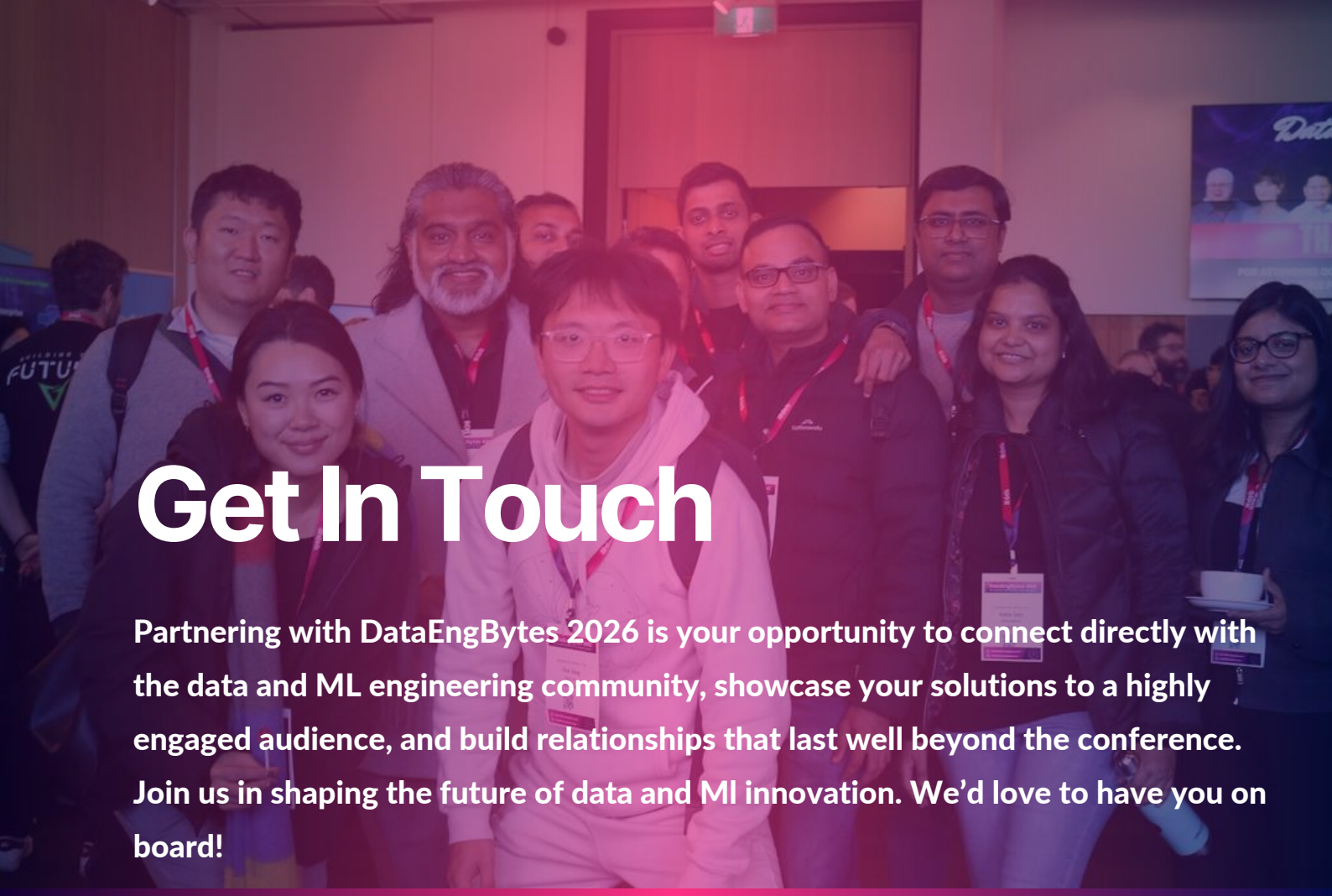
Elevate your brand by having your speakers present alongside internationally renowned experts



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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