SIX CITIES · ONE TOUR · ANZ

Flagship sponsorship prospectus

Oceania's community-driven conference for practical data engineering — now a six-city tour connecting Brisbane, Auckland, Perth, Adelaide, Melbourne, and Sydney.

Brisbane
Tue 16 Mar

Auckland
Fri 19 Mar

Perth
Tue 25 May

Adelaide
Fri 28 May

Melbourne
Tue 12 Oct

Sydney
Fri 15 Oct

6
CONFERENCE CITIES

659
2026 IN THE ROOM

11,834
MEETUP PRO MEMBERS

1-day
PER-CITY FORMAT

ORGANISING PARTNER
Cloud Shuttle

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info@dataengbytes.com
dataengbytes.com

Welcome

Thank you for considering a partnership with DataEngBytes 2027 — Oceania's largest community-driven conference for practical data engineering.

LEAD ORGANISER

Peter Hanssens

Founder, DataEngBytes

When I started as a data engineer, I often felt isolated — unsure if the approaches I was taking were right. A small meetup became a place to learn together. That community grew into DataEngBytes: Oceania's independent conference for data and ML engineers.

In 2026 we hosted 659 people across the tour. In 2027 we're expanding to six one-day cities — including Adelaide as a new stop — so partners can meet practitioners where they already gather, year-round through our Meetup network and on conference day.

WHY SPONSOR

01 **Vendor-neutral trust**

Paid tickets. People come to learn and connect, not for a free trade show.

02 **Practitioner audience**

Technology, financial services, government, and education, with a strong mid-to-senior mix.

03 **City, pair, or the full tour**

Lock a city or a same-week pair before the public announce.

04 **Year-round community**

11,834 Meetup Pro members across ANZ, plus conference day in six cities.

2027 conference tour

Six one-day conferences in same-week pairs. Lock a package per city, across a pair, or for the full tour.

CITY	DATE	CAPACITY
MAR PAIR		
Brisbane	Tue 16 Mar 2027	200
Auckland	Fri 19 Mar 2027 · NZD	200
MAY PAIR		
Perth	Tue 25 May 2027 · return	200
Adelaide	Fri 28 May 2027 · new stop	150
OCT PAIR		
Melbourne	Tue 12 Oct 2027	350
Sydney	Fri 15 Oct 2027	350

Each city is one day. No Leaders Day in 2027. Auckland is priced in NZD. Every other city is AUD. The numbers are venue targets for planning inventory.

Where budgets are moving

Across Australia and New Zealand, organisations in finance, government, technology, energy, and retail are investing in modern data platforms, analytics, and applied AI. Teams evaluating tools want practitioner proof — not a pitch deck alone.

01 · HIGH-TRUST ROOMS

Ticketed attendees come ready to learn from real-world use cases and meet partners who can help them ship.

02 · CITY BY CITY

Meet the same community in Brisbane, Auckland, Perth, Adelaide, Melbourne, and Sydney — without waiting for a single mega-event.

03 · ALL YEAR

11,834 Meetup Pro members and active chapters keep the brand in front of practitioners between conference stops.

2026 audience

Of classified conference attendees across the 2026 tour. Percentages exclude unknown and unclassified responses.

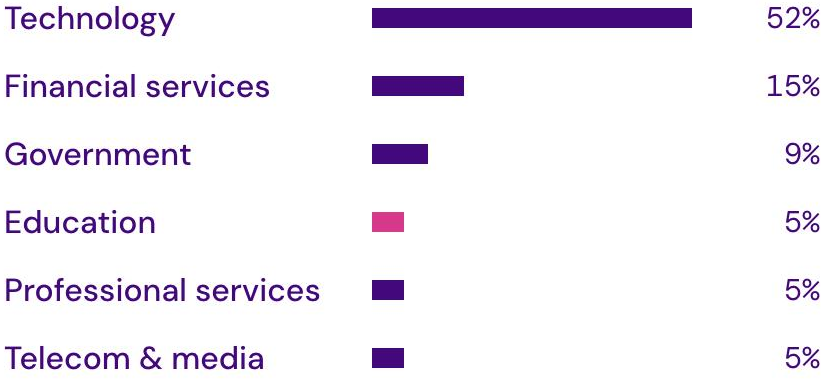
659
2026 TOUR

4
CITIES IN 2026

6
CITIES IN 2027

1,450
2027 CAPACITY

INDUSTRY



SENIORITY

Who was in the room

2026 attending companies — excludes sponsors · ranked by team size.

Sponsorship packages

Three tiers — Headline, Gold, and Silver — available per city, as a same-week pair, or across the full tour.

HEADLINE

Centre-stage presence: exhibition booth, workshop slot, speaking prominence, maximum branding, and the deepest staff allocation. Built for partners who want to own the room.

GOLD

A prominent expo booth and strong brand visibility with a focused practitioner audience — ideal for solution showcases and high-quality conversations.

SILVER

Credible brand exposure in a trusted, vendor-neutral environment — amplify presence without a full booth footprint.

Pricing & inclusions

AUD. Per city, same-week pair, or all six cities. Auckland quoted in NZD on request.

PER CITY	HEADLINE	GOLD	SILVER
Brisbane	$10,000	$6,000	$3,000
Auckland	$12,000	$8,000	$4,000
Perth	$12,000	$8,000	$4,000
Adelaide	$10,000	$6,000	$3,000
Melbourne	$25,000	$16,000	$8,000
Sydney	$25,000	$16,000	$8,000

PAIRS & ALL CITIES	HEADLINE	GOLD	SILVER
Brisbane & Auckland	$18,000	$12,000	$6,000
Perth & Adelaide	$18,000	$12,000	$6,000
Melbourne & Sydney	$40,000	$30,000	$12,000
All cities	**$60,000**	**$40,000**	**$20,000**

INCLUSION	HEADLINE	GOLD	SILVER
Exhibition booth	Yes	Yes	—
Branding	Yes	Yes	Yes
Staff passes	12	10	8
Workshop	Yes	—	—
Consented door list	Yes	Yes	Yes
Speaking slots	Yes	1/2	—
MC shout-out	Yes	Yes	Yes

Door list includes only people who consent to share details with sponsors. No Leaders Day in 2027. Pair packages cover both cities in the same week. All cities is the full six-city tour.

Conference lead capture

Sponsors get access to the lead capture app — scan badges, add notes, and export after the event.

01 **QR badge scanning**

Each badge carries name, email, and job role. Scan during booth conversations.

02 **Custom access codes**

Near conference week, each sponsor receives a unique code to unlock the app.

03 **Notes and export**

Add phone numbers and notes in the app, then export leads as Excel or CSV.

BINGO PRIZE DRAWS

Attendees collect stamps from sponsor booths to complete bingo cards and enter prize draws. Past events have driven 80–90% of the room to visit booths.

Join the 2027 partner cohort

With thanks to our 2026 sponsors — and an invitation to lock 2027 inventory before the public announce.

ClickHouse snowflake databricks Optiver REA Group

easygo elastic VELODB Alkera

Ready to partner?

Tell us which cities matter for 2027 and we'll share availability, inventory, and a tailored package.

ORGANISING PARTNER

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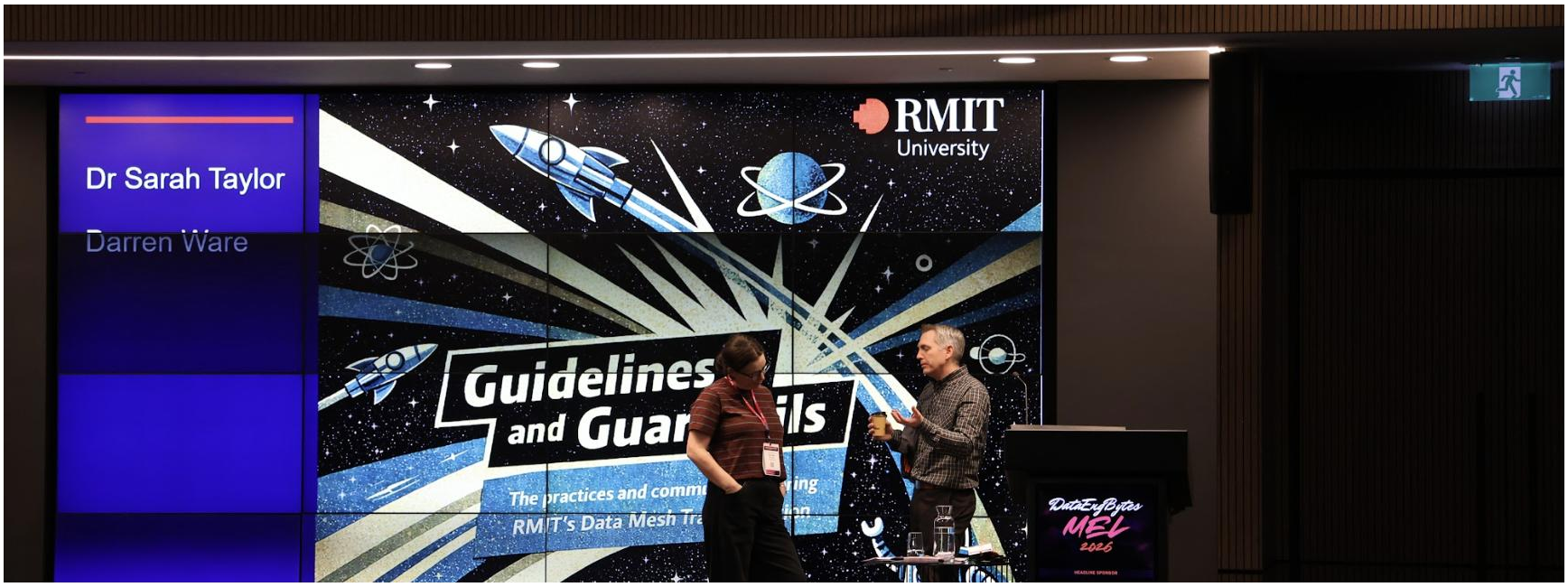
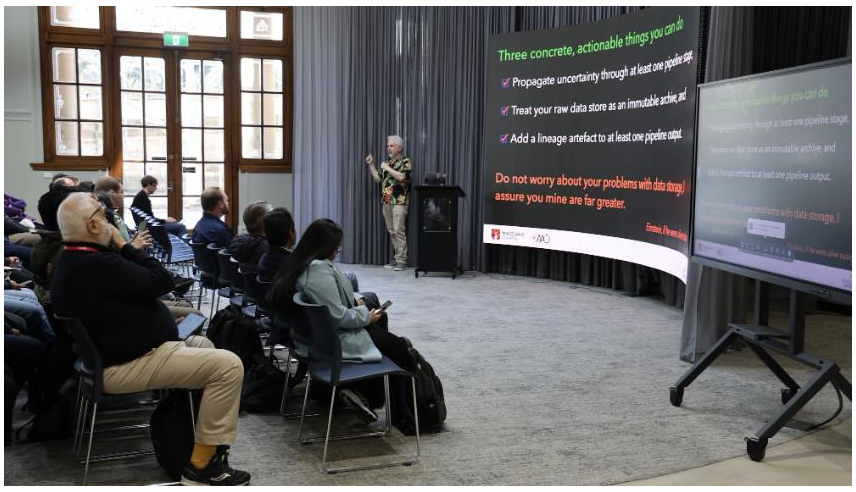
2026 in the room

Melbourne and Sydney flagship weekends — packed sessions, practitioner questions, and sponsors on the podium.



Melbourne · stage and sponsor podium

Melbourne · full room



Sydney · technical deep dive

Melbourne · audience questions

Sydney · practitioner questions