

SIX CITIES • ONE TOUR • ANZ

2027 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.



DataEngBytes Melbourne 2026 • Collins Square

6
Conference cities

659
2026 attendees

11,834
Meetup Pro members

1-day
Per-city format

ORGANISING PARTNER
Cloud Shuttle

+61 433 825 293
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.

FROM THE FOUNDER

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 conference attendees 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.



DataEngBytes Sydney 2026 · engaged practitioners in the room

WHY SPONSOR

- 01 Vendor-neutral trust — paid attendees come ready 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 packages with multi-city options — lock inventory before the public announce across the 2027 tour.
- 04 Year-round community — 11,834 Meetup Pro members across ANZ, plus conference-day reach in six cities.

2027 CONFERENCE TOUR

Six one-day conferences in same-week pairs. Lock packages per city or across a pair — Brisbane/Auckland, Perth/Adelaide, Melbourne/Sydney.

PAIR	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 a focused one-day conference. No Leaders Day in 2027. Auckland priced in NZD; all other cities AUD. Capacities are venue targets for planning inventory.

WHERE BUDGETS ARE MOVING



Melbourne 2026 • paid attendees, high-trust rooms

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.

High-trust rooms

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

City-by-city presence

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

Community all year

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

2026 AUDIENCE SNAPSHOT

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

659

2026 tour attendees

4

Cities in 2026

6

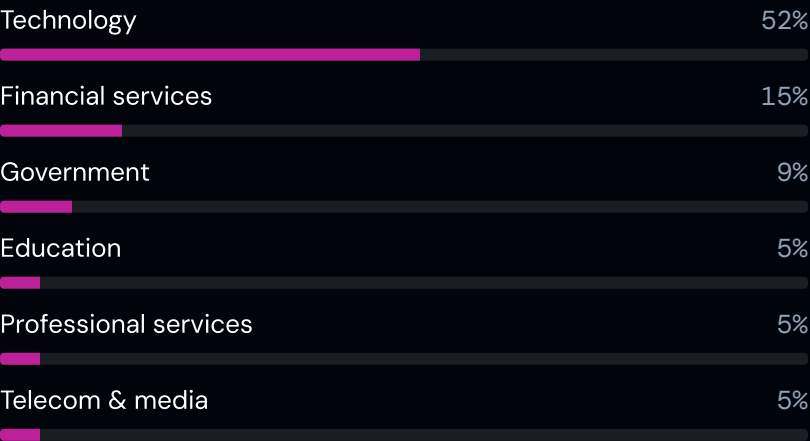
Cities in 2027

1,450

2027 total capacity

2026 DEMOGRAPHICS of classified attendees

INDUSTRY



SENIORITY



WHO WAS IN THE ROOM

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

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 a multi-city bundle.

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

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

PAIR	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 attendees who consent to share details with sponsors. No Leaders Day / Data Leaders Forum in 2027. Pair packages cover both cities in the same week. All cities = the full six-city 2027 tour.

CONFERENCE LEAD CAPTURE

Sponsors get access to our lead capture app — scan attendee 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 & export

Add phone numbers and notes in-app, then export leads as Excel or CSV for follow-up.

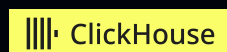
BINGO PRIZE DRAWS

Attendees collect stamps from sponsor booths to complete bingo cards and enter prize draws. Past events have driven 80–90% of attendees to visit booths — guaranteeing foot traffic for meaningful scans.

JOIN THE 2027 PARTNER COHORT

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

■ 2026 SPONSORS



Ready to partner?

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

+61 433 825 293

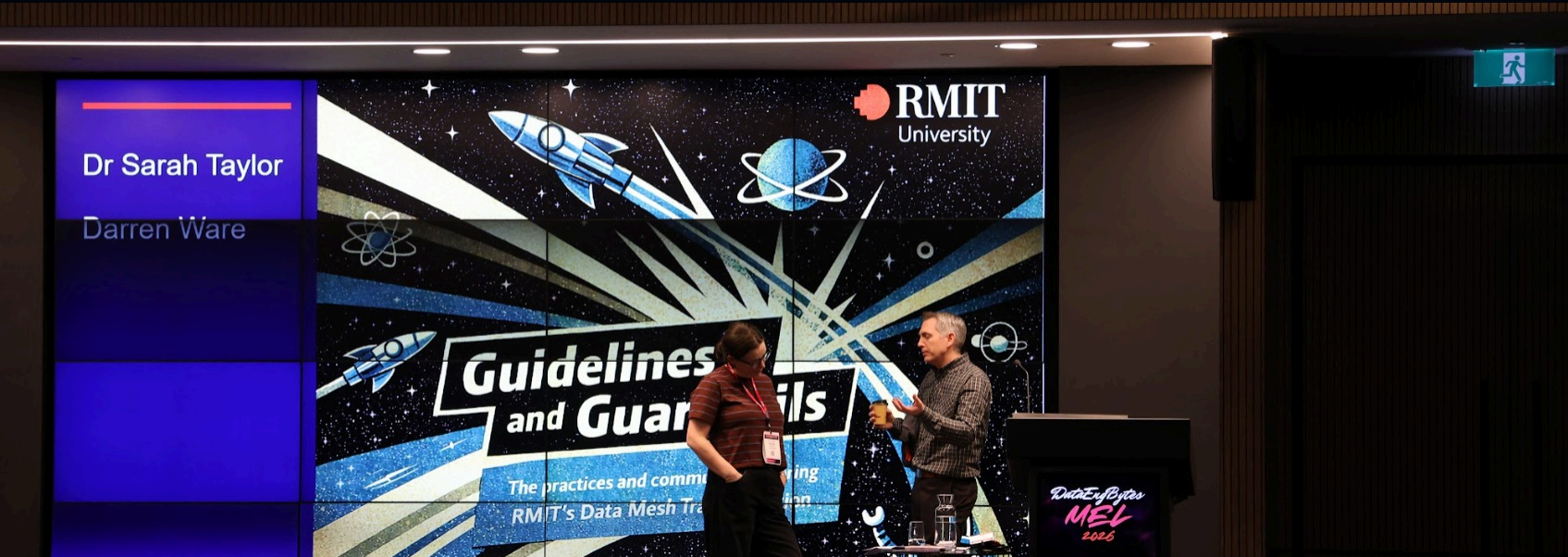
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Organising partner: Cloud Shuttle

2026 IN THE ROOM

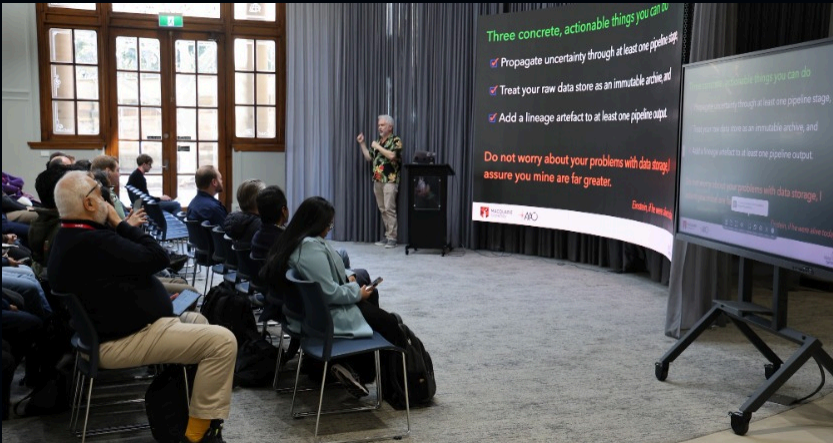
Melbourne and Sydney flagship weekends — packed sessions, practitioner Q&A, and sponsors on the podium.



Melbourne · stage + sponsor podium branding



Melbourne · full room



Sydney · technical deep dive



Melbourne · audience Q&A



Sydney · practitioner questions