

Analysis Design Architecture



Sponsorship Prospectus 2026



In 2024 we launched a first of its kind, inaugural community conference for those interested in software **analysis**, **design**, and **architecture**. **ADACONF** creates space for conversations ranging from technology and implementation, to conceptual approaches and design philosophy.

Our **mission** is to support the building of software that is:

More **valuable** for its users and owners

More **collaborative** in its conception and design, and

More **pleasant** to work with for its builders and maintainers

“
More Valuable
More Collaborative
More Pleasant
”

ADACONF 2024 and 2025 were both extremely well received by all participants: community members, speakers and sponsors. Building on their success we're looking forward to continued community engagement in 2026!

2026

19th Nov - 2 track conference

20th Nov - unconference

In-person, Melbourne

Sponsorship Options 2026 - Main Conference

19th Nov - Summary of benefits



Platinum

Conference
benefits

- **Exclusive tier**
- Dedicated booth space
- Invites to speaker's dinner

Value-add to
your team

- **10 free tickets**
- 15% discount on any additional full price tickets

**Pricing
(ex-GST)**

Early bird: \$15,000
Regular: \$18,000

Gold

- Upto **3 partners** in this tier
- Dedicated booth space
- Invite to speaker's dinner

- **5 free tickets**
- 10% discount on any additional full price tickets

Early bird: \$10,000
Regular: \$12,000

Silver

- Upto **6 partners** in this tier
- No booth space

- **2 free tickets**
- 10% discount on any additional full price tickets

Early bird: \$5,000
Regular: \$6,000

Early bird pricing available till 31st March, 2026

For a detailed list of inclusions for each tier, please refer the [sponsorship packages section](#).

Sponsorship Options 2026 - Unconference



20th Nov - Summary of benefits

If purchased in addition to a main conference sponsorship, there is a **10%** discount.

Conference benefits

- Logo on holding slides
- Social media post
- Space to display your banner

Value-add to your team

- **3 free tickets**
- 10% discount on any additional full price tickets

Pricing (ex-GST)

Early bird: \$4,000
Regular: \$5,000

Early bird pricing available till 31st March, 2026

Attendance is limited to 50 participants.

Unconferences provide a unique experience where attendees craft the agenda on the day.

All participants are given time and space to host sessions, and attendees choose where to spend their time as the day unfolds.

This creates a highly engaged and interactive space, and is a wonderful opportunity to share insights into your product or service and demonstrate your thought leadership and commitment to the community.

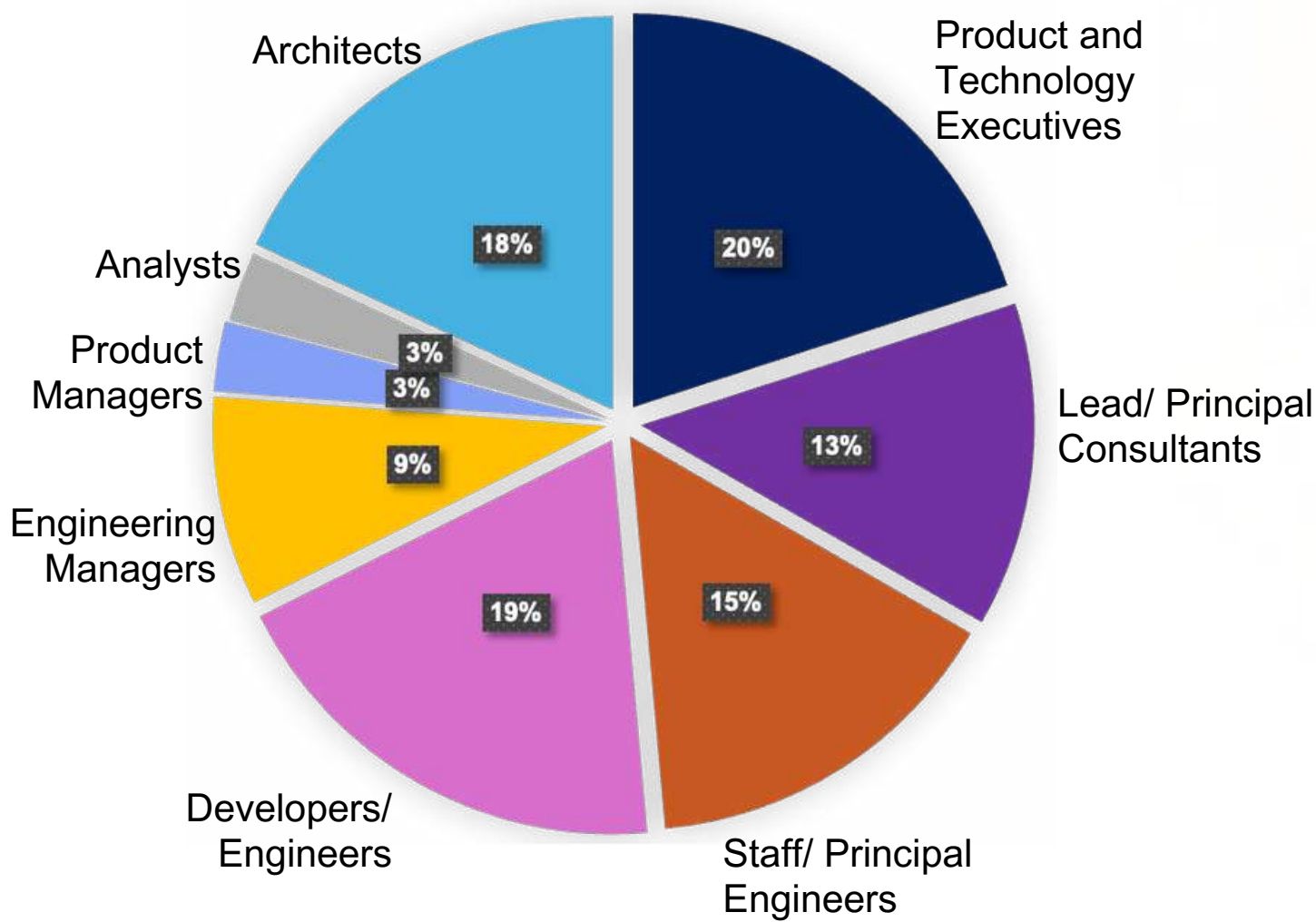


ADAConf 2026: Audience and Themes



Anticipated Audience: 160

Expected role of attendees within their organisations:



Theme - Antifragility

As with 2024 and 2025, we endeavour to bring interweaving themes across the broader practice of analysis and architecture, with a focus on antifragility of people and systems.

ANTIFRAGILE SYSTEMS



Building systems that thrive under stress.

ANTIFRAGILE ORGANISATIONS



People and organisations in a world of hyper rapid change.

ADOPTING ANTIFRAGILITY



Shifting organisational mindsets

SOCIO-TECHNICAL SYSTEMS THINKING



The system is more than the sum of its parts.

NOVEL APPROACHES



Techniques that challenge 'best practice'

CASE STUDIES



Case studies, experience reports and retrospectives

More Reasons to Sponsor ADAConf



ADAConf enables you to

- **Position your brand** to thought leaders
- **Support a community** of professionals that care about solving *your* business problems!
- **Engage employees** with tickets
- **Attract talent**, from the tech community, at the forefront of modern software practices
- **Promote services** to current and future decision makers

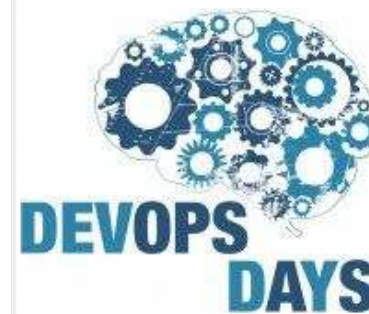
Events that inspire us



{ } NDC
Conferences



YOW!

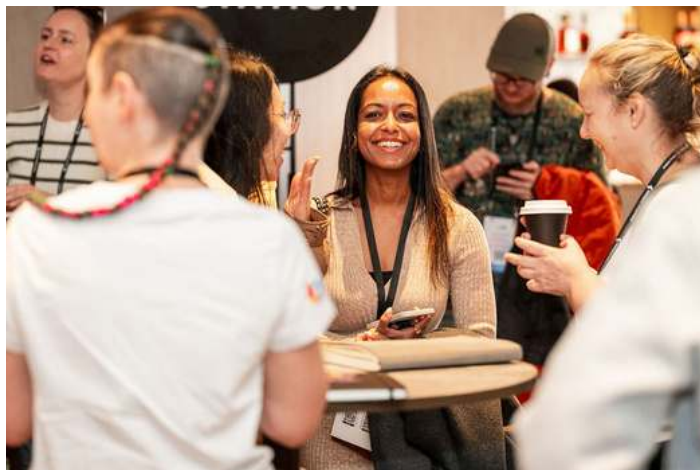


What we value

- **Spaces** that promote an inclusive and harassment free learning experience
- **Confluence of ideas and experiences** from within the community
- **Conversations** that challenge and evolve the existing technology culture
- **Thought experiments and technical deep dives** - from the abstract to the very specific!

2025 in images

ADAConf



Our Values in Action - Feedback from 2025



“**Positive** attitude towards learning”

“I had **fairly high expectations** and they were **exceeded**”

“The talks were far more **broadly applicable** and **engaging** than any tech conference I have been to!”

“Meeting so many **interesting people!**”

“The '**vibes**' - being in a room with people who are all also interested in the human side of technology and software. Also, the keynotes were **both great** especially the opening session.”

“How every single conversation felt like making a new friend than just networking. Everyone are **active, humble, supportive, wholesome, and genuine**. I **loved** every minute of it.”

SPONSORSHIP PACKAGES

**Detailed list of inclusions
for each tier**

[Back to summary of sponsorship options page](#)



Platinum Tier

Inclusion details



Exclusive tier

Only 1 partner in this tier

Branding:

- Branding on conference banners and holding slides
- Platinum tier branding will be 25% larger than Gold
- Additional branding opportunities available on discussion

Booth Space:

- 2 trestle tables on expo floor
- Wifi and power
- TV/Screen available at additional cost
- Lead capture solution will be provided

Team Benefits:

- 10 free tickets
- 15% discount on any additional full price tickets

Network and Community Reach

- 2 invites to the pre-conference speaker's dinner on 18th of November, 2026
- Invitation to speak at the domain-driven design Australia meetup

Social Media

- Individual social media posts pre conference

Price (ex-GST) **Early bird: \$15,000**
Regular: \$18,000

Note:

1. Early bird pricing for sponsorships available till 31st March, 2026
2. Pricing for the following to be discussed and confirmed during contract:
 - a. Booth add-ons such as TV screens or additional power boards



Gold Tier

Inclusion details



Number of Partners:

Up to 3 partners in this tier

Branding:

- Branding on conference banners and holding slides
- Gold tier branding will be 25% larger than Silver

Booth Space:

- 1 trestle table on expo floor
- Wifi and power
- TV/Screen available at additional cost
- Lead capture solution will be provided

Team Benefits:

- 5 free tickets
- 10% discount on any additional full price tickets

Network and Community Reach

- 1 invite to the pre-conference speaker's dinner on 18th of November, 2026

Social Media

- Individual social media posts pre conference

| | |
|---------------------------|-----------------------------|
| Price (ex-GST) | Early bird: \$10,000 |
| | Regular: \$12,000 |

- Note:
- Early bird pricing for sponsorships available till 31st March, 2026
 - Pricing for the following to be discussed and confirmed during contract:
 - Booth add-ons such as TV screens or additional power boards



Silver Tier

Inclusion details



Number of Partners:

Upto 6 partners in this tier

Branding:

- Branding on conference banners and holding slides

Booth Space:

- N/A

Team Benefits:

- 2 free tickets
- 10% discount on any additional full price tickets

Network and Community Reach

- N/A

Social Media

- Inclusion in silver partner social social media posts

**Price
(ex-GST)**

Early bird: \$ 5,000
Regular: \$ 6,000

Note:

- Early bird pricing for sponsorships available till 31st March, 2026

Other Sponsorships



Other sponsorship opportunities are available. If purchased as an **add-on** to a main sponsorship, there is a **10% discount**. All include your logo on holding slides as 'Other Sponsors and supporters'.

1 x Post-conference networking drinks and after party (Banner at after-party location):

- \$3,000 (Early bird)
- \$4,000 (Regular)

2 x Badge sponsorship (logo on Badge, not Lanyard):

- \$3,000 + GST (Early bird)
- \$4,000 + GST (Regular)

1 x Wifi Sponsorship (name in WIFI SSID):

- \$3,000 (Early bird)
- \$4,000 (Regular)

1 x Coffee cart sponsorship (Logo on Coffee Cart):

- \$3,000 + GST (Early bird)



Tailored Sponsorship Packages



Please **talk to us** about any particular **benefits that are more important to you**.

In addition to the standard sponsorship tiers, we can work with you to develop tailored sponsorship packages based on your needs and interests.

[Back to summary of sponsorship options page](#)

2025 Sponsors and Supporters



Commonwealth
Bank



[context·ive]



Everest
engineering



REA Group



zware



Kaleida



TechLeadingLadies



Analysis Design Architecture



info@adaconf.org



<https://adaconf.org/>

Analysis, Design and Architecture Conference
(ADAConf) is owned and operated by SPCS
Productions Pty Ltd, ABN: 44 675 931 610

ADAConf Founders



Alicia Cheah

A content leader with over a decade of experience in digital, print and blended content on multiple channels. Passionate

for community marketing & organisation, orchestrating events ranging from intimate meetups to large-scale tech conferences with over 1,000 attendees.

Alicia founded Digital Sublime, to help startups, solopreneurs, and SMBs elevate their brands through valuable content marketing and authentic community engagement.

 <https://digitalsublime.com.au>

 <https://www.linkedin.com/in/aliciacheah/>

 alicia@adaconf.org

Chris Simon

2 x Startup CTO/co-founder turned independent consultant who is an active community organiser and participant.

Chris speaks regularly at international conferences, meetups, webinars and podcasts and co-organises DDD Australia. He's an open source maintainer and through his consulting work provides training, coaching and advisory services in Domain-Driven Design, technical leadership and strategy.



 <https://chrissimon.au>

 <https://www.linkedin.com/in/chrissimon-au/>

 chris@adaconf.org



Sonal Premi

Business architect and leader within the technology space, with close to two decades in technology and consulting.

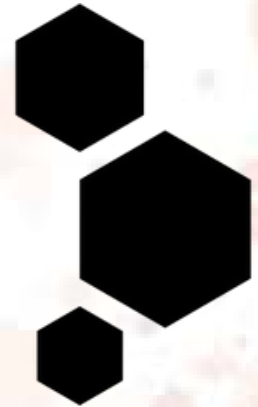


Has a relentless commitment to building people & communities; enjoys engaging with tech communities and co-organises DDD Australia meetups

Sonal is passionate about challenging the tech culture and conventionally accepted norms. She is partial to conversations about problem solving and decision making processes.

 <https://www.linkedin.com/in/sonalpremi/>

 sonal@adaconf.org



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