

# 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

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!

**ADAConf**  
2026

“  
**More Valuable**  
**More Collaborative**  
**More Pleasant**  
”

**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

- Up to **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

- Up to **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

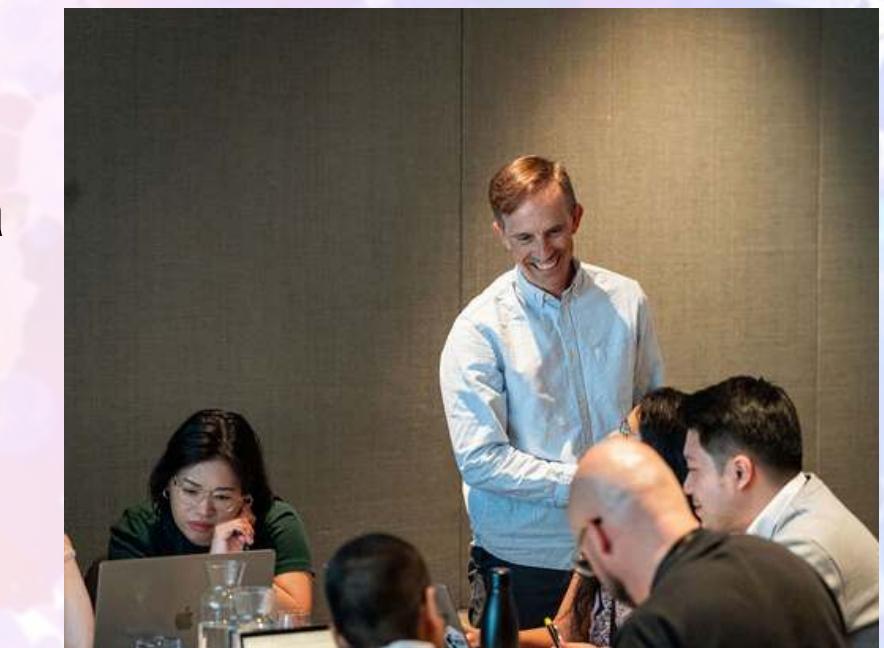
Early bird pricing available till 31st March, 2026

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.

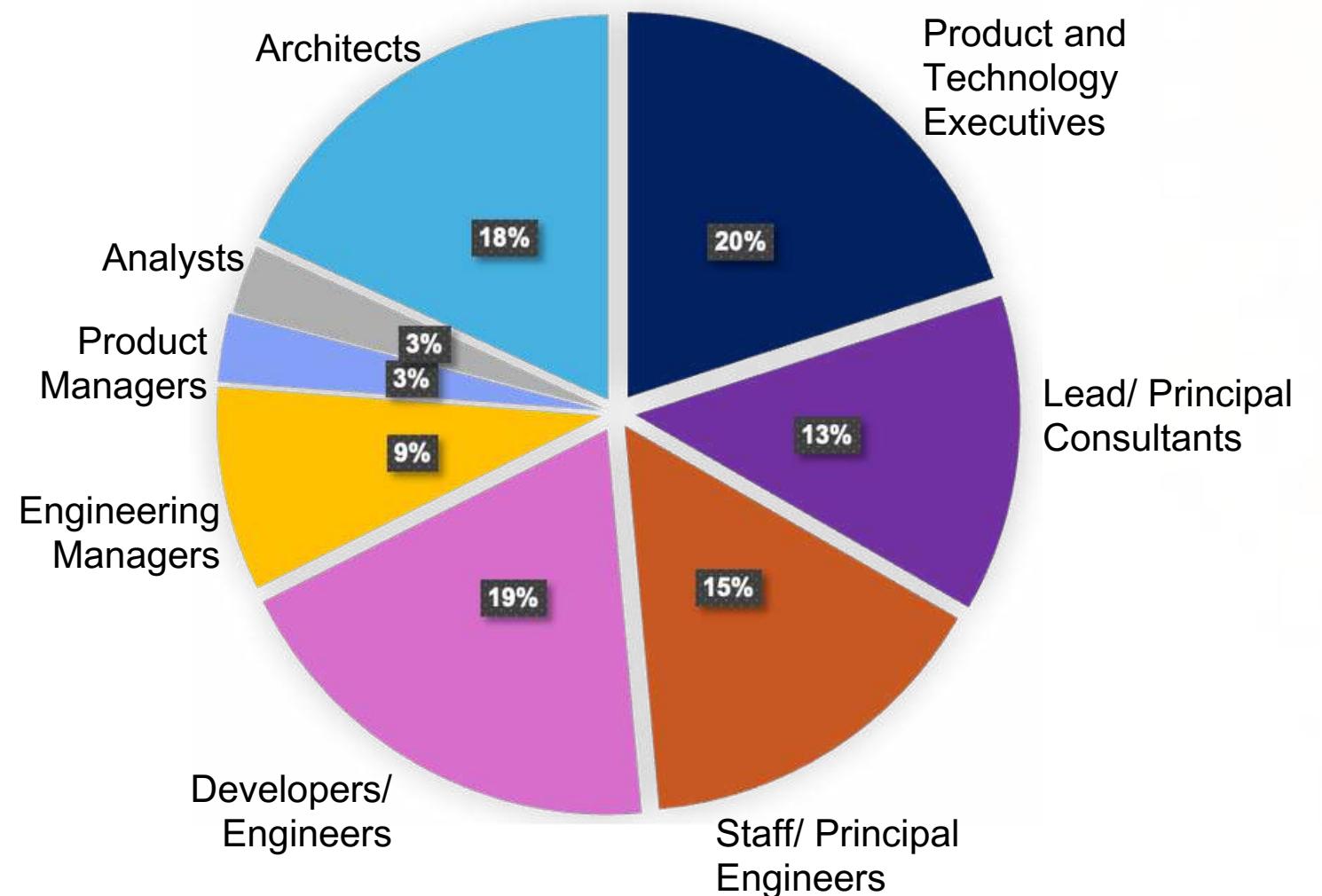


# ADAConf 2026: Audience and Themes



## Anticipated Audience: 160

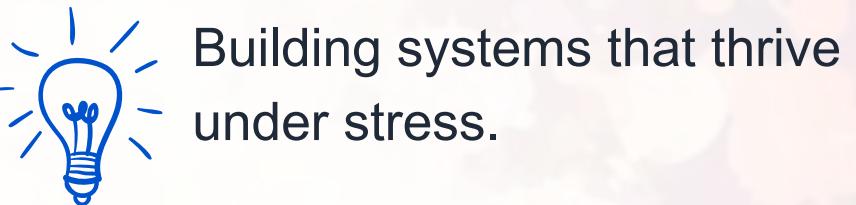
Expected role of attendees within their organisations:



## Theme - Antifragility

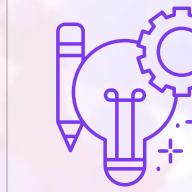
As with 2024 and 2025, we endeavour to bring interweaving themes across the broader practice of analysis and architecture, with a focus on antifragility of people and systems.

### 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



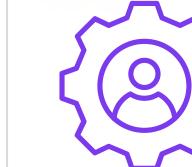
The system is more than the sum of its parts.

### NOVEL APPROACHES



Techniques that challenge 'best practice'

### CASE STUDIES



Case studies, experience reports and retrospectives

# More Reasons to Sponsor ADAConf



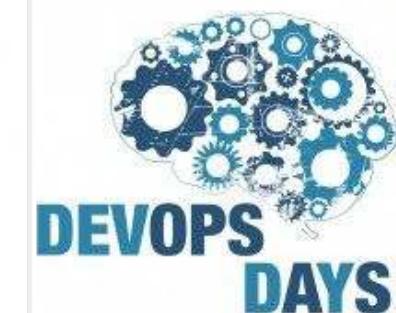
## ADAConf enables you to

- **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!

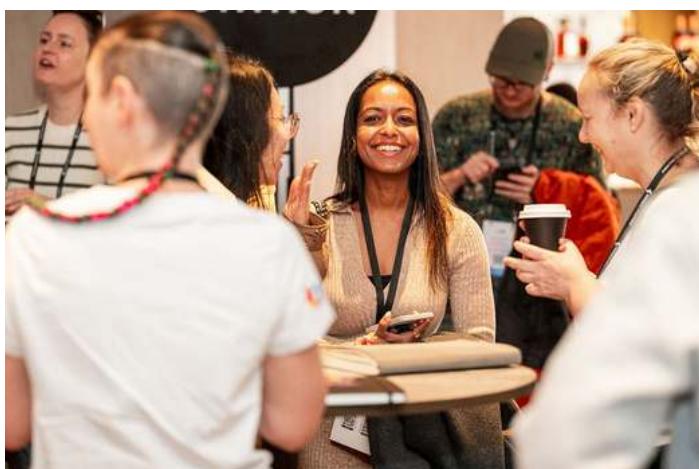


## What we value

- **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

**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

### 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



# 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

### 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

### 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



# Silver Tier

## Inclusion details



### Number of Partners:

Up to 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 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]



E. Everest  
engineering

REA Group

zware

BEER DRIVEN DEVs

DATA &  
DRAMs

Kaleida

TechLeadingLadies



✉ info@adaconf.org  
🌐 <https://adaconf.org/>

Analysis  
Design  
Architecture

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](mailto: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](mailto:chris@adaconf.org)

## Sonal Premi

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

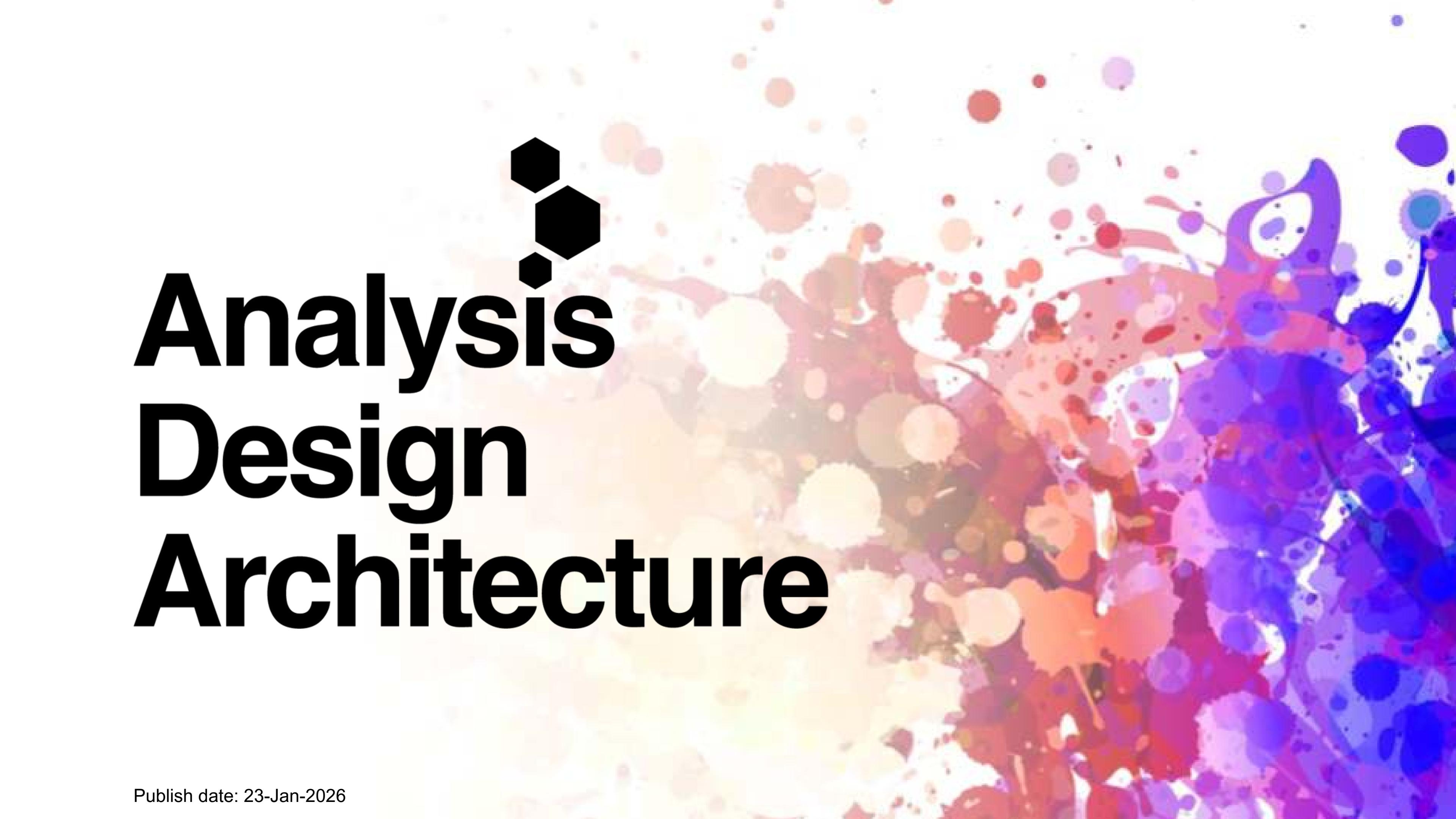


Has a relentless commitment to building people & communities; enjoys engaging with tech communities and co-organises DDD Australia meetups

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](mailto:sonal@adaconf.org)



# Analysis Design Architecture

