ZenithLive25

Sponsorship Prospectus

AUSTRALIA:
September 16, Melbourne

Venue: The Timber Yard, 351 Plummer St,
Port Melbourne VIC 3207

Welcome

Dear Zscaler Partner,

We are delighted to invite you to join us at Zenith Live, the premier learning conference to connect and converse with the world's top organisations. As a Zenith Live sponsor, you will have the opportunity to showcase your company, drive customer engagement, and stay on the cutting edge of AI and cybersecurity.

Our sponsors represent the industry's foremost thought leaders in zero trust networking and cybersecurity. The sponsorship prospectus provides a comprehensive overview of Zenith Live 2025 sponsor benefits. Our local Zenith Live page is coming soon. For more information on Zenith Live in other countries, please visit zscaler.com/zenithlive.

Zenith Live offers a variety of formats for our attendees and sponsors, from social events and formal group discussions to places where you can engage in casual conversations and hands-on learning.

We are extremely proud of our thriving partner ecosystem and the impact we jointly bring to market. We look forward to welcoming you to engage with our highly qualified audience, forging meaningful relationships and uncovering new opportunities.

To secure your sponsorship, reach out to **zscaler.sponsors@xphyr.com.au**.

As always, we truly value your partnership.

Eric Swift
Vice President & Managing Director, ANZ, Zscaler
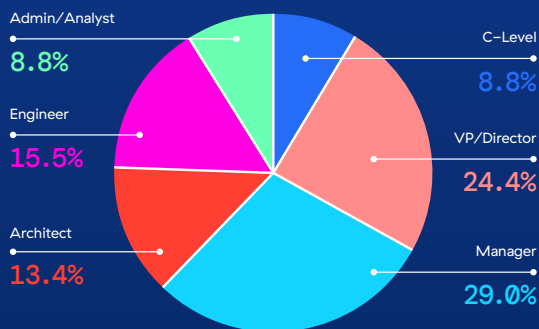
Sonja Johnson
Director Partners, ANZ, Zscaler

Luke Sudbury
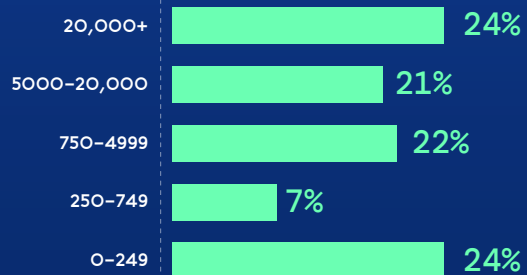Sr. Partner Business Manager, Zscaler

Zenith Live Australia 2024 Attendee Overview

Over 300 attendees.

Attendees by Job Level

- Admin/Analyst **8.8%**
- Engineer **15.5%**
- Architect **13.4%**
- C-Level **8.8%**
- VP/Director **24.4%**
- Manager **29.0%**

Attendees by Company Size

Company Size	Percentage
20,000+	24%
5000–20,000	21%
750–4999	22%
250–749	7%
0–249	24%

Our 2024 Sponsors

OPTUS

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Trust Tomorrow.

Westcon

CROWDSTRIKE

Zenith Live Melbourne 2025 Sponsorship Packages

	PLATINUM	GOLD	SILVER	BRAND
	Per Invitation	2 Sponsors	5 Sponsors	Unlimited
	$40,000 AUD	**$20,000 AUD**	**$12,000 AUD**	**$4,000 AUD**
EXHIBIT				
Turnkey Space	Large expo stand	Expo stand	Expo stand	
Lead Scanners	2	2	1	
Private Meeting Space	✔			
SPEAK				
Theatre Session to full audience – Co-present customer case study	✔			
Breakout speaking opportunity – includes scanned leads		✔		
BRAND				
Zscaler-produced partnership video to be played prior to General Session	✔			
Mainstage Session exposure	✔	✔	✔	✔
Company logo on website and promo materials	✔	✔	✔	✔
Conference signage	✔	✔	✔	✔
Pre-event social post	2	1 Group Post	1 Group Post	1 Group Post
Mobile app branding	Branding and Push Notification	Branding and Push Notification	Branding	Branding
ATTEND				
Conference Passes	8	6	4	3

Additional Marketing Promotional Opportunities

Marketing Promotional Opportunities		
Headshot Station sponsorship (with opt-in leads)	**$10,000 AUD**	1 available
Coffee Cart sponsorship (with opt-in leads)	**$10,000 AUD**	1 available
Meeting Room	**$10,000 AUD**	2 available
Partner Connect Sponsorship	**$25,000 AUD**	1 available

Opportunities are limited. For more information or to request a contract, please email zscaler.sponsors@xphyr.com.au. All offerings are based on a first-come, first-served basis. Benefits such as booth selection and speaking sessions will be based on sponsorship level and date of contract return.