

SHOW YOURSELF!

Be involved in WA's Premiere IT and
Telecommunication Awards



lateral
INCITE
AWARDS

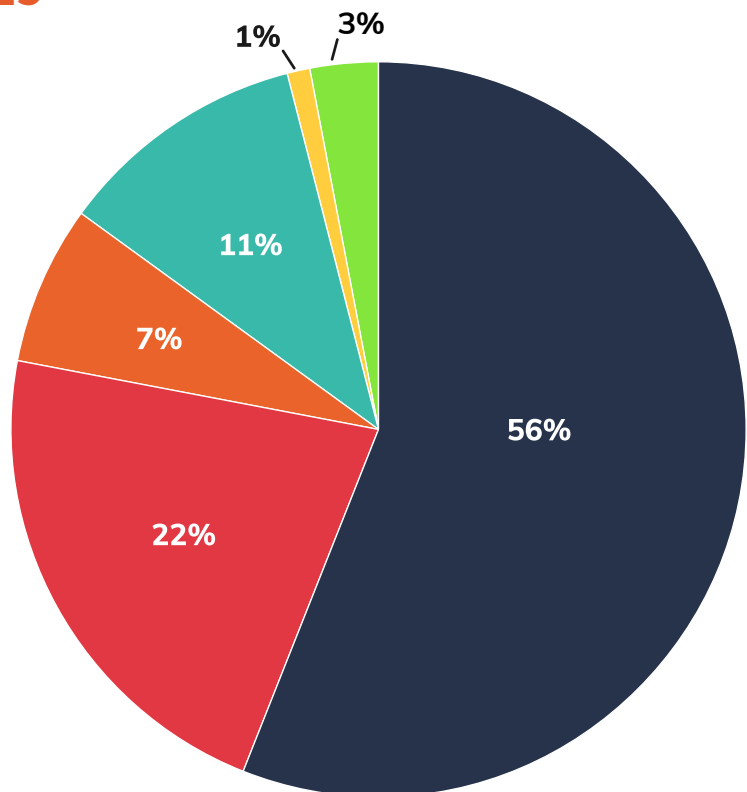
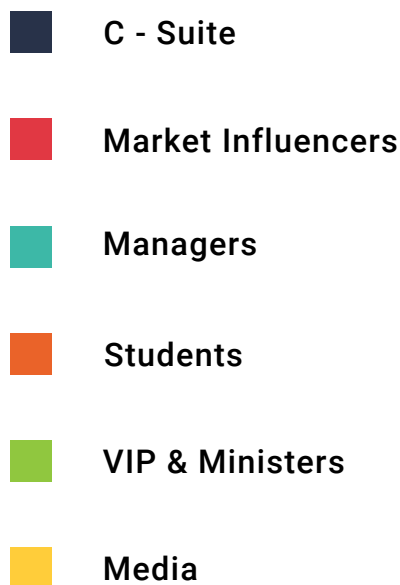


www.inciteawards.org.au

WHY GET INVOLVED

- Nurture our vibrant entrepreneurial market to help keep jobs in WA and bring Investment and revenue into the state.
- Nurture Innovation!
50% of entrants are now able to market better and 33% stated that Investors are now seeking them out, rather than the other way around.
Be involved in WA's largest premiere IT and Telecommunications Awards, supporting our tech industry.
- Your table is in a premium location at the Gala Presentation Dinner, and you have access to over 300 decision makers across all industries from startups to government to ASX listed companies.

WHO'S IN THE ROOM 2019



SNAPSHOT OF OUR GROWING AWARDS

2020

We are opening the Awards Presentation Night, for the first time, to everyone in Western Australia across the nation and globally

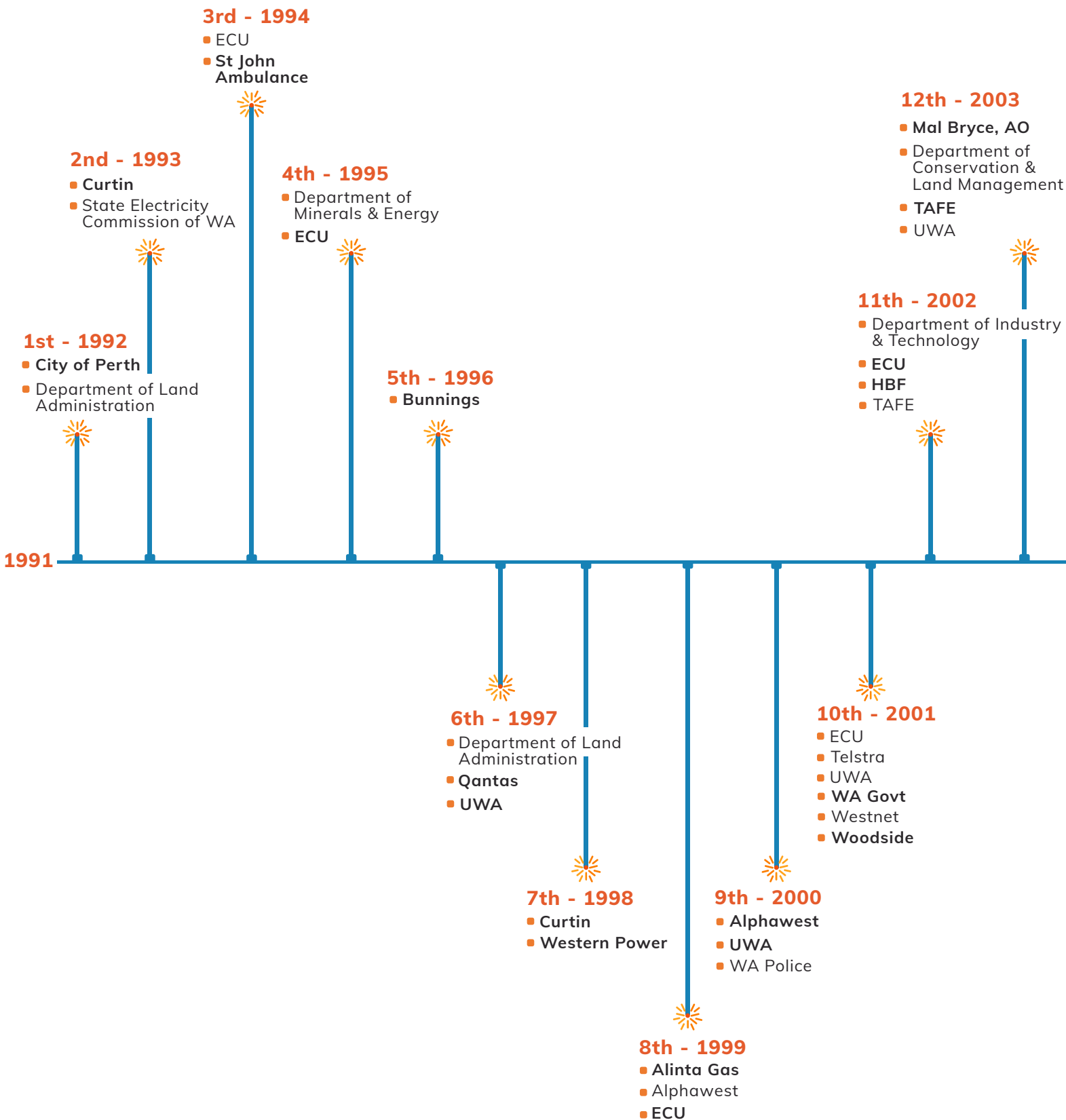
2017 471

2013 398

2003 361

YEAR 1992 110 GALA ATTENDEES

SOME PAST WINNERS



13th - 2004

- Michael Malone
- Department of Land Information
- Department of Treasury & Finance
- Murdoch
- TAFE
- UWA
- WALGA
- Water Corporation

23rd - 2014

- ATCO
- Curtin
- Department of Education
- FMG
- Kinetic IT
- NextDC
- Rio Tinto

14th - 2005

- Amcom
- iiNet
- Westnet

22nd - 2013

- Ajilon
- BHP Billiton
- CBH Group
- CSIRO
- iiNet
- ITC
- Synergy

24th - 2015

- Ajilon
- City of Perth
- ECU
- Health Engine
- Landgate
- Norwood Systems

15th - 2006

- City of Bunbury
- Department of Land Information
- iiNet
- UWA

21st - 2012

- ECU
- Kinetic IT
- SEQTA
- WA Police

16th - 2007

- Curtin
- ECU
- Moodle
- UWA

20th - 2011

- Curtin
- Department of Commerce
- Department of Mines & Petroleum
- ECU
- Greensense

17th - 2008

- Jim Ellis, OAM
- Amcom
- Curtin
- UWA
- Westnet

19th - 2010

- City of Belmont
- Curtin
- iiNet
- Landgate International
- WA Police

18th - 2009

- City of Stirling
- Curtin
- Department of Education & Training
- ITC
- UWA

25th - 2016

- Ajilon
- Autism Academy for Software Quality Assurance
- Curtin
- Fleetsu
- Landgate
- Murdoch
- Norwood Systems
- Optika Solutions



26th - 2017

- CoderDojo WA
- Curtin
- ECU
- Fastbrick Robotics
- Fogarty Foundation
- Lateral
- Norwood Systems
- VGIS Australia



27th - 2018

- City of Cockburn
- Click Send
- CSIRO
- ECU
- Modis
- SEQTA
- St John Amulance
- Thales
- UWA
- WA Police



28th - 2019

- Derek Gerrard
- Australian Tenders
- Bankwest
- City of Bayswater
- Curtin
- ECU
- Noisy Guts
- Royal Flying Doctor Service
- Telethon Kids Institute
- uDrew
- UWA
- Water Corporation



2020

TESTIMONIALS

“

Our new partnership with Lateral - who was once a winner of the INCITE Awards - is significant because it truly exemplifies how the Awards have supported technology innovators like Lateral to get their initial mark in WA.

Sue Findlay, Chair of Lateral INCITE Awards ”

“

We are proud to contribute to the strongly growing tech industry in WA, which are creating jobs locally, building health, infrastructure, resources and education solutions locally, and putting WA on the world map as leaders in innovation.

Tommy Shin, Chairman of Lateral Australia ”

“

The INCITE Awards Gala Dinner was one of the most impressive events for the tech scene in WA that I attended in 2019.

Kali Norman, Senior Manager, Spacecubed ”

“

There's nothing like walking into a room full of energy, passion and where people want to see change and we'd make change with real impact.

Richard McAllister, Founder, Flow Perth (28th INCITE Awards Winner) ”

“

As a technology services organisation founded in Western Australia, Kinetic IT takes great pride in supporting the progression and achievements of our local industry. Through our partnership with WAITTA, we get to play a role in celebrating our WA's top ICT talent and leaders in innovation.

David Krieg, Customer Engagement Manager, Kinetic IT ”

“

We met two great contacts at the INCITE Awards, including an introduction to a private equity firm who is now considering investing in us! The INCITE awards was a fantastic platform to showcase Noisy Guts.

Josephine Muir, CEO, Noisy Guts (Winner in 2 categories of the 28th INCITE Awards) ”

“

Business News believes innovation is not just important for our own business but for the development of Western Australia. We appreciate the opportunity these awards offer for us to recognise businesses that are breaking new ground and tell the stories of the entrepreneurs behind them.

Mark Pownall, Director Strategy and Innovation, Business News ”

“

Technology and ICT is one of the highest contributors to Australia's GDP and our Awards aim to support jobs and innovation in WA while these digital disruptors conquer global markets.

Sue Findlay, Chair of Lateral INCITE Awards ”

“

With WAITTA INCITE's track record in identifying innovators early in their journey, 10 years from now, another winner of INCITE could be standing here with the valuation in excess of \$1 Billion.

Robert Nathan, Founder and CEO, Australian Tenders ”

“

We are proud to be part of fulfilling Western Australia's potential in becoming a beacon of innovation and technological advancement. We believe that Perth is a reservoir of untapped talent and ambition.

Alex Dunmow, CEO, Ninja Software ”

2020 Lateral INCITE Awards

DIAMOND

(EXCLUSIVE)

\$35,000

+ GST

PLATINUM

(LIMITED TO 10)

\$15,000

+ GST

GOLD

\$10,000

+ GST

**EXCLUSIVE
MEDIA PARTNER**



Virtual Pitchfest & Drinks - Friday 8th May, 4pm -6pm

1-2 minutes presentation as a Sponsor	★			
Logos on opening slider screen, holding screen and end screens	★	★	★	★
MC mention throughout the Virtual Pitchfest	★	★		★
Logos on screen background of speakers and pitchers (where relevant and possible)	★	★	★	★
Live tweets mentions during the event	★	★		★

Virtual Awards Presentation Night (More details to come)

1-2 minutes presentation as a Sponsor	★			
Logos on opening slider screen, holding screen and end screens	★	★	★	★
MC mention throughout the Virtual Presentation	★	★	★	★
Short address and presentation of category award winner (pre-recorded and also to be made available for future use)		★		★
Logos on screen background of finalists and winners videos (where relevant and possible)	★	★	★	★
Live tweets mentions during the event	★	★	★	★
Inclusion of questions in post event survey	★			
Virtual Exhibition Halls for sponsors through the event app	★	★		★
Breakout rooms to talk to VIPS (e.g. Ministers and Special Guests)	★	★		★
Sponsors logos and notifications messages on the event app	★	★	★	★
List of attendees who have joined in via the event app which connects to LinkedIn	★	★		★

Winners Function - Parliament House (More details to come)

Tickets to attend Winners Function, hosted by Minister Kelly	(5)	(3)	(1)	(3)
MC mention	★	★	★	★
Banners (to be supplied by sponsor)	(2)	(1)		(1)
Speaking opportunity	★			

2021 Lateral INCITE Awards

DIAMOND

(EXCLUSIVE)

\$40,000
+ GST

PLATINUM

(LIMITED TO 10)

\$18,000
+ GST

GOLD

\$13,000
+ GST

**EXCLUSIVE
MEDIA PARTNER**



From September 2020 - September 2021

Naming rights for 1 year	★			
Key speaking role at 3 public events	★			
Logo inclusion and sponsor mentions on the Lateral INCITE Awards event App	★	★	★	★
Organisation name linked to category		★		★
Provide judge for selected category	★	★		★
Attendance list for Finalists Function & Gala Presentation Dinner (opt-in registration)	★	★		★
Customised Branding and Marketing Strategy as agreed by both parties	★			★

Communications / Social Media

Social media shoutouts to promote sponsors	★	★	★	★
Promotional article in one of the monthly Lateral INCITE Awards newsletters (for uptakes by Sponsors)	★	★	★	★
Inclusion of logos and mentions on all press releases sent to State and National media outlets	★	★		★

Finalists Function & PitchFest

2 complimentary tickets	★	★	★	★
Free-standing banner displayed in function room	(2)	(1)	(1)	(1)

Gala Presentation Dinner (More details to come. Planning in the third quarter of 2020)

8 complimentary tickets with priority seating: <ul style="list-style-type: none"> Premium position Preferential seating 	★	★	★	★
Recognition by MC	★	★	★	★
Organisation video played on-screen in-room	★	★		★
Free-standing banner displayed in pre-dinner area	(2)	(1)	(1)	(1)
On stage short address and presentation of category award winner		★		★
Video clip presenting winners		★		★
Video of gala evening (on USB)	★	★	★	★
Inclusion of questions in post-event survey	★			

Sponsor Recognition Function

Public Announcement & Brand Exposure Collaterals	★	★	★	★
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