

**myob**

**Partner  
Connect**  
2025

**Discover  
Live((•))**  
2025

**THE  
BIGGER  
PICTURE**  
MARCH 3-5

**Sponsorship Prospectus**

# myob Partner Connect 2025

**Monday 3 - Tuesday 4 March 2025**

Join us as MYOB brings together our Enterprise Partner community from across Australia and New Zealand to celebrate the achievements of 2024 and unveil what's ahead for MYOB Acumatica in 2025 and beyond.

From exciting product releases and expert panel discussions to strategic planning sessions and industry awards, we'll cover it all while celebrating our vibrant partner community.

# myob Discover Live ((•)) 2025

**Wednesday 5 March 2025**

In our first-ever in-person Discover Live customer event, MYOB Acumatica customers will come together to celebrate the MYOB community and explore our vision for 2025.

This is an exciting opportunity to connect directly with both our Enterprise Partners and over 400 MYOB Acumatica customers.

**Register your interest**

**Register by Friday 31 January 2025 to become an event sponsor**

Have questions about sponsorship opportunities? Contact our team at [enterprisepartners@myob.com](mailto:enterprisepartners@myob.com)

# 2025 Event Theme



**Big insights. Big community. Big experience.**

# Event Overview



## Enterprise Partner & ISV Awards

Our annual awards are back and better than ever. Kicking off the week in style, we'll celebrate the remarkable 2024 achievements of our Enterprise Partner and ISV community.



## Partner Connect

Join us for an unmissable full-day event featuring exclusive updates from the MYOB executive team and inspiring keynotes from industry thought leaders. Carefully crafted for our wider partner community, this gathering of up to 180 attendees promises valuable insights and connections.



## Discover Live 2025

Welcome to the heart of MYOB's mid-market customer experience. At our first in-person Discover event, you'll explore new MYOB Acumatica features, gain insights from engaging panel discussions, and connect with our vibrant customer community.



## ISV Exhibition Space

We're scaling up for 2025. Our expanded expo space will welcome over 400 attendees across two dynamic days. Get ready for enhanced opportunities to engage with key stakeholders, showcase your expertise, and launch meaningful business conversations.

# 2024 Attendee Experience

Key takeaways:

- 01** Priority on networking opportunities
- 02** Customer-driven focus and decisions
- 03** Strong community connections
- 04** Insights into future features and strategies
- 05** Deep-dive product and marketing discussions



# 2024 Attendee Experience

What our attendees said:

# 97.9%

of attendees said they were likely to attend again in 2025

Source: MYOB 2024 Partner Connect - Feedback Survey

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**"I found it to be one of the better conferences I've attended in recent years"**

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**"Networking is always the best part"**

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**"The presenters and presentations were excellent"**

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**"I enjoyed the networking and bi-directional communication"**

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**"It was fantastic to see the growth and real team culture that has been built"**

# Why Partner with Us?

As 2025's largest Enterprise Partner event, this is your opportunity to showcase your brand. These strategic sponsorship opportunities create lasting business connections that extend well beyond the event.

## MYOB Audience

10.7K

YouTube subscribers

76.7K

LinkedIn followers



### Drive brand awareness

Connect face-to-face with MYOB Acumatica customers at Discover Live 2025 and kickstart some integral business conversations.



### Strengthen key relationships with Enterprise Partners

With a larger audience of Enterprise Partners, there are more opportunities to meet key stakeholders, build your profile, and foster existing relationships.



### Maximise brand exposure

Gain spotlight exposure through comprehensive sponsorship packages across the multi-day event.



### Showcase your business

Make an impact during our Tuesday and Wednesday expo sessions.



### Shape the future

Join exclusive sessions highlighting upcoming MYOB initiatives and industry insights.

# 2024 Sponsor Experience

94.7%

of sponsors said they were likely  
to participate again in 2025

Source: MYOB 2024 Partner Connect - ISV Feedback Survey

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**“We started conversations that we’ve continued past the event”**

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**“The networking events were a fantastic opportunity to ‘talk shop’ in a very relaxing and fun environment”**

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**“A good opportunity to showcase to partners and ISVs our software, as well as connect with new people and re-establish connections”**

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**“My biggest takeaway was the importance of fostering strong relationships with clients”**



# Sponsorship Packages



# Gold Sponsor

2 available  
\$50,000 ex GST AUD

## Package Highlights

### Premium Brand Presence:

- Featured Gold sponsor positioning on event landing page
- Prominent logo placement on all event signage and communications
- Premium booth location (2x2m space) with custom branding options
- First choice of booth position and neighbouring exhibitors

### Event Access:

- 4 tickets covering Partner Connect, Discover Live, Awards and Cocktail events
- Content session speaking opportunity at Partner Connect

### Lead Generation:

- Scanning facilities to capture leads
- Expert setup support for lead capture (online/in-person)
- Post-event attendee business list
- Gift bag product placement opportunities (pre-approved)

### Marketing Benefits:

- Custom customer success story (written and video formats)
- MYOB social media promotion (pre and post-event)
- Featured in Enterprise Partner webinars and newsletters
- In-app promotional presence
- Freedom to create organic promotional content (excluding ticket giveaways)

### On-site Support:

- Dedicated logistical assistance throughout event



\*Artist's impression

# Silver Sponsor

3 available  
\$25,000 ex GST AUD

## Package Highlights

### Premium Brand Presence:

- Featured Silver sponsor positioning throughout event signage
- 1x1m booth space with custom branding options
- Priority booth location selection and neighbour approval
- Recognition in opening and closing ceremonies

### Event Access:

- 2 tickets covering Partner Connect, Discover Live, Awards and Cocktail events

### Lead Generation:

- Scanning facilities to capture leads
- Expert setup support for lead capture (online/in-person)
- Gift bag product placement opportunities (pre-approved)

### Marketing Benefits:

- Written customer success story
- MYOB social media promotion (pre and post-event)
- Featured in Enterprise Partner webinars and newsletters
- In-app promotional presence
- Freedom to create organic promotional content (excluding ticket giveaways)

### On-site Support:

- Dedicated logistical assistance throughout event



\*Artist's impression

# Exhibitor Packages



# Platinum Exhibitor

3 available  
\$40,000 ex GST AUD

## Package Highlights

### Premium Booth Benefits:

- Large-scale 4x3m booth space
- Priority booth location selection
- Neighbour approval rights
- Custom branding opportunities

### Event Access:

- 3 tickets covering Partner Connect, Discover Live, Awards and Cocktail events

### Lead Generation:

- Scanning facilities to capture leads
- Expert setup support for lead capture (online/in-person)
- Gift bag product placement opportunities (pre-approved)

### Marketing Benefits:

- Featured exhibitor placement on event landing page
- Freedom to create organic promotional content (excluding ticket giveaways)



\*Artist's impression

# Gold Exhibitor

8 available  
\$25,000 ex GST AUD

## Package Highlights

### Premium Booth Benefits:

- 2x2m booth space
- Custom branding opportunities

### Event Access:

- 2 tickets covering Partner Connect, Discover Live, Awards and Cocktail events

### Lead Generation:

- Scanning facilities to capture leads

### Marketing Benefits:

- Featured exhibitor placement on event landing page
- Freedom to create organic promotional content (excluding ticket giveaways)



\*Artist's impression

# Silver Exhibitor

9 available  
\$10,000 ex GST AUD

## Package Highlights

### Premium Booth Benefits:

- 1x1m booth space
- Custom branding opportunities

### Event Access:

- 2 tickets covering Partner Connect, Discover Live, Awards and Cocktail events

### Lead Generation:

- Scanning facilities to capture leads

### Marketing Benefits:

- Featured exhibitor placement on event landing page
- Freedom to create organic promotional content (excluding ticket giveaways)



\*Artist's impression

# Additional Sponsorship Opportunities

These sponsorship opportunities are only available as add-ons to our existing sponsorship and exhibitor packages detailed above.

## Digital & Self Charge Zone

**1 available**  
**\$10,000 ex GST AUD**

### Package Highlights:

- Branded tech charging table and wellness station
- Branded juice cups

## Coffee Cart

**3 available**  
**\$5,000 ex GST AUD**

### Package Highlights:

- Branded coffee cart signage
- 650 branded cups
- Available Tuesday 4 - Wednesday 5 March 2025

## Photo Booth

**1 available**  
**\$7,500 ex GST AUD**

### Package Highlights:

- Featured at Enterprise Partners & ISV Awards evening, Monday 3 March 2025
- Branded digital photo strips

## Ice Cream Station

**1 available**  
**\$7,500 ex GST AUD**

### Package Highlights:

- Branded ice cream station signage
- 600 serves
- Available Tuesday 4 - Wednesday 5 March 2025

# Event Space

Set against the stunning Sydney Harbour backdrop, this incredible in-person event will be hosted at Doltone House - Jones Bay Wharf, Sydney, Australia.

Our dedicated expo space, positioned at the heart of the event, creates optimal opportunities for sponsors and exhibitors to spark meaningful conversations.





# Register Your Interest Now

Sponsorship registrations close Friday 31 January 2025.

Secure your spot early - sponsorship opportunities are limited. Don't miss this chance to showcase your brand and build lasting partnerships.

Contact us at [enterprisepartners@myob.com](mailto:enterprisepartners@myob.com) for more information.

[Register your interest](#)



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