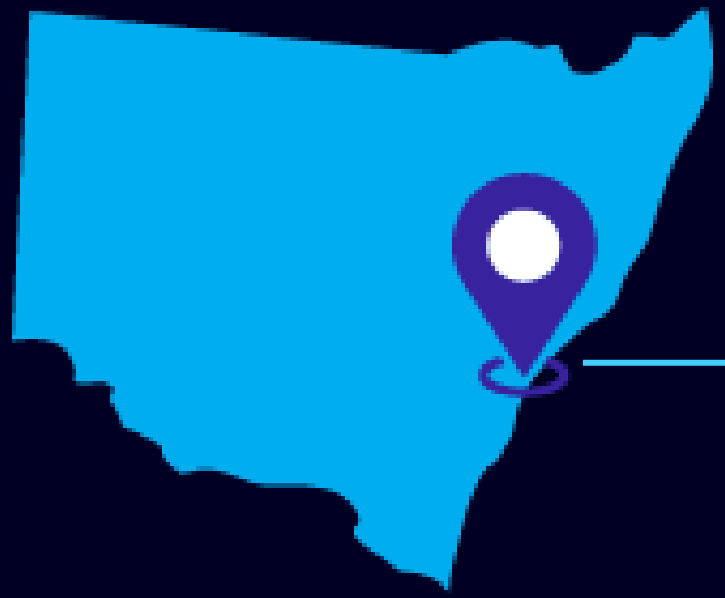
Data#3

JuiceIT2025 Sydney Know Before You Go



SYDNEY

Tuesday, 20th May

Sofitel Sydney Wentworth

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430 TOTAL REGISTRATIONS

Remember to register if you are attending

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18 Sponsors

Keynote from Dr Michelle Dickinson

2 Breakout Streams / 11 Sessions

2 Data#3 Sessions + Closing Keynote

Sponsor Showcase & Post-Event Networking

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Event Theme

Simplify. Connect. Protect.

In a world where technology is constantly evolving, businesses face both opportunities and challenges. With AI quickly transforming the business world, 64% of companies expect a boost in productivity. However, with 80% of Australians considering AI risks a global priority, it's essential to tread carefully in this new terrain.

The key to thriving in this environment lies in a balanced approach: **Simplify. Connect. Protect.** – and we're here to help you navigate this exciting landscape.

At JuiceIT, we're not just talking about technology; we're talking about real solutions for real people. It's about building meaningful connections - whether that's within your team, with your customers, or across your entire business and technology ecosystem - and, of course, it's about protecting what matters most in an increasingly complex world.

JuiceIT is designed to help technology leaders cut through the noise and find practical ways to streamline and simplify your current environment for future advancements – helping you stay competitive and achieve your business objectives while securing complex environments. Leveraging what you have and enhancing it to progress on your technology journey is crucial.

At JuiceIT, you'll have the opportunity to engage with experts from Data#3 and our world-leading technology partners. Together, we'll help you balance progress with risk, while ensuring, no matter where you are on your technology journey, AI becomes is an integral part of your success story.

Are you ready to **Simplify. Connect. Protect?**

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Meet our 2025 keynote speaker

Dr Michelle Dickinson

Dr Michelle Dickinson (MNZM) is a passionate researcher and teacher with a love of tech, science and engineering.

With a PhD in Biomedical and Materials Engineering, Michelle has combined her interests to give her a unique insight into how nature and technology can learn from each other for scientific developments.

As co-founder of Nanogirl Labs Ltd and an honorary academic in Engineering at the University of Auckland, New Zealand, Michelle has always followed her dreams and never let traditional stereotypes scare her.

With this belief she is passionate about shaping technology to make the world better, technology trends, and innovating for the future of tomorrow.

ABOUT | Dr Michelle Dickinson

Innovating the Future of Tomorrow

Michelle discusses the rapid advancements in technology and their impact on workplaces and daily lives. Emphasises the importance of staying ahead of the curve in a world of constant change. Drawing from real-world examples, Michelle demystifies innovation, highlighting that it can be both accessible and enjoyable. The talk aims to inspire and empower individuals, whether business leaders navigating industry shifts or individuals curious about the future, to thrive in the evolving landscape of technological innovation.

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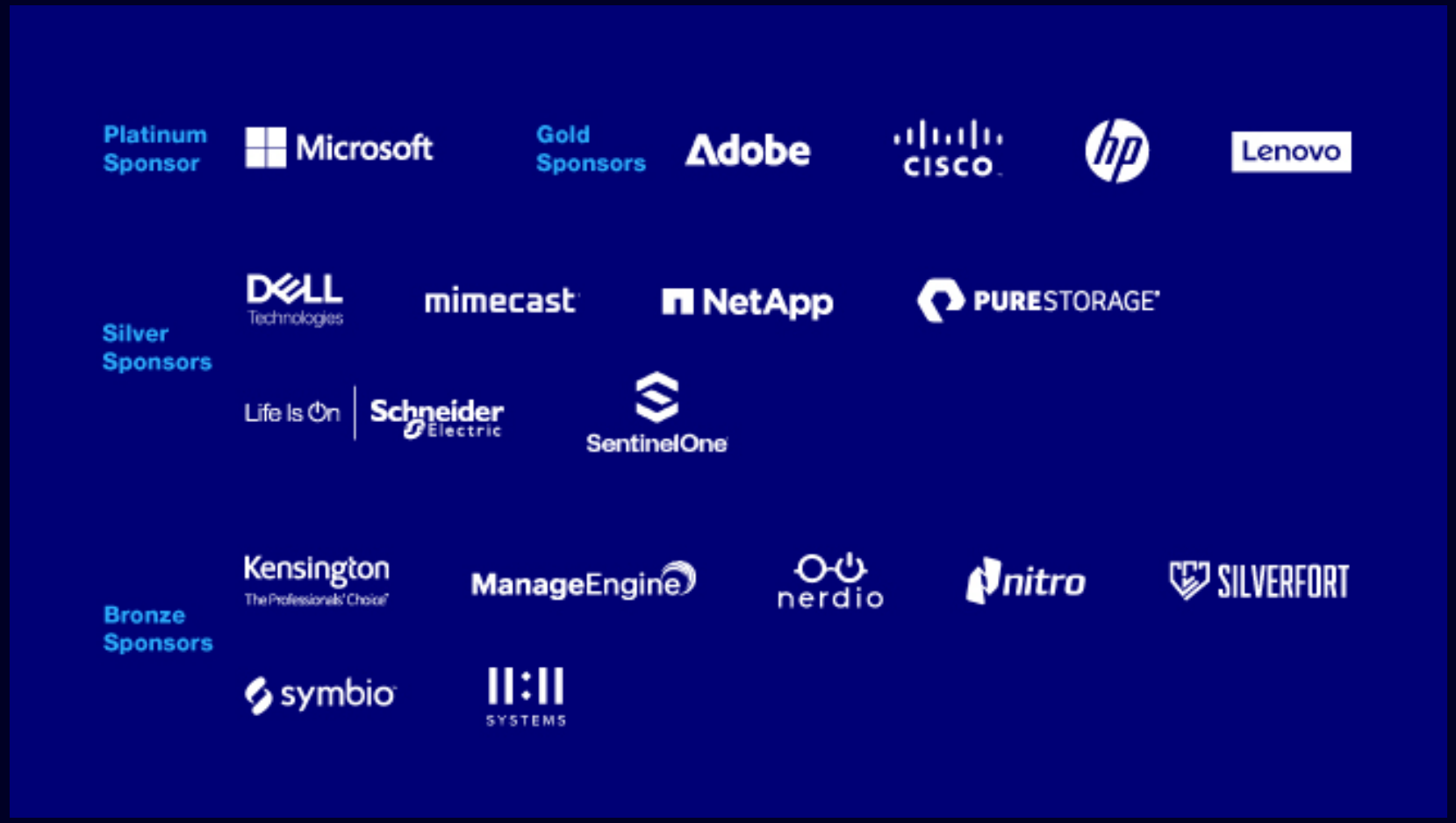
Thank you to our sponsors



JuiceIT Event App

Event information at your fingertips

Download the **Cvent Events app** from the app store

Search for **JuiceIT 2025**
(It will default to the last event you logged into (2024).
Search for the 2025 event to download and login.

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Lead Capture & Delegate Data

As part of each sponsorship package, each sponsor will receive lead capture access through Cvent.

The platform will allow editing capabilities for sponsor questions to qualify leads collected onsite. Sponsors will be able to update and collect additional information and capture notes directly on the platform using the Cvent Sponsor Portal.

Sponsors are provided with unique login credentials to access the customised Lead Tracking application and post-event data collection. Delegate information from captured leads will be available for download immediately after each event.

Sponsors will only receive delegate data pertaining to leads collected using their individual portal/s. A full list of delegates **WILL NOT** be made available to sponsors due to privacy restrictions.

JuiceIT2025

SIMPLIFY
CONNECT
PROTECT

Keynote + Breakout Room
Melbourne Room + Brisbane Room

Expo Floor
Sydney + Perth Room

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Sydney Agenda

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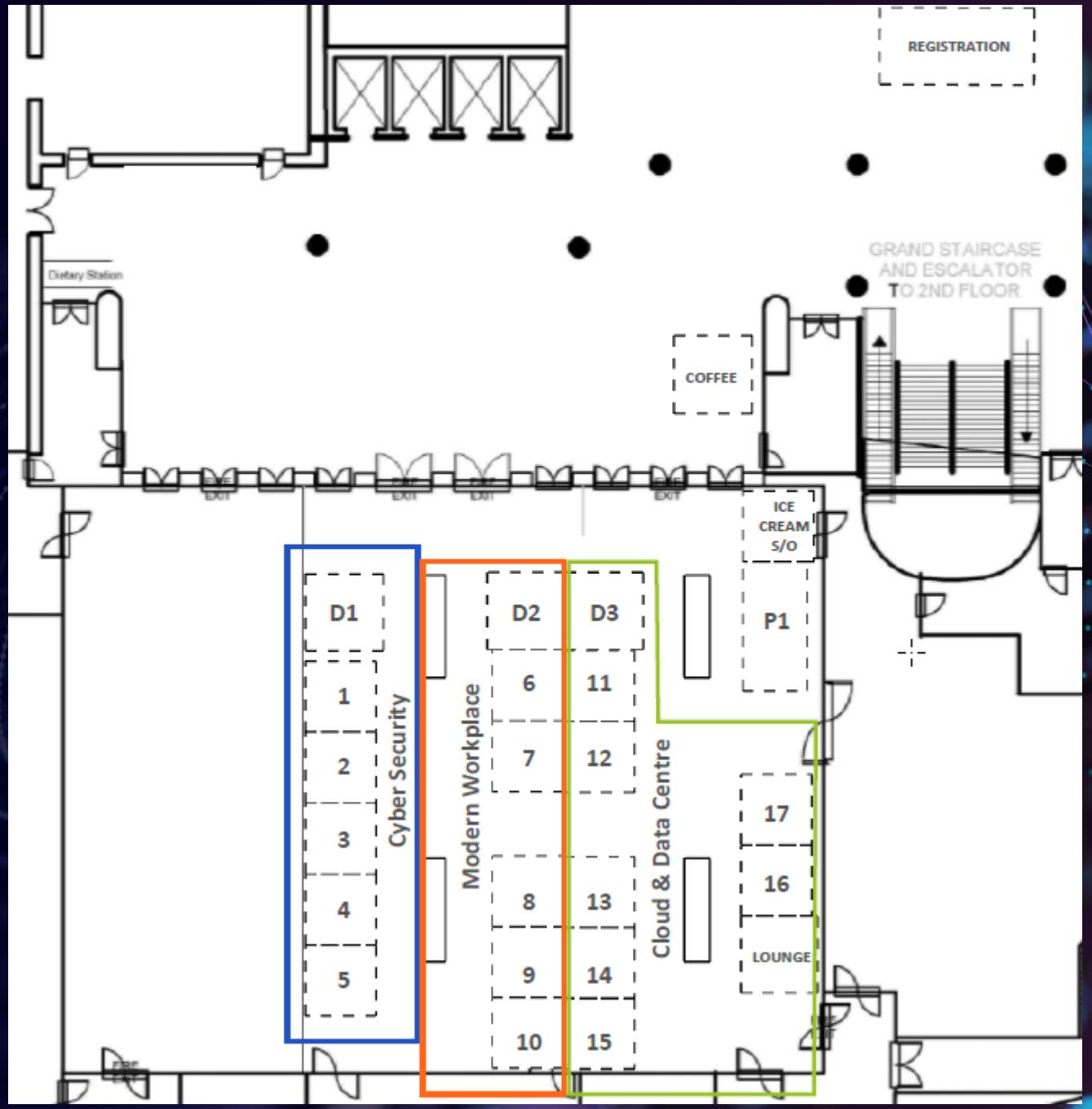
8:30am – 9:00am	Registration, Networking Breakfast and Sponsor Showcase Opens – Sydney/Perth Rooms		
9:00am – 10.15am	Welcome and Keynote Presentation – Melbourne Room		
10:15am – 11:00am	Microsoft – Melbourne Room		
11:00am – 11:30am	Networking Morning Tea and Sponsor Showcase – Sydney/Perth Rooms		
		Breakout 1 Melbourne Room	**Breakout 2 Brisbane Room**
10:20am – 11:00am	Session 1	Data#3 - Melbourne Room	
11:10am – 11:50am	Session 2	Cisco	Adobe
12:00pm – 12:40pm	Session 3	Lenovo	HPi
1:00pm – 2:00pm	**Networking Lunch & Sponsor Showcase – Sydney/Perth Rooms**		
2:00pm – 2:30pm	Session 4	Dell Technologies	Schneider Electric APC
2:30pm – 3:00pm	Session 5	SentinelOne	Mimecast
3:00pm – 3:30pm	Session 6	NetApp	Pure Storage
3:30pm – 4:15pm	Session 7	Data#3 - Panel presentation	
4:15pm – 5:00pm	**Sponsor Showcase and Post Event Networking – Sydney/Perth Rooms**		

Data#3 Sydney

Cyber security zone	Cloud and data centre zone	Modern workplace zone	Platinum
1 Cisco	**11** Lenovo	**6** Adobe	**P1** Microsoft
2 Silverfort	**12** HPi	**7** Nerdio	
3 Mimecast	**13** NetApp	**8** Nitro	
4 SentinelOne	**14** Pure Storage	**9** Kensington	
5 ManageEngine	**15** 11:11 Systems	**10** Symbio Global	
	16 Schneider Electric APC		
	17 Dell Technologies		



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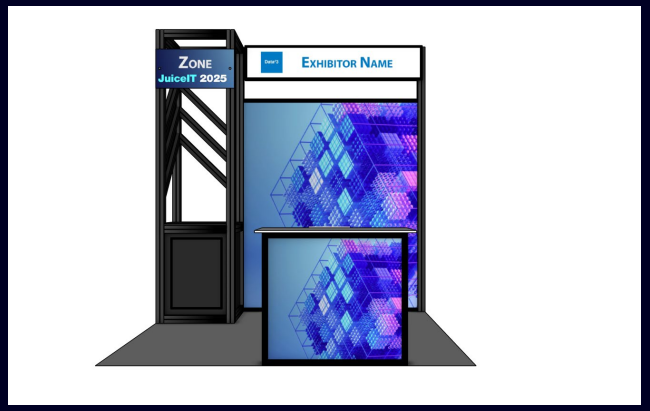
Cyber security zone

Cloud and data centre zone

Modern workplace zone

Sponsor



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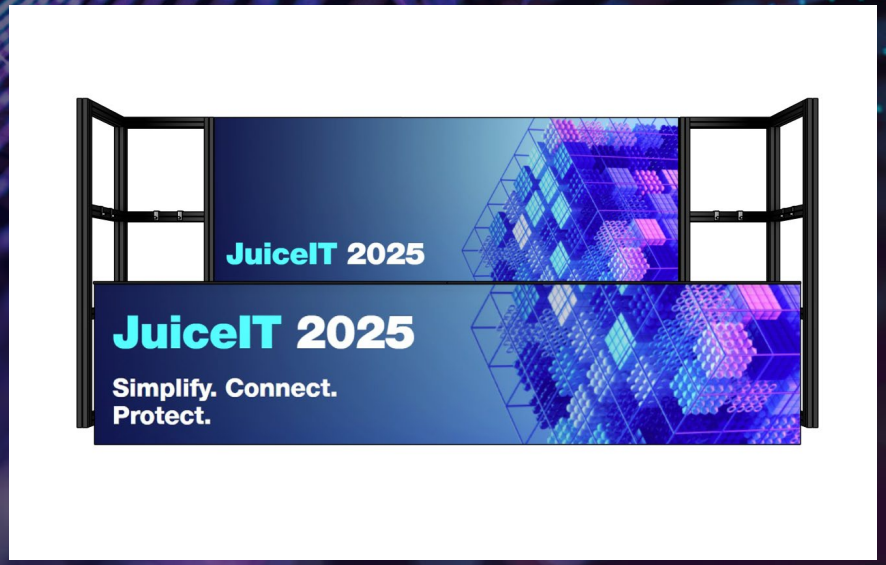
Registration



Bump In & Bump Out

Monday 19th May	
Sponsor exhibitor Bump In	3:00pm – 5:00pm
Tuesday 20th May	
Staff & Sponsor Arrival	7:30am
Exhibition Opens	8:30am
Exhibition Closes	5:00pm
Exhibitors Bump Out	5:00pm – 6:00pm

Outstanding Displays will commence their bump out of the booths from 6.30pm at which time all sponsors must have completed their pack down and removed all vendor owned items from the trade floor and booth areas.

Upon completion of the event, please pack and correctly label all goods for collection and leave on your booth. These will be collected and taken to the loading dock for collection.

Data#3 assumes no responsibility for sponsor freight and is not liable for damaged, lost or undelivered goods. Logistic arrangements are between the sponsor, supplier and venue directly.

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Social Media

You are encouraged to share / re-post what is posted to the Data#3 account.

Feel free to share your own positive experiences about sessions & the event.

#D3JuiceIT

Do not respond to anything negative. Marcomms team will be monitoring and will take this off-line.

Event Photography

Please note that a team of dedicated event photographers will be onsite at the event.

They will be taking photographs of the main trade area, sponsor booths, delegates, sessions and other event related items.

These images may be used in the public promotion of future JuiceIT events.

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Attendee Passes & Assistance

All attendees must be registered and wearing a name badge on site, this is for safety reasons. Without a name badge, entry to the trade floor will be denied.

- Sponsor check-in opens at 7:00am
- Self Check-In Kiosk
- Use QR Code from reminder email or search your name

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Presentations

All sessions run for 45 minutes (Platinum) or 30 minutes (Gold and Silver) in length, with the presentation recommended to allow for question time.

- Data#3 Staff to provide a Top and Tail, and facilitate Q&A. This person is being organised by Data#3.
- All breakout rooms will have a laptop (Windows based), lectern, fold-back screens (current slide, presenter notes and countdown), microphone and sound system as part of the set-up. Should a presenter wish to utilise their own laptop (such as a MAC), it is the presenter's responsibility to ensure the appropriate connections accompany the device.
- All presentations need to be sent to Cassie at Data#3 at least 3 days prior along with a PDF version you would like shared with delegates after the event.
  It is recommended that each presenter bring their presentation on a USB on the day of the event to the allocated speaker room. While Data#3 will hold all presentations provided, if any last minute changes are made to presentations, these will need to be managed from an external source such as a USB or hard drive.
- A speaker presenter room is available in each location.

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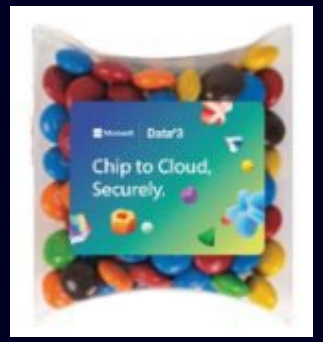
Venue Food approvals & electrical items

FOOD

Exhibitors with Food & Beverage related samples must obtain prior approval from the Venue.

Sydney you will need to fill in the externally sourced food form and return it to grace.chau@sofitel.com for official approval
externally sourced food form



Questions
E: grace.chau@sofitel.com

ELECTRICAL

- All electrical devices outside of what Outstanding Displays are suppling will need to have been electrical tested and tagged: All electrical equipment entering venue must display up to date testing and tagging in accordance with the relevant Australian/New Zealand standards.
- Double adaptors, and piggy backing from distribution boards is prohibited from use onsite. The practice of piggy backing at electrical lead ends is also restricted.

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Delivery Information

Delivery Label
Sydney-Delivery-notice.pdf

DELIVERIES

Deliveries will only be accepted 48 hours prior to the event date and must be picked up within 48 hours at the conclusion of the event.
– Any items not collected after seven (7) business days; Sofitel Sydney Wentworth reserve the rights to dispose all items.
– Delivery Hours are between 0730AM to 1530PM. Sofitel Sydney Wentworth takes no responsibility for items delivered outside the delivery times and items delivered will be at the client's own risks.
– Sofitel Sydney Wentworth accepts no responsibility for any damaged or lost to any items.

Loading Dock Information
– The Hotel loading dock is the main entry for the delivery of items – Access via Hotel Lobby are not permitted.
– The Loading Dock operating hours are Monday to Friday from 0730AM – 1530PM.
– The loading dock is located on Bligh Street (next entrance after Wilson Parking)
– The loading dock entry is a 2-way driveway as this is shared with Wilson Valet Car Park. Please ensure the car horn is beeped as the vehicle proceed down the driveway and the chain will be dropped for entry.
– Loading Dock's height is 2.6m.

Internet

Wireless internet is being provided to all attending sponsors, Data#3 staff and delegates with compliments of Data#3.

Unless a hard-wired internet connection was ordered prior to the event, no connections can be made on the day.

Hardwired Internet
Can be ordered directly with venue contact below for a cost of $75
Grace Chau Event Manager, Sofitel
T. (+61)02 9228 9119
E. grace.chau@sofitel.com

WiFi Internet
SSID / User: JuiceIT2025
Password: Sydney2025

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proudly supporting

SOLAR BUDDY

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Sponsor Resource Hub

[JuiceIT Sponsor 2025 |Data#3]

Data#3

Data#3
Q&A
JuiceIT2025
SIMPLIFY
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Event Contacts

Cassie Boulter
Senior Events Specialist
Cassie_Boulter@data3.com.au
0410 423 413

Garrett MacDonald
Chief Marketing Officer
Garrett_Macdonald@data3.com.au
0416 182 758

Kerri Absolon
Manager – Business Marketing
Kerri_Absolon@data3.com.au
0427 198 075

On the day, please see a member of the Marketing team with:

- Any event questions
- Medical emergencies
- Other issues or concerns

JuiceIT2025

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We hope you'll join us at JuiceIT2025!

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