

Analysis Design Architecture



Sponsorship Prospectus 2025

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 was extremely well received by all participants: community members, speakers and sponsors. Building on the success of 2024, we're looking forward to continued community engagement in 2025!

ADAConf
2025

“
More Valuable
More Collaborative
More Pleasant
”

14th November, 2025
1 day, 2 track conference
In-person, Melbourne

Sponsorship Options 2025

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: \$12,000
Regular: \$15,000

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: \$ 8,000
Regular: \$10,000

Silver

- Up to **6 partners** in this tier
- No booth space

- **2 free tickets**
- 10% discount on any additional full price tickets

Early bird: \$4,000
Regular: \$5,000

Early bird pricing available till 31st March, 2025

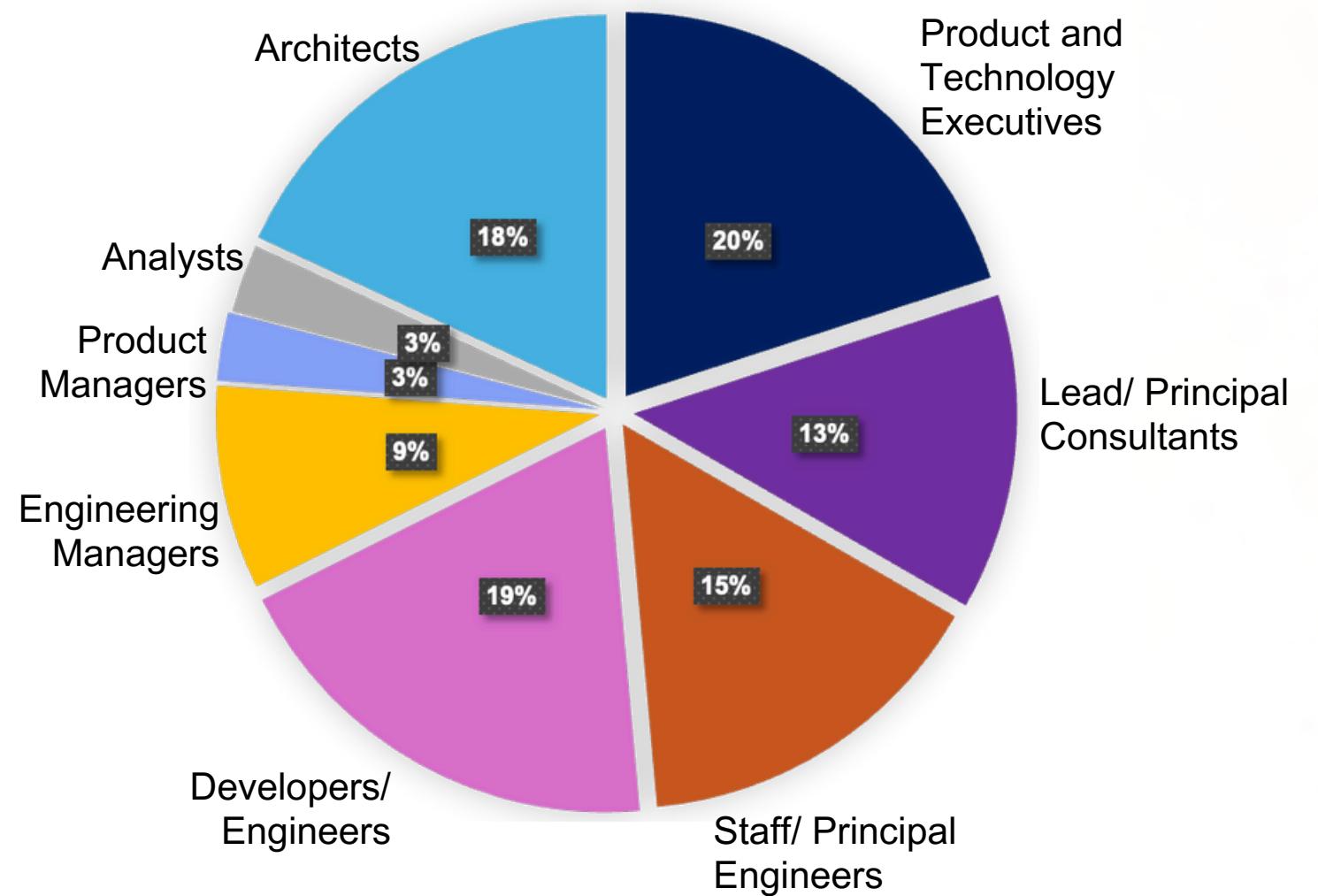
For a detailed list of inclusions for each tier, please refer the [sponsorship packages](#) section.

ADAConf 2025: Audience and Themes



Anticipated Audience: 150

Typical role of attendees within their organisations based on 2024 attendee profile:



Expected Themes

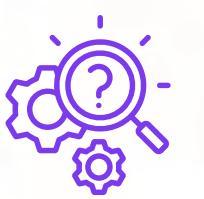
As with 2024, we endeavour to bring interweaving themes across the broader practice of analysis and architecture

EVOLUTIONARY ARCHITECTURE PRACTICES



Enable and facilitate systems adapt over time

PREDICTING CHANGE



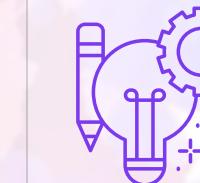
Modelling and analysis techniques that enable predicting change

NOVEL APPROACHES



Techniques that challenge 'best practice'

RESPONDING TO CHANGE



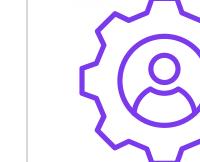
Design and architecture practices that facilitate responding to change

SOCIO-TECHNICAL SYSTEMS THINKING



Reduce risk/mitigate impact of unexpected change

CASE STUDIES



Case studies, experience reports and retrospectives

More Reasons to Sponsor ADAConf



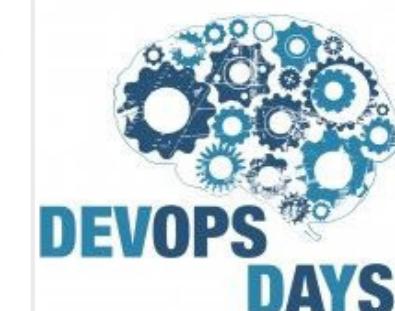
ADAConf enables you to

- **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



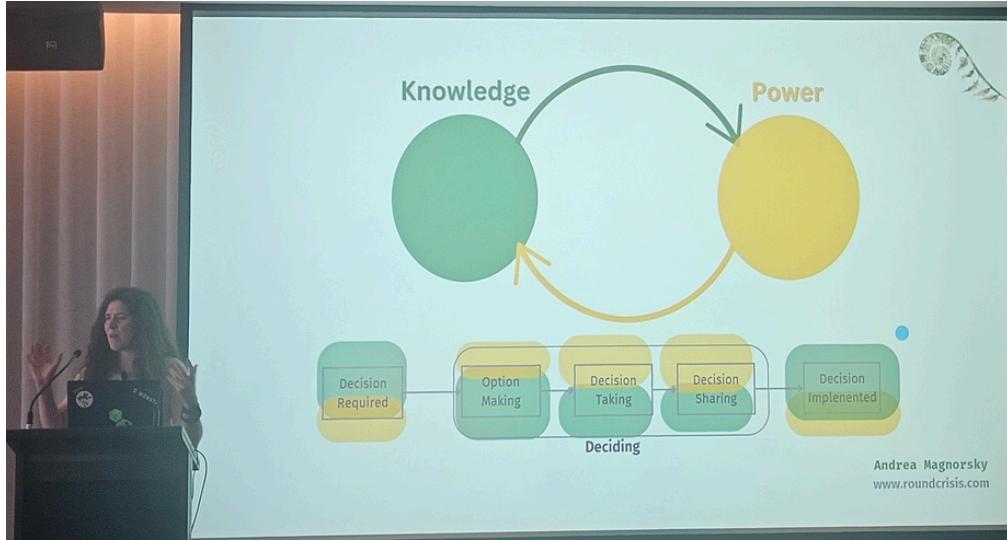
{ } NDC
Conferences



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!

Our Values in Action - Feedback from 2024



"Perfect thought provoking closing keynote session, specially diving into the knowledge and power dynamics"



"Emu Wars was my fave for the day. Also, met some other awesome female devs"



Will remember fondly: "The female representation across the board: as organisers and speakers"



Will remember fondly: "the session about "No Regrets" architectural decisions and how it relates back to day2day"



"The interweaving nature of the topics as well as the depth of each one was well done"

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: \$12,000

Regular: \$15,000

Note:

1. Early bird pricing for sponsorships available till 31st March, 2025
2. Pricing for the following to be discussed and confirmed during contract:
 - a. Branding add-ons such as conference badge branding
 - b. 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 13th of November, 2025
- Invitation to speak at the domain-driven design Australia meetup

Social Media

- Individual social media posts pre and post conference

[Back to summary of sponsorship options page](#)

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

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

**Price
(ex-GST)****Early bird: \$ 8,000**

Regular: \$10,000

Note:

1. Early bird pricing for sponsorships available till 31st March, 2025
2. Pricing for any booth add-ons such as TV screens or additional power boards to be discussed and confirmed during contract

Network and Community Reach

- 1 invite to the pre-conference speaker's dinner on 13th of November, 2025

Social Media

- Individual social media posts pre and post conference

[Back to summary of sponsorship options page](#)

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: \$ 4,000**

Regular: \$ 5,000

Note:

1. Early bird pricing for sponsorships available till 31st March, 2025

[Back to summary of sponsorship options page](#)

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.

We also have sponsorship opportunities available for

- **Coffee cart** sponsorship (\$2,000 + GST)
- **Post-conference networking drinks** and after party (\$2,500 + GST)

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2024 Sponsors and Supporters

Platinum

[context•ive]



digital sublime

Gold

CHRIS SIMON
TECHNOLOGY COACHING & ADVISORY

Silver

Mantel group

aws

Community
Supporters

ATLASSIAN

BEER DRIVEN DEVs

Team
Topologies

Kaleida

E. Everest
engineering

Analysis Design Architecture

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

Analysis, Design and Architecture Conference
(ADACoNF) is owned and operated by SPCS
Productions Pty Ltd, ABN: 44 675 931 610

APPENDIX

ADAConf is an offshoot of the
Domain-Driven Design Australia

More about:

ADAConf founders and the broader
community reach via the domain-driven
design AU community



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

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

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

Domain-Driven Design Australia

Meetup at a Glance:



The Domain-Driven Design Australia meetup is targeted to leaders within software development.

Community size: 700 members

Average meetup rating: 4.6 stars

Meetups attract up to 148 RSVPs

Historical (organic) social media impressions: 500-1200 per post

Social media presence:



Typical role of community members within their organisations:

- Staff and Principal Engineers
- Architects (software/ platform/ business)
- Product Managers
- Engineering Managers
- Product and Technology Executives

Attendees typically look for:

- Intermediate to advanced context (300/400-level)
- High quality of speakers (respected peers and experts)
- Implementation retrospectives
- Workshops (skills and techniques)
- Code Demos

Guests at the Domain-Driven Design Australia Meetup in the past

ADAConf



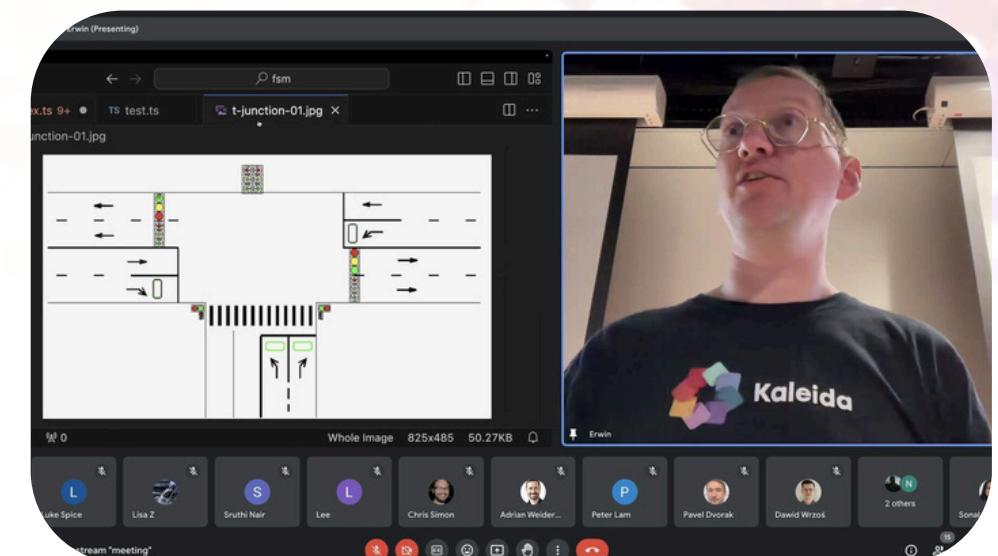
Subdomains from business capabilities
Ian Cooper



Share Pie: The DDD treasure in plain sight
Nick Tune



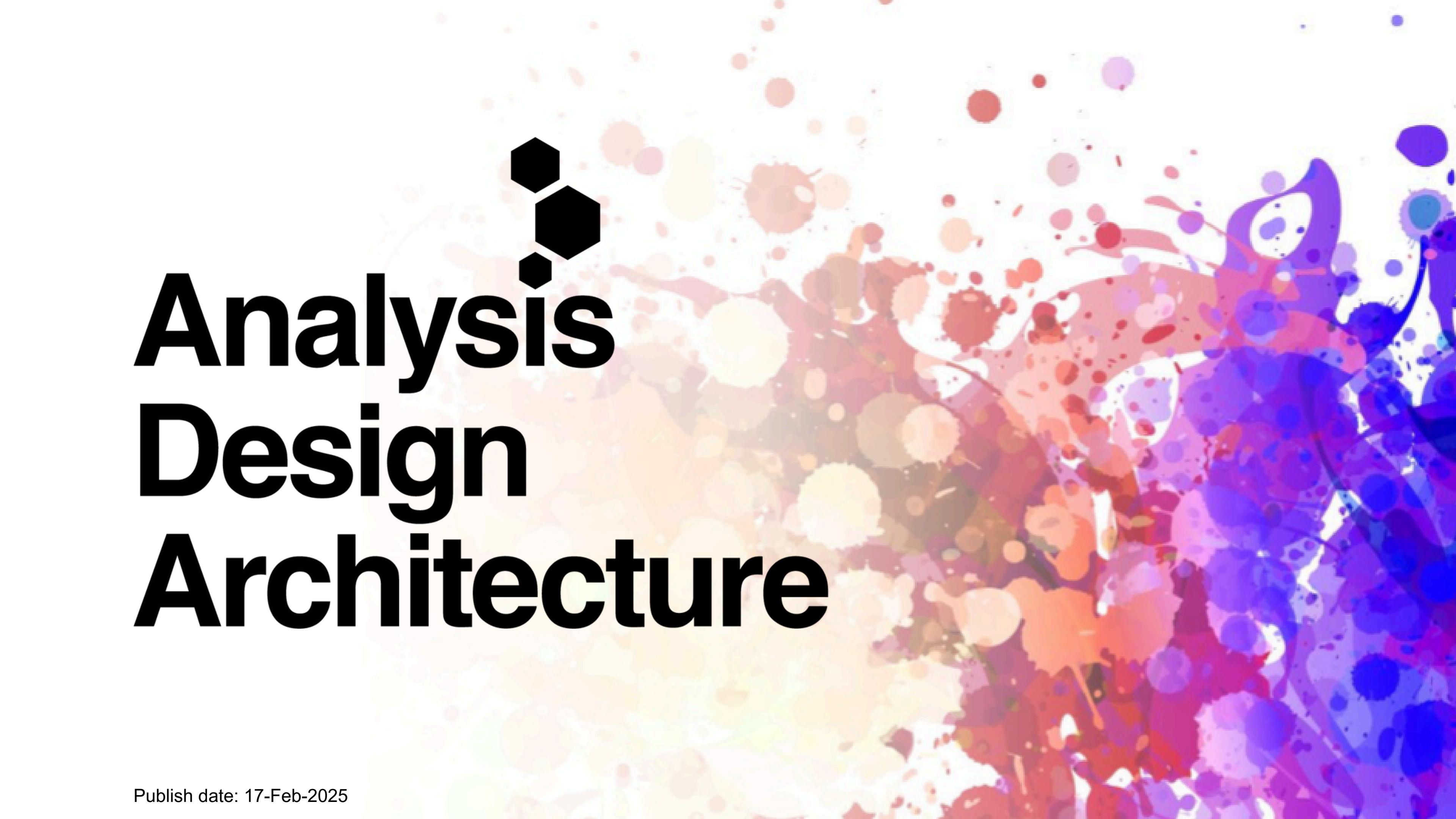
Manage the understandability of your systems
Mathias Verraes



Match made in heaven? Finite state machines and aggregate roots
Erwin van der Koogh



Strong and weak forces: Domain-driven architecture at MYOB
Evan Bottcher



Analysis Design Architecture