



# channel NEXT24



## CHANNELNEXT 2024 EVENTS CANADIAN MARKET

Organized by  
Technoplanet Productions Inc. in  
association with eChannelNEWS  
and the Channel Partner Alliance

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## 98% of attendees come back!

- Channel Awareness
- Recruit Partners
- Build Relationships



**eCN**  
eChannelNEWS

**WiT**  
WOMEN IN TECH

**Techn Planet**





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## 2024 CHANNELNEXT EVENT LISTING

February 1

### Awards Gala (Toronto)

Canada's 50 Best Managed IT Companies Awards; Reseller Choice Awards and Women In Tech Awards

<https://www.resellerchoiceawards.com/>

200 Attendees

June 3-4

### CENTRAL (Ontario)

Targeting province of Ontario, Quebec and Maritimes. [www.channelnext.ca](http://www.channelnext.ca)

100 Attendees + 30,000 Virtually across Canada

October 21-22

### WEST (B.C.)

Targeting Western provinces  
[www.channelnext.ca](http://www.channelnext.ca)

100 Attendees + 30,000 Virtually across Canada

Date TBA

### Cybersecurity Defense Ecosystem Summit Canada (Toronto)

EVENTS



## Greetings!

Welcome to ChannelNEXT24 in-person events. #1 Canadian channel event voted by channel partners for over the past decade! Always tuned for today's most important opportunities and challenges facing the channel. Designed for the best business-building and enjoyable experience in the digital-first economy.

This is the place where vendors, VARs, MSPs, ITSPs and ISVs meet to build business relationships and partnerships. Only decision makers attend and it's FREE to qualified channel partners.

The focus is on Digital Transformation, Cybersecurity, Artificial Intelligence and Sustainability.

These in-person, two day events include pre and post news and social media coverage to reach over 30,000 in the Canadian channel community.

The event is supported by [eChannelNEWS.com](https://www.e-channelnews.com) and the [Channel Partner Alliance](https://www.channelnext.ca).

See numerous videos about the past events on [www.e-channelnews.com](https://www.e-channelnews.com) and [www.channelnext.ca](https://www.channelnext.ca).

Now in our 22nd year!

**Gerlinda Ringe**

Global Events Director






- One badge (additional badges for \$250)
- Full access to entire event

BRONZE WITHOUT LIONS' DEN \$4,495

VIRTUAL LIONS' DEN \$2,495



## Lions' Den

3 Minutes To Pitch The Audience

Audience views and votes for best pitch. Winner gets Digital Sales Warrior Award + bragging rights. Everyone sees your pitch to both, in-person and online audiences!



## Booth

Day 1 with Open Bar  
Day 2 with Coffee Break and Prize Draw

While vendors and partners eat and drink together, attendees will be browsing the vendor booths. Hand out some swag, do demos, sign up partners and give away prizes. Enhance your booth with an exclusive Martini Bar or Espresso Coffee station or Game. Ask us for more sponsorships.



## E-ChannelNEWS Interviews

At Your Booth

We will visit your booth with the cameras to record a showcase of your products and get some pics for post event news coverage. You can also do a simple news interview to promote your solutions.

- 2 badge (additional badges for \$250)
- Full access to entire event
- Post event promotion of your talk show recording



## Talk Show or Presentation

15 Minutes In Live Talk Show

Editor will interview you on stage for 15 minutes Or do a 15-minute presentation.



## Lions' Den

3 Minutes To Pitch The Audience

Audience views and votes for best pitch. Winner gets Digital Sales Warrior Award + publicity + bragging rights. Everyone sees your pitch (both in-person and online audiences)!



## Booth

Day 1 with Open Bar  
Day 2 with Coffee Break and Prize Draw

While vendors and partners eat and drink together, attendees will be browsing the vendor booths. Hand out some swag, do demos, sign up partners and give away prizes. Enhance your booth with an exclusive Martini Bar or Espresso Coffee station or Game. Ask us for more sponsorships.



## e-ChannelNEWS Interview

At Your Booth

We will visit your booth with the cameras to record a showcase of your products and get some pics for post event news coverage. You can also do a simple news interview to promote your solutions.



- 4 badges (additional badges for \$250)
- Full access to entire event
- Post event promotion of your talk show or presentation
- List of attendees + 1 e-broadcast to list (pre or post)
- Post event news interview and social sharing



## 30-Min Presentation

30-Minute session

You get a 30-min presentation in front of the whole audience.  
You get a projector and screen.



## Talk Show

15 Minutes In Live Talk Show

Editor will interview you on stage for 15 minutes Or do a 15 minute presentation instead.



## Lions' Den

3 Minutes To Pitch The Audience

Audience views and votes for best pitch. Winner gets Digital Sales Warrior Award + bragging rights. Everyone sees your pitch to both in-person and online audiences!



## Booth (prime spot)

Day 1 with Open Bar  
Day 2 with Coffee Break and Prize Draw

While vendors and partners eat and drink together, attendees will be browsing the vendor booths. Hand out some swag, do demos, sign up partners and give away prizes. Enhance your booth with an exclusive Martini Bar or Espresso Coffee station or Game. Ask us for more sponsorships.



## e-ChannelNEWS Interview

At Your Booth

The camera crew will visit your booth to record a showcase of your products and get some photos for post event news coverage. You can also do a simple news interview to promote your solutions.

## EXTRAS



### Guest Pass \$695

Experience the full event

A great way to truly understand the value and ROI. Sometimes it is not clear as to the fit of any event. Best is to participate with a low-cost Bronze level or attend with a guest pass.



### VIRTUAL Lions' Den \$2,495

3 Minutes To Pitch The Audience

You can submit your 3-minute video pitch and we will play it live with the other in-person pitches. This will also be recorded for post event promotion. A great option if you cannot physically attend.



### News Media Coverage

Pre And Post News Event Coverage



You are welcome to do an event preview "teaser" video to publish/ share/ and promote what you will be doing. Or you can do a post-event news interview at the event. Call for pricing



## EXTRAS Continued



### MasterClass \$1,995

Host Or Sponsor A Coach

These are 30-minute 100% educational sessions led by a professional coach or expert on a topic. You can sponsor a coach or bring a coach. We can quote on a coach for the topic of your choice. Session will be live stream and recorded as a digital asset (branded sponsored by your company).



### MasterMind Peer-Group Sessions \$4,995

Includes An Option To Address All Attendees

A professional facilitator will guide the peer-group through a unique process to help solve their pain points. Sponsor may join peer-groups. The insights you get can be incredible and highly beneficial. This is an exclusive sponsorship for ALL MasterMind peer-group sessions.



### Hospitality Suite \$3,995

Build out as you wish

Sponsor a hospitality suite in the evening. Add drinks, food and entertainment as you wish, Flat fee covers room cost and promotion to everyone including advertisement the conference guide.



### Branding with your logo

Many Event SWAG Options Available

You can sponsor items like event badges, bags and gifts with your logo. Lots of event swag to choose from. The ROI is primarily awareness branding. Ask us for options!

# SCHEDULE DAY 1

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9:00 -10:00

Registration with breakfast snacks.  
Welcome and takeaways!  
(Vendor Booth Set Up.)



10:00 -10:30

Keynote Guest Speaker



10:30 -12:00

Panel discussions, Vendor Talk Show  
and Presentations



12:00 -1:00

Lunch



1:00 -2:30

Lions' Den



2:30 -4:00

MasterClasses/Mastermind



4:00 - 5:30

EXPO opens with open bar,  
snacks and Speed  
Introductions.



5:30 - 7:00

Free Time



7:00

Dinner & Entertainment





## SCHEDULE DAY 2

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8:00 -9:00

Breakfast



9:00 -10:00

Keynote Speaker/ Panel Discussion



10:00 -11:00

Vendor Presentations



11:00 -12:00

MSP Town Hall



12:00 -2:00

Lunch in Expo, Prizes and Awards



2:00

Event Officially Adjourns



2:00 -3:30

MasterMind Peer-Group Sessions  
(Optional)



3:30

Who knows what happens next?



## Attendee Metrics in an In-Person and Digital Market

Today, measuring ROI from in-person events in a digital-first economy is different.

With the right format, content and accessibility, you can reach a much wider audience (10X+) than ANY typical in-person event ever could! Think recorded in front of a live audience then broadcasted everywhere!

### Audiences:

- In-Person
- On-site news interviews
- Recording and editing of content for on-demand
- Publish message on news media
- Pre and post event social media sharing
- Post event follow up communications
- Embed content into other marketing campaigns

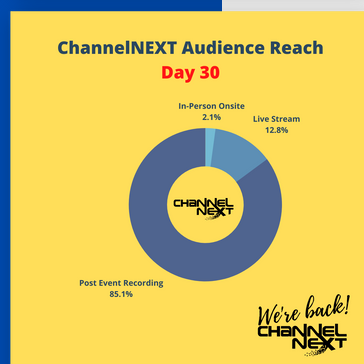
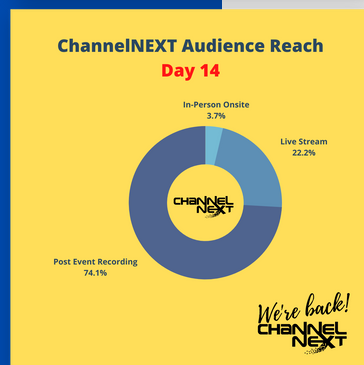
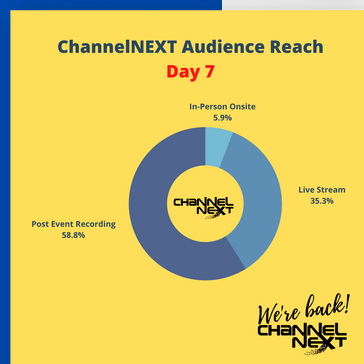
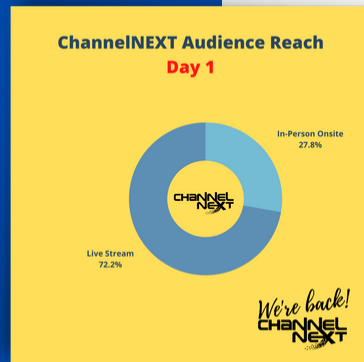
As we generate and amplify your content through multiple channels, you reach a wider audience over time!

See actual data on the 4 stages (first 30 days) of our in-person ChannelNEXT events. In-person events add a higher level of perceived value to content simply because it's broadcasted and recorded in front of a live audience.

The bottom line? Digital shelf-life is much longer! ROI increases over time.

Larger in-person events have since lost its wide appeal to about half its audience in the new normal.

Check out our Event ROI Guide for more details!



[Click to request FREE Event ROI Guide!](#)



# THE CHANNELNEXT DIFFERENCE



## Why is ChannelNEXT the #1 Channel Event in Canada?

Many events, but there is only one that has been rated #1 every year for the past decade years. by the channel. Watch video testimonials. 2024 is our 22nd anniversary! Longest running in the country!



1.

### Two-day Events

We go to where the channel partners (MSPs) are living, so they do not have to travel long distances. This saves a lot of time, cost and increases attendance. We are back to multi-day events across Canada. Opportunities for pre and post event days are also available.

2.

### New Format & More MSP Speakers

In this new era, in-person events must adapt to meet the needs of the audience. We do engaging Talk Shows, Lunch n' Expos, Lions' Den, educational MasterClasses, powerful Mastermind Peer-Groups and social networking and more! Check out the videos of past events!

3.

### Great Food and Venue

Face it, great food, location and venue matters. Our events are always topnotch in these areas and we consistently get 98% ratings from after-event surveys. Everyone will enjoy the experience and we do accommodate special requests. Delicious food and drinks flows well at ChannelNEXT!

4.

### Extreme Business Building

The bottom line is ROI. Sponsors want to meet partner prospects and explore partnerships. We do work to pave the way by promoting the vendors pre-event to attract the right partners. All activities are designed around connecting and networking.

5.

### Livestream and/or OnDemand

Some of our events are livestream. Most are recorded for on-demand viewing as we publish and share. The extended audience reach to our digital media community is huge!

6.

### Our Team

Our team is awesome. Incredibly organized and thrives to deliver the best VIP experience to every attendee all the time! We want you to get the results you need.

ChannelNEXT is affordable and it is designed to adjust for your participation level in the regions you want to prioritize.

[www.channelnext.ca](http://www.channelnext.ca)

Download full sponsorship kit at  
<https://technoplanet.com/downloads/>