

YOU'RE INVITED TO



19TH ANNUAL
CANADA'S
CHANNEL AWARDS

GALA

FEB. 6

2025

RSVP BY
JAN 22, 2025

RECEPTION

5.00 PM - 6.00 PM

CEREMONY

6.00 PM - 8.00 PM

DINNER

7.00 PM - 9.00 PM

VENUE

EGLINTON GRAND, TORONTO

WWW.CHANNELNEXT.CA

WWW.RESELLERCHOICEAWARDS.COM

WWW.BESTMANAGEDITCOMPANIES.COM





OVERVIEW

The most prestigious channel awards in Canada

These awards are based on a rigorous and unbiased process. Winning these awards is not based on the preferences of judges or any biased criteria – it must be genuinely earned.



To qualify for the Canada's 50 Best Managed IT Companies Award, MSPs must complete a free assessment that comprises 200 questions and score in the top 50. Reviewing the questions will provide a better understanding of the award criteria. For more information, visit www.bestmanageditcompanies.com.



Over 8,000 Channel Partners from across Canada are invited to vote for Canada's Reseller Choice Awards. They are invited several times over a 90-day period to cast their votes, and the companies with the highest votes win in about 60 categories. For more information, visit www.resellerchoiceawards.com.



Women leaders in the Canadian tech industry are nominated by their peers and those who generate the most votes move on to the top 10 finalists. The finalists' applications are then reviewed by an independent "blind" committee, and the three winners are selected.

Contact Marie-Claude Rouleau
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What you should know about the Reseller Choice Awards

1. Verify that you are nominated at www.resellerchoiceawards.com in the correct categories. If you are not, [contact us](#) or ask one of your channel partners to nominate you.
2. Invite your partners to vote for you. Send them the voting link <https://www.resellerchoiceawards.com/vote.php>. We have banner ads and e-invitations that you can customize.
3. Reserve your seat(s) ASAP to attend on Feb 6, 2025 as space is limited. If you are a finalist and have pre-paid your ticket, you will receive a full refund for one ticket. Each top finalist receives one free ticket that must be redeemed before January 22, 2025, after which, it expires.
4. Invite your colleagues and partners to join you. Consider sponsoring a full dinner table for 8.
5. Support by sponsoring to get extensive PRE, DURING and POST channel exposure. The vast majority of channel partners in Canada are reached by this campaign.

- 19TH YEAR
- 500+ VENDORS NOMINATED
- 57+ CATEGORIES
- 10,000+ VOTES
- 100+ TOP VENDOR CHANNEL EXECUTIVES
- TOP 10 CLOUD VENDORS
- 3 WOMEN IN TECH
- 50 BEST MANAGED IT COMPANIES (MSPs/VARs)

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SPONSORSHIPS

Sponsoring these awards is demonstrating your support for the Canadian channel. It says a lot and it means a lot.

Bronze: \$2,500 (Good Exposure)

- Sponsor a "thank-you-for-voting" reseller draw worth \$250
- Your logo and prize will be displayed on the Reseller Choice Awards voting page
- Your company's logo will appear on the Awards ceremony sponsorship signs on premises
- One ticket to attend the awards and dinner gala

Silver: \$5,000 (Better Exposure)

- Your company's logo and website link will be prominently displayed on the Reseller Choice Awards voting page
- Your brand will be featured on the Awards ceremony's sponsorship sign on premises
- Three tickets to attend the awards and dinner gala
- Your brand included on e-invites sent to all channel partners
- Post-event news media interview



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SPONSORSHIPS

Gold Sponsorship: \$10,000 (Best Exposure)

Investing in a Gold Sponsorship comes with many benefits, including prominent display of your company's logo and website link at the top of the Reseller Choice Awards vote landing page.

Your logo will also appear on the upper half of the Awards ceremony's sponsorship sign onsite.

You will have a VIP reserved dinner table for eight people in a premium location.

You will also have the opportunity to conduct an exclusive interview with eChannelNEWS, either during or after the event. Furthermore, we will send one email to all resellers across Canada, highlighting your top support sponsorship and encouraging them to vote for you.

To increase brand awareness, you will also have the opportunity to give away a special prize of \$500 in cash during the event and address the entire audience. Finally, as a Gold Sponsor, you will receive a post-event email broadcast of your message to all in Canada.



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SPONSORSHIPS



Dinner Table for 8: \$1,800 (VIP reserved table)

This is a very good participation if you wish to bring your team to share in the celebration or invite MSPs to have dinner with you at your table. MSPs, vendors and distributors can reserve a VIP table. If you wish, you may also bring spouses, partners and guests. Regular price per dinner ticket is \$250



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SPONSORSHIPS

Welcome Reception \$7,000

For the first hour, everyone meets and greets in the exclusive bar welcome reception area. You will have branding at the entrance and throughout the area. We will also announce your sponsorship and support.



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Other Sponsorships

Network with the best of the best! Get top-tier branding at the #1 Awards event in the Canadian IT Channel

Options	Description	Price
1.	Dinner ticket (each)	\$250
2.	Award carrying Bay with logo	\$2,000
3.	Gift with logo for every attendee	\$2,500
4.	Wine on every table with logo	\$4,500
5.	Open Bar with logo	\$5,500
6.	Entertainment and speech	\$6,000

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See you there!

A W A R D S G A L A D I N N E R

2024



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