

YOU'RE INVITED TO



20TH ANNUAL  
CANADA'S  
CHANNEL AWARDS

# GALA

FEB. 5

2026

RSVP BY

JAN 16, 2026

**RECEPTION**

5.00 PM - 6.00 PM

**CEREMONY**

6.00 PM - 8.00 PM

**DINNER**

7.00 PM - 9.00 PM

**AFTER EVENT PARTY**

9:00 PM - 11:00 PM

**VENUE**

OLD MILL HOTEL TORONTO

[WWW.CHANNELNEXT.CA](http://WWW.CHANNELNEXT.CA)

[WWW.RESELLERCHOICEAWARDS.COM](http://WWW.RESELLERCHOICEAWARDS.COM)

[WWW.BESTMANAGEDITCOMPANIES.COM](http://WWW.BESTMANAGEDITCOMPANIES.COM)



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# 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 230 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](http://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 50 categories. For more information, visit [www.resellerchoiceawards.com](http://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 three winners are selected.

**Contact Marie-Claude Rouleau**  
**[marier@technoplanet.com](mailto:marier@technoplanet.com)**



## What you should know about the Reseller Choice Awards

1. Verify that you are nominated at [www.resellerchoiceawards.com](http://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>. We have banner ads and e-invitations that you can customize.
  3. Reserve your seat(s) ASAP to attend on Feb 5, 2026 as space is limited. Each top finalist receives one free ticket that must be redeemed before January 22, 2026, after which, it expires.
  4. Invite your colleagues and partners to join. 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.
- 20TH YEAR
  - 600+ VENDORS NOMINATED
  - 50+ CATEGORIES
  - 10,000+ VOTES
  - TOP 10 CHANNEL CHIEFS (TOP 50 RANKING)
  - TOP 10 CLOUD VENDORS
  - TOP 10 ARTIFICIAL INTELLIGENCE VENDORS
  - TOP 10 CYBERSECURITY VENDORS
  - TOP 10 MSP PLATFORMS
  - TOP 10 WOMEN IN TECH (TOP 50 RANKING)
  - 50 BEST MANAGED IT COMPANIES (MSPs/VARs)

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# SPONSORSHIPS

## Gold Sponsorship: \$12,000 (Best Exposure)

Investing in a Gold Sponsorship comes with many benefits:

- Prominent display of your logo and website link at the top of the Reseller Choice Awards' landing page.
- Your logo will also appear on the upper half on the signage 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.
- 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

**Sponsoring these awards is demonstrating your support for the Canadian channel. It says a lot and it means a lot to us and the channel community in Canada.**

## **Bronze: \$2,900 (Good Exposure)**

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

## **Silver: \$5,900 (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

## Dinner Table: \$2,900 (VIP reserved table)

- If you wish to bring your team or invite MSPs to share the celebration at your table, this is for you. (You may include partners and guests.) Max 8 people per table.
- Your company logo placed on your dinner table in prime front location.
- Bottle of Champagne at table
- Table Gift of special chocolates with your logo for each of your guest.



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# SPONSORSHIPS

## Welcome Reception \$7,000

One hour meet & greet in the exclusive reception area.

- Your branding at the entrance and throughout the area.
- Welcome drink, open bar and snacks are served.
- We will also announce your sponsorship and support.
- VIP Dinner table for 8 guests



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# CASINO

## After event Casino and Open Bar \$12,000 9:00 PM to 11:00 PM

- Your branding throughout the area
- Open bar and snacks are served
- We will also announce your sponsorship and support
- VIP Dinner table for 8 guests
- No actual money being played, just play chips :o)



Based on feedback from attendees, they would like to extend the networking and activities after the event. We're adding a casino and some games!



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# Other Sponsorships

Get top-tier branding at the #1 Awards event in the Canadian IT Channel! Make and leave a big impression!

- |    |                                   |         |
|----|-----------------------------------|---------|
| 1. | Dinner ticket (each)              | \$279   |
| 2. | Carrying bag with your logo       | \$2,000 |
| 3. | Gift with your logo for attendees | \$2,500 |
| 4. | Wine on every table with logo     | \$4,500 |
| 5. | Open Bar with your logo           | \$5,500 |
| 6. | DJ + Band & 5 min. speech         | \$7,000 |



Marie-Claude Rouleau  
marier@technoplanet.com  
TechnoPlanet Productions Inc.  
Tel: 905-839-0603 ext. 247

**TechnoPlanet**





See you there!

AWARDS GALA DINNER

Feb 5, 2026



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