

CYBERSECURITY DEFENSE ECOSYSTEM SUMMIT CANADA (CDES) 2025



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If your mission is to safeguard Canadians from cybersecurity breaches, then this event is tailor-made for you.

Join the CDE community of industry experts to enhance your cybersecurity business practice, making it bigger, better, stronger, and smarter. Each event will highlight the latest tools, platforms, solutions, and services designed to address your cybersecurity needs!

Expect no sales pitches—just peer-to-peer collaborations and valuable expert insights.

Looking forward to seeing you there!

Julian Lee

Editor and Publisher, EchannelNEWS.com



ABOUT

The Cybersecurity Defense Ecosystem Summit (CDES) was specifically designed for the cybersecurity business community to convene, learn, and collaborate, thereby enhancing their cybersecurity defences through industry best practices.

This event emphasizes comprehensive learning, networking opportunities, and peer-to-peer collaboration.

Over 5,800 Managed Service Providers (MSPs), Managed Security Service Providers (MSSPs), and Security Operations Centers (SOCs) attend to improve their business without the usual sales pitches, along with more than 600 Chief Information Security Officers (CISOs) and cybersecurity consultants.

Vendors take part to raise awareness, educate, recruit new partners focused on cybersecurity, and reinforce existing partnerships.

For additional details, please visit cybersecuritydefenseecosystem.com.

With over 23 years of experience in organizing channel events internationally, CDES is a brand under TechnoPlanet, a company dedicated to developing channel businesses for over 30 years.



THE LEADING CHANNEL PARTNER ECOSYSTEM FOR CYBERSECURITY PROFESSIONALS

Addressing the cybersecurity challenges is a complex task. What was considered best practice yesterday may no longer hold true today.

The CDE has gathered and organized all essential solutions, tools, services, and content within a single ecosystem, enabling the channel community to learn and expand its business—guided by some of the top industry experts. Check out the current advisory board!

The CDE is continuously evolving to help members stay ahead of emerging trends!

If cybersecurity is your focus, you've found the right place!

Visit cybersecuritydefenseecosystem.com to download and review the complete prospectus for vendors and channel members.

We are committed to providing an exceptional in-person experience specifically designed for our cybersecurity channel partners and sponsors, with the goal of elevating their businesses.

This year we will be in Toronto for our inaugural Canadian event. Launched back on November 2023, we have completed five CDES events across the USA.

While the event is the in-person meet up of the community, the CDE is open 365 days a year to help in every way possible. Sign up and start exploring all of the benefits and opportunities available.

Bring your colleagues. Let's push back on cybercrime in Canada!

Best regards,
Gerlinda Ringe
Global Events Director



Advisors

The mission is to assist our channel partner members to stay ahead of the cybersecurity curve so that they can better protect themselves and their clients while growing a bigger, better, stronger, and smarter managed services practice.

This mission is guided by a first-class group of diversified advisors who understand the cybersecurity industry and channel. Beyond this group, we have an army of CISOs, MSPs, MSSPs and SOCs to lean on for advice and support.

A Diverse Group of Advisors
as of January 2025

cybersecuritydefenseecosystem.com



Adam Bennett
CEO
Crosshair Cyber



Barb Paluszkiwicz
Author and CEO
CDN Technologies



Debbie Kestin Schildkraut
(she/her/hers)
Founder/President
Kestin Impact Consulting LLC



Desmond Russell
CEO
Partner Elevate



Gavin Garbutt
Chairman
Augment



Greg Sherrill
CEO
Channel Rocket



Jay McBain
Principal Analyst
Canalys



Jeff Mesnik
CEO
ContentMX



Joy Belinda Beland
VP, Cyber Education
Summit 7



Juan Fernandez
MSP Growth
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Kathryn Rose
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GetWise



Mark Porter
CEO
High Wire Networks



Matt Lee
Director of
Security
Pax8



Nim Nadarajah
Managing Partner
CriticalMatrix



Paolo Del Nibletto
Channel Chief
Jolera



Randal Wark
Channel Partner
Alliance



Shane Gibson
Sales Trainer



Sounil Yu
CISO/Author
Cyber Defense
Matrix



Wayne Roye
CEO
Troinet



Greg Young
VP Cybersecurity
TrendMicro



More to come

Plus our community of MSP/MSSP/SOC members.



Type	Fee Per Event	Description
Vendor Guest Pass	\$695	Full non-solicitation access to experience the entire event
Bronze	\$4,900	Lions' Den (3-minute pitch to audience), Speed Introduction, Expo, Digital Package
Silver	\$7,900	15 minute speaking spot in afternoon expo room, Speed Introductions + Lions' Den (3-minute pitch to audience), Expo, Digital Package
Gold	\$11,900	15 min speaker in morning +15 minute speaking spot in afternoon expo room + Signage display directly in conference room, Speed Introductions + Lions' Den (3-minute pitch to audience) + Premium Booth Space

Marie-Claude Rouleau
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AGENDA

This is the general format of our events. The event specific agenda will be based on the current market demands and speaker line-up in each region.

Time	Description
8:00 - 9:00	Breakfast - Meet & Greet
9:00 - 9:30	Latest Update/Highlights of CDE
9:30 - 12:00	Presentations and Panels
12:00 - 12:30	Lions' Den / Awards and Prizes
12:30 - 1:30	Lunch +++
1:30 - 2:30	Speed Introductions
2:30 - 4:00	Presentations, Various Activities and Social Networking, Open Bar
Evening	Optional post event Meet-Up



CDES EVENT SPONSORSHIP ADDITIONAL BENEFITS

DIGITAL ENHANCEMENT

Sponsors receive extensive exposure beyond just in-person events! They gain visibility within our community of more than 5,800 CDE members and over 108,000 eChannelNEWS.com viewers.

LOGO ON CDE SUMMIT EVENT WEBSITE

Sponsors will have a logo on the event website with link to their website to promote their business and products.

VIDEO PREVIEW

Sponsors get to do a video preview to showcase what they will be presenting at the event that's shared everywhere.

POST EVENT NEWS COVERAGE

You get news interviews to recap your message on www.e-channelnews.com and shared everywhere (LinkedIn, Twitter and other social media)

CDE NEWSLETTERS

You get your brand and message promoted in the e-newsletters leading up to the event as well as the post-event wrap up - sent to the entire community.

WANT MORE?

Host an after-event dinner, pre and post day training, sponsor mastermind groups. Have another idea? Then let's explore as we are open to making the experience better for all.



CDE VENDOR PARTNER BENEFITS

PROSPECT THE CDE COMMUNITY MEMBERS

Get a 3, 6 or 12 month campaign to prospect the entire CDE community of over 5,800 members and growing!

SHOWCASE ON CDE WEBSITE DURING CAMPAIGN

Our vendor partners will have their logo, profile and web links on our CDE website to promote their business and products.

VIDEO PROFILE, PODCASTS AND WEBINARS

Update your video profile regularly and engage in podcasts and webinars to consistently raise awareness and connect with the community during your campaign

POST EVENT NEWS INTERVIEW

Get a news interview each month throughout your campaign on www.e-channelnews.com to amplify your latest message and ensure widespread visibility.

CDE NEWSLETTER

Your message showcased on several CDE newsletter that's sent to our entire community during your campaign.

CDE SUMMIT LIVE EVENTS

You get to attend all CDE Summits as a Vendor VIP Guest. You also get 25% discount on any exhibitor level.

LEARN MORE: DOWNLOAD THE CDE [VENDOR PROSPECTUS](#)





Cyber Mastermind Peer-Groups

JOIN A CYBER MASTERMIND PEER-GROUP

Transform your business success and potentially your life with just a single session.

Mastermind peer groups combine brainstorming, education, accountability, and support in a small setting (fewer than 8 participants).

Engage with peers, maintain accountability, and observe the positive effects on your business by seeking guidance and encouragement from your peer group.

Start by attending an in-person event or registering for a virtual session to join a Cyber Mastermind Peer Group. Your first session is free!

In-person meetings can be organized alongside the Cybersecurity Defense Ecosystem Summits. Sign up to enjoy a blend of in-person and virtual peer group sessions throughout the year!

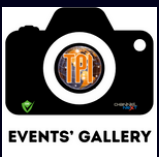
For further details, visit www.channelpartneralliance.com.



FIGHTING CYBERCRIME?

JOIN THE CYBERSECURITY DEFENSE ECOSYSTEM

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