

CYBERSECURITY DEFENSE ECOSYSTEM SUMMIT CANADA (CDES) NOV. 26TH 2025



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Welcome! If you are in the business of cybersecurity, then this event is 100% for you.

Join the CDE community of global industry cyber experts (MSPs, MSSPs, SOC's, CISOs and Vendors) to enhance your cybersecurity practice and expand your network.

Each event will highlight the latest challenges, tools, platforms, solutions, and services to address all 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 connect, learn, and collaborate on everything cyber.

The community currently has over 6,000 MSPs, MSSPs, SOC's, CISOs and cybersecurity consultants and growing. The CDE is continuously evolving to help members stay ahead of emerging cyber trends!

Vendors take part to raise awareness, educate CISOs, recruit new cybersecurity-first partners, and reinforce existing partnerships.

For additional details, please visit cybersecuritydefenseecosystem.com.

CDES is the cybersecurity mission of TechnoPlanet, a company dedicated to developing channel businesses for over 30 years. To learn more visit www.technoplanet.com

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! We will announce the special venue soon in Toronto.

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.

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 SOC's to lean on for advice and support.

A Diverse Group of Advisors
as of January 2025

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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



Evgeniy Kharam
CISO



Gavin Garbutt
Chairman
Augmentt



Kenrick Bagnall



Greg Young
VP Cybersecurity
TrendMicro



Jay McBain
Principal Analyst
Canalys



Jeff Mesnik
CEO
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Joy Belinda Beland
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Mark Porter
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High Wire Networks



Matt Lee
Director of
Security
Pax8



Mel Rico Reyes
CISO and
Business Coach



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 Royce
CEO
Troinet



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	Expo, Digital Package
Bronze Plus	\$5,900	Lions' Den (3-minute pitch to audience), Expo, Digital Package
Silver	\$8,900	15 minute speaking spot in afternoon expo room, Lions' Den (3-minute pitch to audience), Expo, Digital Package
Gold	\$13,900	15 min speaker in morning +15 minute speaking spot in afternoon expo room + Signage display directly in conference room, Lions' Den (3-minute pitch to audience) + Premium Booth Space in Expo, Digital Package



SOCIAL MEDIA BOOST \$3,900



This unique social media event booster campaign is designed to amplify your core event messages within the channel community while delivering exceptional content for you to use on your website or any platform you choose.



Since the campaign spans 30 days post event and is integrated with your long-form event content, it provides significant promotional boost for your event and its messages long after it's over.



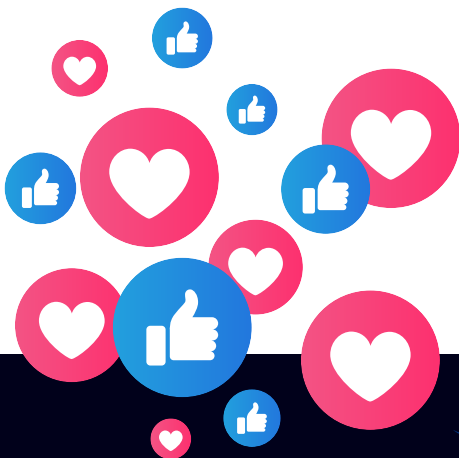
The power of this campaign lies in the the creation of authentic, high-value, and newsworthy content that we will generate and edit for you from in-person interviews, previews as well as throughout the event.



The type of original content that social media and search engine algorithms seek.



- We utilize and combine all content created before, during, and after the event to produce and curate 30 pieces of engaging short-form content tailored for social media sharing, including graphics.
- We provide a smart schedule designed to optimize impact for you to post across all social networks over a span of 30 days. All you have to do is post them as per the schedule - maybe one minute per day!



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 - 9:45	Special Keynote Speaker
9:45 - 10:30	Top CISO Panel
10:30 - 12:00	Cyber Solutions
12:00 - 12:30	Lions' Den
12:30 - 1:30	Lunch and Expo
1:30 - 4:00	Cyber Solutions
4:00 - 5:00	Expo, Fun Activities, Social Networking, Open Bar
Post Event	Optional Networking



SPONSORSHIP INCLUDES SOME DIGITAL EXPOSURE

Sponsors receive additional digital exposure beyond the in-person events! They gain additional visibility within our community of more than 6,000 CDE members and over 110,000 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 one news interview 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?

If in-person events are just not possible at this time, then you can still reach and prospect the entire CDE community of over 6,000 members and growing! We offer 3, 6 or 12 month campaigns. Ask for details.

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





Cyber Mastermind Peer-Groups

JOIN A CYBER MASTERMIND PEER-GROUP

Boost Your Channel Partners' Success and Growth Through Peer-Group Collaboration!

Mastermind peer groups bring together brainstorming, education, accountability, and support in an intimate setting (with fewer than eight participants). Members connect with like-minded individuals, uphold accountability, and witness the positive impact on their businesses by seeking guidance and encouragement from their peers. The result is predictable and sustainable growth.

This is truly one of the best strategies to empower your partners to increase sales! If you are not familiar with this concept, it is best to experience a session to understand why this matters and how it works.

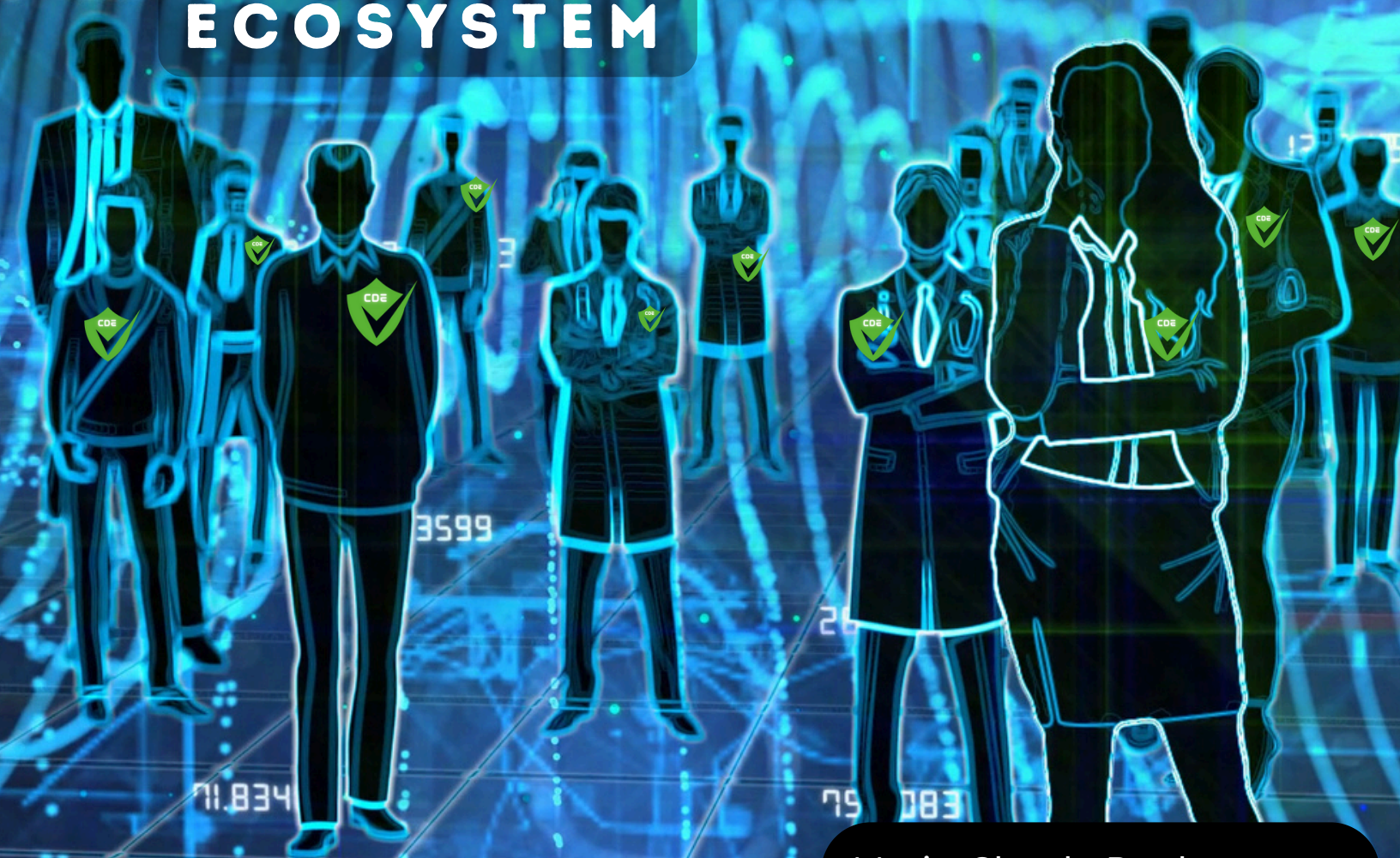
You can simply invite your partners to experience the peer-group session and decide for themselves if they wish to continue. You may also want to consider leveraging MDF funding to support your partners.

For more information, visit [The Channel Partner Alliance](#).

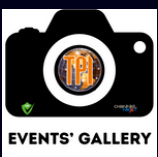


**FIGHTING
CYBERCRIME?**

**JOIN THE
CYBERSECURITY
DEFENSE
ECOSYSTEM**



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