

CHANNEL NEXT 25

CHANNELNEXT 2025 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
- News Coverage





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2025 CHANNELNEXT EVENT LISTING CANADA

February 6



Awards Gala (Toronto)

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

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

250 Attendees

April 28/29



Quebec EAST

Targeting provinces of Quebec and Maritimes.

200 Attendees

June 2/3



Niagara Falls CENTRAL

Targeting provinces of Ontario and Maritimes.

200 Attendees

October 23/24



Calgary WEST

Targeting Western provinces

200 Attendees

November 20



Cybersecurity Defense Ecosystem Summit Canada (Toronto)

Targeting Canada MSPs, CISO, CIO and
Cybersecurity Professionals

300

www.channelnext.ca



Greetings!

Welcome to ChannelNEXT in-person events, the top Canadian channel conference as voted by channel partners for the past decade! Always in tune with today's market trends, most important business opportunities and challenges in the channel. This event is tailored for the best business growth and enjoyable experiences in the digital-first economy.

At this gathering, vendors, VARs, MSPs, ITSPs, and ISVs converge to foster business relationships and partnerships. Only decision-makers are in attendance, and it's FREE for qualified channel partners to join.

The focus areas include Digital Transformation, Cybersecurity, Artificial Intelligence, and Sustainability.

These two-day in-person events feature pre and post-event news and social media coverage, reaching over 30,000 individuals in the Canadian channel community and 100,000 total globally.

Supported by eChannelNEWS.com and the Channel Partner Alliance, you can find a variety of videos showcasing past events on www.e-channelnews.com and www.channelnext.ca.

Celebrating our 23rd year!

Gerlinda Ringe
Global Events Director

Gerlinda Ringe



- One badge (additional badges for \$495)
- Full access to entire event

BRONZE WITHOUT LIONS' DEN \$4,495



Lions' Den

2 Minutes To Pitch The Audience

Audience will watch and vote for the best vendor pitch. The champion will receive the Digital Sales Warrior Award along with boasting privileges.



Booth

Day 1 with Speed Introductions and Open Bar
Day 2 with Lunch and Prize Draws

During the event, vendors and partners will socialize over food and drinks, while exploring the vendor booths. Hand out some SWAG, conduct demonstrations, recruit partners, and offer exciting prizes to engage the audience.



E-ChannelNEWS Interviews

Preview and on-site

If you're interested, we provide a pre-event preview video and visit your booth for an on-site news interview. This exclusive opportunity will enhance your visibility across the entire channel and is a major benefit - unique to ChannelNEXT. (Additionally, this content will be distributed to all attendees post-event.)

- 2 badges (additional badge for \$495)
- Full access to entire event
- Post event news interview



Talk Show or Presentation

15 Minutes In Live Talk Show

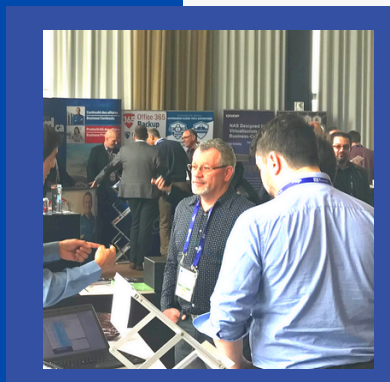
The editor will either conduct a 15-minute interview with you on stage or you can opt for a 15-minute presentation.



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- 4 badges (each additional badge \$495)
- Full access to entire event
- Post event promotion of your talk show interview or presentation
- List of attendees + 1 e-broadcast to list (pre or post)
- Post event news interview and social sharing



15-Min Presentation

15-Minute session

You get a 15-min presentation in front of the whole audience. You get a projector and screen.



Talk Show

15 Minutes In Live Talk Show

The editor will either conduct a 15-minute interview with you on stage.

**You may also combine both 15-min speaking times (session and talk-show) for a 30-min presentation.*



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Booth (prime spot)

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- Post event news interview and social sharing



Day 1 Dinner and Party

6 PM to 11 PM

You are the exclusive sponsor of the main dinner, party and entertainment with several speaking and branding opportunities!



20-Min Presentation

20-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

The editor will either conduct a 15-minute interview with you on stage.



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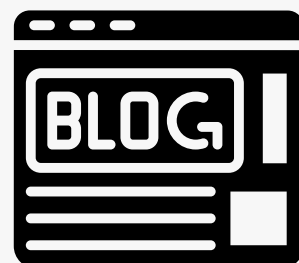
This unique social media event booster campaign is designed to amplify your core event messages within the channel community while delivering exceptional content for you to use on your website or any platform you choose.

Since the campaign spans 60 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 60 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 60 days. All you have to do is post them as per the schedule - maybe one minute per day!





Vendor Guest Pass \$695

Experience the full event

To grasp the value and ROI better, consider attending an event. If unsure about the fit, starting with a low-cost Bronze level or attending with a guest pass can be the best approach.



News Media Coverage \$1,995

In-Person Interview

All sponsors get this option for FREE, but it's also available if you only want to come for an interview. Generating top-shelf content such as news media coverage is a high-value channel awareness activity. You can book an in-person interview during the event. Lights, camera, action!



Drink Tickets \$295 for 25

Buy prospects a drink

You will receive a package of 25 drink tickets to share with anyone you choose! Plus, you'll get a special VIP badge that will help attendees find you easily. It's a fantastic way to encourage channel partners to connect with you. This sponsorship option is highly sought after, and you can buy as many sets of 25 tickets as you'd like. The price covers taxes and gratuities.

Branding and speaking OPTIONS



Breakfast \$8,000

Flat fee 150-200 people

Sponsoring a breakfast allows your logo to be featured on all tables and lunch stations. You can also distribute SWAG or information to every seat. Furthermore, you will be prominently featured in the event guide, on all sponsorship showcases, receive a special mention by the host, and have the opportunity to address the entire room.



Lunch \$10,000

Flat fee 150-200 people

Sponsoring a lunch allows your logo to be featured on all tables and lunch stations. Additionally, you can distribute SWAG or information to each seat. Your sponsorship includes being prominently featured in the event guide, branding on all sponsor showcases at the event, a special shoutout by the host, and an opportunity to address all attendees in the room.



Dinner \$15,000

Flat fee 150-200 people

Host a sponsored dinner where your logo is prominently displayed on all tables and lunch stations. Share your SWAG or information with every attendee by placing them on each seat. Additionally, enjoy being featured in the event guide, highlighted on all sponsorship showcases, receive a special shoutout from the host, and an opportunity to address the entire room.



Sponsor Open Bar \$5,000 each

Two Open Bars to choose from

We will have one open bar for speed introductions and another for during and after dinner. You will receive branding at the bar, a special shout-out, and the chance to address the entire audience. The maximum cost for each open bar is \$5,000.

OPTIONS



MasterClass \$4,995

Host Or Sponsor A Coach

These educational sessions last for 30 minutes and are led by a professional coach or expert in a specific field. You have the option to either sponsor a coach or invite one. If you have a specific topic in mind, we can provide you with a quote for a coach. The sessions will be live-streamed and recorded as a digital asset, branded and sponsored by your company.



MasterMind Peer-Group Sessions \$4,995

Includes An Option To Address All Attendees

A professional facilitator will lead the peer-group through a distinctive process to address their challenges. Sponsors are welcome to participate in these peer-groups. The insights gained can be remarkable and extremely advantageous. This sponsorship opportunity is exclusive and covers all MasterMind peer-group sessions at the event.



Hospitality Suite \$3,995

Build out as you wish

Host a hospitality suite in the evening. Add drinks, food, and entertainment tailored to your liking. A flat fee will cover the room cost and promotion to all attendees, including advertising in the conference guide.



Branding with your logo

Many Event SWAG Options Available

You have the option to sponsor exclusive event items such as having your logo featured on all event badges (\$2,000) or expo bags (\$3,000). Alternatively, you can provide your own expo bag and promotional items for us to distribute, with only a \$1,000 distribution fee. Distribution points include tables, seats, and registration areas.

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

8:00 -9:00

Breakfast



9:00 -10:00

Keynote Speaker/ Panel Discussion



10:00 -11:00

Vendor Presentations



11:00 -12:00

Panel Discussion



12:00 -2:00

Lunch in Expo, Prizes and Awards



2:00

Event Officially Adjourns



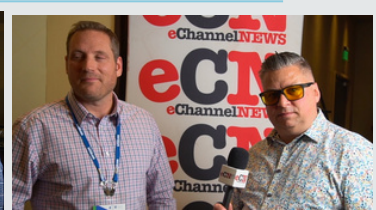
2:00 -4:30

MSP Town Hall,
MasterMind Peer-Group Sessions
(Optional)



4:30

Who knows what happens next?





INTEGRATED

In-Person and Digital Event!

In today's digital-first, AI-powered economy, measuring ROI from any in-person event has evolved. In-person events are expensive and ROI can take much longer to reach with the post-event follow up process as all attendees are bombarded by all exhibitors. Integrating appropriate in-person with digital news media is the new sweet spot! Find out why!

By effectively amplifying your in-person message digitally, you can reach a significantly broader audience before and after the event (at least 10 times more) compared to any traditional in-person event. The reach of your audience extends long after the in-person event ends, akin to being recorded in front of a live audience and then broadcasted everywhere.

With ChannelNEXT, you receive far more than just the in-person audience, from 10 to 100 times more:

- Video preview/teaser of your message
- Conduct on-site news interviews
- Record and edit content for on-demand viewing
- Share messages on news media
- Engage in pre and post-event social media activities
- Provide post-event follow-up newsletters and news coverage
- Utilize content for other marketing initiatives

Explore a typical audience reach on the four stages (just the first 30 days) of our in-person ChannelNEXT events. In-person events enhance the perceived value of content as it is broadcasted and recorded in front of a live audience.

Bottom line: The digital shelf-life of your message is significantly longer than the in-person event, leading to continual awareness and increase in ROI over time.

For more information, refer to our Event ROI Guide!

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

Why is ChannelNEXT the #1 Channel Event in Canada?

Many events out there, but only one has snagged the top spot for a whopping decade straight! It's all about the content, experience and value. Check out the video reviews. And guess what? 2025 marks our 23rd year!



1. Two-day Events – Right Size and Regional

We bring our events to where the channel partners (MSPs) live, eliminating the need for extensive travel. This not only saves time and costs but also boosts attendance. We host multi-day events throughout Canada, with options for pre and post-event promotion. Only decision makers attend and limited to 100.

2. Great Format, content & MSP Speakers

Our format includes engaging Talk Shows, Lunch n' Expos, Speed Introductions, Lions' Den, educational MasterClasses, powerful Mastermind Peer-Groups, social networking, and more! Topics and relevant speakers are carefully selected to deliver real value.

3. Great Food and Venue

The quality of food, location, and venue is crucial. Our events consistently excel in these aspects, receiving outstanding 98% ratings in post-event surveys. Rest assured, everyone will have a fantastic experience.

4. Extreme Business Building

At the end of the day, it's all about ROI. Sponsors aim to meet potential partners and cultivate new partnerships. Our efforts involve showcasing vendors before the event to attract suitable partners and then, post event news coverage. Every initiative is geared towards fostering connections and facilitating networking.

5. Digital Reach

Some of our events are live-streamed, while most are recorded for on-demand viewing and publishing post event. The extended reach to our digital and social media community is substantial!

6. Our Team

Our squad rocks! Super organized, friendly and always on a mission to give every guest the VIP treatment! Our goal? To make sure you hit the jackpot with the outcomes you're after.

ChannelNEXT is also affordable!

www.channelnext.ca

[Download full sponsorship kit](#)