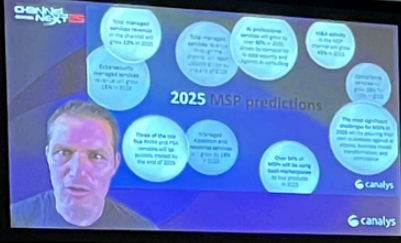


# CHANNEL NEXT 26



## CHANNELNEXT 2026 EVENTS CANADIAN MARKET

Organized by  
*Technoplanet Productions Inc. in  
association with eChannelNEWS  
and the Channel Partner Alliance*

**[www.channelnext.ca](http://www.channelnext.ca)**  
**Marie-Claude Rouleau**  
[marier@technoplanet.com](mailto:marier@technoplanet.com)  
(888) 621-9138 x247 or (905) 839-0603 x247

**Prices are in USD**

### 98% of attendees come back!

- Channel Awareness
- Recruit Partners
- Build Relationships
- News Coverage





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## OTHER SPONSORSHIPS

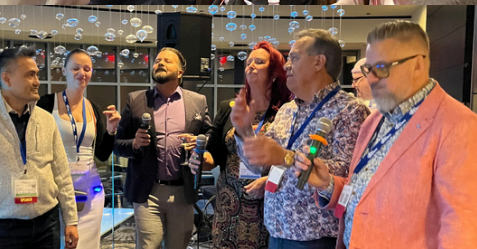
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## 2026 CHANNELNEXT EVENT LISTINGS CANADA

**February 5**



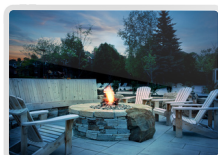
### **Awards Gala (Toronto)**

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

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

250 Attendees

**April 13-14**



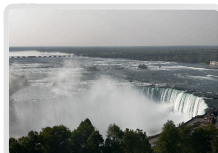
### **Quebec (EAST)**

Targeting provinces of Quebec and Maritimes.

Venue: Manoir St. Sauveur

200 Attendees

**May 28-29**



### **Ontario (CENTRAL)**

Targeting provinces of Ontario and Maritimes.

Venue: Old Mill Toronto

200 Attendees

**October 19-20** **TBC** **British Columbia (WEST)**



Targeting Western provinces

Venue TBA

200 Attendees

**November 26**



**More Dates and  
locations to be  
announced**

### **Cybersecurity Defense Ecosystem Summit Canada (Toronto)**

Targeting Canada MSPs, CISO, CIO and  
Cybersecurity Professionals

300

[www.channelnext.ca](http://www.channelnext.ca)





## Welcome to ChannelNEXT Events in 2026!

Join us at the premier Canadian channel conference since 24 years, recognized as the best by channel partners year over year! Always aligned with current market trends, we highlight the most significant business opportunities and challenges within the channel - especially AI and Cybersecurity.

ChannelNEXT is where vendors, VARs, MSPs, ITSPs, and ISVs come together to cultivate business relationships and partnerships in Canada!

We focus on 4 main topics:

- Cybersecurity
- Artificial Intelligence
- Digital Transformation
- Sustainability

These two-day events (plus pre-day) will include pre and post-event news and social media coverage, reaching over 30,000+ individuals within the Canadian channel community and a total of 112,000 globally.

ROI is important to everyone so ask for our ROI Guide to best understand how to get the most from this event and measure your return.

Celebrating our 24th 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 (Expo Time Increased)

Day 1 with Speed Introductions, networking, one-on-ones, and Open Bar  
Day 2 with Lunch and Prize Draws

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

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 subscribers post-event.)



### NEW: Entry Level Showcase Lounge for Emerging Channel Vendors: \$2,900

You get a cocktail table with your logo to meet everyone in a designated area in the expo hall. You get full access to the entire event for one person. Great for testing the potential of the channel for your product.

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



## Talk Show or Presentation

10 Minutes In Live Talk Show

The editor will either conduct a 10-minute interview with you on stage or you can opt for a 10-minute presentation.



## Lions' Den

2 Minutes Stage Time To Pitch The Audience

Audience will watch and anonymously vote for the best vendor pitch. The champion will receive the Best Lions' Den Award along with boasting privileges.



## Booth (Expo Time Increased)

Day 1 with Speed Introductions, networking, one-on-ones, 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 can provide a pre-event video interview to showcase, or 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 subscribers post-event.



- 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

10 Minutes In Live Talk Show

The editor will either conduct a 10-minute interview with you on stage or you may also combine the session and talk-show for a total of 25-min presentation.



## Lions' Den

2 Minutes To Pitch The Audience

Audience will watch and vote for the best vendor pitch. The champion will receive the Best Lions' Den Award along with boasting privileges.



## Booth in prime spot (Expo Time Increased)

Day 1 with Speed Introductions, networking, one-on-ones, and Open Bar  
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- Full access to entire event
- Post event promotion of your talk show or presentation
- List of attendees + 1 e-broadcast to list (pre or post)
- Post event news interview and social sharing



## Day 1 Exclusive Dinner and Hospitality

7 PM to 10 PM

You are the exclusive sponsor of the official ChannelNEXT event dinner, hospitality and entertainment with speaking and branding opportunities! We organize everything!



## 30-Min Presentation

30-Minute session

You get a 30-min presentation in front of the whole audience. You get a projector and screen.



## Talk Show

10 Minutes In Live Talk Show

The eChannelNEWS editor will conduct a 10-minute interview with you on stage.



## Lions' Den

2 Minutes To Pitch The Audience

Audience will watch and vote for the best vendor pitch. The champion will receive the Best Lions' Den Award along with boasting privileges.



## Booth in prime spot (Expo Time Increased)

Day 1 with Speed Introductions, networking, one-on-ones, and Open Bar  
Day 2 with Lunch and Prize Draws

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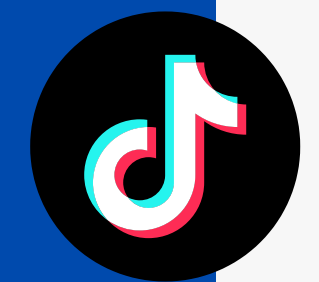


## E-ChannelNEWS Interviews

Preview and on-site

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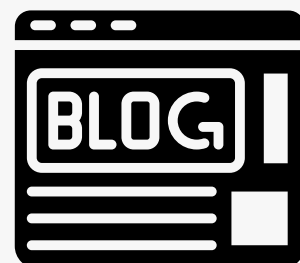
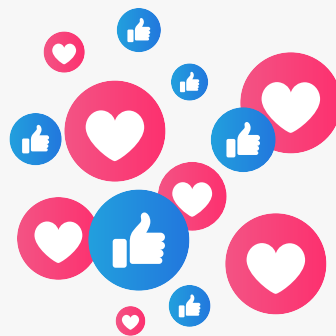
This unique social media event booster campaign is designed to amplify your core event messages within the channel community while delivering exceptional content for you to use on your website or any platform you choose.

Since the campaign spans 30 days post event and is integrated with your event content and interviews, it provides significant promotional boost for your event participation and its messages long after the event is 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 to 60 days. All you have to do is post them as per the schedule.





### Vendor Guest Pass \$695

Experience the full event

To grasp the value and ROI better, consider attending an event to experience it for yourself. If unsure about the fit, starting with a low-cost Showcase Lounge 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 in-person interview. Generating top-shelf content such as news media coverage is a high-value channel awareness activity. Sponsors can book an in-person interview during the event. All others must be pre-booked.



### Open Bar in Expo: \$2,500

Your booth is by the Bar! Only two sponsors!

It's the busiest part of the expo! You get special booth position besides the bar and logo on the bar!





# Meal Sponsorships

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## Breakfast \$4,500

One sponsor Day 2

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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 and table. Furthermore, you will be prominently featured in the event guide and 5 minute speaker spot to address the entire room.



## Lunch in Expo \$4,500 each

Two lunches on Day 1 and Day 2 are available

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Sponsoring the expo lunch allows your logo to be featured on all tables and lunch stations in the expo. Additionally, you can distribute SWAG or information to each seat and table. Your sponsorship includes being prominently featured in the event guide and a special speaker spot to address all attendees for 10 minutes with the event host in the expo room.



## Host a Private Dinner - Direct Billing

You decide where and number of attendees

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We will host one Diamond Sponsor dinner on the first day of the event. In addition, vendors have the opportunity to host private dinner events and invite anyone they choose. We will promote these private events according to your preferences. This change allows sponsors to conduct their private gatherings within our event, enabling them to gain more face time with their target audience. Feel free to invite your local partners and prospects, regardless of their attendance at ChanneINEXT.

## OPTIONS



### AI Digital Twin Workshops \$7,995 each Pre-day

This is a 6 hour workshop on building your AI digital twin and AI Agents for up to 10 channel partners. You also get to participate in the session and you will have an opportunity to address the group.



### Pre-Day Lunch \$5,000

Pre-day lunch for everyone attending

Mastermind sessions are now held on the pre-day and starts with a welcome lunch. Channel partners who participate will collaborate with their peer-groups throughout the day. You will be the exclusive Lunch sponsor to meet and network with all peer-group members as well as the workshop attendees.



### 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 \$1,500 distribution fee. Distribution points include tables, seats, and registration areas.



## PRE-DAY

9:00 -12:00

Pre-Day Registration



10:00 - 4:00

AI Digital Twin and AI Agent  
Workshop (Paid Session)



12:00 - 1:00

Pre-Day Lunch



1:00 - 4:00

Several Mastermind Peer Groups  
(Paid Sessions by Invitation Only)



4:00

Free Time, Private Activities and  
casual meet-ups



5:00 - 6:00

Arrive on the pre-day for the Vendor  
pre-event orientation and  
advisory Meet-Up!



7:00

Host Casual Meet Ups with Pre-Day  
attendees. Tell us and we can help  
you promote.



# SCHEDULE DAY 1

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9:00 -10:00

Registration with breakfast snacks.  
Welcome and takeaways!



10:00 -10:30

Keynote Guest Speaker



10:30 -12:00

Panel discussions, Vendor Talk Show  
and Presentations



12:00 -1:00

Lunch in Expo



1:00 -2:00

Lions' Den



2:00 -4:00

Talk Show/Panel Discussions,  
Presentations



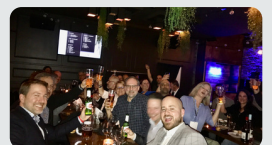
4:00 - 7:00

EXPO with open bar, food,  
speed Introductions and  
networking



7:00 - 10:00

In addition to the main ChannelNEXT  
dinner event by our Diamond sponsor,  
multiple private dinners and  
hospitality suites will be hosted by  
vendors





## SCHEDULE DAY 2

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8:30 -9:00

Breakfast with Guest Speaker



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 - 3:30

MSP Town Hall  
(Mastermind sessions moved to pre-day)



3:30

Event adjourns and Post-Event Casual Meet-Ups. Private vendor activities.





## In-Person Event **Integrated** With Digital!

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 your in-person activities 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.

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

- Video preview/teaser of your message
- Conduct on-site and post-event news interviews
- Record and edit content for on-demand viewing
- Share messages on news/social 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

The digital shelf-life of your event participation and message is significantly extended, 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?

It has held the top spot for the last 10+ years due to its content, experience, and value. Video reviews highlight its success, and 2026 will celebrate its 24th year!



### 1. Two-day Events (now with a Pre-day) - Right Size and Regional

We organize events in locations convenient for channel partners to save time and costs while increasing attendance. Our multi-day events in Canada are exclusive to decision-makers. Previous cap of 100 attendees now removed as every attendee pays a nominal fee to attend. Includes pre and post-event promotion options.

### 2. Great Format, content & MSP Speakers

Our format features engaging Talk Shows, Lunch n' Expos, Speed Introductions, Lions' Den, Town- Hall, several educational sessions, impactful workshops and Mastermind Peer-Groups on pre-day, social networking, and more, with carefully selected topics and speakers to provide real value. 80% of content are not sponsored!

### 3. Great Food and Venue

Food quality, location, and venue are vital. Our events achieve a 98% rating in post-event surveys, ensuring a fantastic experience for everyone.

### 4. Extreme Business Building

At the core is ROI, as sponsors seek to build new partnerships. We highlight vendors before the event to attract suitable partners and provide post-event news coverage, all aimed at fostering connections and enhancing networking opportunities. Now with more expo face-time and private vendor meetings!

### 5. Digital Reach

We conduct eChannelNEWS interviews, with some session recorded for on-demand viewing and publication. This significantly extends reach to the digital and social media community. **Ask about our Social Media Boost to amplify your message!**

### 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](http://www.channelnext.ca)