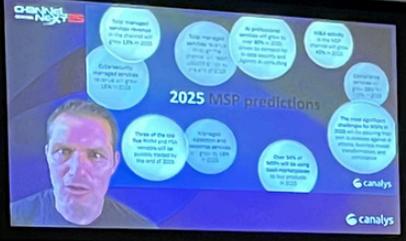


CHANNEL NEXT 26



CHANNELNEXT 2026 EVENTS CANADIAN MARKET

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

www.channelnext.ca
Marie-Claude Rouleau
marier@technoplanet.com
(888) 621-9138 x247 or (905) 839-0603 x247

Prices are in USD



98% of attendees plan to come back!

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



WHO ATTENDS AND BRIEF TARGET MARKET OVERVIEW

- **Primary Attendees:** Our target audience is exclusively 100% Canadian Managed Service Providers (MSPs) and Managed Security Service Providers (MSSPs), particularly those that embrace a Cybersecurity-First approach. The average revenue size ranges from \$2M to \$10M ARR, with about 10% being significantly larger. We also recognize Rising Stars, which make up 10% of those with less than \$2M ARR. Pure-play VARs are no longer invited; while some may still operate a VAR practice, they are transitioning into MSPs and, more importantly, Managed Intelligence Service Providers with a cyber-first mission. Notably, less than 20% of exhibitors focus on hardware such as computers, servers, networking, and power management; however, 100% have a managed services offering.
- **Capacity:** We cap the registrations at 200 and expect about 130 to 150 attend. We now charge a fee \$200 to \$350 per person to attend with no-show fee to minimize no-shows, so we expect numbers to increase. 80% of the attendees are MSPs.
- **Geographic Reach:** Approximately 95% of attendees are anticipated to be within a three-hour driving distance from the event venue.
- **Market Overview:** The Canadian MSP market currently stands at \$24.53 billion USD, with a compound annual growth rate (CAGR) of 10%. It is projected to reach \$45 billion USD by 2030.
- **Growth Segments:** The fastest-growing segment in Managed Services is Managed Security.
- **Largest Segment:** Managed Data Centre accounts for 17.39% of the managed services market.
- **Global Market Share:** In 2025, Canada represents 6.1% of the global managed services market.
- **Regional Growth:** Canada holds the title of the fastest-growing managed services regional market in North America.



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Selecting the Right Channel Events

Most in-person opportunities to engage with clients, peers, and colleagues offers valuable chances for learning and business development. However, navigating budget constraints, timing, resources, and audience alignment can be tricky. If you're eyeing the \$300 billion Canadian IT market is a target, then ChannelNext could be the perfect match.

When it comes to measuring ROI for any channel event, it's about more than just attendee counts, cost, and closing instant deals. Consider other critical factors like media coverage, target regions, partner quality, event's credibility, and the amount of face-to-face interaction you achieve. We've put together a guide to assist you in evaluating the ROI of any event. Feel free to [request your complimentary copy.](#)

ChannelNEXT continues to be celebrated as the premier Reseller Choice award-winning channel event in Canada for 24 years. It has built a reputation for innovation and delivering the best experience in the industry. Guided by our 2026 Board of channel partner advisors, it continues to lead and shape the Canadian channel community. Explore why ChannelNEXT is the reliable choice for the Canadian market.

Our 2026 events will spotlight key trends, including Artificial Intelligence, Cybersecurity, Digital Transformation, and Sustainability.



Julian Lee
 President TechnoPlanet
 Editor eChannelNEWS
Julian Lee

"Channel Drift is real. Staying ahead of the partner community is vital for sustainable and predictable growth!"



Pick the regions you want to target!

Each year, we host three events across Canada’s largest markets. Select any combination and level of participation in each of these three events to align with your goals and resources.

East

- Region: Quebec, Ottawa, and the Maritime Provinces
- Reach: Connect with over 2,000 regional channel partners and gain exclusive access to the Quebec government.

Central

- Region: Ontario
- Reach: Engage with more than 3,000 regional channel partners in Canada’s largest market.

West

- Region: British Columbia, Alberta, and Western Canada
- Reach: Access over 3,000 regional channel partners.

We adjust to meet the subtle but important differences of the local audiences are in each of these three regional markets.

Consider adding your own or join us for our pre and/or post day activities around each of these events to extend your reach. Host a pre-day certification workshop. Meet channel partners at their offices. Extend an invitation for a private dinner or meeting.

Ask us how we can help to further customize your event to maximize your ROI.



Our Board of Advisors are shaping channel to best support Canadian partners & exhibitors

Meet Our Canadian Channel Board of Advisors and Experts! You can see them on the [ChannelNEXT event website](#).

This exceptional group of leading MSPs and channel experts have participated in nearly every major channel event across North America. They know what channel events should be delivering to partners and exhibitors.

They will be bringing excellence to ChannelNEXT in several ways:

- Providing guidance on the event's content, format, agenda, exhibitors and overall experience.
- Participating in MSP panels, town halls, peer-groups and keynotes.
- Assisting exhibitors and speakers to fine-tune their messaging and participation for maximum impact and results.
- Being present onsite to facilitate connections between exhibitors and attendees. You can schedule one-on-one time with them in advance.
- Advocating for more IT investment in Canada and the channel.

Channel Advisory Board

“Shaping the Future of the Canadian Channel”



News Media Coverage Pre, During and Post to over 115,000 Channel Partners

[eChannelNEWS](#) is the exclusive news media partner and organizer of ChannelNEXT. It stands as Canada's largest and longest-running channel industry news media and event organization for 24 years.

Extend your messaging before, during, and after the event to reach far beyond the attendees:

- **Pre-Event Promotion:** Produce and share a video preview of what you'll showcase at the event. We promote this both nationally and within the target region, generating more awareness and attracting the right partners.
- **On-Site News Coverage:** During the event, eChannelNEWS will be conducting in-person interviews.
- **Post-Event Media Coverage:** Long after the event concludes, your message continues to reach tens of thousands of partners.
- **Social Network Booster Program:** Leverage our Social Boost Program to amplify your message across social networks.



PROSPECTUS

eChannelNEWS

HOME ABOUT SUBSCRIBE AWARDS ▾ EVENTS ▾ RESOURCES ▾ VENDORS ▾ LIVE

TRENDING NOW Interview with Bitdefender at Cybersecurity Defense Ecosystem Summit



Categories

- Events
- Security/Malware
- Cloud/SaaS
- Partnerships & Acquisitions
- Channel/Partner Programs
- Companies & People
- Weekly Round Ups
- Women In Tech
- Cybersecurity Defense



Interview with Checkmarx at Cybersecurity Defense Ecosystem Summit 2025

Guest: Josh Overland, Strategic



Interview with Bitdefender at Cybersecurity Defense Ecosystem Summit 2025

Guest: James Chalmers, Channel



Weekly Roundup Ending Dec. 5th

Here is a recap on some of the people, companies and news mentioned: Better cybersecurity validation with Cork Passwordless solutions from Secure W2. Don't miss

The ChannelNEXT Experience

Two-Day Event Overview

This two-day event is crafted to optimize your resources while maximizing results. Please take a moment to review the format to gain a clearer understanding of the experience tailored for both channel partners and exhibitors.

- **Panel Discussions and Keynotes:** We feature some of the most experienced industry leaders to speak and participate in insightful panel discussions, steering clear of high-paid celebrities.
- **Exhibitor Talk Shows on Stage:** In addition to traditional keynote sessions, we offer live interactive news interviews on stage that convey a more compelling narrative.
- **Lions' Den:** Witness the best two-minute sales pitches presented to the audience.
- **Speed Introductions:** This initiative allows attendees to connect with every exhibitor effectively and vice versa!
- **Mastermind Peer-Group:** A main activity designed to encourage connection and collaboration among attendees and exhibitors, fostering relationship-building, solving pain points and exploring business opportunities.
- **MSP Town Hall:** Engage in live, candid discussions among attendees, exhibitors, and a diverse panel of experts ready to address a wide array of topics.
- **Expo Features:** Enjoy upgraded food options, exciting prizes, and recognition for the Best in Show.
- **Social Networking:** Throughout the event, participate in social networking opportunities, evening entertainment, hospitality suites, and private dinners hosted by exhibitors.
- **Lead Capture:** Each badge comes equipped with a QR code for instant LinkedIn connections, along with another platform currently in testing.
- **Post Event Action Plan:** After the event, all attendees will receive newsletters containing information on all exhibits and a summary action plan aligned with the exhibitors' goals.
- **Post-Event Newsletter:** We send your message to all attendees as well as our entire channel community.

Customize Your Participation

Sometimes, you just want to do something different than the standard participation options!

Based on your objectives and available resources, we can incorporate a range of tailored activities such as private partner dinners, one-on-one meetings, workshops before and after the event.

Integrate your event seamlessly with ours!

Just cannot do events but still want to leverage our news media and the next level in digital channel reach?

Inquire about our **"Digital Waterfall"** program. It represents the evolution in digital marketing and AI search engine optimization!

Ask about organizing, promoting and hosting your private road tours or partner round tables.



2026 CHANNELNEXT EVENT LISTINGS

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 26-27



British Columbia (WEST)

Targeting Western provinces
Venue: Vancouver
200 Attendees

November 26



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

Targeting Canada MSPs, CISO, CIO and
Cybersecurity Professionals
300

**More Dates and
locations to be
announced**

February 4, 2027



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



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 over 115,000 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 in 2026!

Gerlinda Ringe
Global Events Director

Gerlinda Ringe



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



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
- Logo on ChanneNEXT Website



Talk Show or Presentation

10 Minutes In Live Talk Show

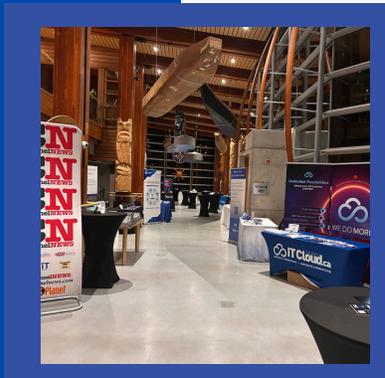
The editor will either conduct a 10-minute interview with you on stage or you can opt for a 10-minute presentation.



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 ChanneNEXT. Additionally, this content will be distributed to all subscribers post-event.

PRICES IN USD

- 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
- Logo on ChannelNEXT Website



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
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

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- 4 badges (additional badges for \$495)
- 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
- Logo on ChannelNEXT Website



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)

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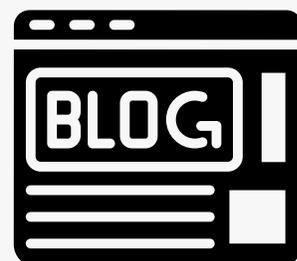
This unique social media event booster campaign is designed to amplify your core event messages within the channel community while delivering exceptional content for you to use on your website or any platform you choose.

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: \$3,500

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!



Mastermind Peer-Group: \$1,500 per table

Day 2 from 8 AM to 10:00 AM

All participants and vendors come together in groups of 8 to 10 at a table with a facilitator for a collaborative Mastermind Peer Group session. The insights and relationships you build with your peers will significantly enhance and expedite your channel development objectives! Sponsor as many tables as you wish. Max of 20 tables available. Discover more at [Channel Partner Alliance](#).

Meal Sponsorships



Breakfast \$4,500

One sponsor Day 2

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

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

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.



Host a Small Group Private Workshop

Up to 10 MSPs

Want to host or sponsor a workshop that resonated with your brand and solution? Ask about this special opportunity to generate 10 hot qualified sales leads. Ask for details.



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

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9:00 - 12:00

Pre-Day Registration



10:00 - 4:00

AI Digital Twin and other Workshops (Paid Sessions)



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!



9:00 - 7:00

Host your private pre-day event at the venue or off site. Ask for details if you wish us to help promote.



SCHEDULE DAY 1

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9:00 -10:00

Registration with breakfast snacks.
Welcome and takeaways!



10:00 -10:30

State of the Channel and MSP Panel
on the Current Market Situation



10:30 -12:00

MSP Town Hall



12:00 -1:00

Lunch in Expo



1:00 -2:00

Lions' Den



2:00 -4:00

Talk Show/Panel Discussions,
Presentations



4:00 - 6:00

EXPO with open bar, food,
speed Introductions and
networking



7:00 - 10:00

In addition to the Welcome
ChannelNEXT dinner by our Diamond
sponsor, multiple hospitality suites
will be hosted by vendors



SCHEDULE DAY 2

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8:00 - 8:30

The Great Big Breakfast



10:30 - 10:45

Break/Check Out

8:30 - 12:00

Vendor Presentations, Workshops and Panels



12:00 - 2:00

Lunch in Expo, Prizes and Awards



2:00 - 3:30

Mastermind Peer Groups and Workshops for attendees and vendors



3:30

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



All -Day

EChannelNEWS in-person interviews



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 becoming more expensive and ROI can take much longer to reach with the post-event follow up process as all attendees are bombarded by many 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?

Beyond its many Reseller Choice Award recognitions, it has consistently ranked among the best for over a decade for its engaging content, user experience, and overall value. Watch the video interviews to know what attendees say. In 2026, we proudly celebrate our 24th anniversary!



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

We organize events in top-end locations convenient for channel partners to save travel time and costs while increasing local attendance. Our multi-day events in Canada are exclusive to decision-makers. Every attendee pays a fee to attend. Exhibitors receive a number complimentary tickets depending on their sponsorship.

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, 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 to the experience. 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 and drive growth. We promote vendors before the event to attract suitable partners and provide post-event exposure, all aimed at fostering connections and enhancing more networking opportunities.

5. Digital Reach

We conduct eChannelNEWS in-person interviews. 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 has been doing some of the best channel events for 24 years! Super organized, friendly and always on a mission to give every guest the VIP treatment! Our goal? To make sure you hit the outcomes you're after.

ChannelNEXT is also affordable!

www.channelnext.ca