

YOU'RE INVITED TO



21ST ANNUAL
CANADA'S
CHANNEL AWARDS

GALA

FEB. 4

2027

RSVP BY
JAN 16, 2027

RECEPTION

5.00 PM - 6.00 PM

CEREMONY

6.00 PM - 8.00 PM

DINNER

7.00 PM - 9.00 PM

AFTER EVENT PARTY

9:00 PM - 11:00 PM

VENUE

OLD MILL HOTEL TORONTO

WWW.CHANNELNEXT.CA

WWW.RESELLERCHOICEAWARDS.COM

WWW.BESTMANAGEDITCOMPANIES.COM



eCN
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OVERVIEW

The most prestigious channel awards in Canada

These awards are based on a rigorous and unbiased process. Winning these awards is not based on the preferences of judges or any biased criteria – it must be genuinely earned.



To qualify for the Canada's 50 Best Managed IT Companies Award, MSPs must complete a free assessment that comprises 230 questions and score in the top 50. Reviewing the questions will provide a better understanding of the award criteria. For more information, visit www.bestmanageditcompanies.com.



Over 8,000 Channel Partners from across Canada are invited to vote for Canada's Reseller Choice Awards. They are invited several times over a 90-day period to cast their votes, and the companies with the highest votes win in about 50 categories. For more information, visit www.resellerchoiceawards.com.



Women leaders in the Canadian tech industry are nominated by their peers and those who generate the most votes move on to the top 10 finalists. The finalists' applications are then reviewed by an independent "blind" committee, and three winners are selected.

Contact Marie-Claude Rouleau
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What you should know about the Reseller Choice Awards

1. Verify that you are nominated at www.resellerchoiceawards.com in the correct categories. If you are not, [contact us](#) or ask one of your channel partners to nominate you.
2. Invite your partners to vote for you. Send them the voting link <https://www.resellerchoiceawards.com/vote>. We have banner ads and e-invitations that you can customize.
3. Reserve your seat(s) ASAP to attend on Feb 4, 2027 as space is limited. Each top finalist receives one free ticket that must be redeemed before January 22, 2027, after which, it expires.
4. Invite your colleagues and partners to join. Consider sponsoring a full dinner table for 8.
5. Support by sponsoring to get extensive PRE, DURING and POST channel exposure. The vast majority of channel partners in Canada are reached by this campaign.

- 21st YEAR
- 600+ VENDORS NOMINATED
- 50+ CATEGORIES INCLUDING TOP VENDOR (ADJUSTED EACH YEAR)
- 10,000+ VOTES
- TOP VENDOR (TOP 100 RANKING)
- TOP DISTRIBUTOR
- TOP 10 CHANNEL LEADERS/CHIEFS (TOP 25 RANKING)
- Top 10 CHANNEL ACCOUNT MANAGERS (TOP 25 RANKING)
- TOP 10 CLOUD VENDORS
- TOP 10 ARTIFICIAL INTELLIGENCE POWERED VENDORS
- TOP LLM
- TOP 10 CYBERSECURITY VENDORS
- TOP 10 MSP PLATFORMS
- TOP 10 WOMEN IN TECH (TOP 100 RANKING)
- 50 BEST MANAGED IT COMPANIES (MSPs/VARs)

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WiT
WOMEN IN TECH

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SPONSORSHIPS

Sponsoring these awards demonstrates your support for the Canadian channel. It says a lot and it means a lot to us and the channel community in Canada.

Bronze: \$2,900

- Sponsor a "thank-you-for-voting" reseller draw worth \$250
- Your logo and prize will be displayed on the website voting page
- Your company's logo will appear on the awards ceremony sponsorship signs on premises
- Two ticket to attend the awards dinner Gala

Silver: \$8,900

- VIP Reserved Dinner Table for 8, with your logo
- Your company's logo and website link will be prominently displayed on the Reseller Choice Awards voting page
- Your brand will be featured on the awards ceremony's sponsorship sign on premises
- Four tickets to attend the awards and dinner gala
- Your brand included on e-invites sent to all channel partners
- Post-event news media interview



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SPONSORSHIPS

Gold Sponsorship: \$11,900

Opting for a Gold Sponsorship offers the most benefits, ensuring you maximize your visibility throughout the entire award process—before, during, and after!

- Your logo and website link will be prominently featured at the top of the Reseller Choice Awards landing page and event promotional materials.
- Your logo will also be displayed on the top section of the sponsorship signage at the event venue.
- Enjoy a VIP reserved dinner table for eight in a prime location right in front of the stage.
- You will have the chance to conduct an exclusive interview with eChannelNEWS, either during or after the event.
- We will send one email to all resellers across Canada, showcasing your premier support sponsorship and link to vote.
- To boost brand awareness and address the entire audience, you can present a special prize of \$500 in cash during the event and address the entire audience.
- As a Gold Sponsor, you will benefit from a post-event email broadcast featuring your message to all recipients in Canada, along with a post-event news interview about your award win.



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SPONSORSHIPS

Dinner Table: \$2,900 (VIP reserved table)

- If you wish to bring your team or invite MSPs to share the celebration at your table, this is for you. (You may include partners and guests.) Max 8 people per table.
- Your company logo placed on your dinner table.
- Included white and red wine at table
- Bottle of Champaign at your table
- Table Gift for each of your guests with your logo



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SPONSORSHIPS

Welcome And After-Event Reception \$9,900

One hour meet & greet in the exclusive reception area.

- Your branding at the entrance and throughout the area.
- Welcome drink, open bar and snacks are served.
- We will also announce your sponsorship and support.
- Piano Musician
- VIP Dinner table for 8 guests



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Other Sponsorships

Get top-tier branding at the #1 Awards event in the Canadian IT Channel! Make and leave a big impression!

- | | | |
|----|-----------------------------------|---------|
| 1. | Dinner ticket (each) | \$289 |
| 2. | Carrying bag with your logo | \$2,500 |
| 3. | Gift with your logo for attendees | \$4,500 |
| 4. | Wine on every table with logo | \$5,500 |
| 5. | Open Bar with your logo | \$6,500 |
| 6. | Band & 5 min. speech | \$7,000 |



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See you there!

AWARDS GALA DINNER

Feb 4, 2027



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