

CHANNEL NEXT 26

24
ANNIVERSARY

2026 EVENTS CANADIAN MARKET

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

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



98% of attendees plan to come back!

www.channelnext.ca

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TARGET MARKET OVERVIEW

- Attendees:** We're targeting Canadian MSPs, VARs with an MSP practice, MSSPs and SIs. Most have revenue between \$2M and \$10M, with 10% being much larger and 10% as Rising Stars under \$2M. Almost all offer a variety of managed services, cybersecurity, Cloud and SaaS. Most are looking to help their clients with their AI journey. Less than 20% of exhibitors showcase hardware. All offer solutions for MSPs.
- Capacity:** We limit channel partner registrations to 200, expecting 130-150 attendees. Tickets for channel partners cost \$350 and 80% of attendees are MSPs. 94% of registered attendees showed up at the most recent event, surpassing pre-covid attendance.
- Geographic Reach:** About 95% of attendees live within three a hour drive of the venue. EChannelNEWS new coverage of the event extends reach to near 100% of the Canadian market.
- Market Overview:** The Canadian MSP market is \$24.53 billion USD, growing at 10% CAGR, and projected to reach \$45 billion USD by 2030. ITC spend is \$146 Billion. Government buys about \$10 Billion in IT annually. 69% of companies plan to increase software spend.
- Growth Segments:** Managed Security is the fastest-growing service.
- Largest Segment:** Managed Data Centre makes up 17.39% of the market.
- Global Market Share:** In 2025, Canada will represent 6.1% of the global market.
- Regional Growth:** Canada is the fastest-growing market in North America for managed services.



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Choosing Channel Events

ChannelNEXT's three annual events in the key regions across Canada are ideal for those aiming to engage with the Canadian channel. You will meet, recruit and build relationships with channel partners.

Today, assessing the ROI for any event goes beyond simple attendance numbers and immediate sales. It's important to also consider aspects like media exposure, the quality of partnerships formed, and the value of face-to-face interactions. A comprehensive guide for evaluating any event ROI is available upon request.

Celebrating its 24th year, ChannelNEXT stands out as the Canada's premier channel event that's always innovating to meet the needs of the channel community. The events in 2026 will focus on crucial trends such as Artificial Intelligence, Cybersecurity, Digital Transformation, and Sustainability.

Come experience today's ChannelNEXT events! We think you'll like it a lot!

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!"

PROSPECTUS



Pick the region(s) you want to target!

Each year, we organize three events in Canada's major markets, allowing you to choose your level of participation based on your regional goals and budgets.

East (Quebec, Ottawa, Maritime Provinces): Over 2,000 regional channel partners.

Central (Ontario): Over 3,000 channel partners in Canada's largest market.

West (British Columbia, Alberta, Western Canada): Over 3,000 regional channel partners.

We tailor our approach to the unique local needs of each region.

You can further enhance your participation by adding custom partner experiences, such as certification workshops, meetings with partners at their locations, or host private dinners. See the various sponsorship enhancement options to get the level of exposure you want.

PROSPECTUS



Our Board of Advisors are guiding us in shaping Canadian channel

You can learn more about our Board of Advisors on the ChannelNEXT website. They are working with us to shape the future of Canadian IT channel and guide the community towards success.

Their contributions include:

- Guiding event content, speakers, format, agenda, and overall experience.
- Participating in MSP panels, town halls, and keynotes.
- Helping exhibitors refine their messaging for maximum impact.
- Facilitating connections between exhibitors and attendees onsite.
- Advocating for increased IT investment in Canada.

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 new media partner of ChannelNEXT, supporting Canada's channel community for over 24 years.

ChannelNEXT is the only event organized by news media. This news coverage allow you to reach beyond event attendees with pre-event videos, on-site interviews, and ongoing post-event coverage, plus added reach through our Social Boost Program. See [eChannelNEWS](#)

Amplify 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.

**SOCIAL
BOOST
Everywhere**

eChannelNEWS

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Companies & People

Weekly Round Ups

Women In Tech

Cybersecurity Defense

TRENDING NOW

Interview with Bitdefender at Cybersecurity Defense Ecosystem Summit



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

PROSPECTUS

The ChannelNEXT Experience

The event features various activities designed to enhance engagement and networking, including:

- **Panel Discussions and Keynotes:** Insights from industry leaders on channel community needs.
- **Exhibitor Talk Shows:** Live interviews offering valuable insights.
- **Lions' Den:** Quick sales pitches to evaluate vendor fit.
- **Speed Introductions:** Facilitated connections for attendees and exhibitors.
- **Mastermind Peer-Groups:** Collaborative sessions addressing partner needs.
- **Workshops:** Breakout sessions on topics like M&As, Sales, and Leadership (over 12 topics).
- **MSP Town Hall:** Live discussions with experts, allowing audience questions.
- **Expo Features:** Food, drinks, interviews, prizes, and awards.
- **Social Networking:** Opportunities for networking and entertainment.
- **Lead Capture:** Badges with QR codes for easy connections.
- **Post-Event Newsletter:** Sharing messages and interviews with attendees and the channel community.
- **Pre/Post-Day Events:** Private vendor-hosted experiences at no extra charge.

Customize Your Participation

Looking for unique participation options? We provide tailored experiences such as private dinners, one-on-one meetings, fun activities, and workshops to complement our event and your experience.

If in-person events aren't possible, consider our "Digital Waterfall" program for advanced digital marketing and AI SEO. Additionally, ask about organizing private road tours or partner round tables for your own initiatives!

PROSPECTUS



2026 CHANNELNEXT EVENT LISTINGS

April 13-14



Quebec (EAST)

Targeting provinces of Quebec and Maritimes.

Venue: Mûrier 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 10



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

Targeting Canada MSPs, CISO, CIO and

Cybersecurity Professionals

300

**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 for the premier Canadian channel conference and experience, celebrating 24 years of excellence recognized by channel partners!

Focused on current market trends, we explore key business opportunities, especially in AI and Cybersecurity. ChannelNEXT gathers vendors, VARs, MSPs, ITSPs, and ISVs to build partnerships in Canada, covering:

- Cybersecurity
- Artificial Intelligence
- Digital Transformation
- Sustainability

This two-day event, with extensive pre- and post-event coverage, will reach over 30,000 in the Canadian channel community and 115,000 globally. For a better understanding of your event ROI, request our ROI Guide.

Come celebrate our 24th year in 2026 and grow your business!

Gerlinda Ringe
Global Events Director

Gerlinda Ringe



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



Cocktail Table in Emerging Vendor Lounge

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.)



Add Reserved Lunch Table with MSPs: \$995

A special VIP reserved table with your logo so you can have a private lunch with the MSPs.



Vendor Guest Pass \$695

Experience the full event

To understand the value and ROI, consider attending an event. If you're uncertain, start with a low-cost Showcase Lounge level or a guest pass. If you decide to become an exhibitor within the year, you get 100% of your vendor pass ticket credited towards your cost.

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



Booth

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.



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LAUNCHPAD LEVEL : Showcase Lounge for Emerging Channel Vendors: \$2,900

Instead of Bronze table, 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.



Add Reserved Lunch Table with MSPs: \$995

A special VIP reserved table with your logo so you can have a private lunch with the MSPs.

- 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

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.)



Add Reserved Lunch Table with MSPs: \$995

A special VIP reserved table with your logo so you can have a private lunch with the MSPs.

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

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.



Add Reserved Lunch Table with MSPs: \$995

A special VIP reserved table with your logo so you can have a private lunch with the MSPs.

- 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 eChannelnews 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

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.



Reserved Lunch Table with MSPs

A special VIP reserved table with your logo so you can have a private lunch with the MSPs.

- 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 eChannelnews interview and social sharing
- Logo on ChannelNEXT Website



Day 1 Dinner and Hospitality Suite

7 PM to 10 PM

You get a turn-key hospitality suite with food, drinks and entertainment plus speaking and branding opportunities! We organize everything!



30-Min Presentation

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

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.



Reserved Lunch Table with MSPs

A special VIP reserved table with your logo so you can have a private lunch with the MSPs.



This unique social media campaign enhances your event's core messages for 30 + days post-event, creating and integrating content generated from onsite or virtual interviews and the event itself. Well-edited long-form content.



This long-form authentic, high-value content appeals to the channel as well as social media and AI search engine algorithms.



From your long-form content, we generate up to 30 pieces of engaging short-form content tailored for social sharing, including graphics and titles to draw attention.



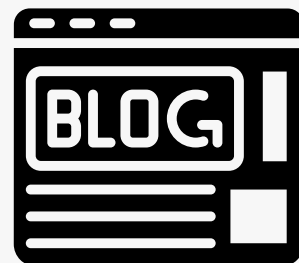
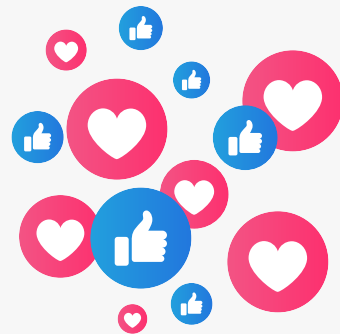
We execute with a smart posting schedule to optimize impact across all social networks over 30 to 60 days and drive viewers back to your long-form content with all of your call-to-actions.

You can do the posting as per the schedule or adjust as you see fit. Or, we can do it.



If you want to do the extra mile (additional cost), we also have a platform that you can use to automatically post the content to all social media networks as well as send to your partners and the channel at large. Everything maps back to the buyers journey to help you measure ROI to the penny!

It's a big event ROI multiplier!





Ice Cream \$2,000

The most popular

Have 200 ice cream bars available at your booth. This is an excellent strategy to draw in visitors and encourage them to scan their badges. Everyone loves ice cream!



Chocolates on all tables over both days \$2,000

Your logo and QR code will be prominently displayed on all tables, accompanied by a delightful assortment of branded chocolates and candies in the main conference room, available throughout both days of the event.



\$500 Thank-You for Voting Prize Draw

Don't forget your booth prize \$200 to \$500

Attendees will cast their votes for Best in Show and Best Lions' Den. We will select one lucky voter to win a cash prize. You will have the opportunity to present the prize and say a few words to promote your company. This will be the final award presented. Additionally, don't forget to host your own prize at your booth - You get to scan badges and take the chance to address everyone at the expo.



Open Bar in Expo: \$4,500

Your booth is by the Bar! Only two sponsors!

It's the most bustling area of the expo! You'll enjoy a prime booth location right next to the bar, along with your logo displayed prominently on the bar!



Expo Badge & Expo Bag Sponsor

One sponsor each

Your logo can be featured on all badges for \$2,000 or on expo bags for \$3,000. Additionally, you can include promotional items and gifts in the welcome bags for a \$1,500 insertion fee. Simply provide your SWAG or gifts, and we will incorporate them into the event registration bag.

Meal Sponsorships



Mastermind Peer-Group Breakfast \$7,500

One sponsor Day 2

Sponsoring a breakfast offers fantastic visibility for your brand. There are about 12 Mastermind Tables covering various hot topics.

- Your logo showcased on tables and food stations
- Distribution of SWAG or informational materials on tables
- Prominent features in the event guide
- A 5-minute speaking opportunity to engage with the entire audience



Lunch in Expo \$6,500 each

Two lunches on Day 1 and Day 2 are available

Sponsoring the Expo Lunch offers excellent brand visibility through logo displays on tables and food stations. You can provide SWAG or informational materials to attendees and gain recognition in the event guide. Additionally, you'll have a 5-minute speaking opportunity to engage attendees and promote your booth, with your logo featured prominently.



Hospitality Suite \$3,995

Build as you wish

Host an evening hospitality suite with drinks, food, and entertainment of your choice, billed directly with no markup from ChannelNEXT. A flat fee covers the room cost and promotion, including advertising in the conference guide. This is the most effective way to attract, meet and network with the audience

Pre-Day Workshops



AI Agent/Digital Twin Workshop \$15,000

Pre-day

This 5-hour workshop sponsors up to 50 channel partners in creating Digital Twins and AI agents. Sponsors can engage for 10 minutes to address the group. The session will align with the vendor's message and includes lunch and coffee breaks.



AI Powered Sales Workshop \$15,000

Pre-day

This 5-hour workshop accommodates up to 50 channel partners to develop an AI-Powered Sales Process. Sponsors can engage for 10 minutes, with the session customized to their message. Lunch and coffee breaks are included.



Women In Tech Leadership \$15,000

Pre-day

This 5-hour workshop sponsors up to 50 women in tech to develop leadership skills. Sponsors can participate and address the group for 10 minutes, with the session tailored to their message. Lunch and coffee breaks are included.



Channel Management \$495 per person

Pre-day

This 5-hour workshop helps channel managers and field representatives improve their partner development playbook, featuring insights from channel development experts and leading MSPs on effective partnership recruitment and nurturing.

PRE-DAY

11:00 - 12:00

Pre-Day Registration



12:00 - 5:00

Workshops (Paid Sessions) with a working Lunch and coffee breaks



12:00 - 5:00

Mastermind Peer Groups
(Paid Sessions by Invitation Only)



7:00 - 9:00

Host your private pre-day or post-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.
Exhibitor event orientation meeting



10:00 -11:00

Welcome and takeaways. State of
the Channel and Current Market
Trends + Keynote on AI in Sales and
Marketing



11:00 -12:00

Talk Show
Lions' Den



12:00 -1:00

Lunch with MSPs and Expo



1:00 -2:30

MSPs of the Future Keynote Panel
+ Town Hall



2:30 -4:30

Several Panel Discussions on
Various Topics - AI, Cyber and
Mental Health



4:30 - 6:30

EXPO with open bar, food,
speed Introductions and
networking



7:00 - 10:00

Welcome dinner and multiple
hospitality suites hosted by vendors



All -Day

EChannelNEWS in-person interviews



SCHEDULE DAY 2

8:00 - 8:30

Breakfast and Mastermind
Peer-Groups



9:30 - 10:30

Panel Discussions on AI



10:30 - 12:00

Vendor Presentations, Leadership
and Panel on Cybersecurity
and Incident Response



12:00 - 2:00

Lunch in Expo, Prizes and Awards



2:00 - 4:00

8 Breakout Workshops



4:00

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



All -Day

EChannelNEWS in-person interviews



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

In the evolving digital-first, AI-driven economy, measuring ROI from in-person events has become more complex and costly. Integrating in-person activities with digital media significantly broadens audience reach—potentially 10 to 100 times more than traditional methods—before and after events.

ChannelNEXT offers strategies like video previews/teasers, interviews, on-demand content, and social media engagement to enhance visibility and extend the digital shelf-life of your event, ultimately increasing ROI over time. For further insights, consult our Event ROI Guide!

- 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 prime locations for channel partners, minimizing travel costs and maximizing local attendance. Our exclusive multi-day events in Canada cater to decision-makers, with attendees paying a fee. Exhibitors receive complimentary tickets based on their sponsorship level.

2. Great Format, content & MSP Speakers

Our format includes engaging talk shows, expos, speed introductions, Lions' Den, town halls, educational sessions, impactful workshops, and mastermind peer groups, all centered on carefully selected topics and speakers. Notably, 80% of the content is unsponsored, ensuring real value.

3. Great Food and Venue

Food quality, location, and venue are crucial for a great experience, with our events receiving a 98% rating in post-event surveys.

4. Extreme Business Building

The focus is on ROI, as sponsors aim to build partnerships and drive growth. We promote vendors before events to attract suitable partners and offer post-event exposure, fostering connections and enhancing networking opportunities.

5. Digital Reach

We conduct in-person interviews for eChannelNEWS, enhancing your reach in digital and social media. Inquire about our Social Media Boost to amplify your message!

6. Our Team

Our team has hosted excellent channel events for 24 years, providing organized, friendly service and VIP treatment to every guest. Our goal is to help you achieve your desired outcomes. Ask how we can help rock your next event.

ChannelNEXT is also affordable!

www.channelnext.ca