

# THE PAYMENTS CANADA SUMMIT MEDIA KIT

Welcome to The SUMMIT media toolkit. On behalf of all of us at Payments Canada, thank you for supporting Canada's premier payment event. Your support and involvement is helping to advance the future of payments.

We have curated a number of assets you can share with your audience, including key messages, social media posts, logos and creative assets. These messages can be tailored to suit your audience.

Please reach out to [conference@payments.ca](mailto:conference@payments.ca) with any questions or comments.

## BASIC INFO

### WHAT IS THE SUMMIT?

The SUMMIT is where the payment ecosystem gathers. The best thinkers, visionaries and disruptors discuss, debate and define the future of payments in Canada and around the globe. It is a forum for broad conversations and deep discussions that explores a wide range of subjects central to the evolution of payments.

**Date:** May 3-5, 2023

**Location:** The Beanfield Centre | Toronto, ON

**Event website:** [thesummit.ca](https://thesummit.ca)

### OFFICIAL LOGO

The SUMMIT logo is available in a .png format. [Download the logo.](#)

### WEB AND NEWSLETTER

Highlight The SUMMIT on your website or in your newsletter with a banner. [Download the banners.](#)

### GENERAL COPY

The Payments Canada SUMMIT returns to Toronto on May 3-5, 2023, bringing together leaders from across the payment ecosystem to discuss a new era of modern payments. [INSERT SPEAKER] will be speaking on [DATE] at [TIME] about [INSERT TOPIC]. Interested in joining in on the conversation? Use promo code [INSERT YOUR UNIQUE CODE HERE] to unlock a special rate.

Register at [thesummit.ca](https://thesummit.ca).

[INSERT COMPANY] is a proud partner of Canada's premier payment event, The Payments Canada SUMMIT, taking place May 3-5, 2023 at the Beanfield Centre in Toronto. The SUMMIT is the payment industry's annual opportunity to come together to learn, network and explore the future state of payments in Canada. Learn more at [thesummit.ca](https://thesummit.ca).

## POWERPOINT SLIDES

Consider promoting The SUMMIT at your next presentation. [Download the slides](#).

## SOCIAL MEDIA

Twitter: [@thesummit](https://twitter.com/thesummit)

LinkedIn: [The Payments Canada SUMMIT](https://www.linkedin.com/company/the-payments-canada-summit)

Tag us in your posts by using the event hashtags: **#PayCanSUMMIT** and **#ModernPayments**.

[Download an image to post with your copy.](#)



## SAMPLE SOCIAL POSTS

### Twitter - general

The future of payments is coming to @thesummit. Connect face to face with the payment industry's top thinkers in Toronto from May 3-5, 2023. Learn more at [thesummit.ca](https://thesummit.ca).  
#PayCanSUMMIT #ModernPayments

@thesummit brings together different perspectives from across the payment ecosystem to create opportunities for collaboration. Register to be part of the conversation at [thesummit.ca](https://thesummit.ca).  
#PayCanSUMMIT #ModernPayments

Mark your calendars: May 3-5 when The #PayCanSUMMIT brings together leaders from across the payment ecosystem to discuss a new era of #ModernPayments. Learn more at [thesummit.ca](https://thesummit.ca).

We are a proud partner of Canada's premier payment event, @thesummit. Whether you are an emerging fintech or an established player, this is where the new and possible are talked about. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

I'll be speaking at @The Payments Canada SUMMIT about [INSERT TOPIC]. Join me on [DATE] to be part of this discussion. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

Can't attend @thesummit in person? Register for a virtual delegate pass and access 12 carefully curated breakout sessions, all keynote presentations and unique networking opportunities. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

### LinkedIn - General

@The Payments Canada SUMMIT is back to the in-person format you've been missing: diverse content, inspiring speakers, interactive exhibits and networking opportunities with payment leaders, all under one roof in Toronto. Who will you connect with? Register today at [thesummit.ca](https://thesummit.ca).  
#PayCanSUMMIT #ModernPayments

Connect face to face with potential clients, partners and innovators at @The Payments Canada SUMMIT. The exhibit hall is the place to learn about new technology and products transforming the payment landscape. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

Attend @The Payments Canada SUMMIT to hear [INSERT SPEAKERS] share their expert insights on [INSERT SESSION TOPIC] on [INSERT DATE]. This informative session will provide context and perspective from some of the payment industry's brightest minds. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

@The Payments Canada SUMMIT is Canada's premier payment event. It is where speakers from Canada and around the world discuss the most pressing issues our industry is facing and share insights that will forge the path forward. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

The future of payments is coming to @The Payments Canada SUMMIT. The #PayCanSUMMIT returns to Toronto on May 3-5, 2023, bringing together leaders from across the payment ecosystem to discuss a new era of #ModernPayments. Learn more at [thesummit.ca](https://thesummit.ca).

Can't attend in person? Register for a virtual delegate pass that gives you access to keynote presentations, networking opportunities and 12 carefully curated breakout sessions. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

### **LinkedIn - Theme specific posts**

#### **Payments for global change:**

Register for a virtual delegate pass to access the payments for global change theme, keynote presentations and virtual networking opportunities. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

#### **The economics of payments:**

#ModernPayments create opportunities for efficiency, helping our economy grow. From May 3-5, 2023 attend @The Payments Canada SUMMIT in Toronto to learn how these changes will benefit all Canadians. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT

#### **The dark side of payments:**

The digital payment landscape continues to evolve at an accelerated pace, creating new opportunities for businesses and consumers – and new possibilities for cyber threats. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments



### **The future of payments is digital:**

Over several years, we have seen a continued shift toward digital payments in Canada and the pandemic accelerated this shift. Hear from industry leaders as they discuss the most relevant topics transforming the #payment space and why the future of payments is digital. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

### **The power of payments data:**

More data traveling with payments will drive efficiency, deepen customer engagement and enable better fraud detection. Discover the possibilities created by data-rich payments at @The Payments Canada SUMMIT, May 3-5, 2023 in Toronto! Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments

### **Consumer payments:**

How can businesses attract consumers with new frictionless technology? Industry experts from around the globe will weigh in at @The Payments Canada SUMMIT. Be part of this conversation on May 3-5, 2023 at Canada's premier payment event. Learn more at [thesummit.ca](https://thesummit.ca). #PayCanSUMMIT #ModernPayments