



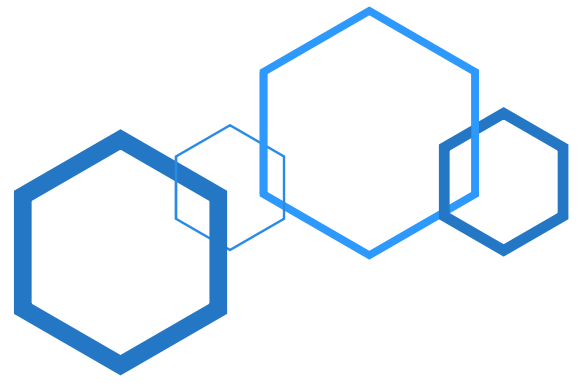
THE PAYMENTS CANADA
SUMMIT

2024 SPONSORSHIP PROSPECTUS

MAY 29 - 31, 2024

BEANFIELD CENTRE • TORONTO, ON

thesummit.ca



WELCOME TO CANADA'S PREMIER PAYMENT EVENT.

For over 20 years, The SUMMIT has been the place to connect and engage with the best thinkers, leaders and innovators from across the ecosystem.

THE SUMMIT IS THE IDEAL FORUM TO:

- Amplify your brand at Canada's premier payment event
- Present your thought leadership to the payment ecosystem
- Build meaningful connections with key decision-makers
- Be at the center of discussions shaping the future of payments



DELIVER ON YOUR GOALS

The SUMMIT offers unique sponsorship opportunities designed to help you meet your organization's objectives:

ENGAGE

You are a retailer, supplier, startup, fintech or service provider looking to showcase your company or product in an interactive space designed specifically for networking and exposure.

INFLUENCE

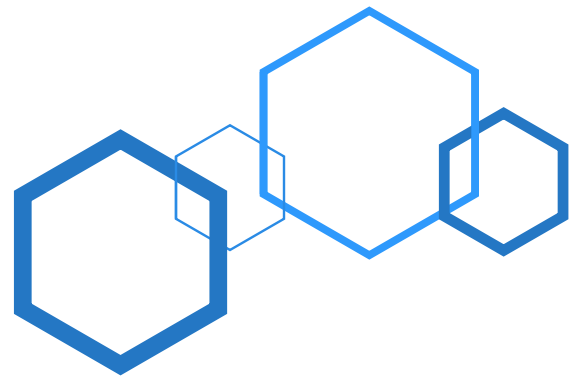
Your company's leading experts need a platform to share ideas. You want to influence programming at The SUMMIT and seize on top-tier speaking opportunities.

DISTINGUISH

You want your brand to stand out from the crowd to stay top-of-mind. Put your exclusive stamp on something everyone will use at The SUMMIT.

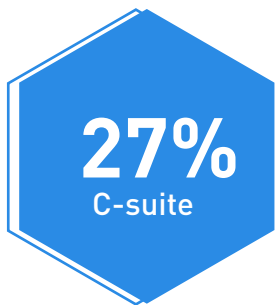
CUSTOMIZE

You want to deliver a unique experience with custom activations tailored to help achieve your specific objectives. Book a discovery meeting with our senior partner representative to find out more.

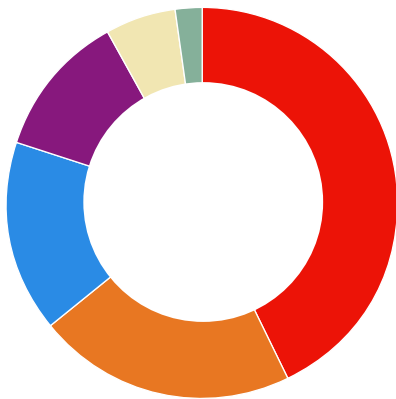


Who attends The SUMMIT?

The SUMMIT brings together the payment ecosystem to empower a new era of modern payments, where a robust and vibrant economy thrives. Be a part of that transformation and influence the discussion.



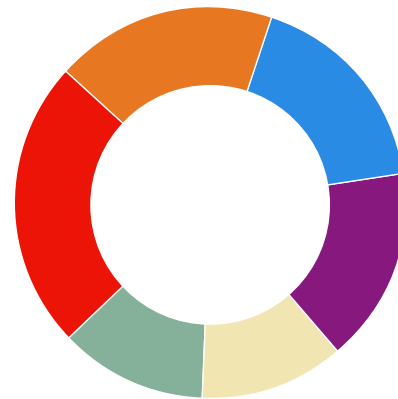
KEY STATISTICS



The typical delegate is executive or management level.

- 43%** Financial Institutions
- 21%** Fintechs and PSPs
- 16%** Corporate Canada
- 12%** IT & Consulting
- 6%** Public Sector
- 2%** Other

JOB FUNCTIONS



- 22%** Payments
- 17%** Treasury and Finance
- 16%** Product Development & Management
- 15%** Marketing, Sales & Business Development
- 11%** Digital & Technology
- 11%** Risk, Fraud & Security

*Delegate statistics from 2023 in-person format



What will we be talking about in 2024?

What is the number one reason why delegates register for The SUMMIT? Our unparalleled content. Be at the forefront of discussions on:

- AI & machine learning
- Corporate banking
- ESG
- Fraud
- Loyalty
- Open banking
- Regulations
- Tokenization
- Authentication
- Cyber security
- Faster payments
- Gig economy
- Metaverse banking
- Payments as a service
- Retail payments
- Trust
- CBDC/Digital currencies
- Data governance
- Financial inclusion
- Interoperability
- Micropayments
- Paytech
- Risk
- Compliance
- Digital ID
- Fintech
- ISO 20022
- Mobile payments
- Policy
- Security



Every one of us is here today because we believe payments matter.

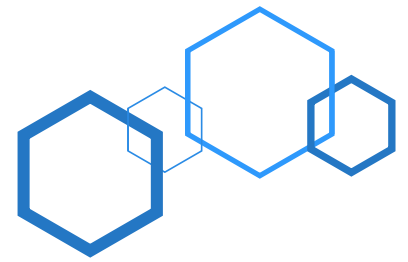


Tracey Black, President and CEO
Payments Canada at The 2023 SUMMIT

**DIVERSITY,
EQUITY
AND
INCLUSION**



We're actively seeking to increase the diversity of our attendees, speakers, and sponsors through our calls for speakers, other open submission processes, and through dialogue with the communities we serve. We invite our sponsors to join us in making this commitment. Learn more at thesummit.ca.



SPONSORSHIP PACKAGES

	Enterprise	Executive	Strategic	Stream	Lead
THOUGHT-LEADERSHIP	Keynote + Preferred time slot based on availability	Keynote presentation	Participation in a mainstage panel	Exclusive branding on one of six breakout rooms	—
	Participation in a future SUMMIT Series program	—	—	—	—
	One breakout presentation	One breakout presentation	One breakout presentation	—	One breakout presentation
NETWORKING	One 20' exhibit space	10x20' exhibit space	10x10' exhibit space	10x10' exhibit space	10x10' exhibit space
BRAND AWARENESS	Logo in app and on website	Logo in app and on website	Logo in app and on website	Logo in app and on website	Logo in app and on website
	Dedicated social media post	Dedicated social media post	Co-branded social media post	Co-branded social media post	Co-branded social media post
AUDIENCE INSIGHTS	Opt-in delegation filing	Opt-in delegation filing	Opt-in delegation filing	Opt-in list	Opt-in list
ADMISSIONS	25 full in-person passes	15 full in-person passes	10 full in-person passes	8 full in-person passes	6 full in-person passes
	Unlimited virtual passes (for event passes)	—	—	—	—
	5 client passes	—	—	—	—
DISCOUNT ON ADDITIONAL ADMISSIONS*	50% discount on additional in-person tickets	40% discount on additional tickets	40% discount on additional tickets	40% discount on additional tickets	40% discount on additional tickets
PRICE**	\$135,000	\$75,000	\$50,000	\$15,000 (only two remaining)	\$25,000

SOLD OUT

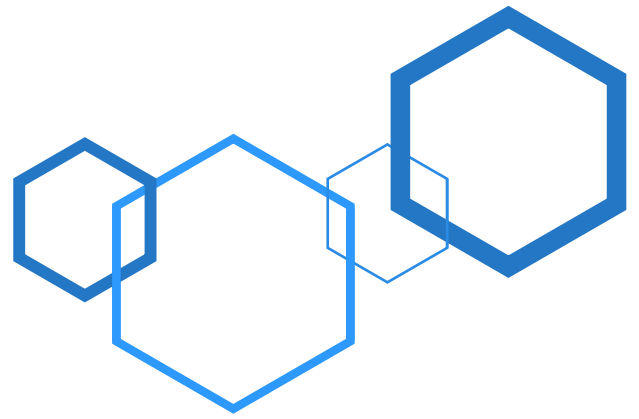
SOLD OUT

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*To a maximum of 20 tickets; discount applied to full-priced passes

**Plus applicable taxes on admissions



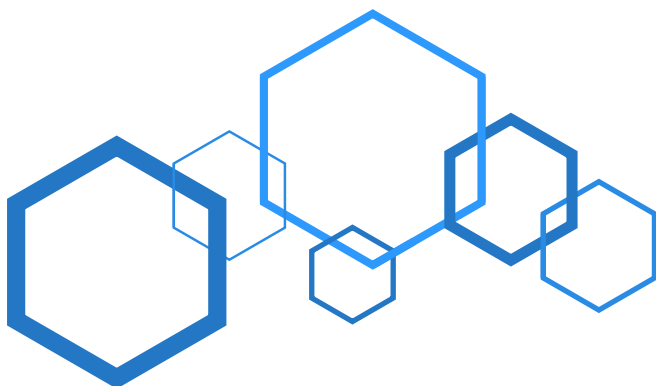
EXHIBITOR PACKAGES

INVENTORY
RUNNING
LOW

NETWORKING	20x20 booth	10x20 booth	10x10 booth
BRAND AWARENESS	Logo in app and on website	Logo in app and on website	Logo in app and on website
	Dedicated social media post	Co-branded social media post	Co-branded social media post
ADMISSIONS	6 full in-person passes	6 full in-person passes	2 full in-person passes
DISCOUNT ON ADMISSIONS*	40% discount on additional passes	40% discount on additional passes	40% discount on additional passes
PRICE**	\$25,000	\$15,000	\$10,000

*To a maximum of 20 tickets; discount applied to full-priced passes

**Plus applicable taxes on admissions



UNIQUE SPONSORSHIP OPPORTUNITIES

Increase your brand visibility at The SUMMIT

ESCALATOR BRANDING

Put your brand at the centre of all foot traffic. Your design featured on one side of one escalator.

Two opportunities.
\$13,000 per escalator.

SOLD OUT



MAIN LEVEL PILLAR SIGNAGE

Boost brand exposure with one pillar sign or create a unique campaign with multiple pillar signs.

Five opportunities.
\$5,000 per pillar side.



SECOND FLOOR PILLAR SIGNAGE

Build your brand recognition on the floor where all breakouts are held.

Fourteen opportunities.
\$3,500 per side.



LANYARDS

Maximize brand recognition with your logo appearing on all delegate lanyards.

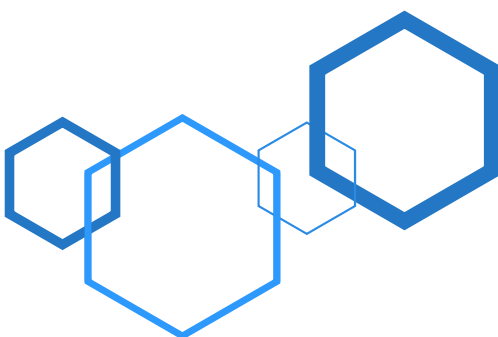
Exclusive \$30,000.

SOLD OUT

FLOOR DECALS

Increase impressions with floor graphics seen by everyone who walks by.

Six opportunities (3'x 3').
\$1,500 each.



TAKE YOUR BRAND TO THE SUMMIT

Stand out with custom sponsorship activations* tailored to help you reach your audience.



CAFÉ

Offer a space for delegates to network over their favourite warm beverage at the barista bar.

Exclusive \$30,000 per day.



ARCADE CORNER

Create a spot for fun and games by branding a retro console.

Exclusive \$15,000.

HAPPY HOUR

Create dedicated time for conversation over a refreshment after a day of knowledge sharing.

Exclusive \$50,000.



CHARGING STATIONS

Provide an essential convenience for delegates during the conference.

**Two opportunities.
\$5,000 charging station.**



THE IDEA EXCHANGE

The Idea Exchange is a place of collaboration, possibility and growth. Newly positioned outside of the exhibitor hall, it offers an area to share ideas in an innovative, intimate and informal setting.

Space for presentations, fireside chats, media sharing and much more will be available in this area.

**Exclusive.
Starting at \$30,000.**



QUIET LOUNGE

Provide delegates with space to take a moment away from the excitement of The SUMMIT.

Exclusive \$25,000.

ICE CREAM VENDOR

Surprise and delight delegates with a special afternoon treat.

Exclusive \$15,000.

COMFORT PACKAGE

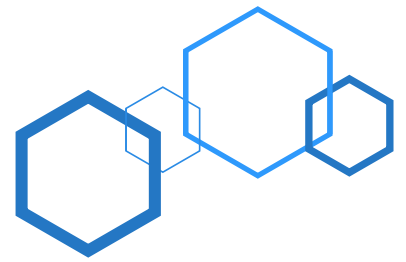
Provide delegates with all of the essentials needed to have an exceptional experience.

Exclusive \$15,000.

BUILD YOUR OWN EXPERIENCE

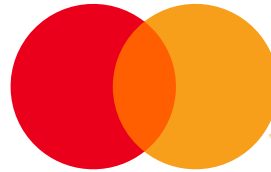
Contact us to help you bring your brand to life with a custom activation at The SUMMIT.

*Additional activation costs may apply.



THANK YOU TO OUR 2023 SPONSORS, EXHIBITORS AND PARTNERS

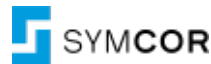
ENTERPRISE SPONSORS



EXECUTIVE SPONSORS



STRATEGIC SPONSORS

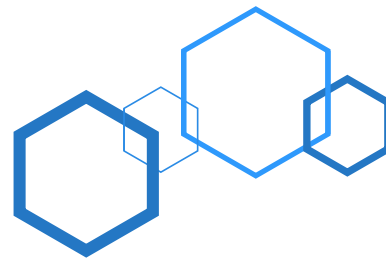


FINTECH STAGE SPONSOR



LEAD SPONSORS





LANYARD SPONSOR



PREMIUM EXHIBITORS



EXHIBITORS



MEDIA & MARKETING PARTNERS



STARTUP SUPPORTERS





THE PAYMENTS CANADA
SUMMIT



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