



THE PAYMENTS CANADA  
**SUMMIT**



2025 SPONSORSHIP PROSPECTUS

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**WELCOME TO CANADA'S  
PREMIER PAYMENT EVENT**



**MAY 6 - 8, 2025**  
BEANFIELD CENTRE • TORONTO, ON  
**[thesummit.ca](https://thesummit.ca)**



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



## THE SUMMIT IS THE PLACE 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



Book a discovery meeting with our senior partner representative to find out more.

[kbrady@payments.ca](mailto:kbrady@payments.ca)





## GET AHEAD OF YOUR GOALS WITH EARLY BIRD SPONSORSHIP

Sponsoring early means positioning your brand in front of the right people all year round. Tap into the reach of The SUMMIT brand to take advantage of multi-channel exposure.

Sign on as a sponsor by August 30 to lock in 2024 prices in 2025.

### Picture your brand, content and thought leaders featured on:

- The SUMMIT website
- The SUMMIT LinkedIn
- The SUMMIT newsletter
- Payments Canada YouTube channel
- The SUMMIT video/webinar content, like our Speaker Spotlights and The SUMMIT Series
- Payments Canada's podcast, The PayPod

### And more!



**SPONSOR WELCOME CAMPAIGN**  
(LINKEDIN)  
6.3% engagement rate\*



**THE SUMMIT SERIES**  
600 domestic and international attendees



**CALL FOR SPEAKERS CAMPAIGN**  
(LINKEDIN)  
6.1% engagement rate\*

\* Industry engagement rate benchmark: 1.28%

## WHO ATTENDS THE SUMMIT?

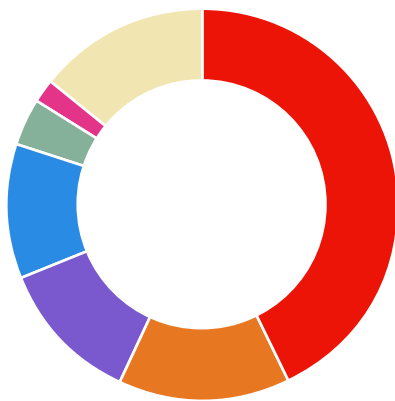
The SUMMIT brings together the payment ecosystem to empower a new era of modern payments, where a robust and vibrant economy thrives. Be a part of that transformation and influence the discussion.

“  
The attendees visiting our booth were quality. They were the right people with the right titles we expected to see and interact with.  
”  
-2024 PARTICIPANT

“  
My favourite aspect of The SUMMIT is the ability to connect with so many payment professionals in one place.  
”  
-2024 PARTICIPANT

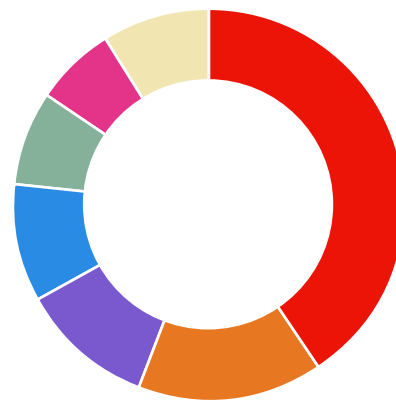


### INDUSTRIES



- **43%** Financial Institutions
- **14%** Public Sector
- **12%** IT and Consulting
- **11%** Fintechs and PSPs
- **4%** Service
- **2%** Retail
- **14%** Other

### JOB FUNCTIONS



- **37%** Payments
- **14%** Marketing, Sales and Business Development
- **10%** Product Development and Management
- **9%** Digital and Technology
- **7%** Treasury and Finance
- **6%** Risk, Fraud and Security
- **8%** Other

*\*Delegate statistics from 2024 in-person format*



## WHAT WILL WE BE TALKING ABOUT IN 2025?

- **Global payments:** interoperability across borders
- **Digital payments:** smarter, faster and future-focused
- **Data-powered payments:** better insights for better outcomes
- **Consumer payments:** frictionless customer experiences
- **Risk-resilient payments:** anticipating rapidly-evolving threats
- **Connected payments:** a vibrant economy through modern payments



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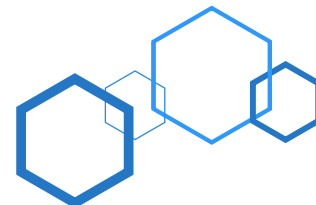
No matter who you are or the role you play, this is a collective, this is a community and we are all here to make a stronger future in payments for Canada.

”

Kristina Logue, Co-CEO (Interim) and Chief Financial Officer  
at Payments Canada, At The 2024 SUMMIT

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](https://thesummit.ca).



# SPONSORSHIP PACKAGES

	Enterprise	Executive	Strategic	Stream	Lead
<b>THOUGHT-LEADERSHIP</b>	Keynote and 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 The SUMMIT Series webinar	_____	_____	_____	_____
	One breakout presentation	One breakout presentation	One breakout presentation	One breakout presentation	One breakout presentation
<b>NETWORKING</b>	20x30 exhibit space	10x20 exhibit space	10x10 exhibit space	10x10 exhibit space	10x10 exhibit space
<b>BRAND AWARENESS</b>	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
<b>AUDIENCE INSIGHTS</b>	Opt-in list plus delegate profiling	Opt-in list plus delegate profiling	Opt-in list plus delegate profiling	Opt-in list plus delegate profiling	Opt-in list
<b>ADMISSIONS</b>	25 full in-person passes	15 full in-person passes	10 full in-person passes	8 full in-person passes	6 full in-person event passes
	Unlimited virtual passes (for employees)	_____	_____	_____	_____
	5 client passes	_____	_____	_____	_____
<b>DISCOUNT ON PASSES*</b>	50% discount on additional in-person passes	40% discount on additional passes	40% discount on additional passes	40% discount on additional passes	40% discount on additional passes
<b>PRICE**</b>	\$135,000	\$75,000	\$50,000	\$35,000 (qty limited to 6)	\$25,000

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

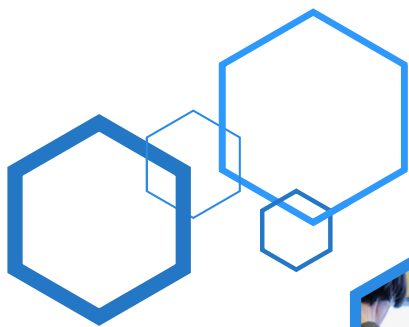
\*\*Plus applicable taxes on passes

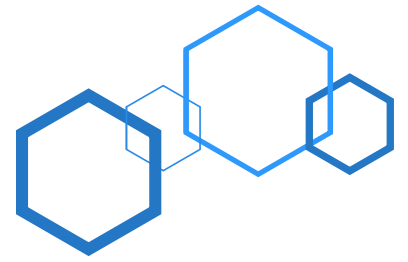
## EXHIBITOR PACKAGES

NETWORKING	20x20 booth	10x20 booth	10x10 booth
<b>BRAND AWARENESS</b>	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
<b>PASSES</b>	6 full in-person passes	6 full in-person passes	2 full in-person passes
<b>DISCOUNT ON PASSES*</b>	40% discount on additional passes	40% discount on additional passes	40% discount on additional passes
<b>PRICE**</b>	\$25,000	\$15,000	\$10,000

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

\*\*Plus applicable taxes on passes





# THANK YOU TO OUR 2024 SPONSORS, EXHIBITORS AND PARTNERS

## ENTERPRISE SPONSORS



## EXECUTIVE SPONSORS



## STRATEGIC SPONSORS



## STREAM SPONSORS



## LEAD SPONSORS





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APP SPONSOR



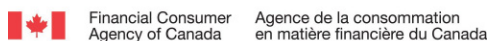
THE SUMMIT SOCIAL BEVERAGE SPONSOR



PREMIUM EXHIBITORS



EXHIBITORS



MEDIA AND MARKETING PARTNERS





THE PAYMENTS CANADA  
**SUMMIT**



## CONTACT US

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