



2023 Flagship Events Calendar



ABOUT US

Who we are as a Publisher

ITWC is a Canadian AI-enabled digital media technology content producer. Our audience includes over 280,000 CASL-compliant technology and executive contacts across both IT and Line of Business verticals, making us Canada's most influential technology media house in Canada.

280,000+

CASL-compliant contacts
in IT and LOB



Who we are as a Digital Media & Marketing Platform Provider

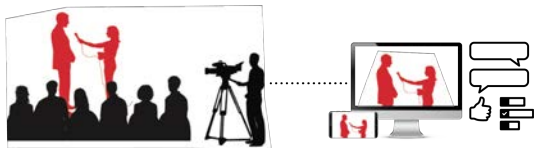
ITWC brings together our clients' targeted audiences ready to engage using first-and-third-party data, the science of demand generation and industry knowledge for better sales conversions.

Our virtual flagship events feature global presenters and create unprecedented opportunities for in-person and virtual interaction with qualified registrants with buying intent. Registrant files act as a sophisticated lead-generation tool with a nurturing process. We also produce webinars, briefings, executive roundtables, master class sessions and virtual networking events.

SPECIAL EVENT FORMATS

Learn more about these unique experiences offered in 2023.

HYBRID EVENTS



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Briefings and Master Class Topics PAGE 8

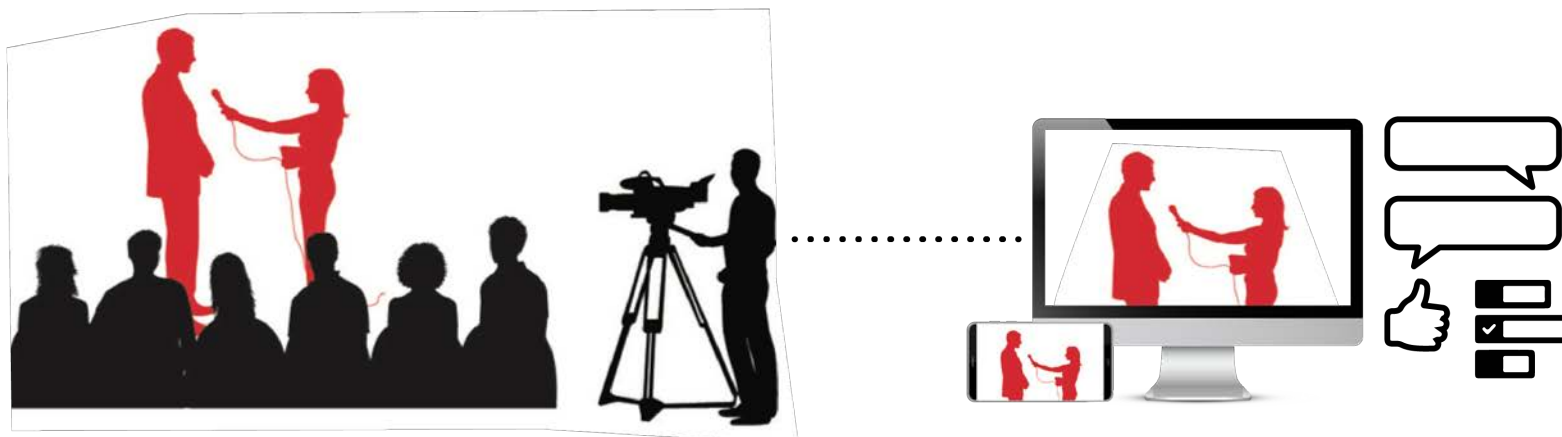
HYBRID EVENT FORMAT

What is a hybrid event?

ITWC's 2023 hybrid event format will combine a two-fold experience with a limited controlled in-person contingent and a **national virtual audience** at its conferences.

+ Limited in-person attendance

+ Engaging interactive virtual platform



Technicity
GTA

Jan 25

Channel Innovation
Awards feat. The Top
100 Solution Providers

Apr 26

Digital Leadership
& Transformation
Conference

May 25-26

MapleSEC
Cybersecurity
Conference

Oct 18-19

Analytics
Unleashed

Nov 15

What is a CanadianCIO Executive Roundtable Dinner?

Designed to build relationships, gain insights, and develop trust in an intimate setting of your choice. The Executive Roundtable dinner will invite 8 to 10 senior IT executives (CIOs, CISOs, VPs IT & LOB) to a five-star restaurant with 3 of your top executive team members for a scintillating meal in venues such as Harbour 60. *By invitation only.*

- From enhancing your brand profile to building relationships and better understanding your customers, CanadianCIO Executive Dinners provide the opportunity for you to personally connect with senior IT and line-of-business leaders in a meaningful way.
- Executive Dinners represent an ideal, trusted setting for encouraging open dialogue among a peer group of current and prospective customers on a topic of your choice.

SPONSORSHIPS:

\$25,000 CAD - \$30,000 CAD (Standard Deliverables)

Incremental requests will be quoted



+ Invite only dinner for 8 to 10 senior IT executives

ITWC MASTER CLASS

What is a Master Class?

Master Class sessions feature the most in-demand and innovative technologies and processes to help the technology audience stay in touch with the latest advances in an online workshop environment.

Master Class sessions help participants understand the technology topic at hand to stretch their thinking by putting their ideas and issues into play. Master Class allows everyone to learn from the world's best practitioners.

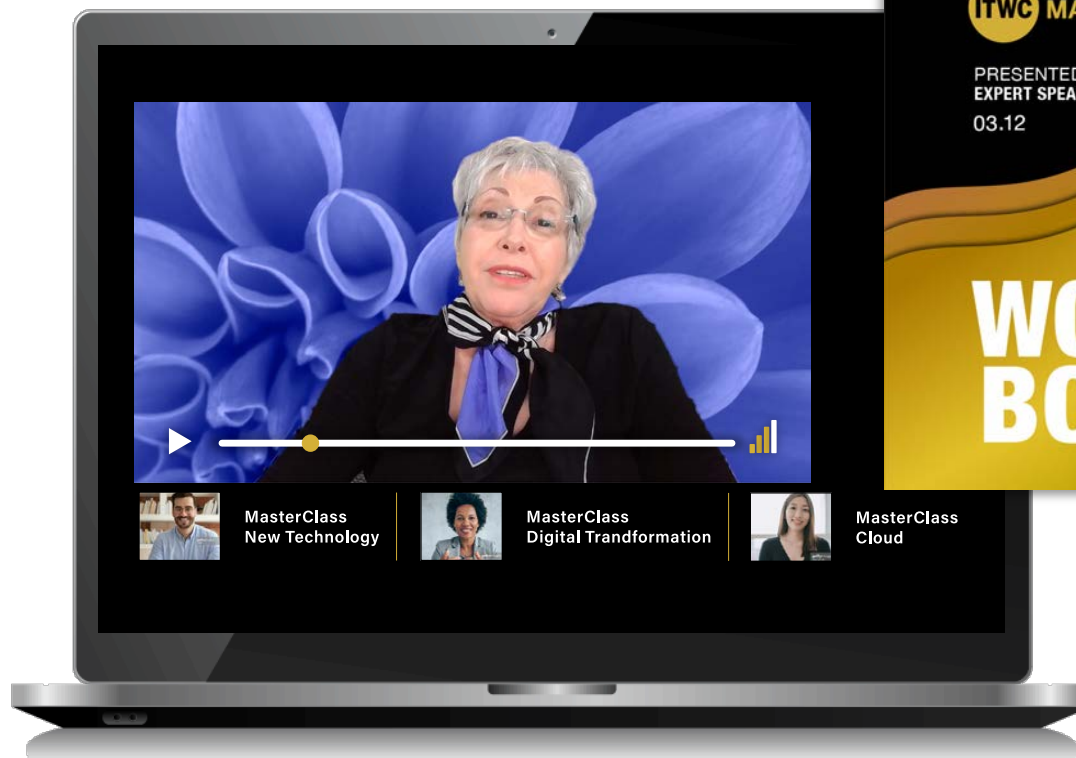
Instructors create each class and include **pre-recorded video content**, a **class workbook**, and an **actionable follow-up**.

SPONSORSHIPS:

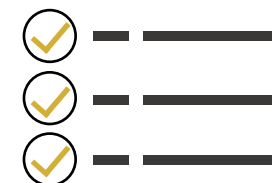
\$22,500 CAD Virtual Event

In-person event will be custom quote

+ Expertly curated video content



+ Class workbook



+ Actionable follow-up

NEW! CMO Talks

Mar 24, 2023

ITWC BRIEFINGS

ITWC Briefings are a cure for webinar fatigue. Briefings are not webinars!

What is a Briefing?

An ITWC Briefing is a recorded multi-touch nurturing interactive program that offers a short, sharp discussion with experts. The format provides a two-minute advertising opportunity, two poll questions, and an interactive dialogue between the audience, industry experts, and practicing professionals--promoted as a live and on-demand format in real-time feedback and multiple touchpoints and exposure from a single event. ITWC creates a post-event white paper to amplify to a larger audience.

SPONSORSHIPS:

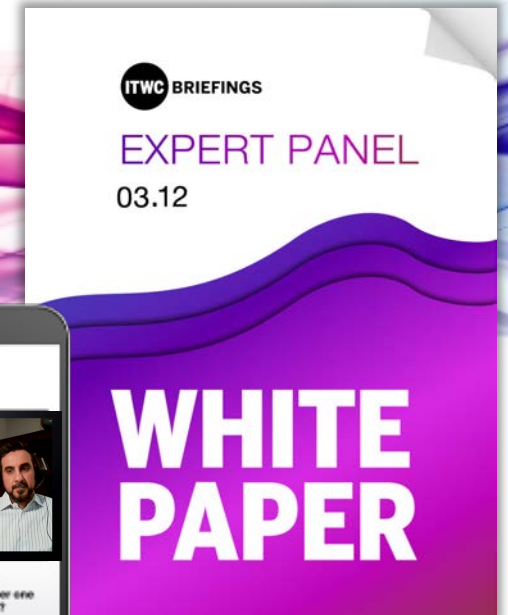
\$19,500 CAD (Standard Deliverables)

Incremental requests will be quoted

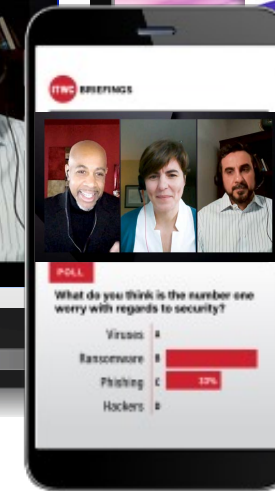
+ Expert panel



+Post-event whitepaper



+Audience interaction, including 2 polls



NEW! The Channel & The Cloud: Friend or Foe?

Virtual Event - Jun 15, 2023

TOPICS TO CHOOSE OR BUILD YOUR OWN

1. AI

2. Blockchain / FinTech

3. Dev / Sec / Ops

4. Low Code No Code

5. Channel Leadership

6. The Future Of Work Series

7. MarTech

...OR BUILD YOUR OWN TOPIC!

2023 YEAR IN EVENTS



ITWC

2023 ITWC FLAGSHIP EVENTS

JAN 25	Technicity GTA HYBRID	PAGE 11	JUN 21	MapleSEC Satellite Series #2 VIRTUAL	PAGE 12
FEB 28	MapleSEC Satellite Series #1 VIRTUAL	PAGE 12	JUL 28	Top Women in Cybersecurity VIRTUAL	PAGE 17
MAR 24	NEW! CMO Talks Master Class VIRTUAL	PAGE 13	AUG 25	Women in the IT Channel Recognition Luncheon LIVE IN-PERSON	PAGE 18
APR 26	Channel Innovation Awards (with Top 100 Solution Providers) HYBRID LUNCHEON	PAGE 14	OCT 18-19	MapleSEC HYBRID	PAGE 19
MAY 25-26	Digital Leadership & Transformation Conference HYBRID	PAGE 15	NOV 15	Analytics Unleashed HYBRID	PAGE 20
JUN 15	NEW! The Channel & The Cloud: Friend or Foe? VIRTUAL	PAGE 16	NOV 24	Technicity West VIRTUAL	PAGE 21

Mark your calendar!

TECHNICITY GTA

HYBRID EVENT January 25, 2023

This three-hour virtual conference brings together municipal technology leaders in the Greater Toronto Region (GTA) to celebrate the power of information technology to transform the public service and the citizen experience in the region.

The conference includes panels and presentations and a showcase of the innovative technology in use. A closing Town Hall discussion provides a roadmap for future innovation.

EVENT THEME: Municipality Innovation & Growth in Times of Change

EVENT STATS:

2020 Registered: 470

2021 Registered: 467

AUDIENCE:

This event is ideal for public sector innovation leaders and individuals/organizations interested in public sector tech

SPONSORSHIPS:

Gold Sponsor - \$15,000 CAD

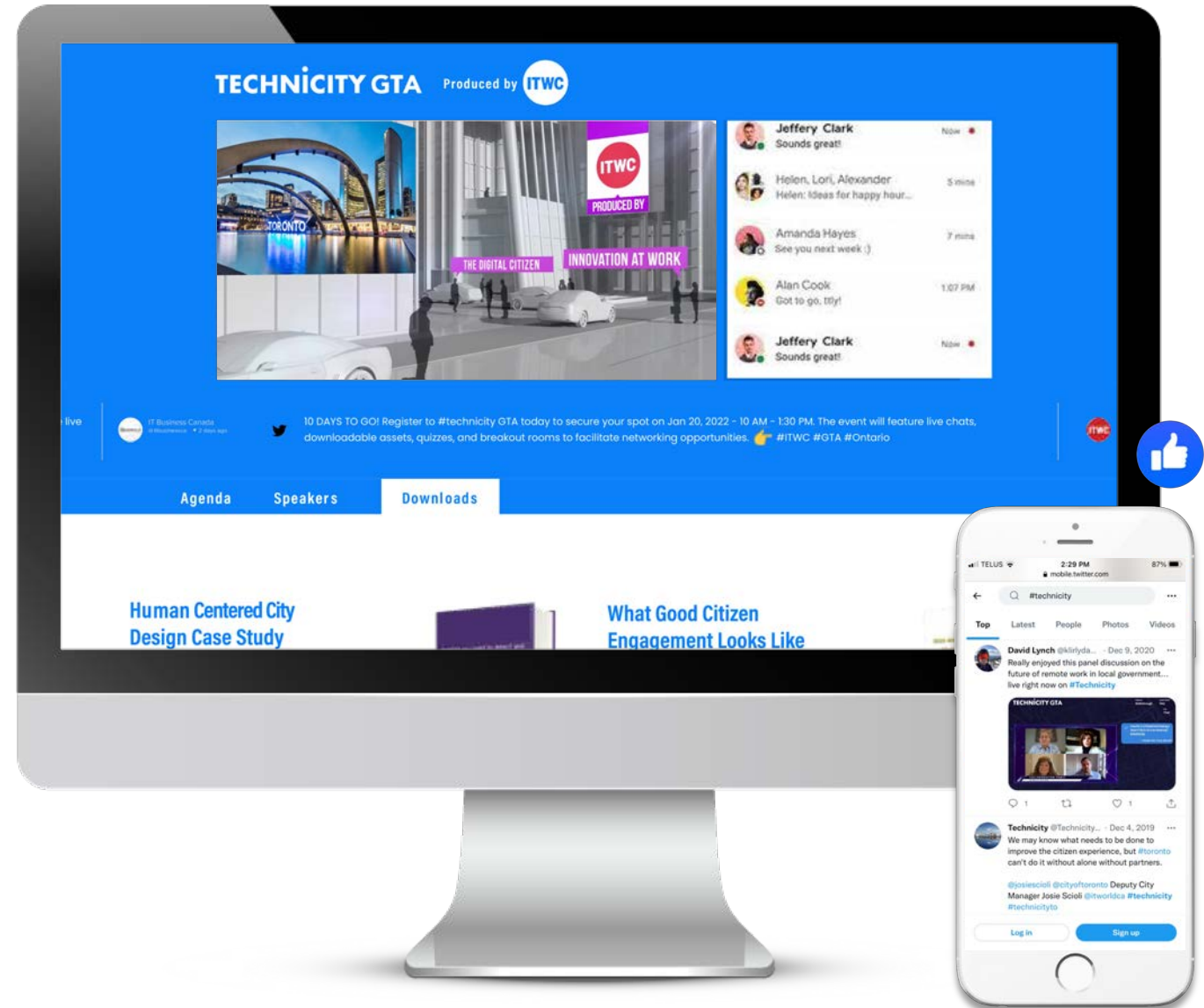
Silver Sponsor - \$10,000 CAD

Live Quiz Sponsor - \$10,000 CAD

Virtual Snack Bar Sponsor - \$6,500 CAD

Gift Card Sponsors - \$5,000 CAD

Supporting Sponsor - \$2,500 CAD





2 VIRTUAL EVENTS

SERIES 1
Feb 28, 2023

SERIES 2
Jun 21, 2023

MapleSec Satellite Summit Series presents two 90-minute virtual sessions focused on hands-on learning from cybersecurity experts.

The Series offers 100 minutes to learn, network and move your security agenda forward.

EVENT STATS:

2021 Series One Registered: 461 | 2021 Series Two Registered: 432

SPONSORSHIPS:

Platinum Sponsor - \$25,000 CAD (Lead Sponsor)

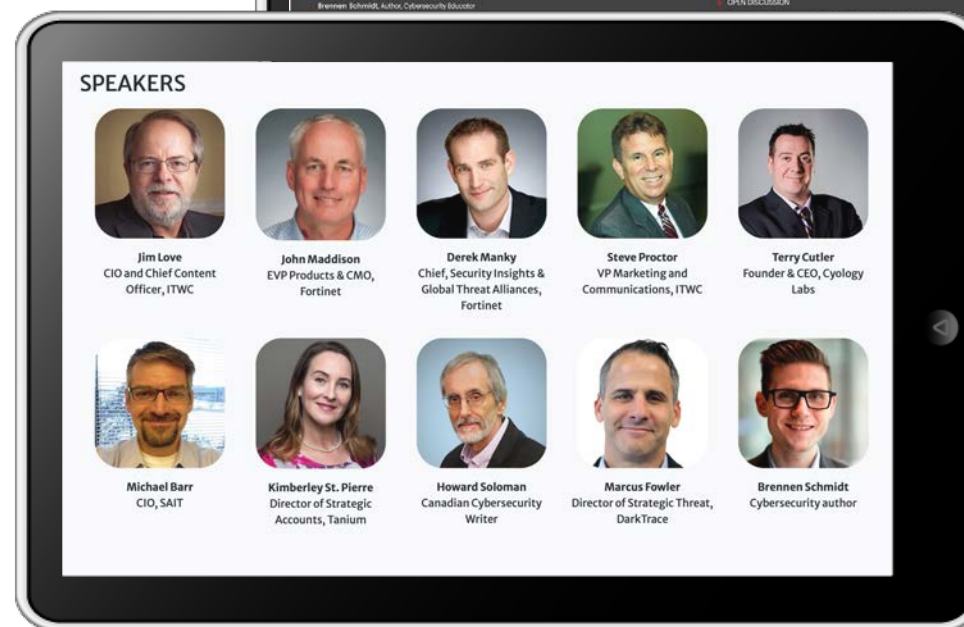
Gold Sponsor - \$15,000 CAD

Live Quiz Sponsor - \$10,000 CAD

Virtual Snack Bar Sponsor - \$6,500 CAD

Gift Card Sponsors - \$5,000 CAD

Supporting Sponsor - \$2,500 CAD



NEW!
IN 2023

ITWC MASTER CLASS

CMO Talks

VIRTUAL EVENT Mar 24, 2023

This first CMO event, produced by the most prominent technology media producers in Canada alongside the global CMO Talks Podcast, will address several areas in its debut. The event brings together insights and information the modern marketer needs to succeed.

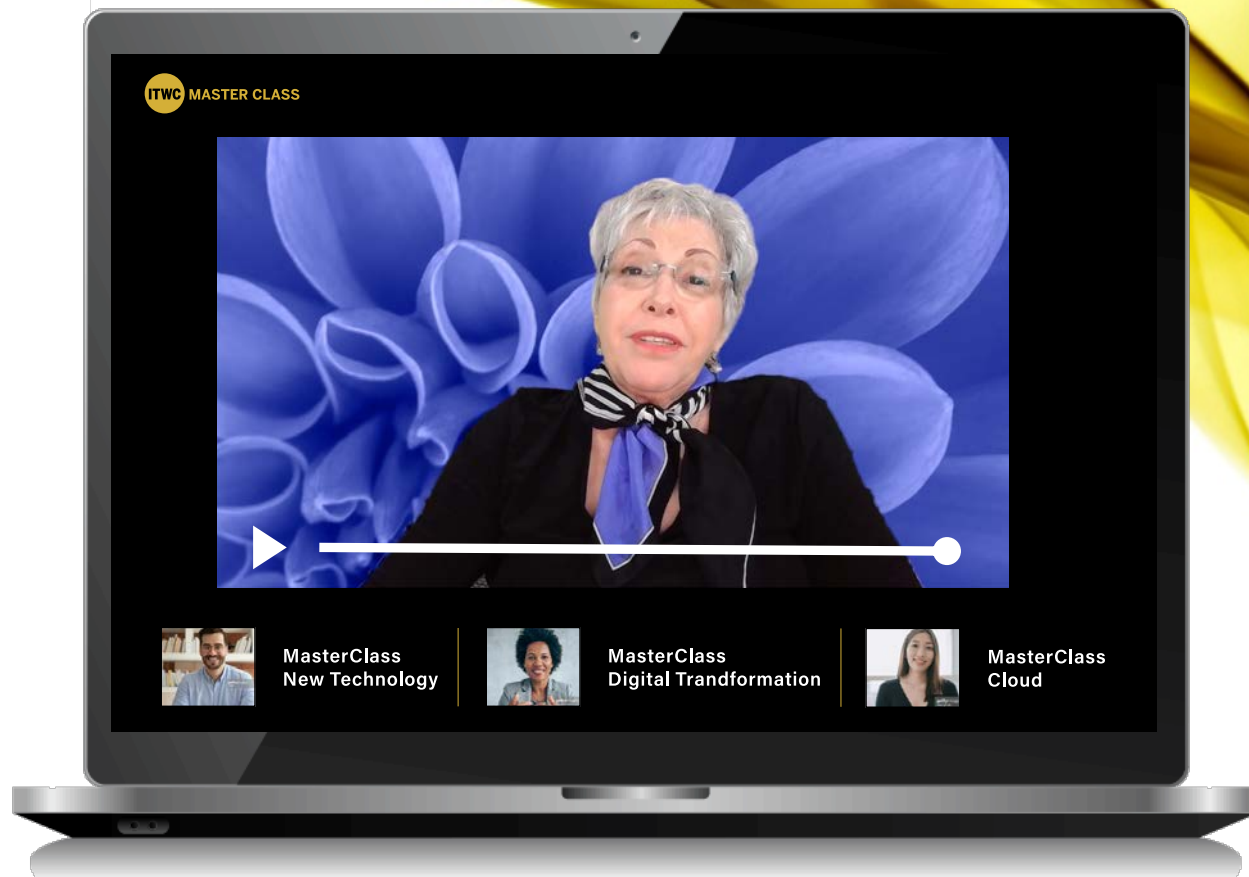
GOALS:

1. Better familiarizing marketing leaders with tangible outcomes of embracing Adtech/Martech
2. Understanding Martech, AdTech and AdOps stacks that drive business value
3. Establishing Executive Support for Martech
4. Insight into the world's biggest platforms
5. Conversion Paths

SPONSORSHIPS:

Exclusive sponsor - \$22,500 CAD (one only)

Multi-sponsor - \$12,500 CAD (two only)



+ From the producers of the Martech podcast: CMO Talks





CHANNEL
DAILY
NEWS

CHANNEL
INNOVATION
AWARDS

HYBRID EVENT LUNCHEON

Apr 26, 2023

FEATURING THE
TOP100
SOLUTION PROVIDERS

Our spring celebration will focus on the hidden opportunities in the ever-changing channel ecosystem.

The half-day virtual event includes workshops, expert panels, and the presentation of awards recognizing innovative solutions to challenging business problems.

The event marks the release of the annual CDN Canadian Top 100 Solutions Providers ranking.

EVENT THEME:

Finding the Growth
Opportunities

EVENT STATS:

2021 Virtual Registered: 296
2022 Live Registered: 137

SPONSORSHIPS:

Platinum Sponsor - \$22,500 CAD (Lead)

Gold Sponsor - \$18,500 CAD

Presenting Sponsor - \$15,000 CAD

Benchmark Report Sponsor - \$15,000 CAD

Live Quiz Sponsor - \$10,000 CAD

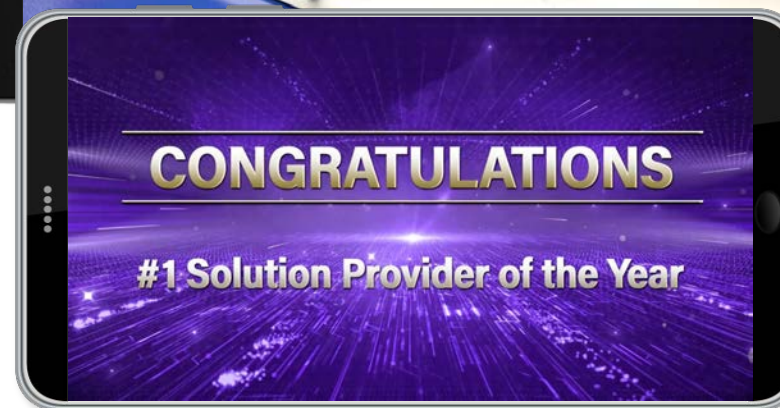
Pre-Event Late Morning Workshop - \$10,000 CAD

Breakout Room Sponsor - \$6,500 CAD

Virtual Snack Bar Sponsor - \$6,500 CAD

Gift Card Sponsors - \$5,000 CAD

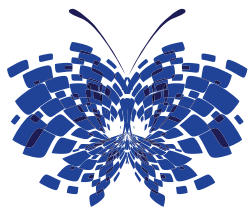
Supporting Sponsor - \$2,500 CAD



+ Engaging digital
platform for
attendees



Congratulations!



DIGITAL TRANSFORMATION & LEADERSHIP CONFERENCE

HYBRID EVENT May 25-26, 2023

These two half-day virtual sessions look at unique facets of the digital transformation challenges and opportunities.

DAY ONE: **Digital Direction**, explores digital transformation trends and celebrates the 2023 Digital Transformation Awards.

DAY TWO: **Insights from Digital Leaders**, focuses on the approaches taken by senior leaders as they manage change in a digitally-fuelled world. Celebrate the winners of the 2023 CIO of the Year Awards program.

AUDIENCE:

This event will interest senior IT and LOB leaders interested about the current issues in DX.

STATS:

2021 Registered: 523

2022 Registered: 585

SPONSORSHIPS:

Platinum Sponsor - \$30,000 CAD (Lead)

Gold Sponsor - \$22,500 CAD

Silver Sponsor - \$16,500 CAD

Snack Bar Sponsor - \$10,000 CAD

Live Quiz Sponsor - \$10,000 CAD

Pre-Event Late Morning Workshop - \$10,000 CAD

Gift Card Sponsors - \$5,000 CAD

Supporting Sponsor - \$2,500 CAD

+ Limited in-person attendance
(winners & sponsors approx. 50 attendees)



+ Livestreamed event content

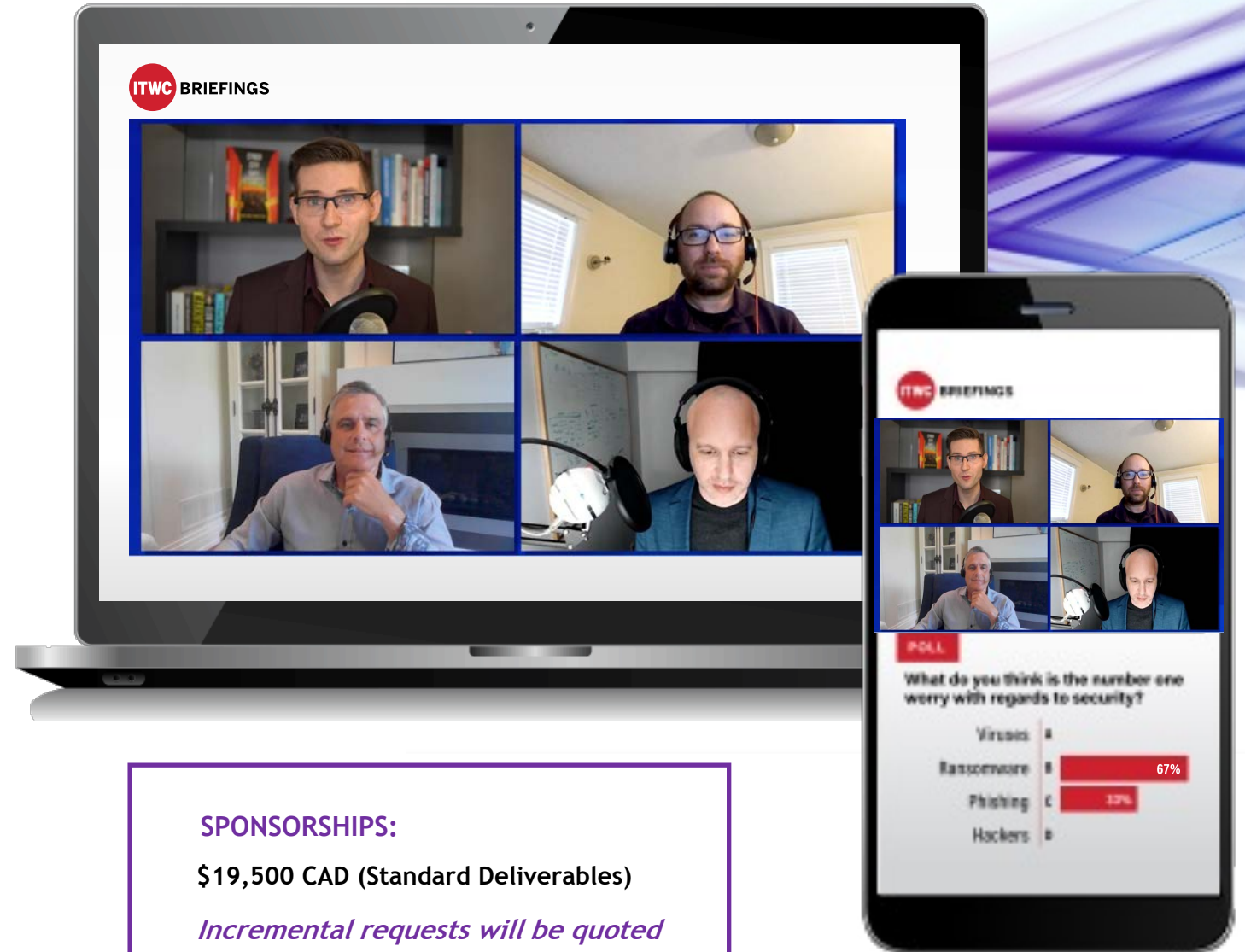
NEW!
IN 2023



The Channel & The Cloud: Friend or Foe?

VIRTUAL EVENT Jun 15, 2023

Some say the Cloud has deep disintermediation forces at play for the Channel. Others say it's a revenue booster. Yet, Channel companies embracing cloud computing are becoming the winners when understanding how to play with giants such as Google, Microsoft, and Amazon (AWS). This briefing will cover how to build cloud services into your portfolio. For the early adopters, hear about better processes, operational improvements, and cost containment scenarios for businesses.



SPONSORSHIPS:

\$19,500 CAD (Standard Deliverables)

Incremental requests will be quoted



Canada's Top Women in Cybersecurity

VIRTUAL EVENT Jul 28, 2023

With only 17% of women joining the CISO and CSO ranks globally, this program spans 120-minutes, celebrating the achievements of Top Women in Cybersecurity. Excitement is growing to meet the candidates making a difference in 2023 as it continues to gain momentous movement within all industry circles concerned with cyber-attacks and security. Produced in association with *WISECRA* and *WiCys*, *The MacKenzie Institute*, *CIPS*, *CIO Association of Canada*, and *The WIT Network* -- this is a dynamic celebration with great content you can't afford to miss.

In addition to video presentations honouring 20 women, there will be two-panel discussions and two breakout room opportunities for organizations to share their diverse stories.

EVENT STATS:

2021 Registered: 485 | 2022 Registered: 422

SPONSORSHIPS:

Gold Sponsor - \$18,500 CAD
Presenting Sponsor - \$15,000 CAD
Live Quiz Sponsor - \$10,000 CAD
Virtual Snack Bar Sponsor - \$6,500 CAD
Gift Card Sponsors - \$5,000 CAD
Supporting Sponsor - \$2,500 CAD





LIVE IN-PERSON EVENT AT THE AGA KHAN MUSEUM

Aug 25, 2023

This year we meet at the iconic Aga Khan Museum for an afternoon, beginning at Noon, to network, inspire and recognize women's accomplishments in the Channel. An on-demand presentation of the presentations will be amplified and available through the ITWC network of publications.

The event features an inspiring keynote, the induction of three women into the Women in the Channel Hall of Fame, and the recognition of a Mentor of the Year plus an industry Rising Star. A panel discussion is featured.

EVENT THEME:

Making an Impact
Together

EVENT STATS:

2021 Registrations: 204

2022 Registrations: 373

SPONSORSHIPS:

Founding Sponsor - \$30,000 CAD (Lead)

Premiere Sponsor - \$18,500 CAD

Presenting Sponsor - \$12,500 CAD

Welcome Reception Sponsor - \$10,000 CAD

Wine Sponsor - \$10,000 CAD

Desert Reception Sponsor - \$10,000 CAD

Branded Corporate Table - \$5,000 CAD

Gift Card Sponsors - \$5,000 CAD

+ In-person networking opportunity for 100 attendees



+ Event held at the iconic
Aga Khan Museum

MAPLESEC

2 DAY HYBRID CONFERENCE

Oct 18-19, 2023

Canada's top cybersecurity experts gather for three 100-minute sessions of virtual presentations and panel discussions looking at digital protection and privacy through a very Canadian lens. Each day, a different cybersecurity fact is tackled, always with a focus on hands-on learning. *Roundtables provide plenty of networking opportunities.*

EVENT THEME: Championing Cyber Change

TARGET AUDIENCE:

A good fit for cybersecurity professionals and policy-makers: private, public, and non-profit.

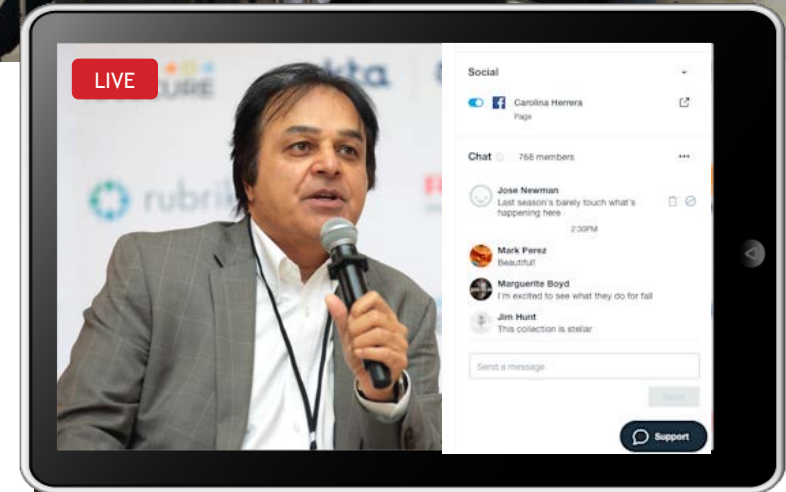
EVENT STATS:

2020 Registered: 504

2021 Registered: 475

SPONSORSHIPS:

***Presenting Premium Sponsor** - \$22,500 CAD (Lead)*
***Regional Venue Sponsor** - \$25,000 CAD (Outside GTA)*
***Participating Sponsor** - \$12,500 CAD*
***Supporting Sponsor** - \$10,000 CAD*
***Snack Bar Sponsor** - \$10,000 CAD*
***Live Quiz Sponsor** - \$15,000 CAD*
***Gift Card Sponsors** - \$7,500 CAD*
***Supporting Sponsor** - \$2,500 CAD*



+ 3 Cybersecurity Themed days with live presenters

ANALYTICS UNLEASHED

HYBRID EVENT Nov 15, 2023

The second annual event brings together senior and mid-management practitioners involved in data and analytics. Areas to cover will include business intelligence and data trends, agile development techniques, optimization strategies and a blueprint for future leadership in data and analytics.

EVENT THEME:

Everything You Need to Know

SPONSORSHIPS:

Gold Sponsor - \$15,000 CAD
Custom Workshops - \$15,000 CAD
Live Quiz Sponsor - \$7,500 CAD
Gift Card Sponsor - \$6,000 CAD
Snack Bar Sponsor - \$5,000 CAD
Supporting Sponsor - \$2,500 CAD



+ Topics: Business Intelligence, Data Trends, Agile Development, etc.

TECHNICITY WEST

VIRTUAL EVENT

Nov 24, 2023

Technicity West is an exclusive half-day virtual event designed for Western Canadian municipal decision-makers, private-sector IT influencers, and digital entrepreneurs interested in the public sector space.

Look for panels, presentations, and networking sessions reflecting regional challenges and opportunities.

EVENT THEME: Empowering the Next Generation Citizen Experience

AUDIENCE: Designed for public sector innovation leaders and individuals/organizations interested in public sector tech.

EVENT STATS: 2021 Registered: 402

SPONSORSHIPS:

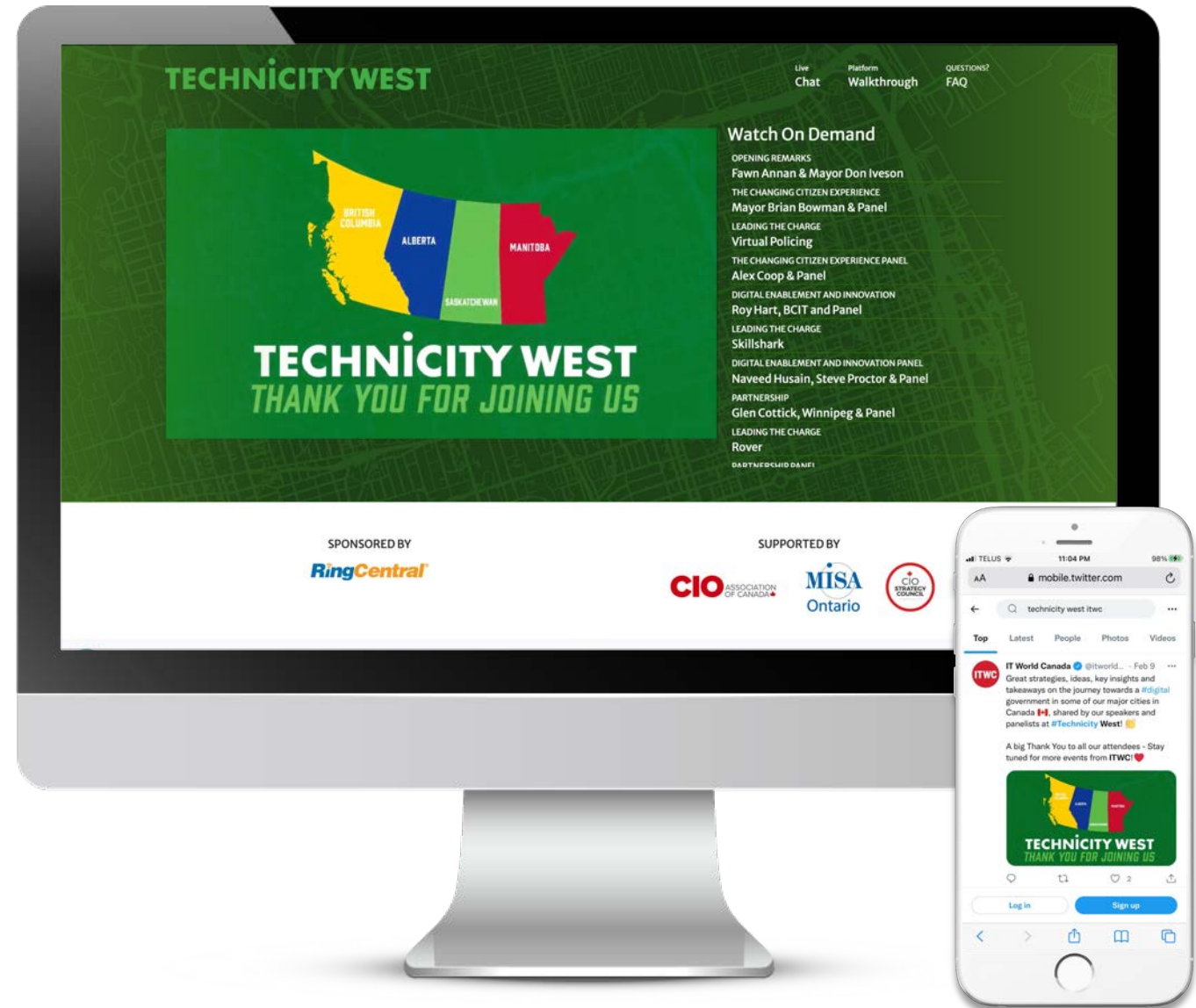
Gold Sponsor - \$15,000 CAD

Silver Sponsor - \$10,000 CAD

Live Quiz Sponsor - \$10,000 CAD

Virtual Snack Bar Sponsor - \$6,500 CAD

Supporting Sponsor - \$2,500 CAD



Thank you for your time!

For pricing and more
information, please contact:
sales@itwc.ca

