



THE PAYMENTS CANADA  
**SUMMIT**

2026 SPONSORSHIP PROSPECTUS

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

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

**MAY 5-7, 2026**  
AUTOMOTIVE BUILDING  
TORONTO, ON



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.

## SECURE YOUR SPONSORSHIP EARLY 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 sponsorship representative to find out more.

### Martine Luong

Senior Specialist,  
Event Engagement and Partnerships  
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# MAXIMIZE IMPACT WITH YEAR-ROUND DIGITAL IMPRESSIONS

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.

CHANNEL	WEBSITE	NEWSLETTER	LINKEDIN	THE SUMMIT SERIES
DESCRIPTION	The registration platform provides critical event info, resources and enables digital experience streaming.	Provides event info, resources and other content.  <b>13,000</b> subscribers <b>2-5</b> editions per month	The SUMMIT's only social media channel.  <b>6,900</b> followers <b>4+</b> posts per week	Webinar series featuring industry experts to discuss payment topics, trends and challenges.  <b>2-3</b> webinars per year
MONTHLY PERFORMANCE (AVERAGE)	<b>10,450</b> views <b>2,595</b> users	<b>32.5%</b> open rate <b>2.8%</b> click rate	<b>2,090</b> impressions <b>7%</b> engagement rate <b>5.4%</b> click rate	<b>1,000</b> domestic and international registrants per webinar

## SPONSOR WELCOME CAMPAIGN (LINKEDIN)

**7.7%**  
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.

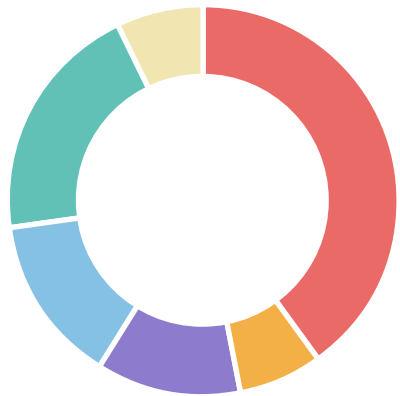
**30%**  
Executives and  
decision-makers

**+2000**  
Attendees

**320**  
Companies

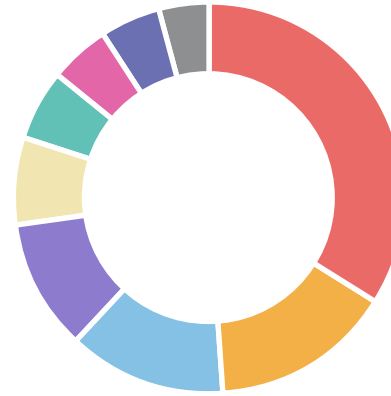
**16**  
Countries

## INDUSTRIES



- **40%** Financial institutions
- **7%** Public sector
- **12%** Consulting
- **14%** Technology
- **20%** Fintechs and PSPs
- **7%** Other

## JOB FUNCTIONS



- **34%** Payments
- **15%** Marketing, Sales and Business Development
- **13%** Digital and Technology
- **11%** Product Development and Management
- **7%** Other
- **6%** Risk, Fraud and Security
- **5%** Strategy and Planning
- **5%** Treasury and Finance
- **4%** Policy, Regulations and Standards

*\*Delegate statistics from 2025 in-person format*

# WHO ATTENDS THE SUMMIT?

The **biggest players in payments** connect at The SUMMIT. Here are a few that attended in 2025:

FINANCIAL INSTITUTIONS	PUBLIC SECTOR	IT & CONSULTING	FINTECHS & PSPS	SERVICE	RETAIL & CORPORATE
BMO	Bank of Canada	Amazon Web Services	Interac Corp.	ADP	Best Buy Canada
Bank of America	CDIC	CGI	KOHO	Bell	Encana
CIBC	Department of Finance	Deloitte	Mastercard	Canada Post	Direct Energy
Royal Bank of Canada	Canada	EY	Moneris	Equifax	Tim Hortons
Scotiabank	Export Development	IBM	Square	FedEx	TJX Companies
Swift	Canada	KPMG	Stripe	Symcor	President's Choice
TD Bank Group	Metrolinx	Microsoft	Visa	TELUS	WestJet
	OSFI		Wealthsimple	TransUnion	

“ The entire SUMMIT was a powerful experience, reinforcing the immense potential we have to collectively propel Canada to the forefront of payment innovation, ultimately driving value for our consumers and citizens. ”

-2025 PARTICIPANT

# THE 2026 SUMMIT THEME

## ACCELERATE ECONOMIC GROWTH

How will payment innovation unlock a more prosperous future of Canada?

Most people never see — or think about — the systems that power payments, the systems behind everyday transactions. But every time someone gets paid, pays a bill or makes a purchase, that infrastructure plays a vital, trusted role. The SUMMIT brings together the leaders who think about payments every day and, by doing so, shape how people in Canada live, work and do business.

This year's event theme explores how modernizing the payment ecosystem will strengthen our economy, boost global competitiveness and support a thriving future for all.

The future of payments is being built right now — and it starts at The SUMMIT.



# WHAT WILL WE BE TALKING ABOUT IN 2026?



## The 2026 SUMMIT content streams:

- **Connected payments:** a vibrant economy through modern payments
- **Data-powered payments:** better insights for better outcomes
- **Global payments:** interoperability across borders
- **Digital payments:** smarter, faster and future-focused
- **Innovation spotlight:** the latest use cases in payments
- **Risk-resilient payments:** anticipating rapidly-evolving threats



“  
The future of payments in Canada is being shaped by the work you are all doing – and it’s being shaped by collaboration: among regulators, members and stakeholders. If any of you do not yet feel part of Team Canada, please do – from this day forward. You are part of this team, and together we are going to succeed.  
”

Susan E. Hawkins, President and CEO,  
Payments Canada, at The 2025 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](https://thesummit.ca).

# SPONSORSHIP PACKAGES

	ENTERPRISE	EXECUTIVE	STRATEGIC	STREAM	LEAD
THOUGHT-LEADERSHIP	Keynote and preferred time slot based on availability	Keynote presentation	Participation in a main stage panel	Exclusive branding on one of six breakout rooms	_____
	Participation in a pre-recorded Speaker Spotlight	_____	_____	_____	_____
	One breakout presentation	One breakout presentation	One breakout presentation	One breakout presentation	One breakout presentation
NETWORKING	20x30 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 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
ADMISSIONS	25 full in-person passes	10 full in-person passes	10 full in-person passes	8 full in-person passes	5 full in-person event passes
	Unlimited virtual passes (for employees)	_____	_____	_____	_____
	5 client passes	_____	_____	_____	_____
DISCOUNT ON PASSES*	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
PRICE**	\$135,000	\$75,000	\$50,000	\$35,000 (four remaining)	\$27,500

SOLD OUT

\*To a maximum of 20 passes; discount applied to full-priced passes \*\*Plus applicable taxes on passes

# EXHIBITOR PACKAGES

Please send an email to Martine Luong, [mluong@payments.ca](mailto:mluong@payments.ca), to be added to the waitlist.

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
PASSES	6 full in-person passes	6 full in-person passes	6 full in-person passes
DISCOUNT ON PASSES*	40% discount on additional passes	40% discount on additional passes	40% discount on additional passes
PRICE**	\$25,000	\$15,000	\$10,000

**SOLD OUT**

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

\*\*Plus applicable taxes on passes



# TURN-KEY BOOTH PACKAGES

We build it for you. Turn-key packages provide all the benefits of exhibitor packages plus a backwall, furniture (as shown), 43" monitor on stand and graphics printing.

	10x20 BOOTH	10x10 BOOTH
<b>BOOTH DESIGN OPTIONS</b>	<p><b>Two options:</b></p> <p>Large: 20' wide x 8' high back wall                      Deluxe: 20' wide x 8' high back wall + front panel</p>	<p><b>Three options:</b></p> <p>Small: 10' wide x 8' high back wall                      Medium Plus: 10' wide x 8' high back wall                      Medium: 8' wide x 8' high back wall                      (include extra panel)</p>
<b>PRICE IN ADDITION TO EXHIBITOR FEE *</b>	<p>Large: +\$7,500                      Deluxe: +\$10,000</p>	<p>All options: + \$5,000</p>

**SOLD OUT**

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10 x 20 Deluxe



10 x 10 Medium Plus



8 x 8 Small

# MAKE IMPRESSIONS

Increase your brand visibility at The SUMMIT.

## COMMUNITY SPONSORSHIP

Boost your brand recognition across digital and on-site platforms while securing the best available ticket price for your team's attendance.

- **Brand Awareness:** Logo recognition in the event app and on [thesummit.ca](http://thesummit.ca), plus a co-branded social media post.
- **Admissions:** Five (5) full in-person passes.

**Limited opportunities.**  
**\$12,500 each.**



## SECOND LEVEL PILLAR SIGNAGE

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

**Seven opportunities remaining.**  
**\$3,500 per pillar side.**

## MAIN LEVEL PILLAR SIGNAGE

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

**One opportunity remaining**  
**\$5,000 per pillar side.**

## CHARGING STATIONS

Provide an essential convenience for delegates during the conference.

**One opportunity remaining.**  
**\$5,000 per charging station.**

## LANYARDS

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

**Exclusive opportunity.**  
**\$35,000 total.**

**SOLD OUT**

## ESCALATOR BRANDING

Your design featured on one side of one escalator.

**Two opportunities.**  
**\$13,000 per escalator.**

**SOLD OUT**



# LEAD THE CONVERSATION

Showcase your thought leadership and innovative solutions.



## DEEP DIVE PARTNER

### BACK BY POPULAR DEMAND!

Our main stage and breakout sessions will once again be consolidated into two days to make room for a full morning of deep dives each day this year. Partner on content development, chair the session and advance your thought leadership in an interactive and innovative setting.

## ART AND TECHNOLOGY SPONSOR

Brand custom interactive art and tech pop-ups around The SUMMIT over three days.

**Exclusive opportunity.**  
**\$80,000 to \$100,000 total.**

## BROADCAST SPONSOR

Curate a space where speakers can participate in live interviews and AMAs.

**Exclusive opportunity. \$80,000 total.**



## IDEA EXCHANGE SPONSOR

Reinforce your status as an industry leader by leading the conversation at The Idea Exchange. Positioned outside of the exhibitor hall, this stage offers a space for presentations, fireside chats, media sharing and more in an innovative, intimate and informal setting.

**Exclusive opportunity.**  
**\$60,000 to \$80,000 total.**



## APP SPONSOR

Brand our event app that will be used by all delegates, sponsors and speakers. Includes a direct link to a custom sponsor page.

**Exclusive opportunity.**  
**\$25,000 total.**



## BUILD YOUR OWN EXPERIENCE

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

\*Potential activation costs may be applicable.



# ELEVATE THE EXPERIENCE

Showcase your company in a unique space designed specifically for networking.

\*Potential activation costs may be applicable.

## SURPRISE AND DELIGHT

### ENERGY BOOSTER STATION

2 x Infused H2O, Energy bites  
Activation branding  
Logo recognition in the event app, on thesummit.ca  
Co-branded social media post  
Two (2) full in-person passes  
Discount on additional event passes  
**Exclusive opportunity. \$25,000 total.**

### POPCORN STATION

Activation branding  
Logo recognition in the event app, on thesummit.ca and on-site signage  
Co-branded social media post  
**SOLD OUT**  
Two (2) full in-person passes  
Discount on additional event passes  
**Exclusive opportunity. \$10,000 total.**

### GELATO CART

2 x flavours  
Activation branding  
Logo recognition in the event app, on thesummit.ca  
Co-branded social media post  
Two (2) full in-person passes  
Discount on additional event passes  
**Exclusive opportunity. \$15,000 total.**



### BREAKOUT COFFEE SERVICE

Coffee service with branded recognition for 2 afternoons  
Branded cups or cup sleeves. Located in second level lounge  
Logo recognition in the event app, on thesummit.ca  
Co-branded social media post  
Two (2) full in-person passes  
**Exclusive opportunity. \$20,000 total.**



### NETWORKING LOUNGE

A networking hub to meet up with potential customers. "Let's meet at the 'company name' lounge."  
Lounge includes furniture (e.g. show wall), graphics printing, project management  
**SOLD OUT**  
**Limited opportunities. \$25,000 total.**

### SMOOTHIE STATION

2x smoothies  
**Exclusive opportunity. \$10,000 total.**  
**SOLD OUT**



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**CONTACT US**

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# THANK YOU TO OUR 2025 SPONSORS, EXHIBITORS AND PARTNERS

## ENTERPRISE SPONSORS



## EXECUTIVE SPONSORS



## STRATEGIC SPONSORS



## STREAM SPONSORS



## LEAD SPONSORS



LANYARD SPONSOR



APP SPONSOR



THE SUMMIT SOCIAL SPONSOR



DEEP DIVE SPONSORS



BRANDING SPONSOR



PREMIUM EXHIBITORS



EXHIBITORS



START UP SPONSORS



MEDIA AND MARKETING PARTNERS

