



THE PAYMENTS CANADA
SUMMIT

CANADA'S PREMIER PAYMENT EVENT

2027 SPONSORSHIP PROSPECTUS

MAY 4-6, 2027 | AUTOMOTIVE BUILDING | TORONTO, ON



THE PAYMENTS CANADA
SUMMIT

30%

EXECUTIVES AND
DECISION-MAKERS

320

COMPANIES

2,200+

ATTENDEES

25

COUNTRIES

The SUMMIT is where the people shaping payments come together.

For more than 20 years, The SUMMIT has connected sponsors and partners with senior leaders, decision-makers, innovators and influencers from across Canada's payment ecosystem and beyond.

Through two and a half days of content, networking and industry collaboration—plus year-round digital engagement—The SUMMIT creates opportunities to build relationships, increase visibility and position your organization at the center of industry conversations.



DRIVE YEAR-ROUND BRAND VISIBILITY

Extend your impact beyond the event. Secure your sponsorship early to position your brand year-round in front of key decision-makers.

Leverage The SUMMIT's reach and reputation to maximize your visibility through multi-channel exposure.

CHANNEL	WEBSITE	NEWSLETTER	LINKEDIN	THE SUMMIT SERIES
DESCRIPTION	The registration platform and thesummit.ca feature important event details, on-demand resources and the main stage live-stream.	The latest announcements, speaker profiles and thought-leadership 14,035 subscribers 2-5 editions per month	The SUMMIT's exclusive social media channel. 8,300 followers 4+ posts per week	Webinar series featuring industry experts discussing payment trends and opportunities. 2-3 webinars per year
MONTHLY PERFORMANCE (AVERAGE)	13,700 views 4,714 users	30.5% open rate 10.7% click rate	25,000 organic impressions 10.6% engagement rate 60.3% click rate	400 domestic and international registrants per webinar



THE SUMMIT AGENDA CAMPAIGN (LINKEDIN)

16.3%
engagement rate*

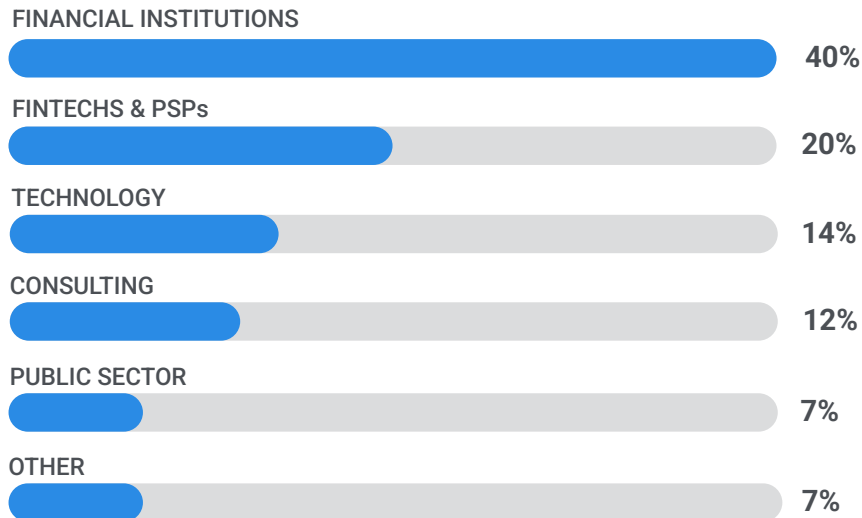
* Industry engagement rate benchmark: 1.28%



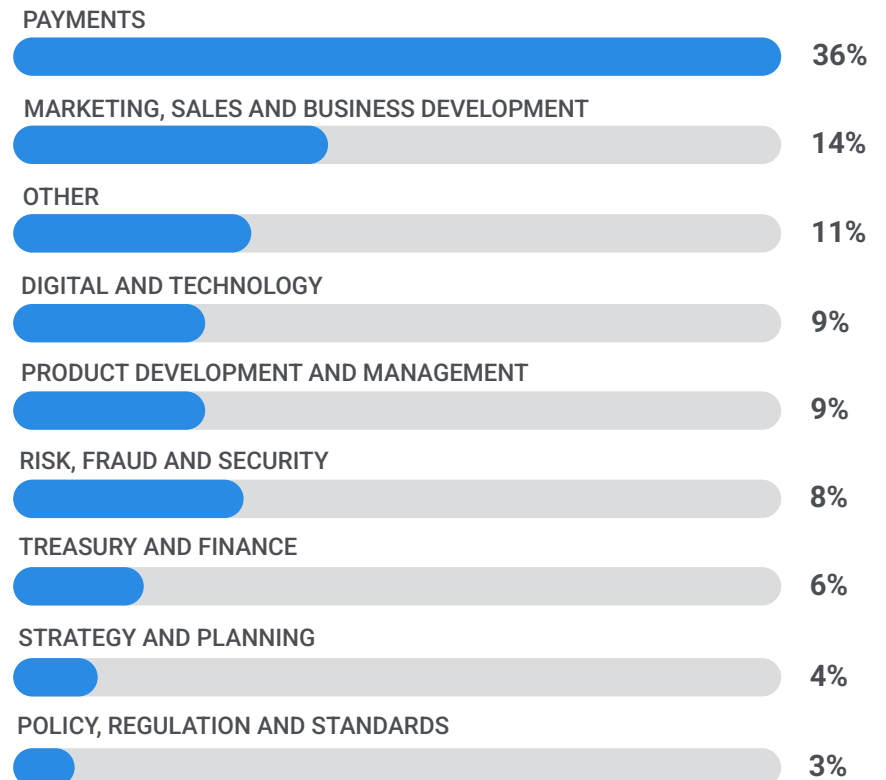
WHO ATTENDS THE SUMMIT?

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 shape the discussion.

INDUSTRIES



JOB FUNCTIONS



**Delegate statistics from 2026 in-person format*

WHO ATTENDS THE SUMMIT?

The biggest players in payments connect at The SUMMIT. Here is a snapshot of past participating organizations:

FINANCIAL INSTITUTIONS

BMO	Scotiabank
Bank of America	Swift
CIBC	TD Bank Group
Royal Bank of Canada	

PUBLIC SECTOR

Bank of Canada	Export Development
CDIC	Canada
Department of Finance	Metrolinx
Canada	OSFI

IT & CONSULTING

Amazon Web Services	EY
Apple	IBM
CGI	KPMG
Deloitte	Microsoft

FINTECHS & PSPs

Interac Corp.	Square
KOHO	Stripe
Mastercard	Visa
Moneris	Wealthsimple

SERVICE

ADP	FedEx
Bell	Symcor
Canada Post	TELUS
Equifax	TransUnion

RETAIL & CORPORATE

Best Buy Canada	TJX Companies
Encana	President's Choice
Direct Energy	WestJet
Tim Hortons	

View the full list of **organizations who attended** The SUMMIT in 2026.



“

The Payments Canada SUMMIT was a standout experience! Every session and panel I attended was deeply insightful, each one more interesting than the last one.

2026 delegate

”



WHAT WILL WE BE TALKING ABOUT IN 2027?



THE 2027 SUMMIT CONTENT STREAMS

CONNECTED PAYMENTS

A vibrant economy
through modern
payments.

DATA-POWERED PAYMENTS

Better insights for
better outcomes.

DIGITAL PAYMENTS

Future-focused and
user-centric.

GLOBAL PAYMENTS

Interoperability
across borders.

REAL-TIME PAYMENTS

Easier, smarter
and safer.

RISK-RESILIENT PAYMENTS

Anticipating
rapidly-evolving
threats.



**This is our moment to turn capability into impact:
for innovation, for safety and for delivering meaningful
value for all people living in Canada. Let's take full advantage
of that opportunity – together.**



Susan E. Hawkins, President and CEO, Payments Canada, at The 2026 SUMMIT

OUR COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

We are actively seeking to increase the diversity of our speakers, and sponsors through our call for speakers, other open submission processes, and through dialogue with communities we serve. We invite our sponsors to join us in making this commitment.

Learn more at thesummit.ca



THE PAYMENTS CANADA
SUMMIT

“The speakers, event space, content and exhibitors was superb and the tremendous efforts of Payments Canada in crafting the event was evident and world class.”

2026 delegate

SECURE YOUR SPONSORSHIP EARLY. MAXIMIZE YOUR IMPACT.

ELEVATE YOUR BRAND

Gain visibility at Canada's premier payment event.

LEAD THE CONVERSATION

Showcase your expertise and strengthen your thought leadership.

CONNECT WITH KEY PARTNERS

Build meaningful relationships with key decision-makers.

SHAPE THE FUTURE

Influence discussions driving innovation across the payment ecosystem.

READY TO EXPLORE SPONSORSHIP OPPORTUNITIES?

Schedule a meeting to discuss custom packages and sponsorship opportunities.

BOOK NOW >>

MARTINE LUONG

Senior Specialist,
Event Engagement and Partnerships
Payments Canada
mluong@payments.ca
(416) 629-0718

SPONSORSHIP PACKAGES

		ENTERPRISE	EXECUTIVE	STRATEGIC	STREAM	LEAD
THOUGHT-LEADERSHIP	PREMIER SPOT	Keynote presentation	Keynote presentation	Participation in a main stage panel	Exclusive branding of a breakout room	—
	PRE-RECORDED SPEAKER SPOTLIGHT	✓	—	—	—	—
	BREAKOUT PRESENTATION	✓	✓	✓	✓	✓
NETWORKING	EXHIBIT SPACE	20x30 ft	10x20 ft	10x10 ft	—	10x10 ft
	LEAD SCANNER LICENSE	✓	✓	✓	✓	✓
BRAND AWARENESS	LOGO RECOGNITION ONLINE & ON-SITE	✓	✓	✓	✓	✓
	SOCIAL MEDIA POST	Dedicated	Dedicated	Co-branded	Co-branded	Co-branded
AUDIENCE INSIGHT	DELEGATE OPT-IN LIST	✓ + profiling	✓ + profiling	✓ + profiling	✓ + profiling	✓
ADMISSIONS	FULL IN-PERSON PASSES	25	15	10	8	6
	VIRTUAL PASSES (FOR EMPLOYEES)	✓	—	—	—	—
	CLIENT PASSES	5	—	—	—	—
DISCOUNT ON PASSES*	DISCOUNT ON IN-PERSON PASSES	50% off	40% off	40% off	40% off	40% off
PRICE**		\$135,000	\$75,000	\$50,000	\$35,000	\$28,000

*To a maximum of 20 passes. Discount applies to full-priced passes

**Plus applicable taxes on passes

EXHIBITOR PACKAGES

Three ways to elevate your brand. One event that connects the payment ecosystem.

PREMIUM

20x20 FT EXHIBIT SPACE

Logo recognition online and on-site
Dedicated social media post
Lead scanner license
5 full in-person passes
2 exhibitor staff passes
40% off in-person passes*

\$25,000

ENHANCED

10x20 FT EXHIBIT SPACE

Logo recognition online and on-site
Co-branded social media post
Lead scanner license
3 full in-person passes
2 exhibitor staff passes
40% off in-person passes*

\$15,000

STANDARD

10x10 FT EXHIBIT SPACE

Logo recognition online and on-site
Co-branded social media post
Lead scanner license
2 full in-person passes
1 exhibitor staff passes
40% off in-person passes*

\$10,000

*To a maximum of 20 passes. Discount applies to full-priced passes



TURN-KEY BOOTH PACKAGES

Turn-key booths designed for **peace of mind.**

Choose your exhibitor package and your booth size.

We build it and take it down so you can focus on what matters most.

Hassle-free experience

We handle build, setup and take down.

Professional and polished

High-quality booths that make your organization stand-out.

Price is in addition to exhibitor fee.

ALL PACKAGES INCLUDE:

- ✓ One backwall
- ✓ One counter
- ✓ One high-top table
- ✓ Two high chairs
- ✓ 43" monitor on stand
- ✓ Graphic printing

10x20 FT BOOTHS

DELUXE



20'W x 8' H back wall + front panel

\$10,000

LARGE



20' W x 8' H back wall

\$7,500

10x10 FT BOOTHS

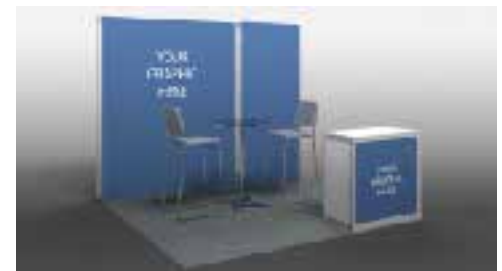
MEDIUM OPT. 1



10'W x 8' H back wall

\$5,000

MEDIUM OPT. 2



10' W x 8' H back wall (incl. extrusion)

\$5,000

MAKE IMPRESSIONS

Increase your brand visibility at The SUMMIT.

COMMUNITY SPONSORSHIP

Maximize brand exposure on-site and online while unlocking exclusive team ticket savings.

- ✓ Logo recognition online & on-site
- ✓ One second level pillar side branding
- ✓ Co-branded social media post
- ✓ 5 full in-person passes

Limited opportunities.
\$15,000 each

SECOND LEVEL PILLAR SIGNAGE

Position your brand at the center of all breakout sessions and attendee engagement.

- ✓ One pillar side branding
- ✓ Engaged audience exposure
- ✓ Thought leadership alignment

Eighteen opportunities.
\$3,500 per pillar side

MAIN LEVEL PILLAR SIGNAGE

Showcase your brand at the heart of the event with prominent pillar signage on the main floor.

- ✓ One pillar side branding
- ✓ Prime attendee exposure
- ✓ Strong brand presence

Ten opportunities.
\$5,000 per pillar side

LANYARDS BRANDING

Place your brand front and center with exclusive logo placement on all delegate lanyards.

- ✓ Unmatched visibility
- ✓ Integrated brand presence
- ✓ Broad audience exposure

Exclusive opportunity.
\$35,000 total

ESCALATOR BRANDING

Transform a high-traffic event pathway into a powerful branding opportunity with custom escalator signage.

- ✓ Prominent venue presence
- ✓ Continuous engagement
- ✓ Memorable visual impact

Two opportunities.
\$13,000 per escalator

CHARGING STATION BRANDING

Keep attendees powered throughout the event while putting your brand at the centre of a highly valued service.

- ✓ Branding on the digital screen of the station
- ✓ Co-branded social media post
- ✓ 2 full in-person passes

Two opportunities.
\$5,000 per charging station

LEAD THE CONVERSATION

Showcase your thought-leadership and innovative solutions

DEEP DIVE PARTNER



Advance your thought leadership by co-creating content, chairing a session and leading interactive Day 3 deep-dive discussions.

- ✓ Logo recognition online & on-site
- ✓ Co-branded social media post
- ✓ 6 full in-person passes

Six opportunities.
\$25,000 each

EVENT APP SPONSOR



Put your brand in every attendee's hand through exclusive event app sponsorship, including a direct link to your dedicated sponsor page.

- ✓ Exclusive branding of The SUMMIT app
- ✓ Direct attendee engagement
- ✓ Premium digital presence

Exclusive opportunity.
\$25,000 total

IDEA EXCHANGE SPONSOR



Position your brand alongside thought-provoking conversations and expert insights at The SUMMIT Idea Exchange stage.

- ✓ Focused attendee engagement
- ✓ Thought leadership association
- ✓ Interactive content visibility

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

BROADCAST SPONSOR



Create a branded destination for live interviews, AMAs, and exclusive speaker insights.

- ✓ Exclusive branding of the broadcast booth
- ✓ Premium content visibility
- ✓ Extended audience reach

Exclusive opportunity.
\$80,000 total

INTERACTIVE SESSION SPONSOR



Lead an interactive breakfast or lunch discussion and connect directly with attendees around key industry topics.

- ✓ 60 to 90-minute format
- ✓ Dedicated RSVP platform provided
- ✓ 4 full in-person passes

Four opportunities.
\$25,000 each

BUILD YOUR OWN EXPERIENCE

Create an unforgettable brand experience.

Work with us to develop a custom activation that showcases your brand and creates meaningful engagement at The SUMMIT.

MARTINE LUONG

Senior Specialist,
Event Engagement and Partnerships
Payments Canada
mluong@payments.ca
(416) 629-0718

ENHANCE THE EXPERIENCE

Align your brand with the moments that bring the community together

HEADSHOT STUDIO



Align your brand with highly valued attendee experience by sponsoring the professional headshot studio during Day 1 and 2 of The SUMMIT.

- ✓ High attendee engagement
- ✓ Includes a 20x20 ft branded space for the studio
- ✓ Co-branded social media post

Exclusive opportunity.
\$30,000 total

BREAKOUT COFFEE SERVICE



Keep attendees energized between sessions with the coffee service in the breakout area.

- ✓ Branded recognition on the afternoon of Day 1 and 2
- ✓ High-traffic visibility
- ✓ Repeated attendee engagement

Exclusive opportunity.
\$25,000 total

NETWORKING LOUNGE



Create a welcoming space where attendees can connect, collaborate, and recharge while engaging with your company.

- ✓ Includes a 20x20 ft space
- ✓ Furniture as shown and installation included
- ✓ 4 full in-person passes

Limited opportunities.
Starting at \$30,000 each

SURPRISE AND DELIGHT



Position your brand at a popular fueling destination that keeps attendees energized between sessions.

- ✓ Premium branded spot during the activation (60-90 minutes)
- ✓ Co-branded social media post
- ✓ 2 full in-person passes

Limited opportunities.
Starting at \$10,000

COAT CHECK SPONSOR



Welcome attendees from the moment they arrive with exclusive sponsorship of The SUMMIT coat check.

- ✓ Exclusive branding of the coat check desk
- ✓ Prominent visibility upon arrival and departure
- ✓ 2 full in-person passes

Exclusive opportunity.
\$15,000 total



THE PAYMENTS CANADA
SUMMIT

Where connections drive the future of payments.

LET'S CONNECT

Be part of The SUMMIT and position your brand at the center of innovation.

MARTINE LUONG

Senior Specialist,
Event Engagement and Partnerships
Payments Canada
mluong@payments.ca
(416) 629-0718

MAY 4-6, 2027 | AUTOMOTIVE BUILDING | TORONTO, ON

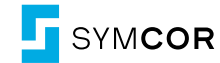
THANK YOU

TO OUR 2026 SPONSORS, EXHIBITORS AND PARTNERS

ENTERPRISE SPONSORS



EXECUTIVE SPONSORS



STRATEGIC SPONSORS



STREAM SPONSORS



LEAD AND COMMUNITY SPONSORS



LANYARD SPONSOR



EVENT APP SPONSOR



DIGITAL EXPERIENCE SPONSOR



DEEP DIVE SPONSORS



PREMIUM EXHIBITORS



EXHIBITORS



PRODUCT DEMO SPONSORS



MARKETING AND MEDIA PARTNERS

