



BIG DATA & ANALYTICS

PORTFOLIO OF
EVENTS 2024-2025

YOUR
SOLUTION
TO BREAKING
INTO THE
CANADIAN
BIG DATA
MARKET

JOIN FORCES WITH CANADA'S BIG DATA EVENT MARKET LEADER

UPCOMING EVENTS

- 1 **BIG DATA & ANALYTICS** MONTREAL SUMMIT
SEPTEMBER 25-26, 2024
MONTREAL
- 2 **DATA ANALYTICS FOR THE PUBLIC SECTOR** SUMMIT CANADA
OCTOBER 16-17, 2024
TORONTO
- 3 **5TH ANNUAL BIG DATA & ANALYTICS WEST** SUMMIT
NOVEMBER 19-20, 2024
VANCOUVER
- 4 **12th Annual Summit on DATA ANALYTICS FOR HEALTHCARE**
DECEMBER 11-12, 2024
TORONTO
- 5 **DATA ANALYTICS FOR FINANCIAL SERVICES** SUMMIT
FEBRUARY 26-27, 2025
TORONTO
- 6 **11TH ANNUAL BIG DATA & ANALYTICS** SUMMIT CANADA
JUNE 4-5, 2025
TORONTO

- The **largest** and **longest-serving portfolio** of big data and analytics events in Canada for more than **12 years**
- **6 annual conferences** that solidify our reputation as a market leader in the data analytics space
- **10,000+ decision-makers** in our big data community of **senior-level buyers**
- Events attended by **CDOs, CTOs** and **CIOs** looking to leverage prescriptive analytics, data and automated technologies
- Hybrid event platform gives you access to the **biggest names in data analytics globally**
- **Immersive conference format** showcases your brand in an environment with in-depth engagement



HOW WE DELIVER ATTENDEES

- **World-class speakers** and **leading-edge content** attract new buyers to the summit and encourage past delegates to return
- Results-driven delegate sales team **dedicated to securing your top prospects**, target companies and verticals
- **Vetted attendees** to prioritize seniority and relevance while capping sponsors to ensure the event remains unsaturated
- Active in the big data and analytics field **year-round** with our finger on the pulse of **new trends** and the sector's biggest players
- Multichannel **targeted marketing campaign** to our big data community, including social media, paid digital, thought leadership content, personalized emails, an event website and brochure

TOP REASONS OUR DELEGATES ATTEND



Source new technology partners



Gain best practices and industry benchmarking



Experience product demos



Engage with peers face to face and virtually



Connect with current solution providers



Test drive new technology



Meet thought leaders and visionaries



Network with industry stakeholders



Stay on top of market trends and innovations



2ND ANNUAL

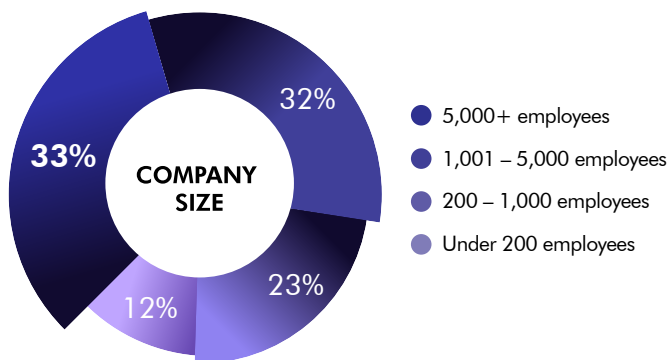
BIG DATA & ANALYTICS

MONTREAL SUMMIT

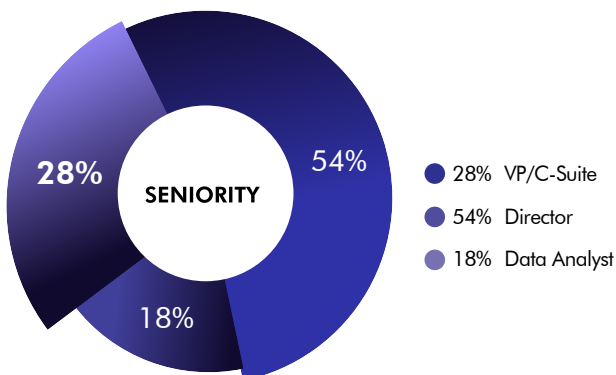
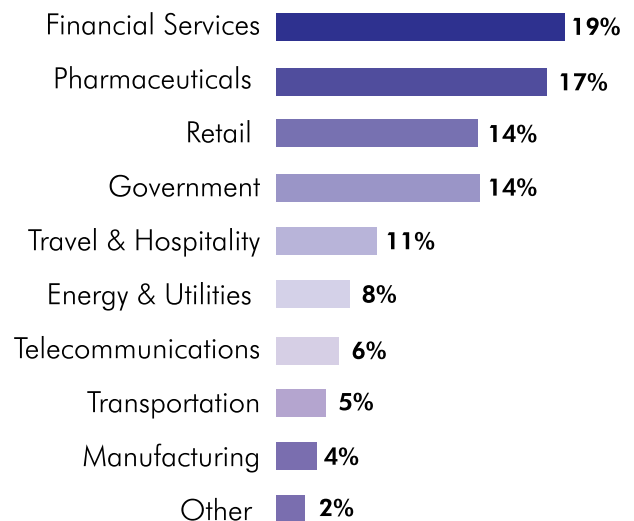
SEPTEMBER
25-26, 2024
MONTREAL

**The only large-scale big data & analytics
conference in Montréal**

This innovative event attracts **senior business leaders**
focused exclusively on enhancing their data analytics.



MARKET SEGMENTS



KEY METRICS



Director+
qualified leads



70%
of attending companies
generate \$500M+
in revenue



65%
of attending
companies have
1,000+ employees



PAST SPEAKERS



Philippe Dufresne
Privacy Commissioner of Canada
**Office of the Privacy
Commissioner of Canada**



Robert Luong
CDO
Hydro-Québec



Shahir Mishriki
Global Director, Data & AI,
Transformation & Portfolio
Cineplex



Julie Melissa Marin
Senior Director, Analytics
**National Bank of
Canada**



Carine Botturi
Director, Data Strategy &
Enablement, Chief Technology Office
TELUS



Aditya Anne
Director, Data Science
CIBC

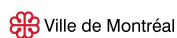


Sophiya Varghese
Head of Enterprise Data & Analytics
**Business Development
Bank of Canada (BDC)**



Nataliya Portman
Senior Data Scientist
Cineplex

PAST ATTENDEES



PAST SPONSORS





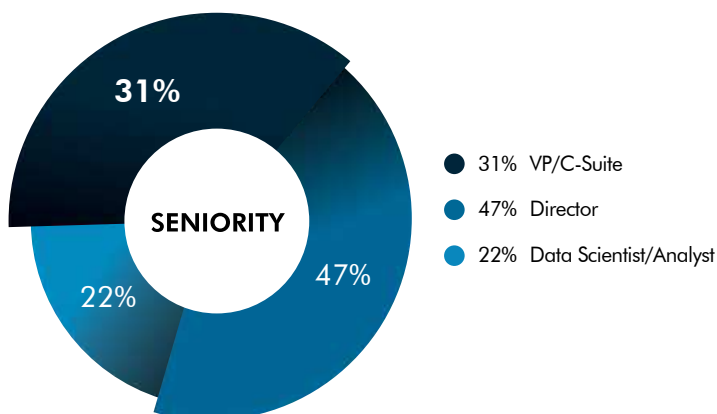
4th Annual

DATA ANALYTICS FOR THE PUBLIC SECTOR SUMMIT

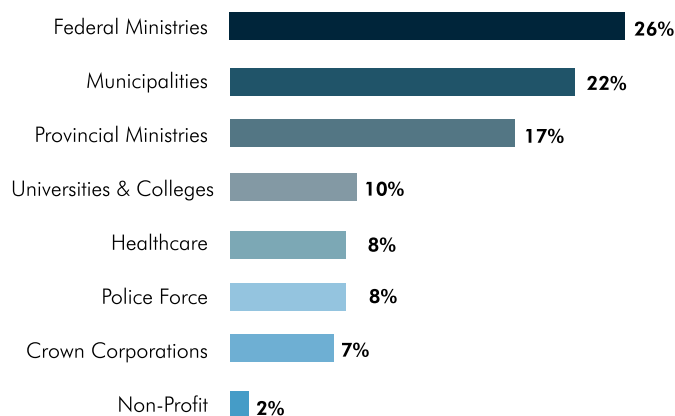
SEPTEMBER
18-19, 2024
TORONTO

The only event series dedicated to data analytics trends and technologies uniquely tailored to the Canadian public sector

This specialized conference attracts **senior public sector leaders** focused on improving their data governance and management.



MARKET SEGMENTS



KEY METRICS



Director+
qualified leads



96%
of attendees
are from public
sector organizations
in Canada



PAST SPEAKERS



André Loranger
Assistant Chief Statistician & CDO
Statistics Canada



Uma Gopinath
CIO
Metrolinx



Stuart Bourhill
VP, IMIT & CIO
First Nations Health Authority



Dale McFee
Chief of Police
City of Edmonton



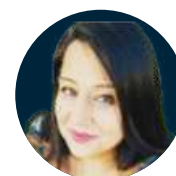
Ümit Kiziltan
CDO
Immigration, Refugees and Citizenship Canada



Michael Rogers
Senior Director, Data & Analytics
Canadian Red Cross



Tara Mulrooney
VP, Technology & Innovation
Edmonton International Airport



Aman Sidhu
Director, Enterprise Data & Analytics
City of Vancouver

PAST ATTENDEES



PAST SPONSORS

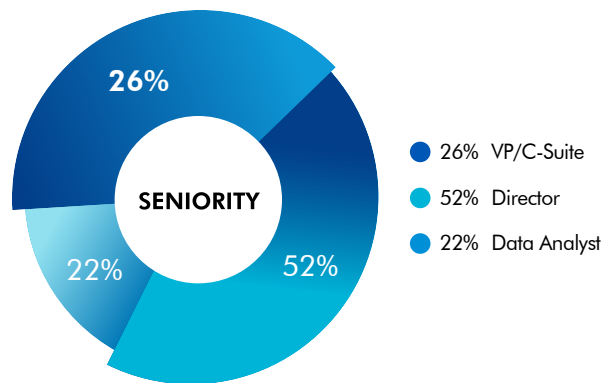
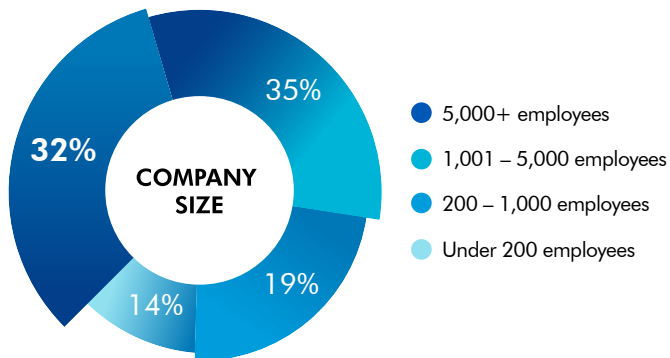


5TH ANNUAL
**BIG DATA &
ANALYTICS WEST** SUMMIT

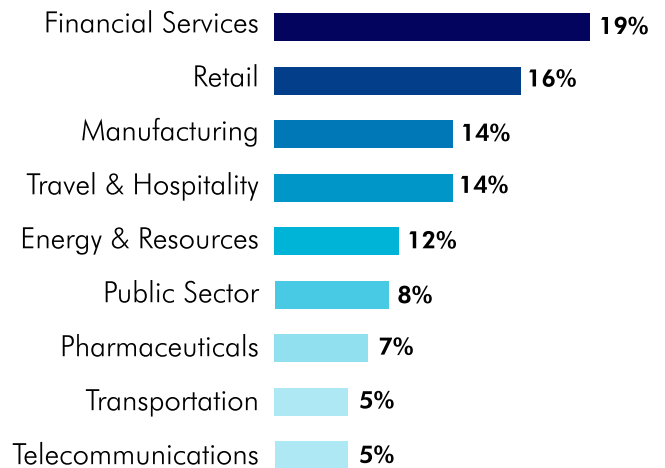
**NOVEMBER
19-20, 2024
VANCOUVER**

**The only event series that brings together
Western Canada's entire data community to
celebrate innovation and drive best practice**

This prestigious conference attracts **senior decision-makers** actively looking to invest in solutions to maximize the potential of their data.





MARKET SEGMENTS



KEY METRICS


Director+
qualified leads


68%
of attending
companies generate
\$250M+ in revenue


67%
of attending
companies have
1,000+ employees



PAST SPEAKERS



Gaetano Mazzuca
CIO
The City of Red Deer



Raymond Ng
Director, Data Science Institute,
Canada Research Chair in
Data Science & Analytics
University of British Columbia



Jeremy Coughlin
VP, Enterprise Analytics
**Coast Capital
Savings**



Karen Beckmann
Senior Director, Information
Technology & CIO
Rocky Mountaineer



Sarah Marshall
Director, Data Information
Governance
**British Columbia
Lottery Corporation**



Michael Iseyemi
VP, IT
**Gateway Casinos &
Entertainment Limited**



Randall Gordon
SVP, Global Data
Governance Risk Officer
Citi



Sangeetha Varghese
Director, Data Governance & Quality,
Data Strategy
Rogers Communications

PAST ATTENDEES



PAST SPONSORS



4

12th Annual Summit on

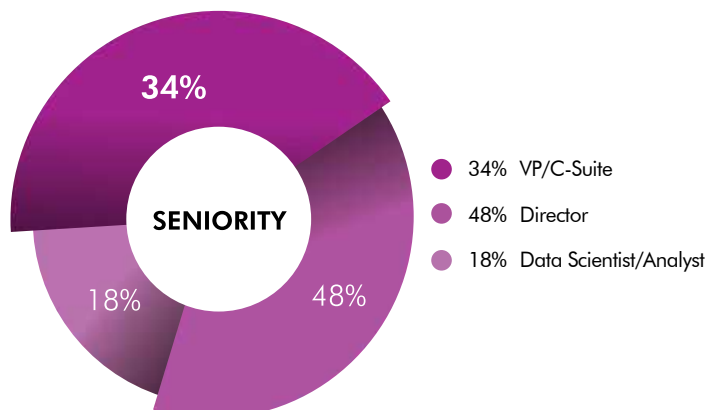
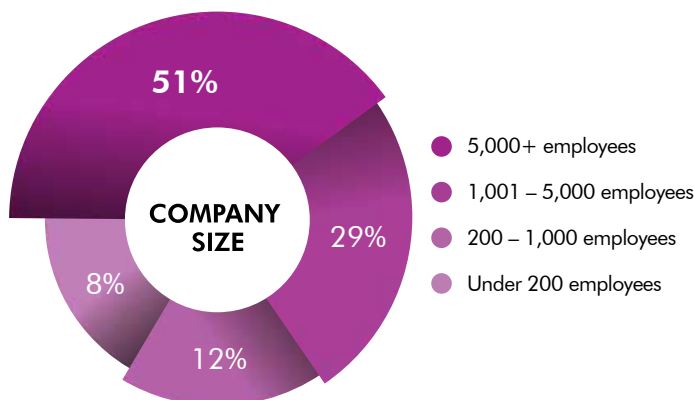
DATA ANALYTICS

FOR HEALTHCARE

DECEMBER
 11-12, 2024
 TORONTO

The only event series specializing in data analytics technology and strategies for Canadian healthcare organizations

This forward-thinking conference attracts **senior healthcare professionals** looking to maximize the power of their data.



KEY METRICS



Director+
 qualified leads



80%
 of attending
 organizations have
 1,000+ employees



69%
 of attending
 organizations generate
 \$250M+ in revenue

CONTINUED PAST SPEAKERS, ATTENDEES AND SPONSORS...



PAST SPEAKERS



Michael Caesar
Chief Data & Analytics Officer
University Health Network



John Mattison
Chief Medical Information Officer
Kaiser Permanente



Muhammad Mamdani
VP, Data Science & Advanced Analytics
Unity Health Toronto



Shalu Bains
VP, Performance & Business Intelligence
Trillium Health Partners



Vincci Tang
CFO
Ontario Shores Centre for Mental Health Sciences



Gina Johar
VP & Chief Digital Officer
Quinte Health Care



Pakizah Kozak
CIO, Information Management & Technology
Holland Bloorview Kids Rehabilitation Hospital



Michael Harvey
Information & Privacy Commissioner,
Office of the Information and Privacy Commission
Newfoundland and Labrador

PAST ATTENDEES



PAST SPONSORS



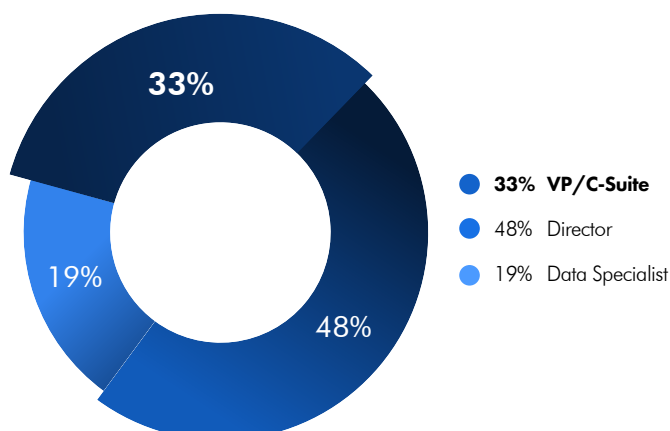
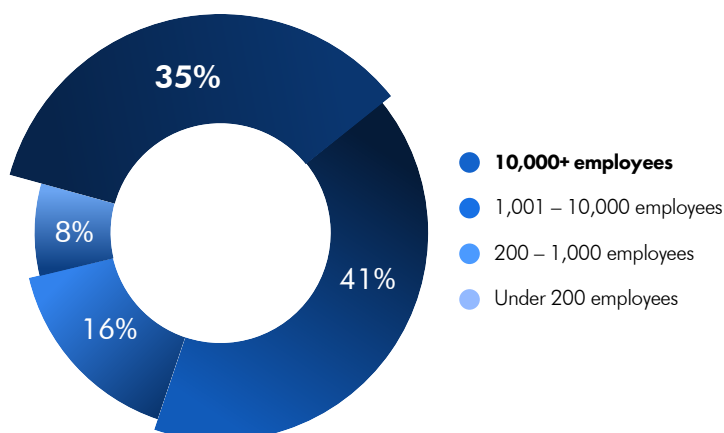


FEBRUARY
26-27, 2025
TORONTO

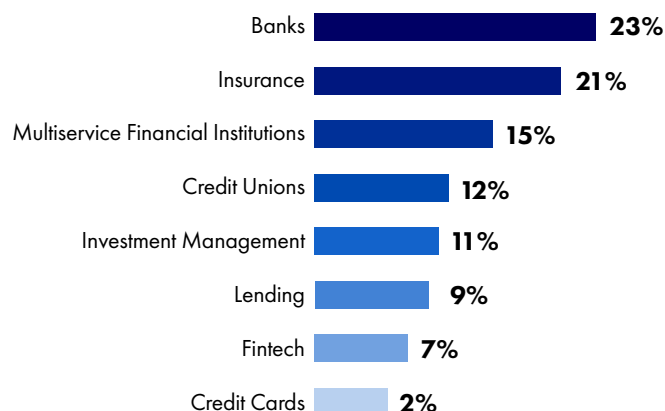
Canada's only data analytics event focused exclusively on financial services

As the newest addition in our big data portfolio, this highly anticipated conference will target **senior financial services leaders** looking to take their data to the next level.

Audience Projection Based off our Big Data Portfolio





MARKET SEGMENTS



KEY METRICS


Director+
qualified leads


76%
of attending
companies have
1,000+ employees


61%
of attending
companies generate
\$1B+ in revenue



PAST SPEAKERS



Sandip Sahota
Enterprise Chief Data &
Analytics Officer
BMO Financial Group



Randall (Randy) Gordon
SVP, Global Data
Governance Risk Officer
Citi



Dr. Rex Davis
Chief Data Officer
RBC



Joe Greenwood
VP, Global Data Strategy
Mastercard



Sylvie Makhzoum
VP, Data, Analytics &
Insights
TD Insurance



Dr. Eugene Wen
VP, Group Advanced
Analytics
Manulife



Anna Hannem
VP, Data & AI Risk
Scotiabank



Alina Rivilis
AVP, Data Science & Big
Data
IGM Financial

PAST ATTENDEES



Insurance



HSBC



**GLOBAL ASSET
MANAGEMENT**



Scotiabank



Desjardins



**MD Financial
Management**



**Empire
Life**



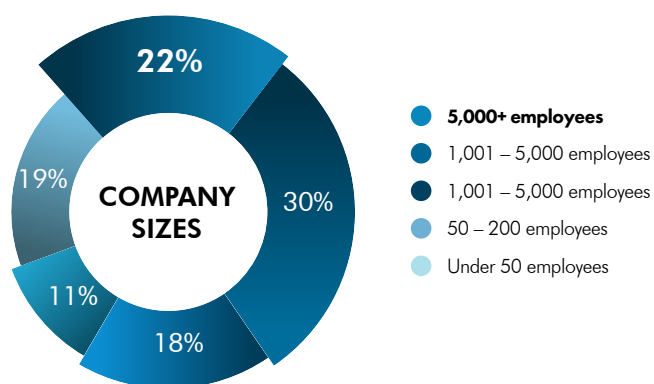
**servus
credit union**

11TH ANNUAL BIG DATA & ANALYTICS SUMMIT CANADA

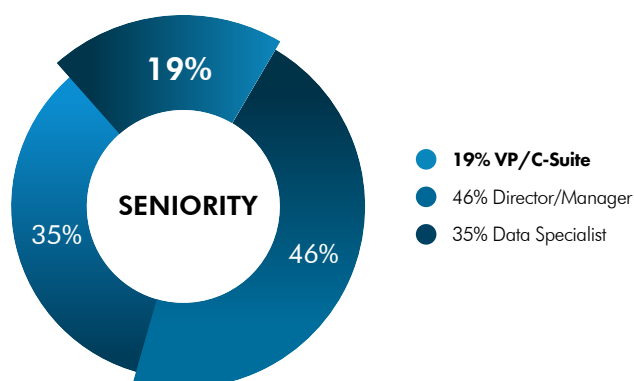
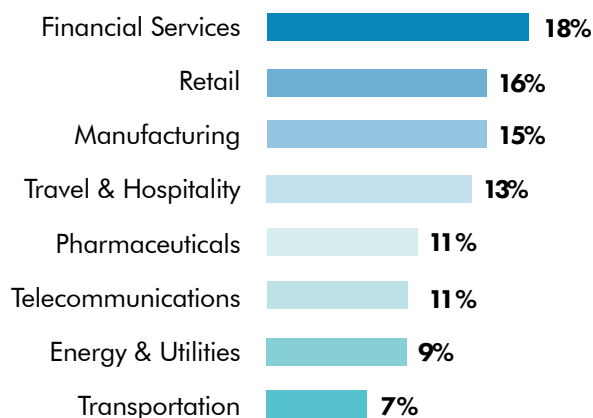
**JUNE
4-5, 2025
TORONTO**

Canada's largest cross-industry gathering of senior leaders in big data, analytics and AI

This exclusive conference attracts **senior executives** actively looking to invest in solutions to help leverage their data analytics.





Market Segments



KEY METRICS


Director+
qualified leads


57%
of attending
companies generate
\$100+ million
in revenue


52%
of attending
companies have
1,000+ employees



PAST SPEAKERS



Sandeep Kumar
SVP, Chief Data & Analytics
Officer, Retail & Wealth
Scotiabank



Travis Asmundson
EVP & Chief Information
Officer
Farm Credit Canada



Ghalem Ben-Nouna
Chief Data Officer
Ivanhoé Cambridge



Fumbi Chima
Global CIO
adidas



Carine Botturi
Chief Technology Officer &
Director, Data Strategy &
Enablement
TELUS



Shreyas Becker
Head of Global AI & Data
Products, Manufacturing &
Supply
Sanofi

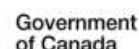


Todd Warnell
CIO
Bruce Power



Clément Brunet
VP, Client Data & Analytics
iA Financial Group

PAST ATTENDEES



PAST SPONSORS



SPONSOR TESTIMONIALS

“

It was a great experience! Lots of foot traffic at our booth and great opportunities to network. The process of scanning leads with QR codes was fantastic and the attendee list was also very valuable! ... The event schedule was smart, and the roundtables seemed to work very well ... Loved the presentation setup and booth positioning. Interesting sessions with good speakers ... Planning and communication leading up to the event was really good ... Thank you Strategy Institute for putting together such a stellar event! Truly enjoyed participating this year, which is our 3rd in a row.

sas

“

Very good experience ... We had great booth activity, interaction and communication with the SI team. The virtual live stream was also a good addition to this successful event.

data iku

“

Fantastic! Well organized ... New dynamics were great. Quality content. Amazing engagement with quality attendees. The size of the event is perfect for us.

FPT

“

Overall great experience – we had a lot of high-quality conversations at the booth, great turnout for our panel session, well organized, no hiccups. ... We really enjoyed working with the SI team and always felt that we had great support, even though we had some last-minute changes.

SingleStore

“

Great titles and conversations. ... Right audience! Our team had a great experience and a lot of that can be attributed to the pre-event team.

Anomale

“

Attending the Big Data Canada Summit was a fantastic experience. The Strategy Institute team is incredibly hard-working and organized. The event provided an exceptional platform to showcase our solutions and engage with a diverse audience. I think overall the event is incredibly valuable ... It is our first time sponsoring, so I'm excited to see how it grows in the future.

ADAstra

“

Great titles and conversations. ... Right audience! Our team had a great experience and a lot of that can be attributed to the pre-event team.

Ennoble AI

YOUR SPONSORSHIP PACKAGES



GOLD

- One of our most prestigious sponsorship opportunities with a **premium slot on the agenda** and **maximum exposure**.
- It features a **30-minute speaking session** as well as a fully branded exhibit booth.
- The package also includes:
 - A comprehensive brand awareness and co-marketing campaign to 10,000+ big data buyers
 - Your logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
 - Access to the complete delegate and speaker list
 - 3 all-access VIP passes for your team
 - 10 additional complimentary passes to invite your clients and prospects



SILVER

- The silver package provides the perfect opportunity to **demonstrate your brand's expertise on key themes important to the community**.
- It includes a speaking or moderating spot on a **30-minute panel** as well as a fully branded exhibit booth.
- The package also includes:
 - A comprehensive brand awareness and co-marketing campaign to 10,000+ big data buyers
 - Your logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
 - Access to the complete delegate and speaker list
 - 3 all-access VIP passes for your team
 - 10 additional complimentary passes to invite your clients and prospects



YOUR SPONSORSHIP PACKAGES

10TH ANNUAL
BIG DATA & ANALYTICS



BRONZE

- Are your main sponsorship goals brand awareness and networking? The bronze package allows you to **display your products onsite and network with prospects face to face.**
- You are provided with a **prime booth location** to demo your products and access to all networking sessions onsite.
- The package also includes:
 - A fully customizable exhibit booth
 - A comprehensive brand awareness and co-marketing campaign to 10,000+ big data buyers
 - Your logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
 - Access to the complete delegate and speaker list
 - 2 all-access VIP passes for your team
 - 10 additional complimentary passes to invite your clients and prospects



ADDITIONAL OPPORTUNITIES

TAILORED TO YOUR BUSINESS NEEDS

What better way to connect with potential prospects than through a host of engaging onsite activities or premier branding opportunities.



Roundtables



Exclusive Evening Reception



Conference Host



Breakfast Briefing



VIP Hosted Dinner



Exclusive Lanyards



Lunch & Learn



Wifi

SECURE YOUR SPOT NOW

Book a call to learn
how this opportunity
can help you generate
new leads and in-
crease your pipeline!



Mitch Davis

Divisional Head of Sponsorship

Call: 1-866-298-9343 x 272

mitch@strategyinstitute.com



SEPTEMBER
25-26, 2024
MONTRÉAL

www.bigdatamontreal.ca



OCTOBER
16-17, 2024
TORONTO

www.dataanalyticspublicsectorsummit.com



NOVEMBER
19-20, 2024
VANCOUVER

www.bigdatasummitwest.com



DECEMBER
11-12, 2024
TORONTO

www.healthdatasummit.ca



FEBRUARY
26-27, 2025
TORONTO



JUNE
4-5, 2025
TORONTO

www.bigdatasummitcanada.com