

The background is a dark blue space filled with glowing binary digits (0s and 1s) in various colors like blue, orange, and white. On the left side, there is a large, glowing, semi-transparent sphere that resembles a data globe or a planet, with a bright light source creating a lens flare effect across the center.

BIG DATA & ANALYTICS

PORTFOLIO OF EVENTS 2025

**YOUR
SOLUTION
TO BREAKING
INTO THE
CANADIAN
BIG DATA
MARKET**

JOIN FORCES WITH CANADA'S BIG DATA EVENT MARKET LEADER

2025 EVENTS

1

DATA ANALYTICS & AI
FOR FINANCIAL SERVICES
SUMMIT

MARCH
4-5, 2025
TORONTO

2

11TH ANNUAL
BIG DATA & ANALYTICS
SUMMIT CANADA

JUNE
4-5, 2025
TORONTO

3

3RD ANNUAL
BIG DATA & ANALYTICS
MONTREAL SUMMIT

SEPTEMBER
24-25, 2025
MONTREAL

4

DATA ANALYTICS
FOR THE PUBLIC SECTOR
SUMMIT

OCTOBER
15-16, 2025
TORONTO

5

5TH ANNUAL
BIG DATA & ANALYTICS WEST
SUMMIT

NOVEMBER
18-19, 2025
VANCOUVER

6

13th Annual Summit on
DATA ANALYTICS
FOR HEALTHCARE

DECEMBER
9-10, 2025
TORONTO

- The **largest** and **longest-serving portfolio** of big data and analytics events in Canada for more than **13 years**
- **6 annual conferences** that solidify our reputation as a market leader in the data analytics space
- **15,000+ 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



- **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

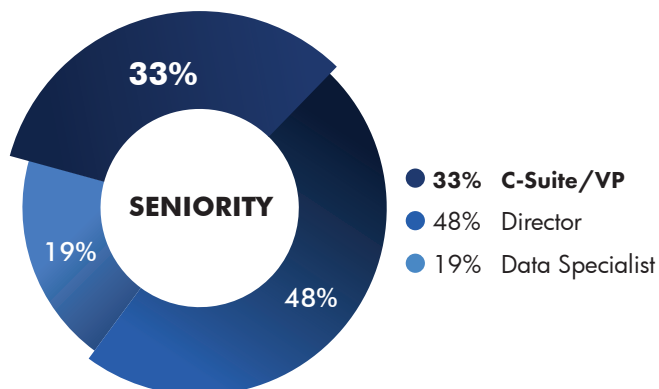
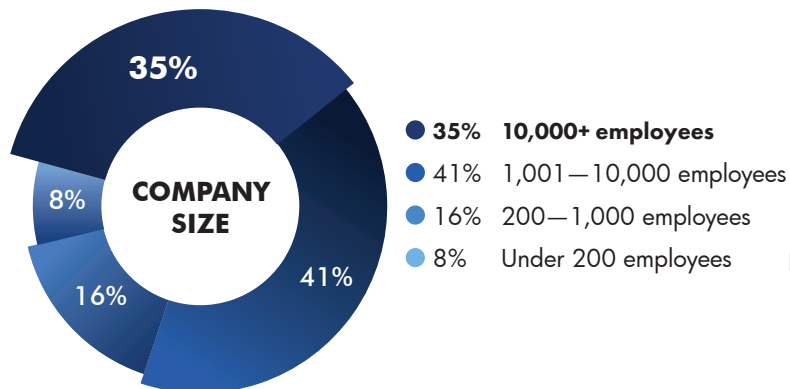


MARCH
4-5, 2025
TORONTO

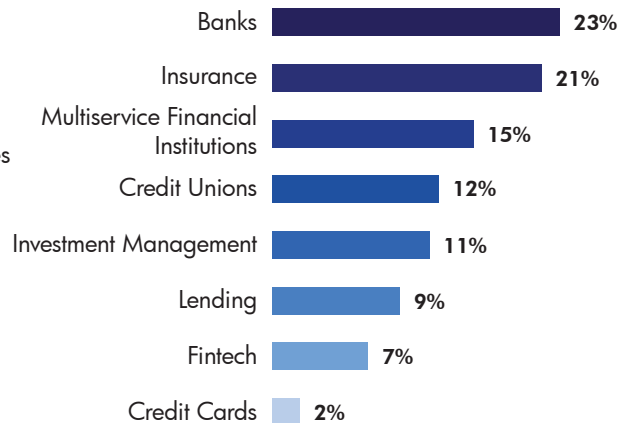
Canada's only data analytics and AI event focused exclusively on financial services

As the newest addition in our big data portfolio, this highly anticipated conference targets **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



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



76%
of attending
companies have
1,000+ employees



PAST FINANCIAL SERVICES SPEAKERS FROM OUR BIG DATA PORTFOLIO



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 FINANCIAL SERVICES ATTENDEES FROM OUR BIG DATA PORTFOLIO

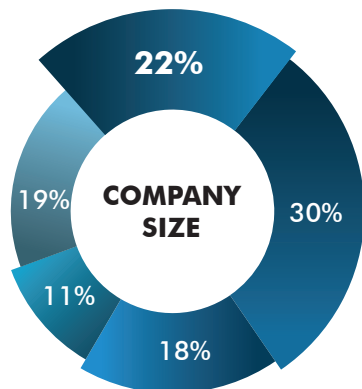


11TH ANNUAL
BIG DATA & ANALYTICS SUMMIT CANADA

JUNE
4-5, 2025
TORONTO

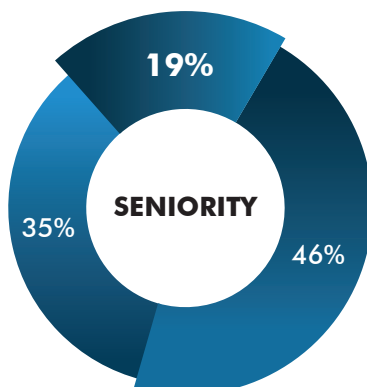
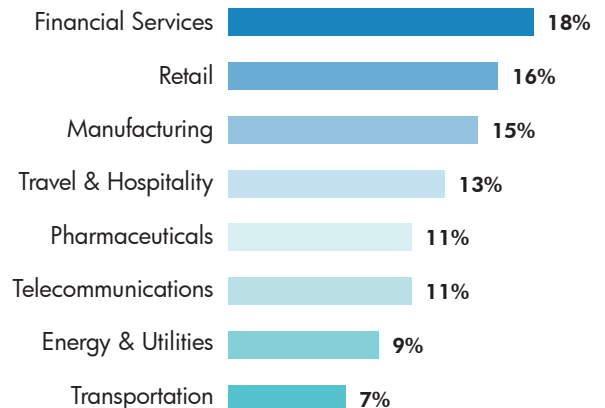
Canada's largest cross-industry gathering of senior leaders in big data, analytics and AI

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



- 22% 5,000+ employees
- 30% 1,001—5,000 employees
- 18% 201—1,000 employees
- 11% 50—200 employees
- 19% Under 50 employees

MARKET SEGMENTS




- 19% C-Suite/VP
- 46% Director
- 35% Data Specialist

KEY METRICS


Director+
qualified leads


57%
of attending
companies generate
\$100M+ 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



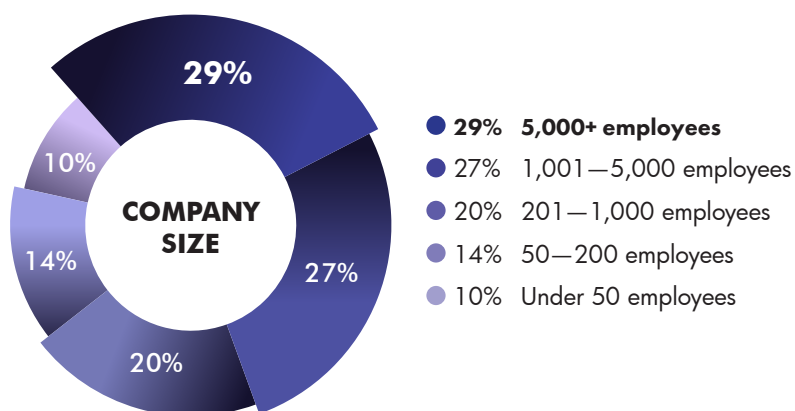
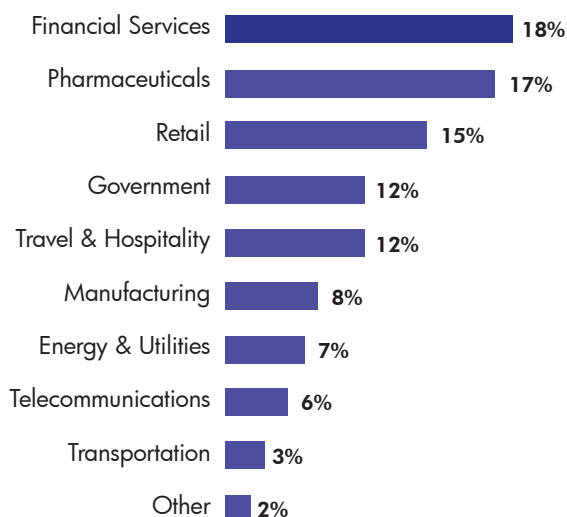
3RD ANNUAL
BIG DATA & ANALYTICS
MONTRÉAL SUMMIT

SEPTEMBER
24-25, 2025
MONTRÉAL

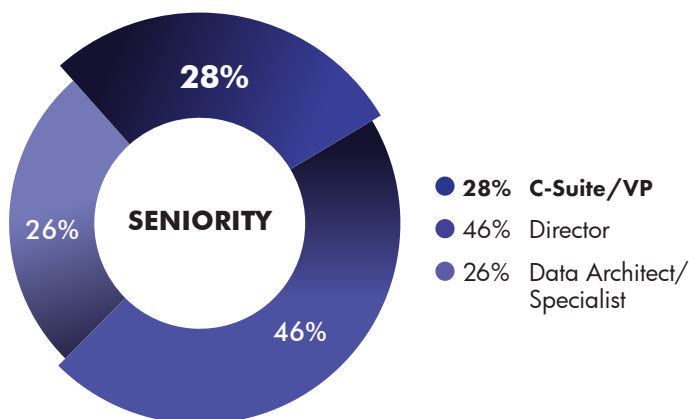
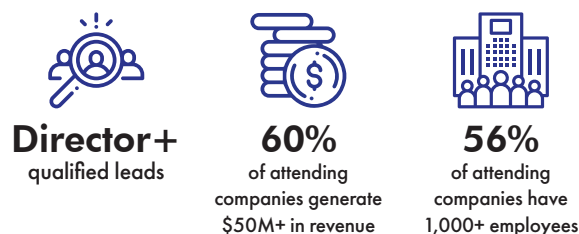
The only large-scale big data & analytics conference in Montréal

This innovative conference brings together leaders in **Canada's AI hub** to help build strong data foundations.

MARKET SEGMENTS



KEY METRICS





PAST SPEAKERS



Abha Dogra
Chief Technology & Product Officer
CAE



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



Robert Luong
CDO
Hydro-Québec



Fatih Nayebe
VP, Data & AI
ALDO Group



Shawn Zulfiqar
VP, Transformation & Technology Innovation
Morgan Stanley



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



Palash Thakur
CDO & VP, Head of Data Analytics & Fraud
Interac Corp.



Arun Venuturupalli
Senior Data Architect
Veolia

PAST ATTENDEES



PAST SPONSORS





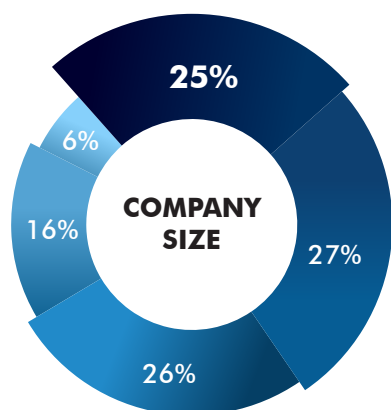
5th Annual

DATA ANALYTICS FOR THE PUBLIC SECTOR SUMMIT

OCTOBER
15-16, 2025
TORONTO

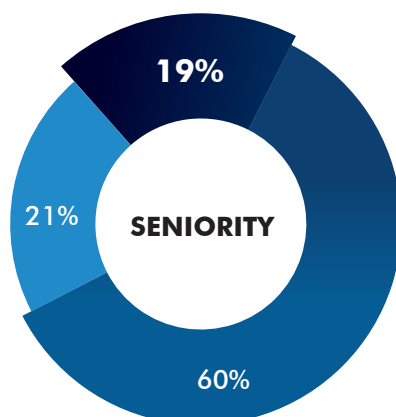
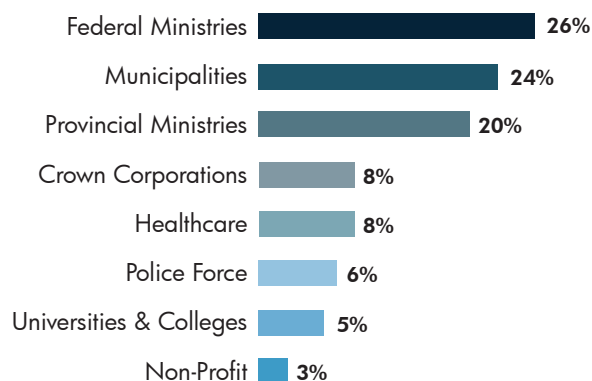
The only event series dedicated to data analytics trends and technologies uniquely tailored to the Canadian public sector

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



- 25% 5,000+ employees
- 27% 1,001 – 5,000 employees
- 26% 201 – 1,000 employees
- 16% 50 – 200 employees
- 6% Under 50 employees


MARKET SEGMENTS



- 19% C-Suite/VP
- 60% Director
- 21% Data Specialist

KEY METRICS


Director+
qualified leads


98%
of attendees are
from public sector
organizations in
Canada


52%
of attending
organizations
have 1,000+
employees



PAST SPEAKERS



Christopher Allison
CDO & Director General, Data
Management, Analysis & Innovation
Public Health Agency of Canada



Teresa D'Andrea
CDO & Assistant Deputy Minister
**Public Services and
Procurement Canada**



André Loranger
CDO & Assistant Chief Statistician
Statistics Canada



Uma Gopinath
CIO
Metrolinx



Lee-Anne Black
VP, Corporate Business
Information & Analytics
**Workplace Safety and
Insurance Board (WSIB)**



Carol Wilson
Director, Advanced Analytics
Canada Post Corporation



Dale McFee
Chief of Police
City of Edmonton



Michael Rogers
Senior Director, Data & Analytics
Canadian Red Cross

PAST ATTENDEES



Défense nationale
National Defence



**DALHOUSIE
UNIVERSITY**



Ontario's
Lottery & Gaming



Canada Revenue
Agency

Agence du revenu
du Canada

LCBO



ROM



Fisheries and Oceans
Canada Pêches et Océans
Canada



PAST SPONSORS

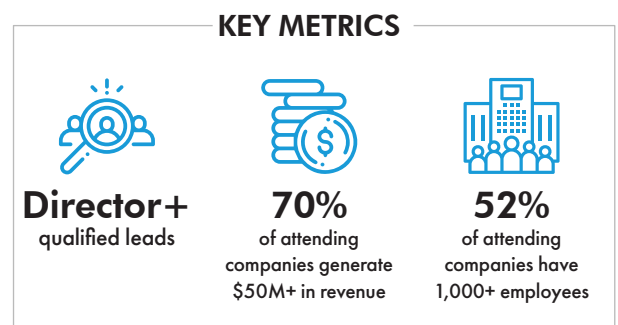
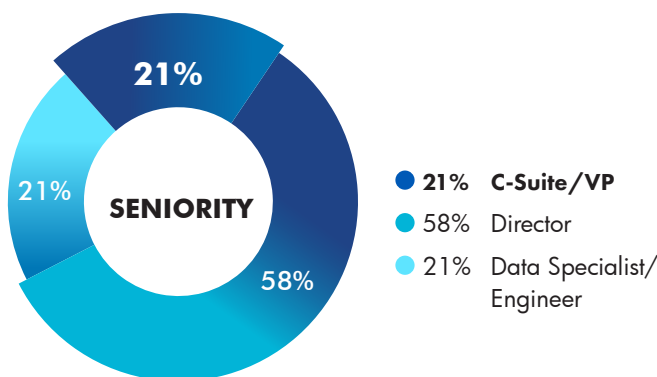
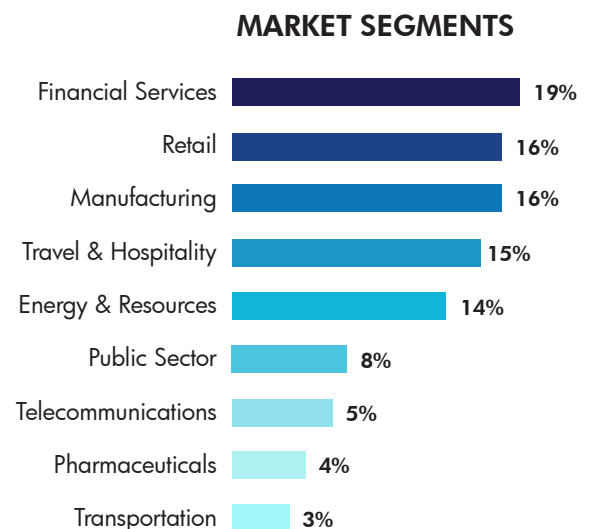
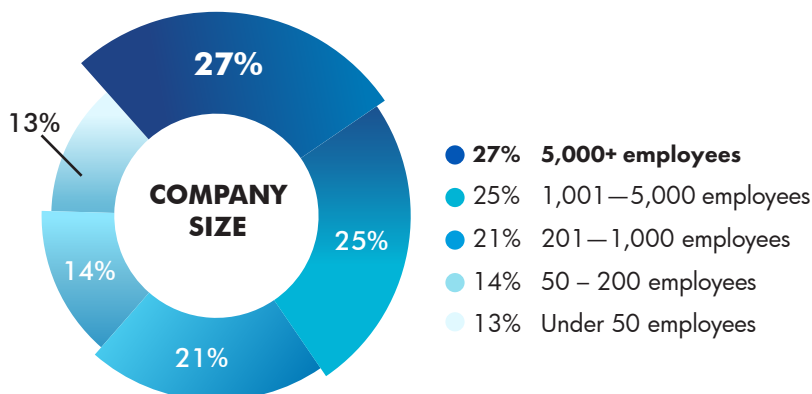


6TH ANNUAL
BIG DATA & ANALYTICS WEST SUMMIT

**NOVEMBER
18-19, 2025
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** in the West actively looking to invest in solutions to maximize the potential of their data.





PAST SPEAKERS



Gaetano Mazzuca
CIO
The City of Red Deer



Matthew St.John
Senior Director,
Data & Analytics, Digital
Aritzia



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



Sarah Wang
VP, AI & Rules
Mastercard



Karen Beckmann
CIO & Senior Director,
Information Technology
Rocky Mountaineer



Ria Stone
Director, Operational Excellence
Data & AI
Sodexo



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



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

PAST ATTENDEES



PAST SPONSORS



6

13th Annual Summit on

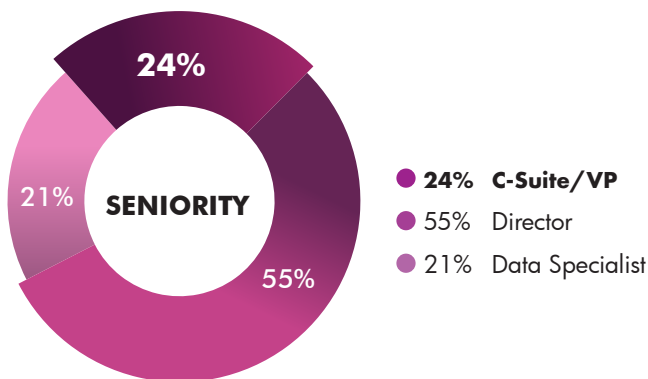
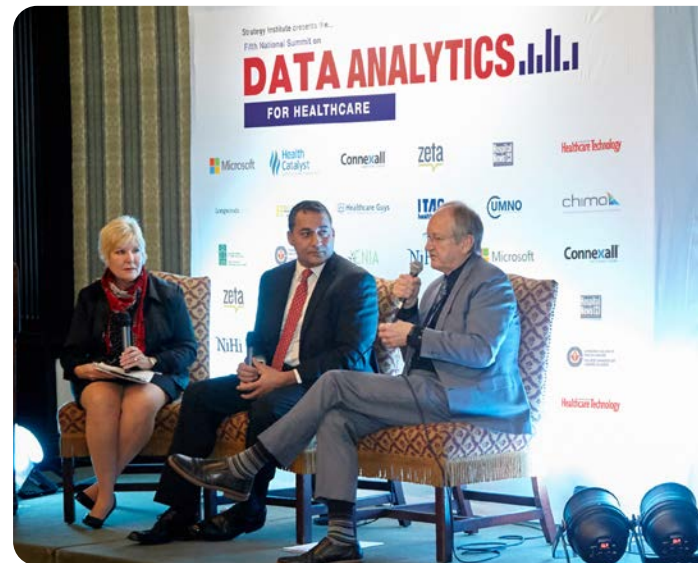
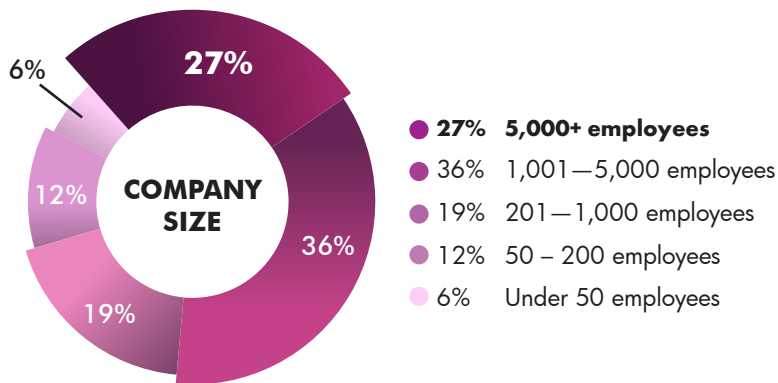
DATA ANALYTICS

FOR HEALTHCARE

DECEMBER
 9-10, 2025
 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


99%
 of attendees are from
 healthcare organizations
 in Canada


63%
 of attending
 organizations have
 1,000+ employees



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



Shalu Bains
Chief Information & Analytics Officer
Trillium Health Partners



Victoria Chan
Deputy Chief Medical Information Officer
Mackenzie Health



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



Pakizah Kozak
CIO, Information Management & Technology
Quinte Health Care



Justin Saindon
Director, Digital Transformation & Analytics
Niagara Health



Nick Popratnjak
Director, Business Support Solutions Delivery & Analytics
Hamilton Health Services

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.



“

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.



“

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.



“

The Big Data West event was an excellent opportunity to meet vendors and partners in the industry ... There were lots of opportunities to connect with potential clients. The entire Big Data West team was amazing leading up to and throughout the 2-day event. Communication was great and all questions were answered. Looking forward to being a part of the Big Data West 2025 conference!



“

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



“

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.

Anomalo

“

Excellent communication from the Strategy Institute team leading up to the event ... Proud to be a sponsor of this event.



“

Terrific event, excellent conversations, great feedback from attendees. We achieved our primary goals of generating new business, brand awareness and meeting existing clients.



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 15,000+ big data buyers
 - Your brand's 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 15,000+ big data buyers
 - Your brand's 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



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 15,000+ big data buyers
 - Your brand's 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 increase
your pipeline!



Mitch Davis

Divisional Head of Sponsorship

Call: 1-866-298-9343 x272

mitch@strategyinstitute.com



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