



**BIG DATA &
ANALYTICS**

PORTFOLIO OF EVENTS
2026-2027

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

JOIN FORCES WITH CANADA'S BIG DATA EVENT MARKET LEADER

UPCOMING EVENTS

- 1** 12TH ANNUAL **BIG DATA & ANALYTICS** SUMMIT CANADA
JUNE 9-10, 2026
TORONTO
- 2** 5th Annual **DATA ANALYTICS FOR THE PUBLIC SECTOR** SUMMIT
OCTOBER 21-22, 2026
TORONTO
- 3** 7TH ANNUAL **BIG DATA & ANALYTICS WEST** SUMMIT
NOVEMBER 3-4, 2026
VANCOUVER
- 4** 14th Annual Summit on **DATA ANALYTICS FOR HEALTHCARE**
DECEMBER 8-9, 2026
TORONTO
- 5** 3RD ANNUAL **DATA ANALYTICS & AI FOR FINANCIAL SERVICES** SUMMIT
SPRING 2027
TORONTO

- The **largest** and **longest-serving portfolio** of big data and analytics events in Canada for more than **14 years**
- **5 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



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

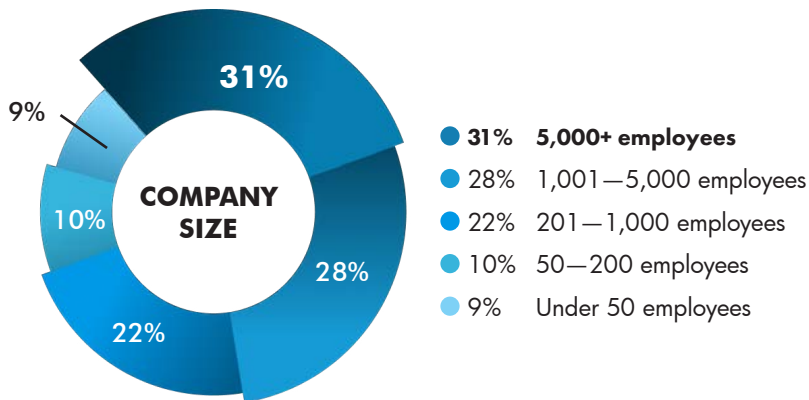
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12TH ANNUAL
BIG DATA & ANALYTICS
 SUMMIT CANADA

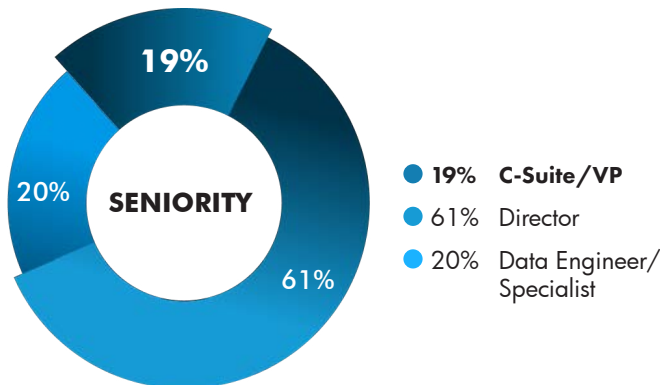
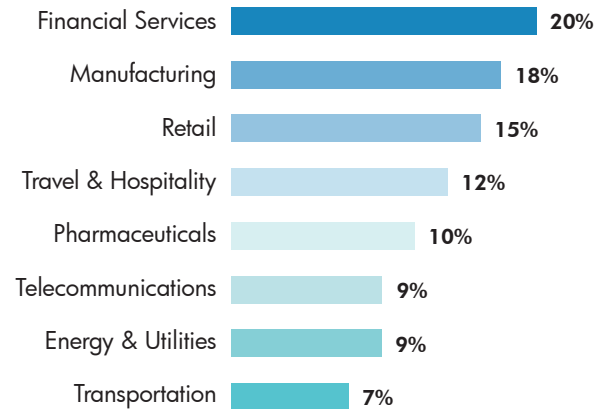
JUNE
 9-10, 2026
 TORONTO

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

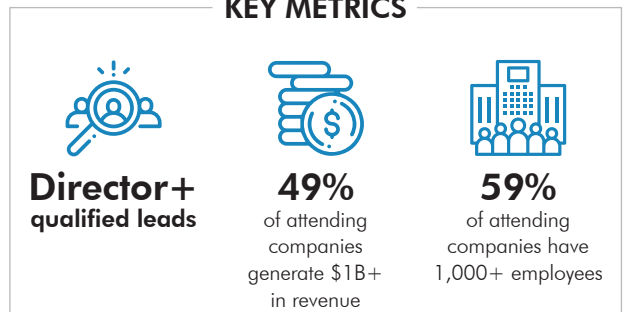
This exclusive conference attracts **senior executives** actively looking to invest in solutions to help leverage their data analytics.



MARKET SEGMENTS



KEY METRICS





PAST SPEAKERS



Lori Bieda
Chief Data & Analytics Officer,
North American Personal &
Business Banking
BMO Financial Group



Eugene Y. Wen
Global Chief Data Scientist
Manulife



Brandon Milner
CIO & SVP,
Digital & Data Engineering
EllisDon



Todd Warnell
CIO
Bruce Power



David Lloyd
Chief Data & AI Officer
Dayforce



Ghalem Ben-Nouna
CDO
Ivanhoé Cambridge



Carine Botturi
CTO & Director,
Data Strategy & Enablement
TELUS

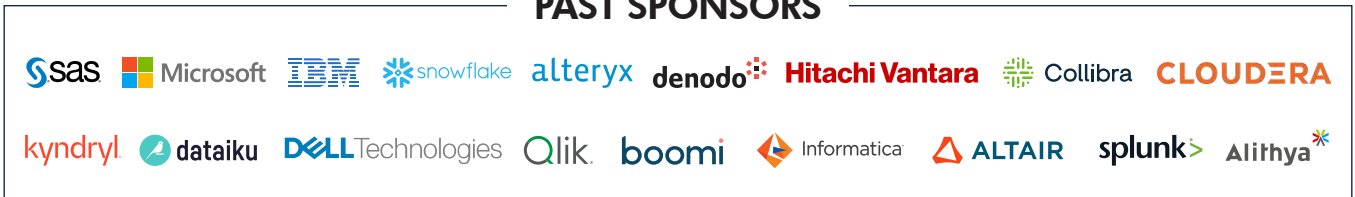


Amar Narain
CIO & SVP
Pizza Pizza

PAST ATTENDEES



PAST SPONSORS

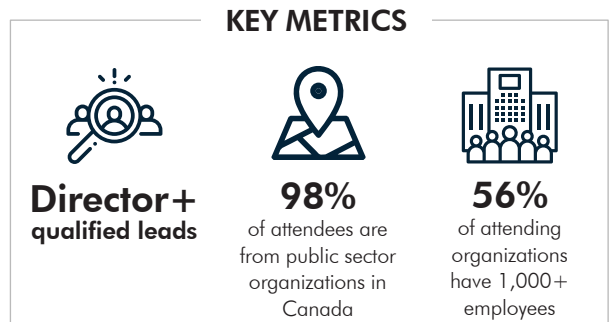
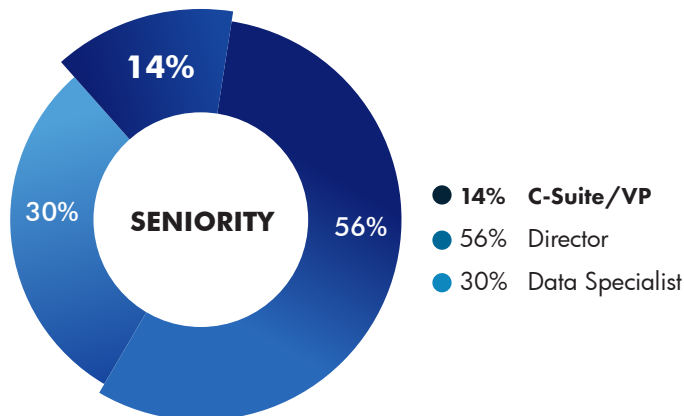
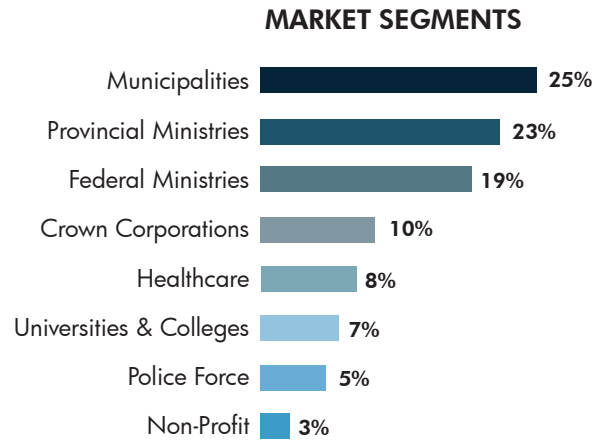
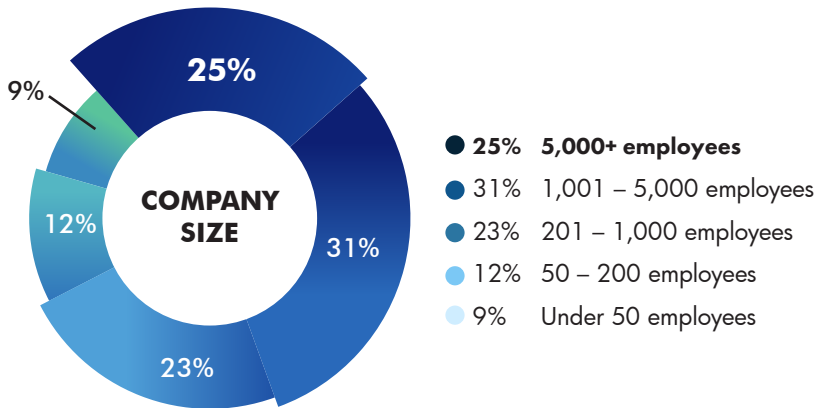


6th Annual
DATA ANALYTICS
FOR THE **PUBLIC SECTOR**
SUMMIT

OCTOBER
21-22, 2026
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.





PAST SPEAKERS



Erika-Kirsten Easton
CDO & Director General, Enterprise Service, Data & Architecture
Transport Canada



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



Brandon Lee
Director General, CTO, Grants & Contributions Transformation
Global Affairs Canada



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



Doug Woodworth
CDO & Executive Director, Data for Benefits Delivery Modernization
Employment and Social Development Canada (ESDC)



John Roberts
Chief Data & Privacy Officer, Ministry of Public and Business Service Delivery and Procurement
Ontario Public Service



Gina Johar
CIO
City of Kingston

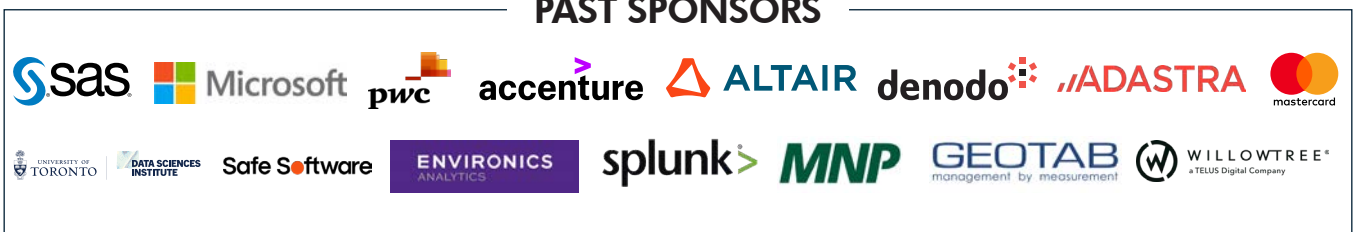


Uma Gopinath
CIO
Metrolinx

PAST ATTENDEES



PAST SPONSORS

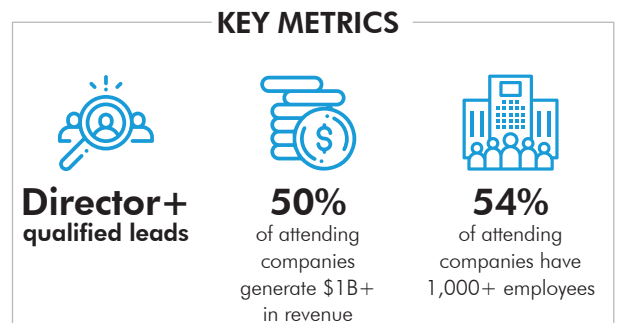
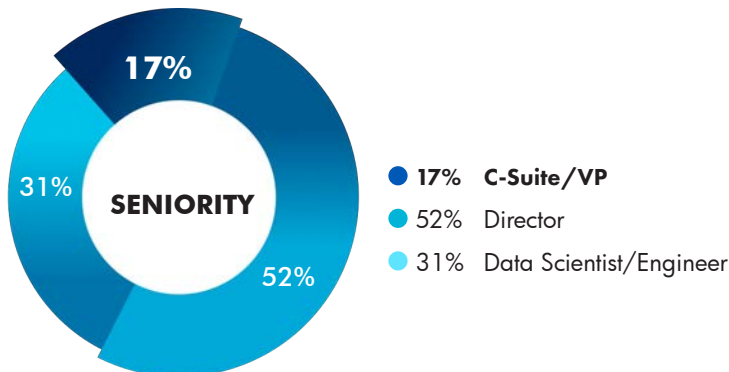
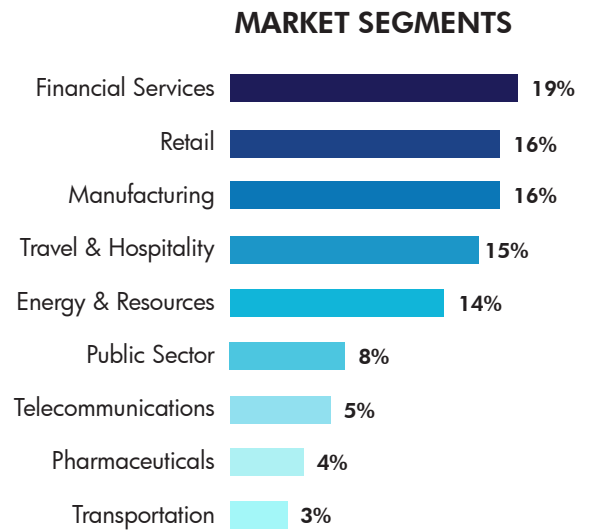
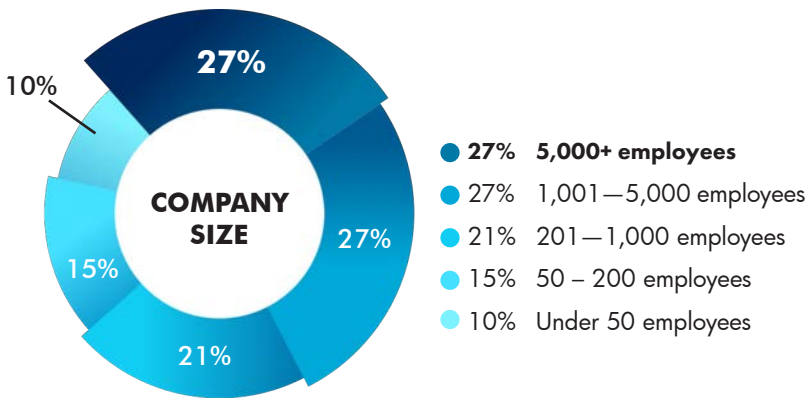


7TH ANNUAL
BIG DATA & ANALYTICS WEST SUMMIT

NOVEMBER
 3-4, 2026
 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



Jennifer Hartfield
SVP, Corporate Data & Operations
British Columbia Investment
Management Corporation
(BCI)



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



Karen Beckmann
CIO & Senior Director,
Information Technology
Rocky Mountaineer



Michael Iseyemi
VP, IT
Gateway Casinos &
Entertainment Limited



Joyce Ip
AVP, Strategy, Analytics &
Transformation
Capilano University



Jason Williams
Director, Innovation &
Technology Group
Vancouver Airport Authority



Andrew Hall
VP, Data & Analytics
Canada Drives

PAST ATTENDEES



PAST SPONSORS



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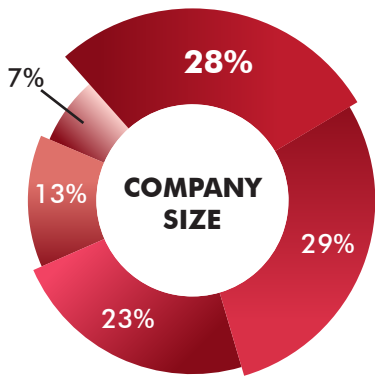
14th Annual Summit on

DATA ANALYTICS
 FOR HEALTHCARE

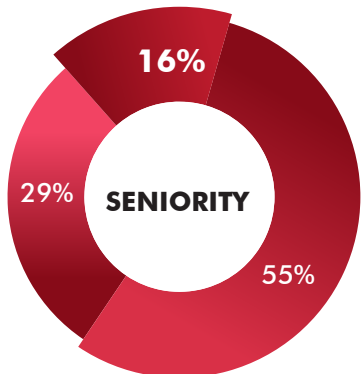
DECEMBER
 8-9, 2026
 TORONTO

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.



- 28% 5,000+ employees
- 29% 1,001—5,000 employees
- 23% 201—1,000 employees
- 13% 50 – 200 employees
- 7% Under 50 employees



- 16% C-Suite/VP
- 55% Director
- 29% Data Specialist

KEY METRICS



Director + qualified leads



97%
 of attendees are from healthcare organizations in Canada



57%
 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



Paul Woods
 MD, President & CEO
Southlake Hospital



David Rotenberg
 Chief Analytics Officer
CAMH



Alistair Forsyth
 CIO & VP, Digital Health
VHA Home HealthCare



Patrick Harkins
 CTO
Mackenzie Health

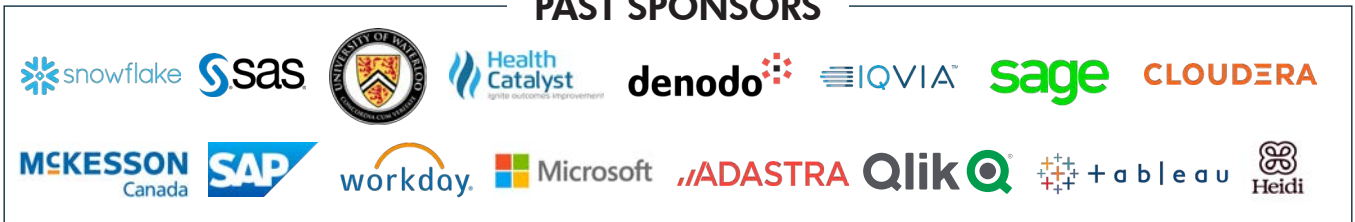


Muhammad Mamdani
 VP, Data Science & Advanced Analytics
Unity Health Toronto

PAST ATTENDEES



PAST SPONSORS



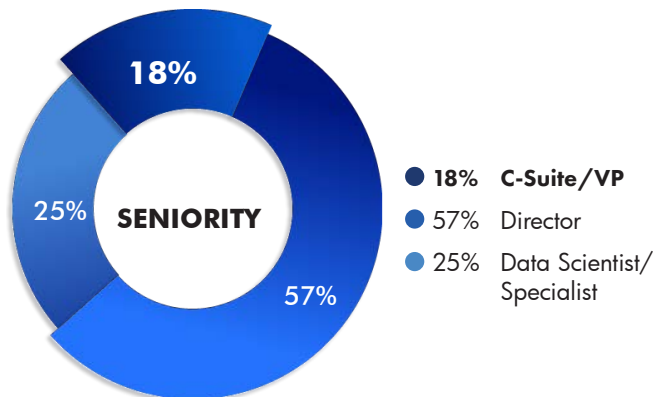
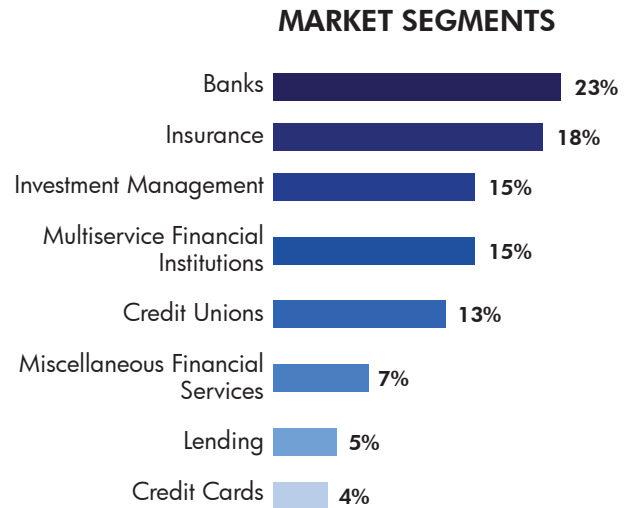
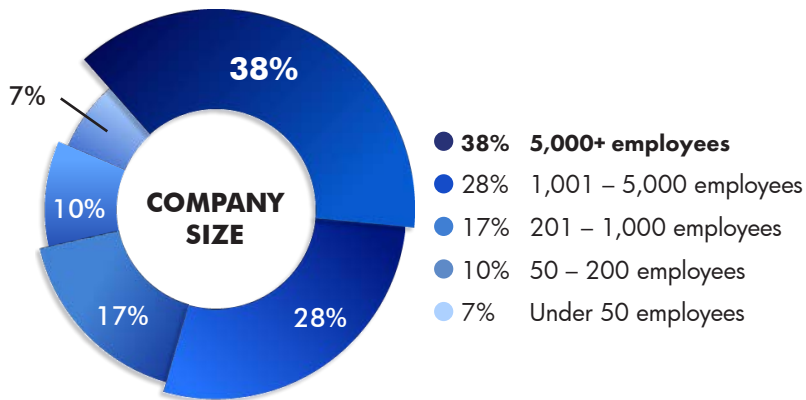
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3RD ANNUAL
DATA ANALYTICS & AI
 FOR FINANCIAL SERVICES
 SUMMIT

SPRING
 2027
 TORONTO

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

This highly anticipated conference brings together **senior financial services leaders** looking to take their data to the next level.



KEY METRICS

- Director+ qualified leads** (Icon: magnifying glass over people)
- 51%** of attending companies generate \$1B+ in revenue (Icon: stack of coins)
- 66%** of attending companies have 1,000+ employees (Icon: building with people)



PAST SPEAKERS



Paul Twigg
 CTO
 Digital Commerce Bank



Sai Poguluru
 Chief Information Security Officer &
 Head of Technology Operations
 Your Neighborhood Credit
 Union



Nabarun Lahiri
 Managing Director - Head of Data
 Management, Governance &
 Controls
 TD Securities



Tezvir Singh
 Managing Director & Head of Data
 & Analytics Capabilities
 BMO Financial Group



Ozge Yeloglu
 VP, Enterprise Advanced Analytics
 & Artificial Intelligence
 CIBC



Carrie Chai
 VP,
 Risk Models & Analytics
 Equitable Bank



Sahar Nezami
 VP,
 Enterprise Analytics & Data
 Meridian Credit Union



Shone Mousseiri
 Director,
 Advanced Analytics (AI Risk)
 Manulife

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.



“

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.



“

10/10 experience! Big Data West is such a good show for us... The event was a great way to develop our brand awareness... and expand our outreach to new potential business. We also appreciated the catering and facilities as they were top-notch. It was a pleasure getting to see other software vendors and learning about what they do as well! There was clear communication from the SI team with lots of resources provided. They are always friendly and quick to provide logistical answers.



“

It was a privilege to sponsor the Data Analytics for Healthcare conference and connect with so many engaged, intelligent and thoughtful healthcare and data professionals ... Very high-quality event with lots of curious, keen potential clients with problems that fit what we can offer ... We saw tremendous potential and appetite to enable care with AI in ways that are safe, secure, private and deeply respectful of patients, and we are inspired by the many innovative, leading organizations across Canada that we can learn from and collaborate with.



“

10/10 for overall satisfaction. The experience was excellent! We had a great platform to connect with leaders, showcase our products and have insightful conversations ... Good atmosphere and plenty of engaging conversations. It was great reconnecting with existing customers and strengthening relationships. Good opportunity to meet new prospects and initiatives ... Everything at the event went smoothly and was well organized.



“

Really well done event ... Great leads and conversations across the board that were relevant to us. Overall, time and money well spent ... The content was interesting and engaging; the tracks were fantastic. Great panels.



“

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.



“

10/10 for overall satisfaction and quality of the event attendance. ...The sponsorship, program and production management were excellent! It made everything so easy. Quality program and audience. Well worth the time to be here!



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 x 272
mitch@strategyinstitute.com



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