

PORTFOLIO OF EVENTS 2025-2026

> YOUR SOLUTION TO BREAKING INTO THE CANADIAN BIG DATA MARKET

0





UPCOMING EVENTS

BIG DATA & ANALYTICS SUMMIT

JUNE **4-5, 2025** TORONTO

DATA ANALYTICS

OCTOBER 21-22, 2025 TORONTO

SUMM

BIG DATA &
ANALYTICS WEST SUMMIT

NOVEMBER 18–19, 2025 VANCOUVER



DECEMBER 9-10, 2025 TORONTO



MARCH **4–5, 2026** TORONTO



SEPTEMBER 23-24, 2026 MONTRÉAL

- 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



Network with industry stakeholders

Stay on top of market trends and innovations

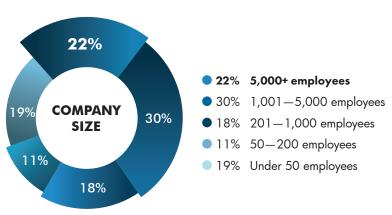




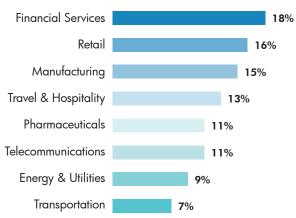
JUNE **4-5, 2025** TORONTO

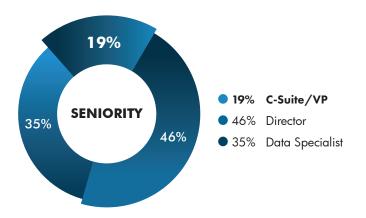
Canada's largest cross-industry gathering of senior leaders in big data, analytics and AI

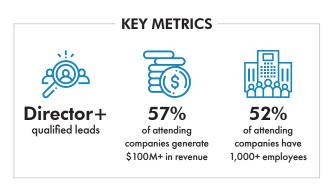
This exclusive conference attracts **senior executives** actively looking to invest in solutions to help leverage their data analytics.



MARKET SEGMENTS















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 Al & Data Products, Manufacturing & Supply Sanofi



Todd Warnell CIO **Bruce Power**



Clément Brunet VP, Client Data & Analytics **iA Financial Group**

PAST ATTENDEES

































Government of Canada













































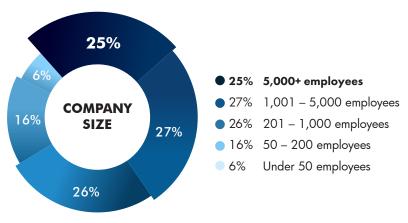




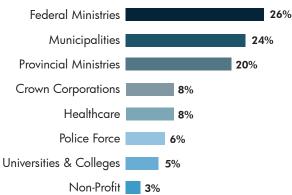
OCTOBER **21-22, 2025** TORONTO

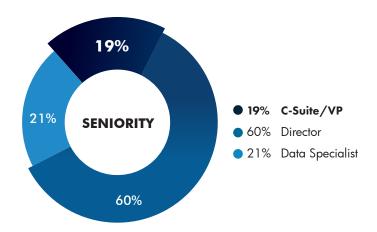
The only event series dedicated to data analytics trends and technologies uniquely tailored to the Canadian public sector

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



MARKET SEGMENTS





Director+ qualified leads

KEY METRICS

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









Canada Revenue Agency

Agence du revenu du Canada

LCBO















Fisheries and Oceans Pêches et Océans Canada Canada































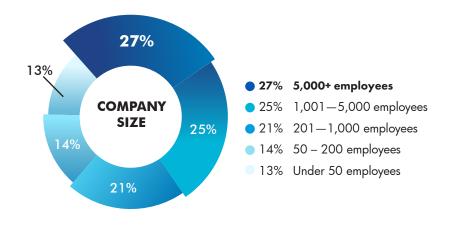




NOVEMBER
18-19, 2025
VANCOUVER

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

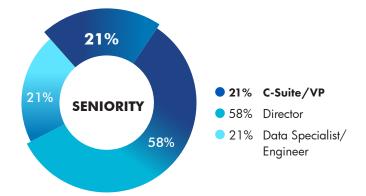
This prestigious conference attracts **senior decision-makers** in the West actively looking to invest in solutions to maximize the potential of their data.

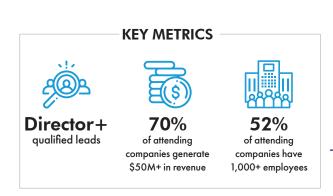


Financial Services Retail 16% Manufacturing 16% Travel & Hospitality 15% Energy & Resources Public Sector 8% Telecommunications 5% Pharmaceuticals 4%

3%

MARKET SEGMENTS





Transportation





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 & Al Sodexo



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



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

PAST ATTENDEES









































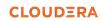




























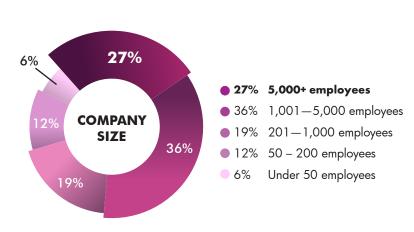
13th Annual Summit on



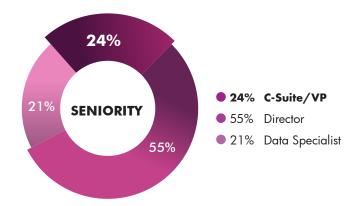
DECEMBER
9-10, 2025
TORONTO

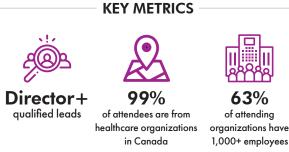
The only event series specializing in data analytics technology and strategies for Canadian healthcare organizations

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









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







































































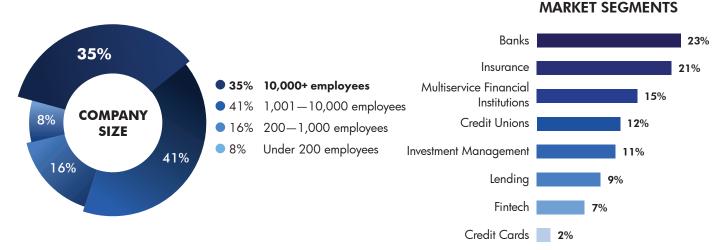


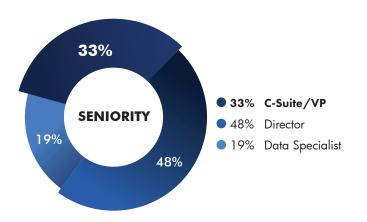
MARCH **4-5, 2026** TORONTO

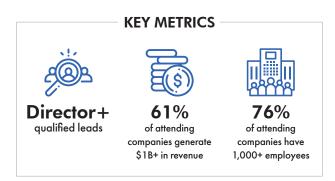
Canada's only data analytics and AI event focused exclusively on financial services

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









CONTINUED PAST SPEAKERS & ATTENDEES...





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 & Al Risk Scotiabank



Alina Rivilis AVP, Data Science & Big Data **IGM Financial**

PAST FINANCIAL SERVICES ATTENDEES FROM OUR BIG DATA PORTFOLIO



































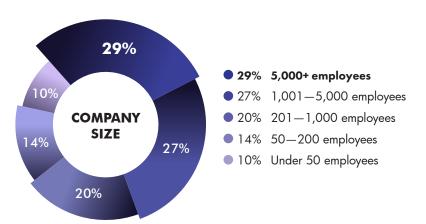




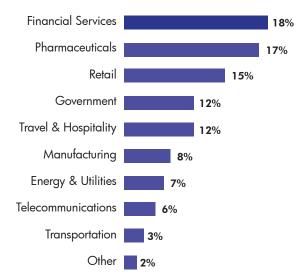
The only large-scale big data & analytics conference in Montréal

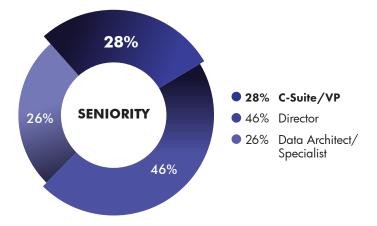
This innovative conference brings together leaders in **Canada's Al hub** to help build strong data foundations.

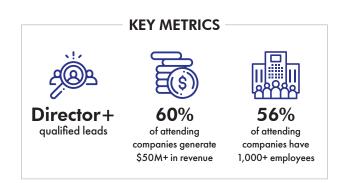
SEPTEMBER **23-24, 2026** MONTRÉAL



MARKET SEGMENTS







CONTINUED PAST SPEAKERS, ATTENDEES AND SPONSORS...





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 Nayebi VP, Data & Al **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

























































SPONSOR TESTIMONIALS

66

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.

Ssas

46

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

66

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



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!



66

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



66

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

66

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



66

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







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:
 - o 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
 - o Access to the complete delegate and speaker list
 - o 3 all-access VIP passes for your team
 - o 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 comarketing campaign to 15,000+ big data buyers
 - o Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
 - o Access to the complete delegate and speaker list
 - o 3 all-access VIP passes for your team
 - o 10 additional complimentary passes to invite your clients and prospects









- 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:
 - o A fully customizable exhibit booth
 - o 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
 - o Access to the complete delegate and speaker list
 - o 2 all-access VIP passes for your team
 - o 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







JUNE **4–5, 2025** TORONTO

www.bigdatasummitcanada.com



OCTOBER 21-22, 2025 TORONTO

www.dataanalyticspublicsectorsummit.com



NOVEMBER 18-19, 2025 VANCOUVER

www.bigdatasummitwest.com



DECEMBER 9-10, 2025 TORONTO

www.healthdatasummit.ca



MARCH **4–5, 2026** TORONTO

www.datafinancialservicessummit.com



SEPTEMBER 23–24, 2026 MONTRÉAL

www.bigdatamontreal.ca