SPONSORSHIP PACKAGES 2025

CYBER SUMMIT

cybera   SRNET   MRnet
                   Manitoba Research Network

Pre-Summit Workshop Day: November 4, 8:00 am - 4:00 pm

Cyber Summit Welcome Reception: November 4, 4:00 pm - 6:00 pm

Cyber Summit 2025: November 5-6

Location: Banff Park Lodge, Banff, Alberta

cybersummit.ca

Thank you to our sponsors who have helped make the Cyber Summit a success for over 15 years! And greetings to our new sponsors who are joining us this year — we look forward to connecting with you in Banff this November.

The 2024 Cyber Summit hosted a sell-out crowd of over 350 registrants.

This year's Summit will return to the Rocky Mountains on November 5 and 6, 2025, with pre-Summit workshops on November 4. Each year, the Cyber Summit explores themes that are relevant to the ever-changing IT environment in Western Canada's public and education sectors. This year's conference will again take place at the Banff Park Lodge, nestled in downtown Banff, featuring enlightening keynotes, socials, exhibition spaces, and more.

Over the past three years, we have sold all sponsorship packages before the end of the summer. Additionally, due to changes in the venue layout, we have reduced the number of sponsor tables, leading to a more intimate and exclusive networking opportunity for this year's Summit sponsors and delegates. We anticipate another early sell-out for 2025.

To show our gratitude for contributions to last year's Cyber Summit, returning sponsors have first right of refusal on the same, or similar, package for 2025. To confirm your renewed participation in Cyber Summit 2025, please complete the Cyber Summit 2025 Sponsor Application form here.

Thank you,
The Cyber Summit team
summit@cybera.ca

OPPORTUNIT'eh?

The current economic and geopolitical landscape has many Canadians looking inward and exploring new opportunities to move forward in a productive way, together. Does this period in history present a uniquely Canadian opportunity? Are there initiatives that we could be collaborating on to advance our public, education and research sectors?

Cyber Summit 2025 will bring together leaders, innovators and changemakers from these sectors to explore how shared infrastructure and cross-sector conversations can position Canada to lead with resilience. From sovereign technology to collaborative cybersecurity, we'll ask how we can seize this moment—not just to adapt, but to thrive.

Please note: Presenting sponsors are asked to incorporate the Cyber Summit theme into their presentations. In addition to keeping on brand with the event, a theme-aligned talk is more likely to generate increased attendance during your sessions. All proposed sponsor talks will need to be approved by the Summit advisory committee before agreements can be finalised.

ABOUT THE CYBER SUMMIT

Cyber Summit organizers

The Cyber Summit is organized by the three prairie organizations that run the Research and Education Networks in Alberta, Saskatchewan and Manitoba: **Cybera**, **SRNET** and **MRnet**. Each organization works with stakeholder groups in the public, education and start-up space — who look to them for unbiased technical advice and support.

Cyber Summit stats

2024 Cyber Summit, by the numbers:

- 354 Summit registrants
- ~100 workshop attendees
- 23 panels, presentations, and workshops
- Attendee survey responses:
  - ▷ All attendees indicated a high level of satisfaction with the event
  - ▷ 90% said they intend to or are considering attending the 2025 Cyber Summit
  - ▷ 90% were happy with the sponsor exhibit area
  - ▷ All sponsors surveyed ranked a high level of satisfaction with the conference
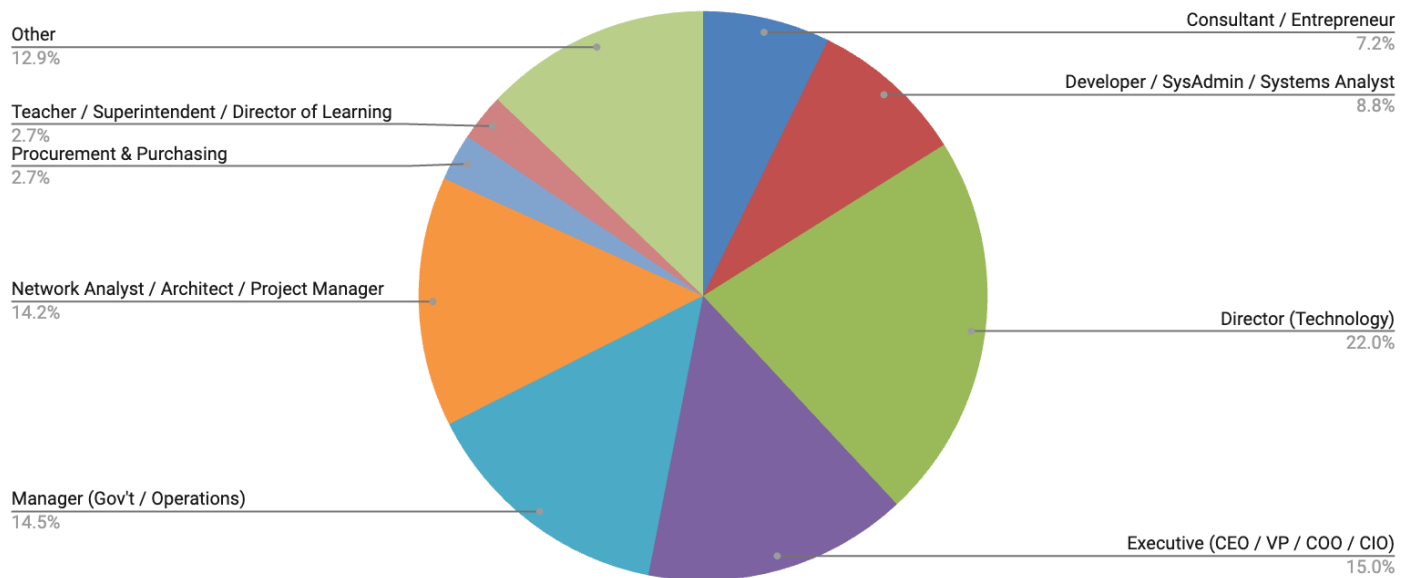
The Cyber Summit audience

The 2025 Cyber Summit will host over 350 leaders in technology from Western Canada's public, education and innovation sectors, with about 100 of these delegates attending the pre-Summit workshops. Business and IT professionals attend the Cyber Summit to explore the latest technology trends and applications to leverage as advancements and solutions in their organizations. These combined three days in Banff prove crucial to everyone on the operations team — from CIOs and systems administrators, to business development and administration officers.

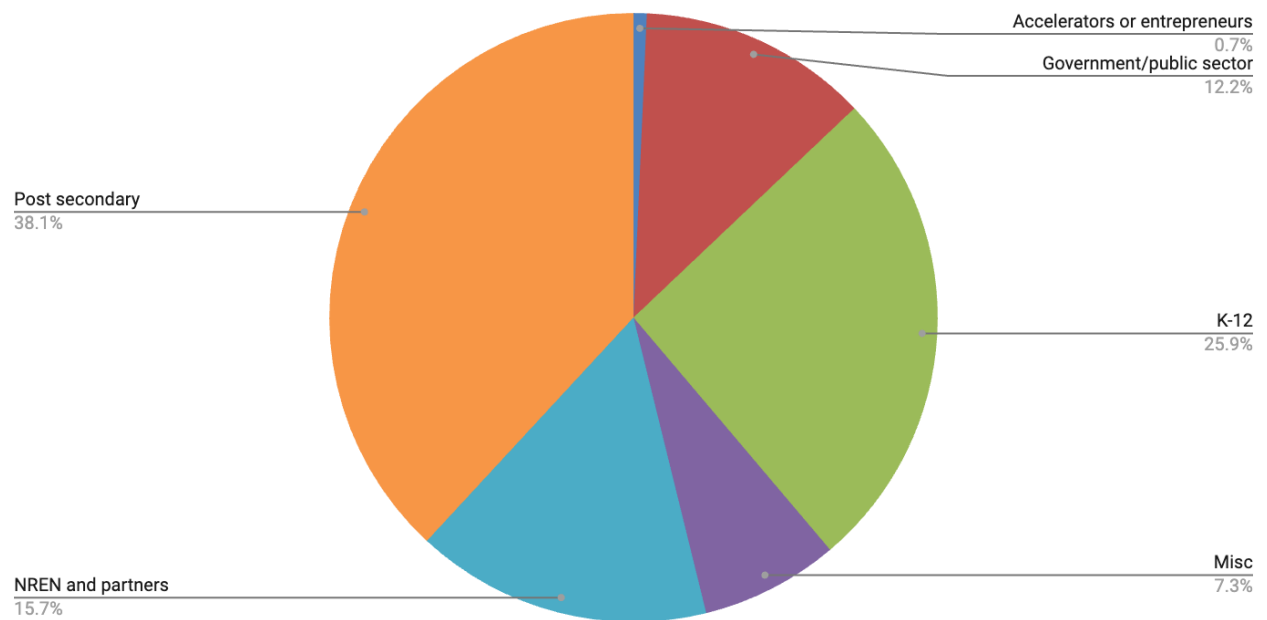## Combating rising costs and inflation for attendees

Inflation and travel costs are big concerns for the public sector when looking at conferences to attend. That is why, for the second straight year, we are pleased to announce the Cyber Summit will maintain a low ticket cost for Cybera, SRNET and MRnet **member organizations** (which consist of K-12 school districts, post-secondary institutions, municipalities and provincial government agencies in Alberta, Saskatchewan and Manitoba). We have also negotiated a block hotel room rate to ensure there are cost-friendly options for accommodations. Our goal is to create an affordable conference for the attendees, while ensuring in-depth exposure for our sponsors.
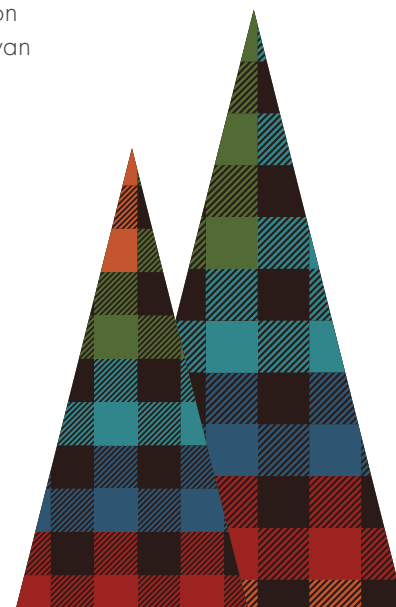
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Non-sponsor attendees by job title (2024)

Consultant / Entrepreneur
7.2%

Developer / SysAdmin / Systems Analyst
8.8%

Director (Technology)
22.0%

Executive (CEO / VP / COO / CIO)
15.0%

Manager (Gov't / Operations)
14.5%

Network Analyst / Architect / Project Manager
14.2%

Procurement & Purchasing
2.7%

Teacher / Superintendent / Director of Learning
2.7%

Other
12.9%

Non-sponsor attendees by sector (2024)

Accelerators or entrepreneurs
0.7%

Government/public sector
12.2%

K-12
25.9%

Misc
7.3%

NREN and partners
15.7%

Post secondary
38.1%

Companies in attendance (2024)

AB Forensics

Abnormal Security

ACSI

Adventist Education

Alberta Innovates

Alberta Municipalities

Alberta Post-Secondary Application System

Alberta University of the Arts

Altadel Consulting

Amazon Web Services

Ambrose University

Arctic Wolf

Athabasca University

Audio Enhancement

AVI-SPL

Banff Centre for Arts and Creativity

BCNET

Bow Valley College

Brandon University

Brittlestar

Burman University

Calgary Catholic School District

Canadian Internet Registration Authority (CIRA)

CANARIE

CDW Canada

Charter Telecom

City of Calgary

City of Red Deer

City of Winnipeg

Clearview School Division

Clutch Solutions

Compugen

Concordia University of Edmonton

CrowdStrike

CSI Leasing

Cybera

CyberAlberta

Darktrace

Dell Technologies

Edmonton Catholic School Division

Edmonton Public School Board

Elk Island Public Schools

Elyse Courtney

ESET Canada Inc

ESTI Consulting Services

Extreme Networks

First Nations Technical Services Advisory Group (TSAG)

Flywire

Fort Vermilion School Division

Fortinet

Foundations for the Future Charter Academy

Gartner

Government of Alberta

Graduate Students' Association, University of Calgary

Grande Prairie Catholic School Division

Grande Prairie School Division

Harrison Strategy & Innovation

Haskayne School of Business, University of Calgary

Horizon School Division No. 205

Huron

Industry Sandbox & AI Computing (ISAIC), University of Alberta

Information and Communications Technology Council (ICTC)

Information Services & Technology, University of Alberta

Innovation Saskatchewan

Insight Equipment Finance

Intel

Internet Archives

iON United

ISA Cybersecurity

IT/IQ Tech Recruiters

Juniper Networks Canada

Kee Tas Kee Now Tribal Council Education Authority

Lakeland College

Lenovo

Lethbridge Polytechnic

Lethbridge School Division

Lightcast

Lloydminster Public School Division

MacEwan University

ManageEngine

Maskwacis Cultural College

Medicine Hat College

Métis Nation Saskatchewan

Microserve

Miles Davison LLP

Ministry of Technology and Innovation

MNP

Mode

Mount Royal University

MRnet

NAIT

Netskope

Northland School Division 61

NorQuest College

Northlands College

Olds College

Optiv

ORION

OWASP

Palo Alto Networks

Parkland School Division

Peace Library Systems

Platform Calgary

Prairie Spirit School Division

Pure Storage

Red Deer Polytechnic

RISQ

Rubrik

Rural Municipalities of Alberta

SAIT

Sam Norman

Saskatchewan Polytechnic

SentinelOne

Shing Digital

SMART

Softchoice

Southwest Alberta Sustainable Community Initiative (SASCI)

Spencer

SRNet (Saskatchewan Research Network)

St Mary's University

STAR Catholic School Division

Stega Networks

Tantus Solutions

Taproot Publishing Inc.

Targus Canada

Technology Helps Inc.

TEKsystems

The WolfStrata Group

TMA Solutions Canada Ltd.

TOPdesk

Town of Blackfalds

UC Davis

University of Alberta

University of Calgary

University of Lethbridge

University of Regina

University of Saskatchewan

University of Victoria

Varonis

Veeam Software

Von der Rusch Photography

WBM Technologies

Wetaskiwin Regional Public Schools

Wild Rose School Division

Wolf Creek Public Schools

WorkLore

X10 Technologies

Yellowhead Regional Library

Zscaler

Exhibitor hours

Move in
November 4
1:30 pm - 4:00 pm

Exhibition space open to delegates
November 5
7:30 am - 4:00 pm

November 6
9:00 am - 12:00 pm

Move out
November 6
12:00 pm - 4:00 pm

Every Cyber Summit 2025 sponsorship package includes:

- One exhibit space, including one 6' table, one black tablecloth, two chairs, one powerbar, and wifi access
- Company profile on the Cyber Summit schedule app (Sched). See example **here**
- Company logo on the **Cyber Summit website**, Summit-related emails and session intro presentation slides
- Option to purchase additional passes at time of agreement signing, at a reduced rate
- Access to **opt-in** attendee list for follow-up and lead generation **following** the event (name, email, title and company). This list will be released approximately two business days following the event
- Option to host off-site hospitality events, including vendor dinners and receptions (outside of the set conference agenda). The Cyber Summit venue is walkable to many great restaurants and other local attractions

NOTES:

- Summit passes do not include access to the pre-Summit workshops or meals on November 4.
  ▷ Workshop passes can be purchased separately through Eventbrite when registration is made open to the public
  ▷ Workshop day passess include breakfast, lunch, all-day coffee and snacks on November 4
- Summit passess include breakfast, lunch, all-day coffee and snacks, on November 5 and 6, and the evening receptions on November 4 and 5
- Sponsor booths are limited to two chairs each to adhere to fire and safety requirements
- Presenting sponsors are asked to incorporate this year's Cyber Summit theme into their presentations (see page 3 for theme overview). In addition to keeping on brand with the event, a theme-aligned talk is more likely to generate increased attendance during your sessions. All proposed sponsor talks will need to be approved by the Summit advisory committee before agreements can be finalised
- Booth numbers and locations are subject to change
- Prices do not include GST
- Only one invoice will be issued per sponsorship agreement

Additional sponsor tickets
Price: $720 (maximum 2 per company) (15 available)

- All add-on tickets must be added to the initial sponsorship agreement prior to signing. Regular ticket prices will apply after signing. *Please note that this does not include additional chairs at your sponsor booth. Booths are limited to two chairs each due to fire and safety code restrictions*

PLATINUM PACKAGES

Plenary presentation, main ballroom (two available)
Package price: $14,500

SOLD OUT

- Opportunity to present one 30-minute plenary session in the main ballroom during the morning or afternoon of November 5 (decided on a first come first serve basis). *Please note that only thought leadership sessions will be considered*
- Opportunity to have one company branded promotional video (up to two minutes long) played during the Summit
- Priority branding on Cyber Summit marketing
- Four complimentary Summit passes (includes speaker pass)

Every sponsorship package includes:

- One exhibit space, including one 6' table, one black tablecloth, two chairs, one powerbar, and wifi access
- Company profile on the Cyber Summit schedule app (Sched).
- Company logo on the Cyber Summit website, Summit-related emails and session intro presentation slides
- Option to purchase additional passes at time of agreement signing, at a reduced rate
- Access to opt-in attendee list for follow-up and lead generation following the event (name, email, title and company).
- Option to host off-site hospitality events, including vendor dinners and receptions (outside of the set conference agenda).

GOLD PACKAGES

Concurrent presentation, main ballroom (two available)
Package price: $12,000

SOLD OUT

- Opportunity to host one concurrent 30-minute session in the main ballroom during the afternoon of November 5 or morning of November 6 (decided on a first come first serve basis). *Please note that only thought leadership sessions will be considered*
- Priority branding on Cyber Summit marketing
- Three complimentary Summit passes (includes speaker pass)

Concurrent presentation, breakout room (two available)
Package price: $11,000

SOLD OUT

- Opportunity to host one concurrent 30-minute session in the breakout room during the afternoon of November 5 or morning of November 6 (decided on a first come first serve basis). *Please note that only thought leadership sessions will be considered*
- Priority branding on Cyber Summit marketing
- Three complimentary Summit passes (includes speaker pass)

Workshop Day (one available)
Package price: $10,000

- Opportunity to host a plenary workshop during the Pre-Summit Workshop Day on November 4. *Please note that only thought leadership topics will be considered*
- Presenting name rights ("Sponsored by") of the Workshop Day on November 4, including breakfast, lunch, all day coffee and two snack breaks (excludes November 4 evening Welcome Reception)
- Opportunity to display up to two standard size pop-up banners around the sponsored workshop room on November 4
- Three complimentary Summit passes and up to three Pre-Summit Workshop Day speaker passes

Every sponsorship package includes:

- One exhibit space, including one 6' table, one black tablecloth, two chairs, one powerbar, and wifi access
- Company profile on the Cyber Summit schedule app (Sched).
- Company logo on the Cyber Summit website, Summit-related emails and session intro presentation slides
- Option to purchase additional passes at time of agreement signing, at a reduced rate
- Access to opt-in attendee list for follow-up and lead generation following the event (name, email, title and company).
- Option to host off-site hospitality events, including vendor dinners and receptions (outside of the set conference agenda).

GOLD PACKAGES

Every sponsorship package includes:

- One exhibit space, including one 6' table, one black tablecloth, two chairs, one powerbar, and wifi access
- Company profile on the Cyber Summit schedule app (Sched).
- Company logo on the Cyber Summit website, Summit-related emails and session intro presentation slides
- Option to purchase additional passes at time of agreement signing, at a reduced rate
- Access to opt-in attendee list for follow-up and lead generation following the event (name, email, title and company).
- Option to host off-site hospitality events, including vendor dinners and receptions (outside of the set conference agenda).

Welcome Reception (one available)
Package price: $9,500

- Presenting name rights ("Sponsored by") of the Cyber Summit Welcome Reception on November 4
- Opportunity to provide greetings and offer remarks during the Welcome Reception (up to five minutes long) **OR** have a company promotional video (up to two minutes long) played during the Cyber Summit on November 5
- Opportunity to display up to two standard size pop-up banners during the Welcome Reception
- Your company logo on Welcome Reception drink tickets. Cybera will arrange for light hors d'oeuvres and one complimentary drink ticket for all attendees
- Option to purchase extra branded drink tickets ($15 for every additional ticket) at time of agreement signing. The extra tickets will be given to you at the start of the reception for distribution as you see fit
- Three complimentary Summit passes

Pub Quiz (one available)
Package price: $9,500

- Presenting name rights ("Sponsored by") of the Pub Quiz on November 5
- Opportunity to provide opening remarks (up to five minutes long) **OR** play a promotional video (up to two minutes long) prior to the start of the Pub Quiz
- Opportunity to provide company branded prizes for the Pub Quiz winners (five per team)
- Company logo on appropriate Pub Quiz marketing
- Opportunity to display up to two standard size pop-up banners in the main ballroom during the Pub Quiz event
- Your logo on Pub Quiz drink tickets. Cybera will arrange for light hors d'oeuvres and one complimentary drink for all attendees
- Option to purchase extra branded drink tickets ($15 for every additional ticket) at time of signing. The extra tickets will be given to you at the start of the reception for distribution as you see fit
- Three complimentary Summit passes

SOLD OUT

SOLD OUT

SILVER PACKAGES

Snack breaks and all-day coffee, November 5 (one available)
Package price: $7,000

- Presenting name rights ("Sponsored by") of all-day coffee and tea and snack breaks on November 5
- Opportunity to play one promotional video (up to two minutes long) to attendees prior to a Cyber Summit session
- Company logo on appropriate marketing materials for the coffee and snack area
- Verbal acknowledgements by Cyber Summit hosts before and after morning and afternoon snack breaks
- Two complimentary Summit passes

Snack break and all-morning coffee, November 6 (one available)
Package price: $6,500

- Presenting name rights ("Sponsored by") of all-morning coffee and tea and the snack break on November 6
- Opportunity to share one promotional video (up to two minutes long) to attendees prior to a Cyber Summit session
- Company logo on appropriate marketing materials for the coffee and snack area
- Verbal acknowledgement by Cyber Summit hosts before and after the morning snack break
- Two complimentary Summit passes

Breakfast or lunch (four available)
Package price: $6,500

- Presenting name rights ("Sponsored by") of a breakfast or lunch (decided on a first come first serve basis)
- Opportunity to share one promotional video (up to two minutes long) to attendees prior to a Cyber Summit session
- Opportunity to display up to two standard size pop-up banners in the dining area during the meal
- Company logo on appropriate marketing materials for the breakfast area
- Verbal acknowledgement by Summit host prior to opening remarks on the day of the sponsored meal
- Two complimentary Summit passes

Every sponsorship package includes:

- One exhibit space, including one 6' table, one black tablecloth, two chairs, one powerbar, and wifi access
- Company profile on the Cyber Summit schedule app (Sched).
- Company logo on the Cyber Summit website, Summit-related emails and session intro presentation slides
- Option to purchase additional passes at time of agreement signing, at a reduced rate
- Access to opt-in attendee list for follow-up and lead generation following the event (name, email, title and company).
- Option to host off-site hospitality events, including vendor dinners and receptions (outside of the set conference agenda).

SILVER PACKAGES

Recovery Station (one available)
Package price: $6,500

- Presenting naming rights ("Sponsored by") of the Summit Recovery Station (aka "morning after" table) on November 6. Cybera will provide the "recovery" giveaways
- Opportunity to share one promotional video (up to two minutes long) to attendees prior to a Cyber Summit session
- Company logo on Recovery Station signage
- Opportunity to provide additional company swag to attendees at the Recovery Station
- Opportunity to display one standard sized pop-up banner next to the Recovery Station
- Two complimentary Summit passes

BRONZE PACKAGES

Basic package (five available)
Package price: $4,000

- Two complimentary Summit passes

ONE LEFT

Every sponsorship package includes:

- One exhibit space, including one 6' table, one black tablecloth, two chairs, one powerbar, and wifi access
- Company profile on the Cyber Summit schedule app (Sched).
- Company logo on the Cyber Summit website, Summit-related emails and session intro presentation slides
- Option to purchase additional passes at time of agreement signing, at a reduced rate
- Access to opt-in attendee list for follow-up and lead generation following the event (name, email, title and company).
- Option to host off-site hospitality events, including vendor dinners and receptions (outside of the set conference agenda).

More details on page 8

Commitment

To ensure your spot as a sponsor for the 2025 Cyber Summit, we ask interested companies to sign a service agreement within two weeks of receipt. The entire sponsorship balance must be paid within 90 days of the signing of the sponsor agreement, or by October 3, 2025, whichever comes first.

If the sponsor cancels after the agreement is signed, and outside of 90 days until the event, they are responsible for 25% of the cost of the package.

Sponsors that cancel after the agreement is signed and within 90 days of the event are responsible for 50% of the cost of the package.

No refunds will be given to sponsors who cancel six weeks prior to the event.

There will be an administrative fee of $300 for logo changes after publication.

Each sponsorship package includes the option to include only one logo of a single company on Cyber Summit branded materials. In our effort to preserve an exclusive and tailored experience for all Summit sponsors, we will not be able to accommodate dual logos/companies within any of the Cyber Summit 2025 sponsorship packages or related marketing materials.

Key dates

Signed contract due	Two weeks after invitation to participate
Sponsor fee payment due no later than	Two weeks after signed contract, or by October 3, 2025, whichever comes first
Company logos due *Preferred formats: Full colour and a "reverse" logo (aka all white logo suitable for a dark background) in vector format (.ai, .eps or .svg).* *.png (transparent background) will also be accepted (at least 1800px at the longest point of the logo).*	One week after signed contract or no later than October 3, 2025, whichever comes first
Sponsored speaker name, title, company, email, headshot and bio (100 words or less) due no later than	Two weeks after signed contract, or by October 3, 2025, whichever comes first
Presentation/talk titles and synopsis (150 words or less) due no later than	May 30, 2025

Summit marketing materials are printed approximately five weeks prior to the event, and digital marketing materials are finalized approximately three weeks prior to the event.

If sponsors cannot adhere to the commitment requirements and key dates, they forgo the opportunity to participate in identified Summit marketing materials and speaking roles. No refunds will be provided due to missed deadlines.

Complete the Cyber Summit 2025 Sponsor Application form **here**.