



Industrial Participation
Association of Canada

CONFERENCE

POSITION YOUR BRAND AT THE CENTRE OF CANADA'S DEFENCE INDUSTRY CONVERSATIONS

Join government leaders, industry executives, economic development organizations, and defence-sector stakeholders at this premier forum exploring Canada's evolving Build-Partner-Buy framework and the future of Industrial and Technological Benefits (ITB).

As a sponsor, your organization will gain visibility among influential decision-makers shaping Canada's defence and industrial participation ecosystem.



HIGH-VALUE AUDIENCE

Connect with leaders from government, industry, defence, and economic development organizations.



NATIONAL VISIBILITY

Elevate your brand in front of key stakeholders driving Canada's defence procurement and industrial participation priorities.



STRATEGIC POSITIONING

Demonstrate your organization's commitment to Canada's evolving defence and ITB landscape.



THOUGHT LEADERSHIP

Showcase your expertise alongside discussions that matter to Canada's defence and industrial future.

KEY SPONSORSHIP BENEFITS



BRAND VISIBILITY

- Event website recognition
- Logo placement across conference materials
- On-site signage opportunities
- Inclusion in event communications



RECOGNITION

- Sponsor acknowledgements throughout the conference
- Visibility during key conference moments
- Opportunities for sponsor introductions



THOUGHT LEADERSHIP

- Speaking opportunities (tier dependent)
- Platform to highlight organizational capabilities
- Enhanced visibility among attendees and stakeholders



ATTENDEE ENGAGEMENT

- Opportunities to share value-added materials
- Direct interaction with participants
- Increased exposure to key decision-makers

SPONSORSHIP OPPORTUNITIES

SOLD

PRESENTING SPONSOR

\$10,000

4 TICKETS INCLUDED

1 AVAILABLE SPOT

GOLD SPONSOR

\$7,500

3 TICKETS INCLUDED

2 AVAILABLE SPOTS

SILVER SPONSOR

\$5,000

2 TICKETS INCLUDED

3 AVAILABLE
2 SPOTS LEFT

FEATURED ACTIVATIONS

Lanyards or Registration
SOLD
\$3,500 – \$5,000

1 TICKET INCLUDED

LIMITED SPOTS

SUPPORTING SPONSOR

\$1,750

1 TICKET INCLUDED

4 AVAILABLE
2 SPOTS LEFT

★ LIMITED AVAILABILITY ACROSS ALL SPONSORSHIP TIERS ★



OCTOBER 27–28, 2026
FAIRMONT CHATEAU LAURIER
OTTAWA, ONTARIO



SECURE YOUR SPOT TODAY!

Sponsorship opportunities are limited and available on a first-come, first-served basis.



PARTNER. ENGAGE. LEAD. SHAPE CANADA'S DEFENCE FUTURE.