12th Annual

Digital Marketing for Financial Services Summit CANADA



The only Canadian event dedicated exclusively to digital marketing trends and technology relevant to the financial services industry

Digital Marketing for Financial Services Summit CANADA

Elevate Your Brand and Achieve Your Lead Generation Goals

- The **12th Annual Digital Marketing for Financial Services Canada Summit** is a part of our portfolio of innovative FinServ marketing conferences.
- This year's edition is an **in-person event** featuring face-to-face meetings, breakout streams and networking sessions. The summit will also be **streamed virtually** for attendees that can't make it in person.
- This exclusive conference attracts **600+ financial services decision-makers** actively looking to invest in solutions to advance their digital marketing.
- Our **cutting-edge event platform** enables you to showcase your brand and network with both our in-person and virtual audience.



SPONSORSHIP



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

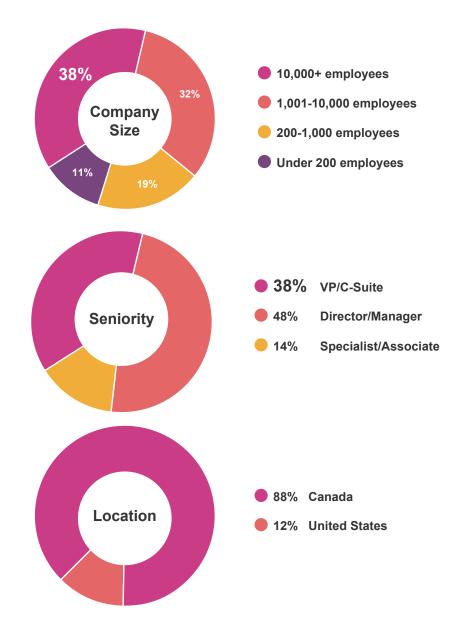
Test drive new technology

Meet thought leaders and visionaries

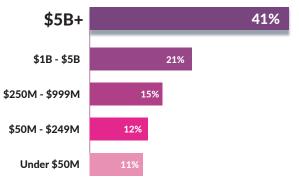
Network with industry stakeholders

Stay on top of market trends and innovations

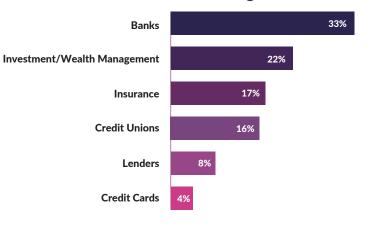
Partner with Senior Executives Ready to Invest



Company Revenue



Market Segments



Digital Marketing for **Financial Services** Summit CANADA

How We Deliver Attendees

- World-class speakers and leading-edge content to attract new buyers to the summit and encourage past delegates to return
- 10,000+ buyers and decision-makers in our DMFS community, serving as one of the largest and most influential networks in North America
- Strategy Institute has established the reputation as a market leader with 4 events in the digital marketing for financial services space
- Active in the FinServ marketing field year-round with our finger on the pulse of new trends and the sector's biggest players
- Multichannel targeted marketing campaign to our DMFS community. including social media, paid digital, thought leadership content, personalized emails, event website and brochure
- Comprehensive COVID screening and protocols that allow our sponsors, speakers and attendees to network in a safe environment



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SPONSORSHIP **LEAD GENERATION**

Showcase Your Solutions Alongside C-Suite Leaders

Our DMFS series attracts **40+ top industry speakers** at the forefront of their field.

Secure one of our sponsored speaking sessions and **establish your thought leadership** alongside these digital marketing champions.



Betsey Chung SVP & CMO, Canadian Banking and Global Digital Marketing Officer

TD Bank



Robert Rose Chief Strategy Officer Content Marketing Institute



Alan Depencier CMO, Personal, Commercial Banking & Insurance **RBC**



Maja Neable CMO, North American Personal & Business Banking BMO Financial Group



Nicole German Chief Marketing Officer

Tangerine Bank



Kobi Gulersen VP, B2B, Partner & Product Marketing





David Bradfield VP, Integrated Marketing & Communication

Economical Insurance



Shawna Dennis AVP, Global Content Marketing



Promote Your Thought Leadership

- Buyers regard you as a **market leader** and a top solution provider.
- Stakeholders better understand the value and **credibility** of your brand and how to create a mutually beneficial partnership.
- Be known as the **go-to partner** for digital marketing innovation with solutions for financial institutions that fit your ideal customer profile.
- Market your on-demand speaking session and content to attract passionate brand advocates.

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Generate Leads & Expand Your Reach

- **600+ qualified leads** focused on your solutions.
- Meet face-to-face with **VPs**, **Directors** and **CMOs** from financial organizations that are sourcing innovative digital marketing strategies and tools.
- Benefit from increased buyer engagement with our gamification strategy and in-person engagement opportunities, including workshops, sponsored breakfasts, product demos, icebreaker sessions and more.
- Utilize our **event platform** to schedule in-person and virtual meetings with senior buyers to convert prospects into customers.

Sponsorship TAKEAWAY VALUE

Elevate Your Brand Awareness & Trust

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- Maximize **visibility** and **recognition** among a tailored audience that fits your buyer persona.
- Leverage a co-marketing campaign with **100,000+ brand impressions.**
- Increase your market share, achieving your demand generation objectives.
- Raise your **brand profile** to stand out against the competition.

Build Relationships & Brand Loyalty

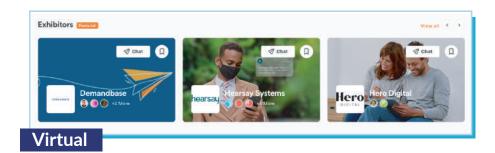
- Meet **new customers** and deepen existing client relationships.
- Enable your sales representatives to engage with **intent-based buyers** and influential decision-makers in person and virtually.
- Form **advantageous partnerships** for ongoing revenue growth.
- Cultivate connections with your **target audience** using cutting-edge tools to matchmake and set up meetings onsite.

LEVERAGE THE BEST OF BOTH WORLDS

Benefit from an In-Person and Virtual Event

This hybrid experience is specially designed to help sponsors capture the most value possible!







- **More attendees** and broader reach to maximize your lead generation opportunities
- Virtual networking **before, after** and **during** the conference through the event platform to enhance your ability to meet with prospects
- Multiple avenues of **engagement** allowing you to connect with clients **in person** and **virtually**
- **On-demand speaking sessions** and downloadable content to extend the reach of your thought leadership and boost lead capture
- Matchmaking tools, **detailed attendee profiles** and filters to target your ideal buyers
- **Two exhibit booths:** Both an in-person and virtual booth to double the impact of your brand awareness and recognition

GOLD Sponsorship Package

THOUGHT LEADERSHIP	LEAD GENERATION	BRAND AWARENESS	
 30-minute in-person speaking session including Q&A (also streamed live to our virtual audience) Your speaking session and product content will be available on demand to establish yourself as a market leader 	 The complete delegate and speaker list emailed to you after the conference, including full contact information for follow-up Extensive search capabilities and effective matchmaking tools to target senior delegates for in-person and virtual meetings Event platform enables effortless lead capture before, during and after the event to collect buyer information 	 Comprehensive brand awareness campaign to 10,000+ FinServ marketing leaders, including social media, paid digital, personalized emails, event website and brochure Day of the event: Fully branded exhibit booths, onsite signage and prominent logo placement on all in-person and virtual event assets to market your brand and maximize reach A scheduled co-marketing campaign and content syndication to provide maximum exposure, enabling your content to reach your target accounts 	
EXHIBIT BOOTHS	ANALYTICS & AUDIENCE INSIGHTS	ALL-ACCESS VIP PASSES EXCLUSIVE CONFERENCE DISCOUNT	
 Fully branded in-person exhibities booth that reflects your brandmand its value proposition Customizable virtual booth to feature additional product information, downloadable content, video and image carousels, social media links, team member profiles, special offers and more 	 Real-time audience insights and engagement reports to help you connect with attendees who fit your ideal customer profile Key metrics detailing content, product, exhibit booth and session interaction Personalized event post-mortem to calculate sponsorship ROI 	 6 complimentary event passes, including one for your speaker 25% discount on conference registrations for your guests and clients 	

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Sponsorship Packages at a Glance

	GOLD	SILVER	BRONZE	VIRTUAL
Thought Leadership	Premier 30-minute in-person speaking session	30-minute in-person panel discussion	×	×
Lead Generation	\checkmark	\checkmark	\checkmark	\checkmark
Brand Awareness	\checkmark	\checkmark	\checkmark	\checkmark
Exhibit Booth	In-person and virtual	In-person and virtual	In-person and virtual	Virtual
Analytics & Audience Insights	\checkmark	\checkmark	\checkmark	\checkmark
All-Access VIP Passes	6 passes	4 passes	3 passes	6 passes
Exclusive Conference Discount	25%	25%	25%	25%

SPONSOR TESTIMONIALS



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I think the quality of people is fantastic. I had a lot of great conversations and a lot of great leads for us to be calling on.

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66

A lot of engagement and a lot of great questions coming from the marketers ... It's clear that this is the right audience for us. They are really engaged in the kinds of challenges that we are engaged and focused on.

DEMANDBASE

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We've participated both in Canada and the U.S. and will continue to do so ... Everyone here is someone who is very highly engaged in marketing, very highly engaged in digital ... and they're interested in getting to that next stage.



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Great event for any organization looking to raise their profile and reach a target audience in the financial services sector!



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My company works directly in the digital marketing content space. The attendees are relevant, speakers are relevant, dialogue's been relevant.



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A good chance to get a message out, not just on the main stage but throughout the entire conference.

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SPONSORSHIP LEAD GENERATION



Partner with an Industry Leader!

For over 25 years, Strategy Institute has facilitated long-term partnerships between senior buyers and leading solution providers to drive innovation and business growth.

- **12+ years** building relationships and credibility within the digital marketing for financial services space
- **Content leader:** Senior producers immersed in the fields they research in order to curate **innovative industry content**
- **Customer Success** program that provides white glove service to ensure you get the most value out of your sponsorship experience

Secure Your Spot Now

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We have a limited number of speaking opportunities and they sell out quickly! Connect with **600+ intent-based buyers** ready to invest in your solution.



Book a call to learn how this opportunity can help you generate new leads and increase your pipeline!



Darren Haughian Sponsorship Manager

1-866-298-9343 x 276 darren@strategyinstitute.com

Upcoming Events in this Market Segment

4th Annual Digital Marketing for Financial Services Summit MIDWEST

Fall 2022

9th Annual

Digital Marketing for Financial Services Summit NEW YORK

Fall 2022

8th Annual

Digital Marketing for Financial Services Summit WEST

2023