



— Portfolio of Events 2026

YOUR
SOLUTION
TO BREAKING
INTO THE
**CX CANADIAN
MARKET**

JOIN FORCES WITH CANADA'S CX EVENT MARKET LEADER

UPCOMING EVENTS

1 **15th Annual CXs '26** | Customer Experience Strategies Summit | MAY 12-13, 2026 TORONTO

2 **7th Annual CXs '26** | Customer Experience for Financial Services | SEPTEMBER 23-24, 2026 TORONTO

3 **2nd Annual CXs '27** | CONTACT CENTRE STRATEGIES SUMMIT | SPRING 2027 TORONTO

- The **largest** and **longest-serving portfolio** of CX events in Canada for more than **15 years**
- **3 annual conferences** that solidify our reputation as a market leader in the customer experience space
- **15,000+ decision-makers** in our CX community of **senior-level buyers**
- Events attended by **CXOs, VPs** and **Directors** looking to transform their customer engagement and experiences
- Hybrid event platform gives you access to the **biggest names in CX globally**
- **Immersive conference format** showcases your brand in an environment with in-depth engagement



HOW WE DELIVER ATTENDEES

- Canada's premier CX event series with **a strong grasp on the market** and a deep understanding of its needs
- **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 CX field **year-round** with our finger on the pulse of **new trends** and the sector's biggest players
- Multichannel **targeted marketing campaign** to our CX 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

1

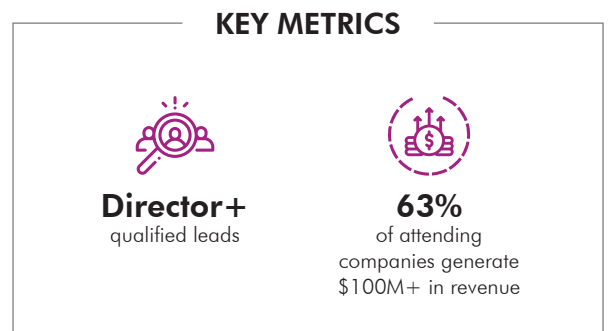
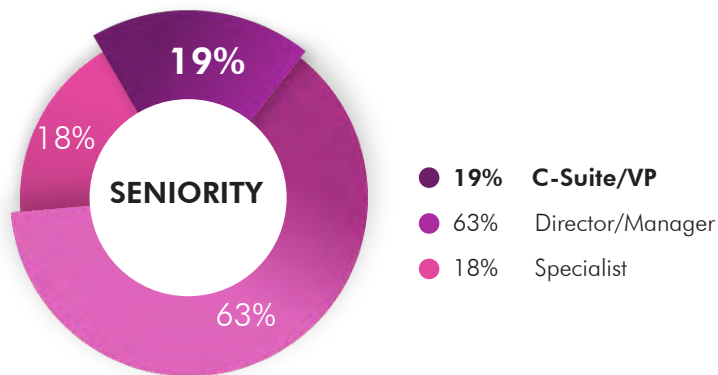
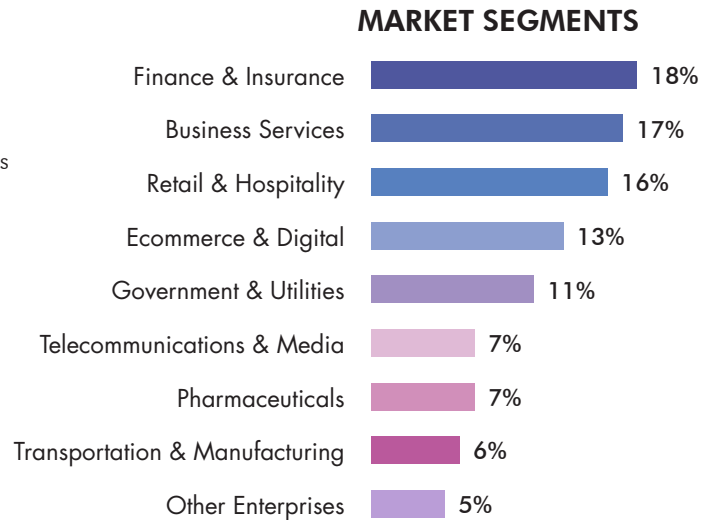
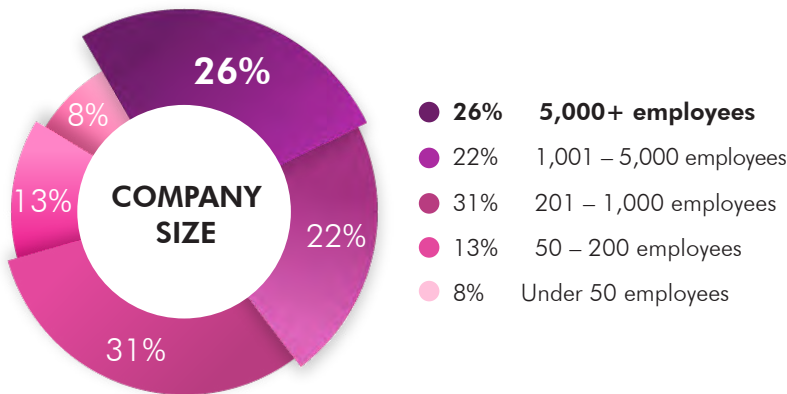


Customer Experience Strategies Summit



The largest and longest-running CX event series in Canada

As the **flagship event** in our CX portfolio, the CXS Summit attracts **senior executives** actively looking to invest in solutions to transform their CX, digital CX and customer success offerings.





PAST SPEAKERS



David McQuarrie
Chief Commercial Officer
HP



Geraldine Huse
President
Procter & Gamble



Michelle Auguste
VP, Global Media Insights
National Basketball Association (NBA)



Jessica Gale
Chief Customer Officer & EVP
Harry Rosen



Andrew Myers
VP, Data & Insights
Rogers Communications



Andrew Go
SVP, Chief Digital & Data Officer
Staples Canada



Jeff Topol
Creative Strategy Director
TikTok

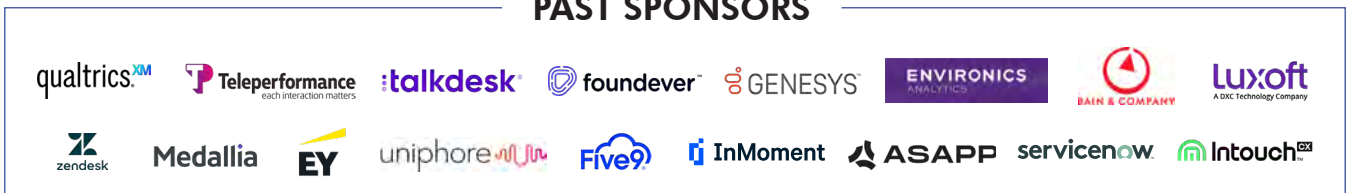


Matthew Burlak
Head of Product
Stripe

PAST ATTENDEES



PAST SPONSORS



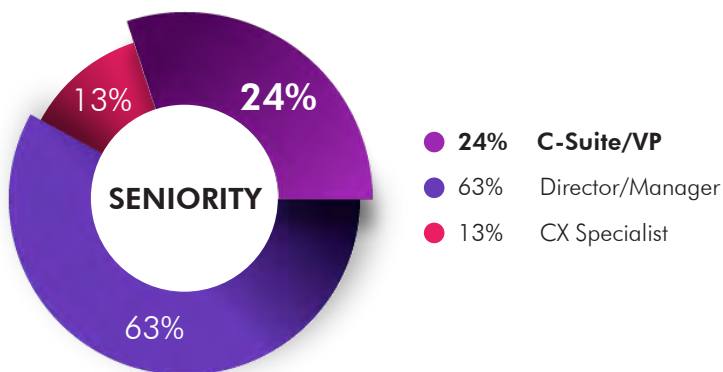
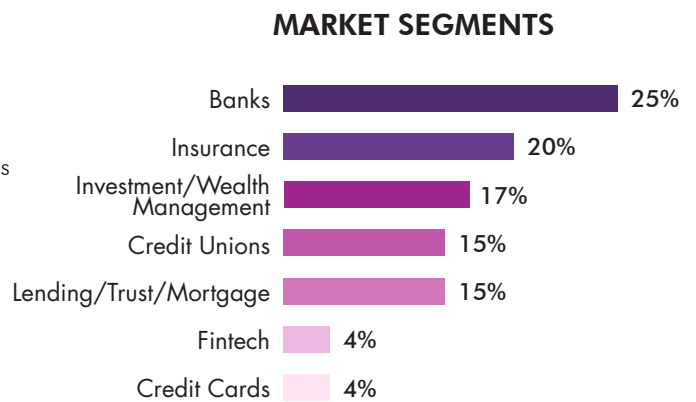
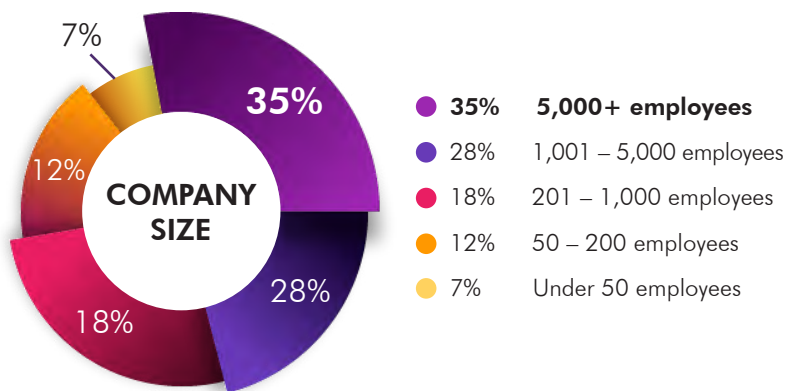


Customer Experience for Financial Services

**SEPTEMBER
23-24, 2026
TORONTO**

The only CX event series dedicated exclusively to financial services in Canada

This exclusive conference attracts **financial services decision-makers** actively looking to invest in solutions to improve their customer experience.



KEY METRICS

Director+
qualified leads

70%
of attending companies generate \$100M+ in revenue



PAST SPEAKERS



Warren Collier
Chief Operating Officer
BlackRock



Véronique Dorval
Senior Vice President
Chief Client Experience Officer
Sun Life



Vincenzo Ciampi
Senior Vice President
Global Client Experience
iA Financial Group



Kristina Villarini
Vice President, Digital Content
& Marketing Strategy
JPMorgan Chase & Co.



Mariano Gutierrez
Head of Global Marketing
Transformation & Operations
MetLife



Allison Landers
EVP, Head of Enterprise
Customer Experience
Wells Fargo



Amit Mondal
VP & Head of Digital
Analytics & Experimentation
American Express



Cindy Jeffrey
Vice President
Customer Experience Canada
Manulife

PAST ATTENDEES



PAST SPONSORS



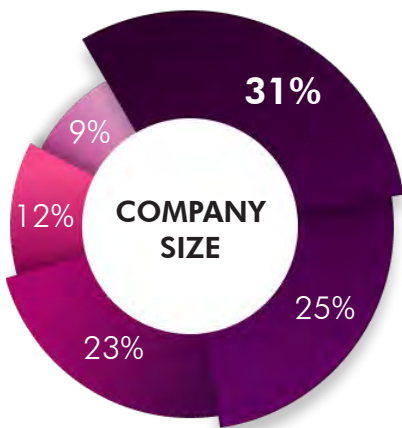


CONTACT CENTRE STRATEGIES SUMMIT

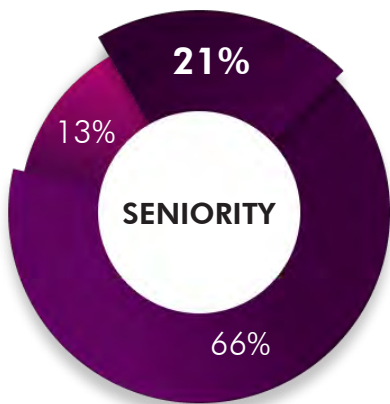
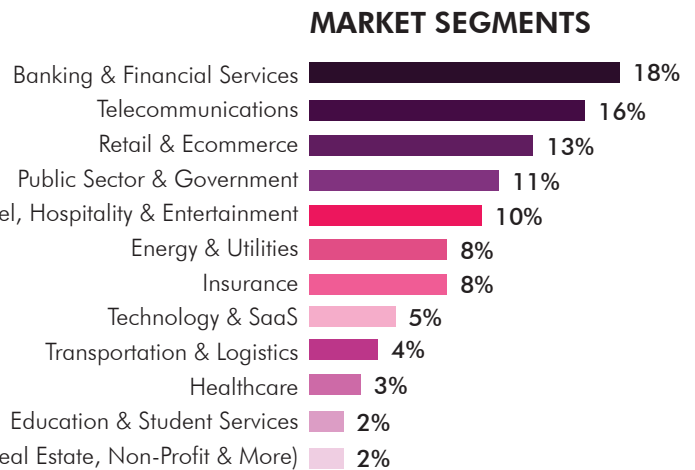
SPRING 2027 TORONTO

Canada's only dedicated summit for contact centre innovation

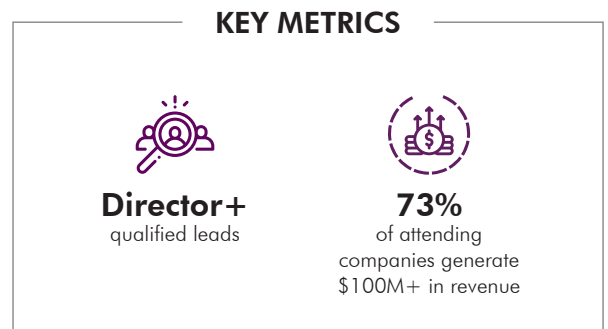
After an extremely successful first edition, the Contact Centre Strategies Summit is returning in 2027 with **Canada's leading enterprises** and **CX executives** to explore contact centre strategy and transformation, new technologies, BPO partnerships and solutions.



- 31% 5,000+ employees
- 25% 1,001 – 5,000 employees
- 23% 201 – 1,000 employees
- 12% 50 – 200 employees
- 9% Under 50 employees



- 21% C-Suite/VP
- 66% Director/Manager
- 13% CX Specialist





PAST SPEAKERS FROM OUR CX PORTFOLIO



Hadeer Hassaan
SVP, Customer Operations
Bell



Ryan Hum
Chief Client Experience Officer
Employment & Social Development Canada



Brady Aarssen
VP, Centralized Operations, Strategy & Transformation
Canada Life



Kerstin Lack
Chief Lottery & Customer Officer
Ontario Lottery & Gaming Corporation (OLG)



Sebastian Cosgrove
Director, Global Customer Service
Air Canada



Stephanie Leheta
Senior Director, CX Strategy, Governance & Design Thinking
CIBC



Jose Fabregas
Head of Commercial Innovation & Transformation
Sanofi



Jennifer Pearson
VP, Information Technology & eCommerce
OAK + FORT

PAST ATTENDEES FROM OUR CX PORTFOLIO



SPONSOR TESTIMONIALS

“

Strategy Institute continues to bring together leaders in the CX community for true thought leadership and networking ... Our speaking session helped us showcase our solutions to the right audience. We had potential prospects reach out immediately after and ask to meet for more information. Some of these turned into opportunities, and we connected them with our sales rep before the end of the day!



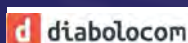
“

It went very well. Our keynote seemed to resonate with attendees and created great traffic to our booth. The key speaking session made our sponsorship very worth it.



“

CXS is an excellent event with relevant content and topics that attracted a wide range of decision-makers across key industries that are looking to improve CX and adopt AI. This event was a productive intro to the Canadian market. The content and structure kept prospects engaged ... Our location and visibility were excellent. The Strategy Institute team was excellent and communicated well with our team. We plan to sponsor in 2026!



“

Our experience was excellent! Would highly recommend the Strategy Institute for go-to-market needs!



“

10/10 overall satisfaction! CXS '25 was one of the most beneficial conferences we have attended so far this year! We are thrilled to have made so many great new contacts in the Toronto area and beyond. Thank you, CXS!



“

Great opportunity to connect with leaders across multiple industries to discuss the future of customer experience and how we can help our partners in this journey. Good opportunity to build brand awareness. It was a pleasure to partner with the CXFS team to participate in this summit!



“

Very pleasant experience. Good networking opportunities. Lots of sales opportunities. Overall, we are happy with the event and app ... **We have been happy sponsors for more than 4 years!**



“

Very well organized and insightful sessions. The communication leading up to the event was very helpful and insightful. Loved the option of the app for setting up meetings and lead scanning.



“

Overall, the experience was great. Very engaged and approachable attendees. We met many great companies and consider the event a success! There were great people to converse with and a wealth of topics discussed which were very informative. Communication with the event organizers was also awesome.



“

We are having an excellent and productive time and have identified good business opportunities during the event. Awesome time! We plan to sponsor CXFS 2026!

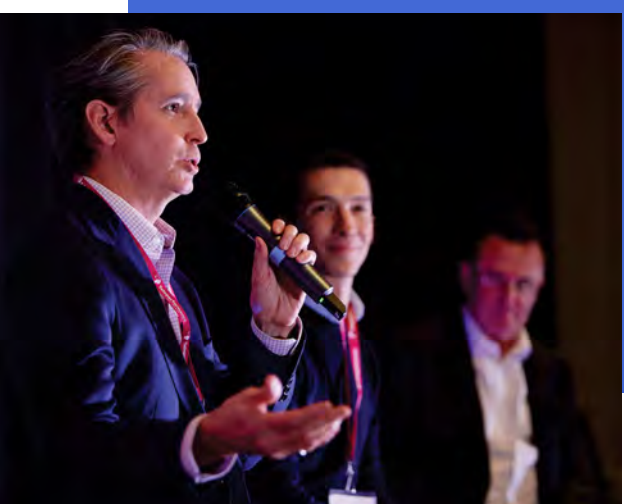


YOUR SPONSORSHIP PACKAGES



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+ CX 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+ CX 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+ CX 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



NETWORKING

- As an entry-level sponsorship opportunity, **get a feel for the seniority and relevance of our CX audience** with the chance to attend the event and leverage onsite branding.
- The package also includes:
 - ▶ 2 all-access VIP passes for your team
 - ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials as well as promotion through a co-marketing campaign

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!



Shah Mumin

Head of Event Sponsorship

Call: +1-647-370-9181

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MAY
12-13, 2026
TORONTO
www.customerexperiencecanada.com



SEPTEMBER
23-24, 2026
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www.cxfinancialservices.com



SPRING
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www.contactcentresummit.ca