

11th Annual

# PEOPLE

# ANALYTICS

Summit



## SPONSORSHIP

# LEAD GENERATION

### GUIDE

Canada's only forum bringing together experts across HR, Talent and People Analytics

February 11-12, 2026



## Elevate Your Brand and Achieve Your Lead Generation Goals

- The **11th Annual People Analytics Summit** is part of our portfolio of innovative HR conferences.
- This is an **in-person** event featuring face-to-face meetings and networking sessions. The summit will also be **streamed virtually** for increased reach and higher engagement.
- The People Analytics Summit attracts **senior HR executives** actively looking to invest in solutions to upgrade their people analytics programs.
- Our **cutting-edge event app** enables you to scan leads in real time, schedule meetings onsite, network with our virtual audience and more.





## Key Event Metrics



**Director+** qualified leads



**60%** of attending companies generate \$250M+ in revenue



**48%** of attending companies have 1,000+ employees



## 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

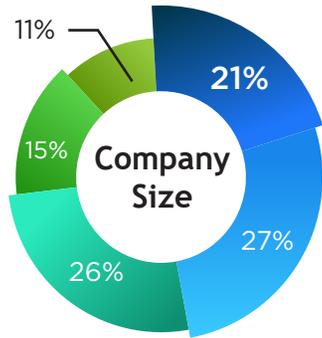


Network with industry stakeholders

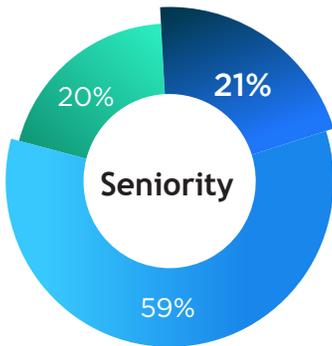


Stay on top of market trends and innovations

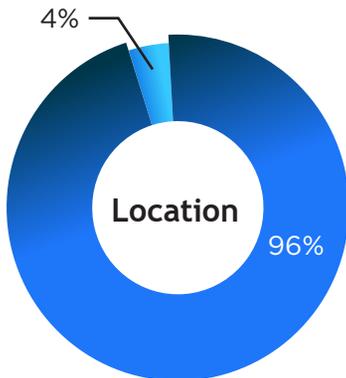
# Partner with Senior Executives Ready to Invest



- 21% 5,000+ employees
- 27% 1,001 - 5,000 employees
- 26% 201 - 1,000 employees
- 15% 50 - 200 employees
- 11% Under 50 employees

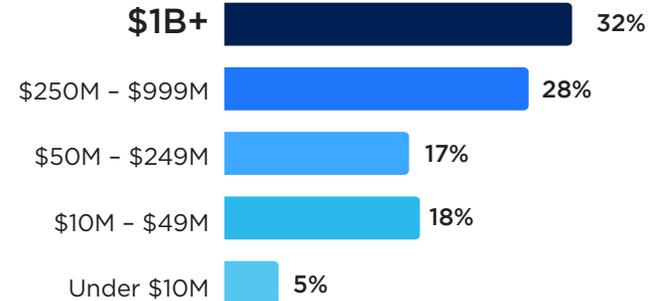


- 21% C-Suite/VP
- 59% Director/Manager
- 20% Specialist/Analyst

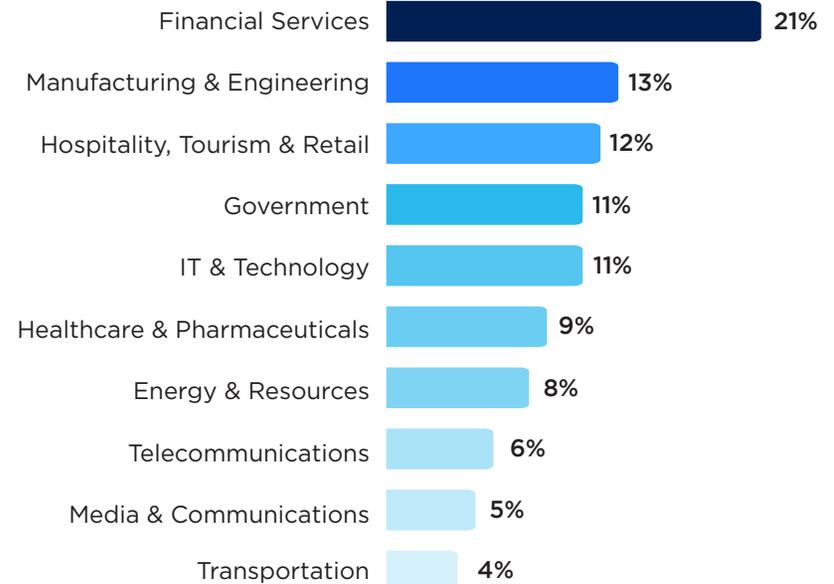


- 96% Canada
- 4% Other

## Company Revenue



## Market Segments





## How We Deliver Attendees

- The People Analytics Summit secures **world-class speakers** and produces **leading-edge content** to attract new buyers to the conference and encourage past delegates to return.
- Our results-driven delegate sales team is **dedicated to acquiring your top prospects**, target companies and verticals.
- **Attendees are vetted** to prioritize seniority and relevance while capping sponsors to ensure the event remains unsaturated.
- Our HR community is made up of **15,000+ buyers**, serving as one of the largest and most influential networks in North America.
- Strategy Institute has established the reputation as a market leader with **2 events** in the human resources space.
- Active in the people analytics field **year-round**, we have our finger on the pulse of new trends and the sector's biggest players.
- We maximize engagement through a multichannel **targeted marketing campaign** to our HR community, including social media, paid digital, thought leadership content, personalized emails, an event website and brochure.



# Showcase Your Solutions Alongside C-Suite Leaders

Our People Analytics Summit attracts 40+ top HR speakers at the forefront of their field.

Secure one of our sponsored speaking sessions and establish your thought leadership alongside people analytics champions.



**Courtney McMahon**

Head of Global People Analytics  
Colgate-Palmolive



**Kenneth White**

Senior Director,  
People Analytics & Strategy  
National Basketball Association



**David Meza**

Branch Chief, People Analytics & Head of Analytics,  
Office of the Chief Human Capital Officer  
NASA



**Peter Yu**

Vice President, People Science  
Goldman Sachs



**Julio Quiceno**

Director, HR Insights &  
People Analytics  
Scotiabank



**Kunal Sehra**

Head, Total Rewards &  
People Analytics  
The Kraft Heinz Company



**Mei Kim**

Executive Director,  
Global Workforce Analytics  
The Estée Lauder Companies Inc.



**Brenda Kowske**

Senior Director, Talent  
Analytics & Workforce Planning  
Boston Scientific



## YOUR Sponsorship TAKEAWAY VALUE

### 1 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 HR innovation with solutions for organizations that fit your ideal customer profile.
- Market your on-demand speaking session and content to attract **passionate brand advocates**.

### 2 Generate Leads & Expand Your Reach

- Identify **fresh prospects** from your target accounts.
- Meet face to face with **VPs, HR Directors and C-Suite executives** who are sourcing innovative people analytics strategies and tools.
- Benefit from **increased buyer engagement** with our gamification strategy and in-person engagement opportunities, including sponsored roundtables, workshops, breakfast briefings, VIP dinners, product demos, networking sessions and more.
- Utilize our **event app** to schedule in-person and virtual meetings with senior buyers to convert prospects into customers.



### 3 Elevate Your Brand Awareness & Trust

- 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.

### 4 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.

# 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+ HR 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+ HR 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

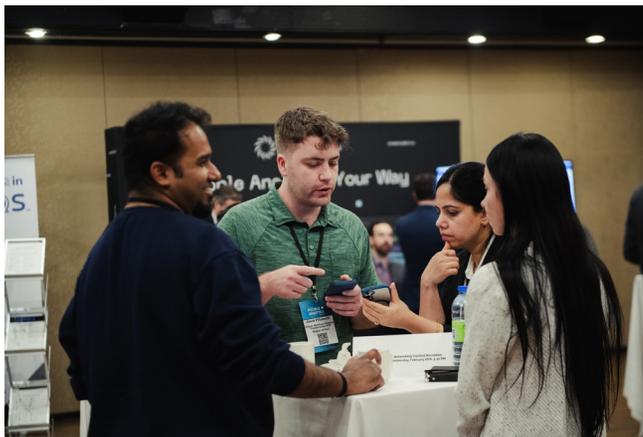


# Your Sponsorship Packages



## 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+ HR 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 people analytics 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**



**Conference Host**



**VIP Hosted Dinner**



**Lunch & Learn**



**Exclusive Evening Reception**



**Breakfast Briefing**



**Exclusive Lanyards**



**Wifi**

# Sponsorship Packages at a Glance

	GOLD	SILVER	BRONZE	NETWORKING
Thought Leadership	Premier 30-minute in-person speaking session	30-minute in-person panel discussion	×	×
Lead Generation	✓	✓	✓	✓
Brand Awareness	✓	✓	✓	✓
Exhibit Booth	✓	✓	✓	×
All-Access VIP Passes for Your Team	3 passes	3 passes	2 passes	2 passes
Complimentary Passes for Your Guests	10 passes	10 passes	10 passes	×

## PAST SPONSORS



“  
 Great experience and networking. High quality attendees, lots of opportunities to network ... Loved the vendor to attendee ratio. Also really liked being able to scan people’s badges – great way to get lead contact info!

**revelio labs**

“  
 The event went wonderfully! 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!

**zendesk**

“  
 10/10 for the networking opportunities. We had a great first experience as a vendor and will definitely consider returning ... The audience was a nice mix ... and everyone was interested in engaging with us.

**LYTIQS**



## 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.

- **11+ years** building relationships and credibility within the HR sector
- **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



We have a limited number of speaking opportunities and they sell out quickly! Connect with our HR community of **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!

**Chee Vang**  
Sponsorship Manager

Call: 1-866-298-9343 x 214  
[chee@strategyinstitute.com](mailto:chee@strategyinstitute.com)

## Upcoming Events in this Market Segment



Spring 2026