12th Annual
People Analytics
Summit





SPONSORSHIP

LEAD GENERATION GUIDE

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

February 10–11, 2027



Elevate Your Brand and Achieve Your Lead Generation Goals

- The **12th 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

65% of attending companies generate $100M+ in revenue

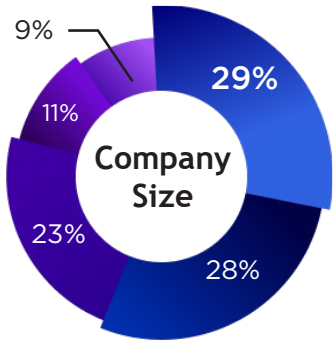
57% of attending companies have 1,000+ employees



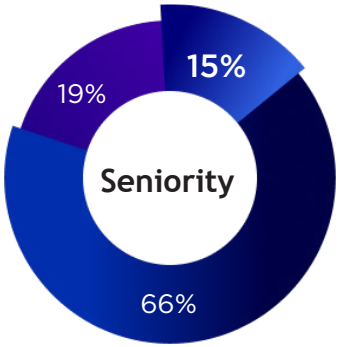
Top Reasons Our Delegates Attend

- 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

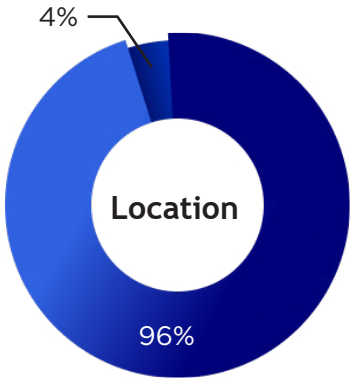
Partner with Senior Executives Ready to Invest



- 29% **5,000+ employees**
- 28% 1,001 – 5,000 employees
- 23% 201 – 1,000 employees
- 11% 50 – 200 employees
- 9% Under 50 employees

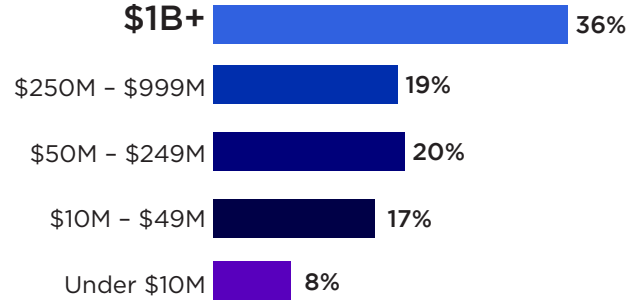


- 15% **C-Suite/VP**
- 66% Director/Manager
- 19% Specialist/Analyst

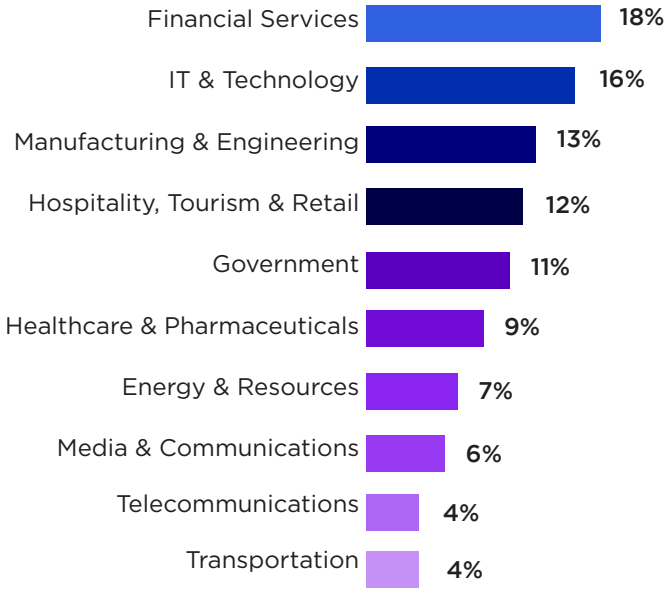


- 96% Canada
- 4% Other

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.

AIR CANADA · AGNICO EAGLE · Brookfield · CANADA POST · CBC radio · CN · Canadian Natural · Celestica · CGI · CIBC · ENBRIDGE · Sobeys · FGF · GARDAWORLD · hydro one · IGM Financial · intact · Loblaw Companies Limited · MAGNA · Manulife · MapleLodge Farms · NATIONAL BANK · POWER CORPORATION DU CANADA · BMO · RBC · ROGERS · Scotiabank · shopify · Sun Life · SUNCOR ENERGY · TELUS · TD Bank · THOMSON REUTERS · Wealthsimple

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



Kalifa Oliver
Senior Director, Technology, People & Legal Analytics
Lowe's Companies



Peter Ward
Global Director, People Insights Platforms & Solutions
HP



David Meza
Branch Chief, PA & Head of Analytics, Office of the Chief Human Capital Officer
NASA



Kenneth White
Senior Director, People Analytics & Strategy
National Basketball Association



Diana Valler
Chief Human Resources Officer
TravelBrands



Peter Yu
Vice President, People Science
Goldman Sachs



Kelly Satterfield
Global Senior Director, Talent Experience & Insights
EnerSys



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 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 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 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 website, event app and marketing materials as well as promotion through a co-marketing campaign



ADDITIONAL OPPORTUNITIES

TAILORED TO YOUR BUSINESS NEEDS

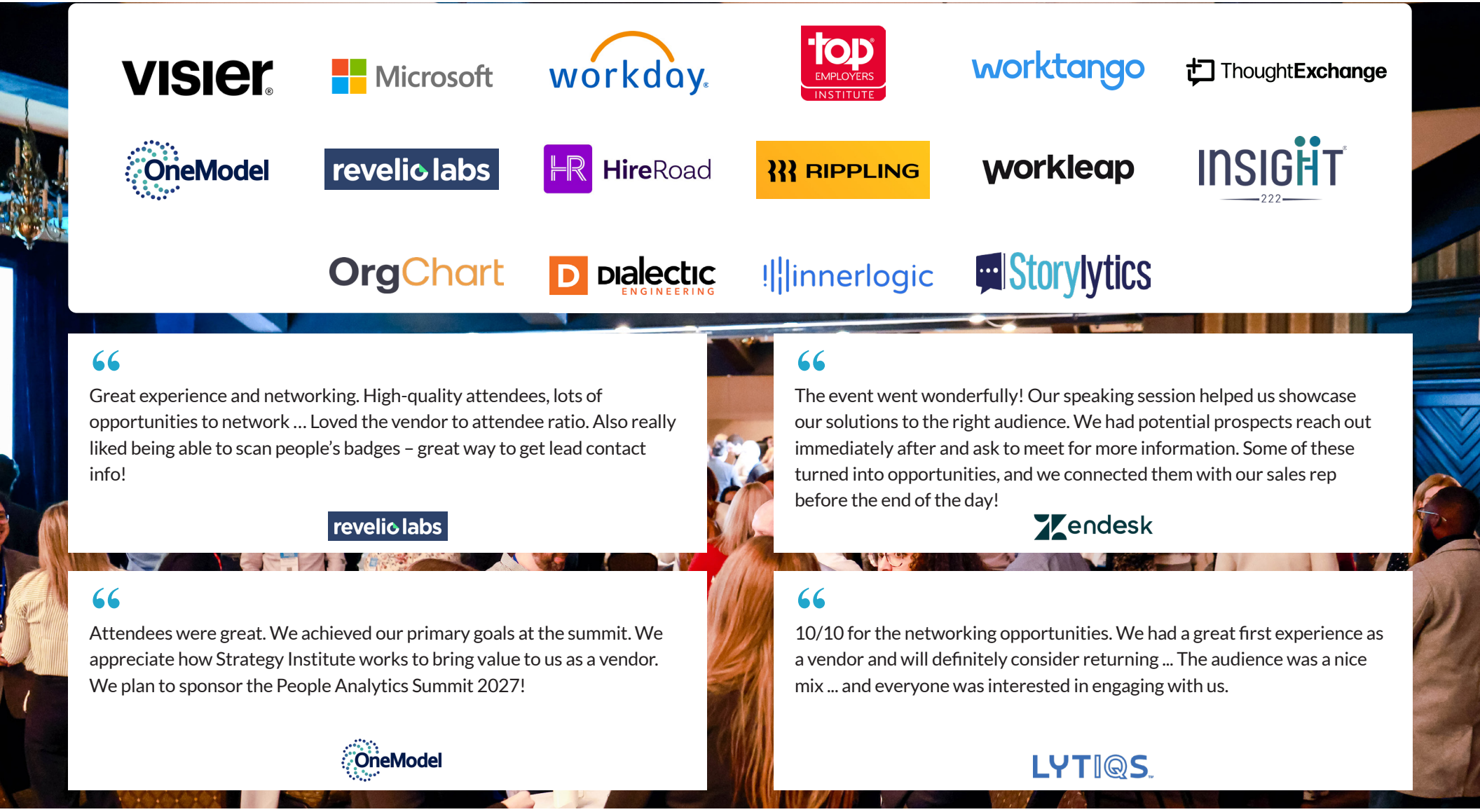
What better way to connect with potential prospects than through a host of engaging onsite activities or premier branding opportunities.

- **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

> Attendees were great. We achieved our primary goals at the summit. We appreciate how Strategy Institute works to bring value to us as a vendor. We plan to sponsor the People Analytics Summit 2027!

OneModel

> 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 30 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 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

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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!



Martin Kashirokov
Sponsorship Manager
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martin@strategyinstitute.com

Upcoming Events in this Market Segment

10th Annual
Employee Experience
Summit

Fall 2027