

8th Annual
Employee Experience
Summit



The largest cross-industry event dedicated to
employee experience in Canada

June 24–25, 2025



Elevate Your Brand and Achieve Your Lead Generation Goals

- The **8th Annual Employee Experience Summit** is part of our portfolio of innovative HR conferences.
- This is an **in-person event** featuring face-to-face meetings, breakout streams and networking sessions. The conference will also be **streamed virtually** for increased reach and higher engagement.
- The EX Summit attracts **HR leaders** actively looking to invest in solutions to transform their employee experience.
- 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



62% of attending companies generate \$50M+ in revenue



45% 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

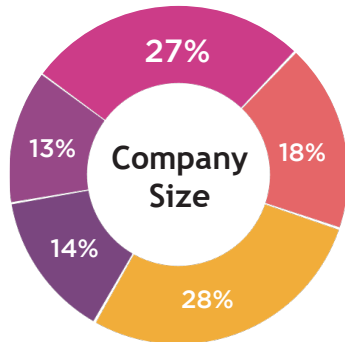


Network with industry stakeholders

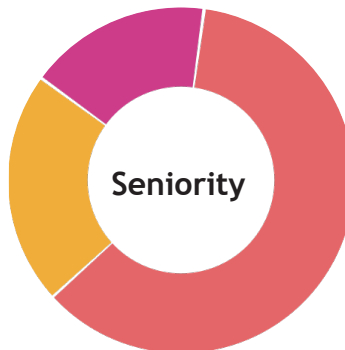


Stay on top of market trends and innovations

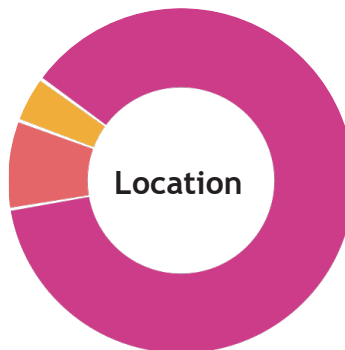
Partner with Senior Executives Ready to Invest



- **5,000+ employees = 27%**
- 1,001 - 5,000 employees = 18%
- 201 - 1,000 employees = 28%
- 50 - 200 employees = 14%
- Under 50 employees = 13%

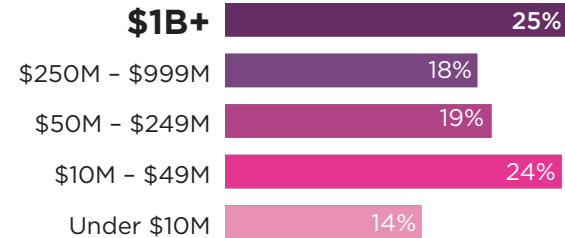


- **C-Suite/VP = 17%**
- Director/Manager = 61%
- Specialist/Analyst = 22%

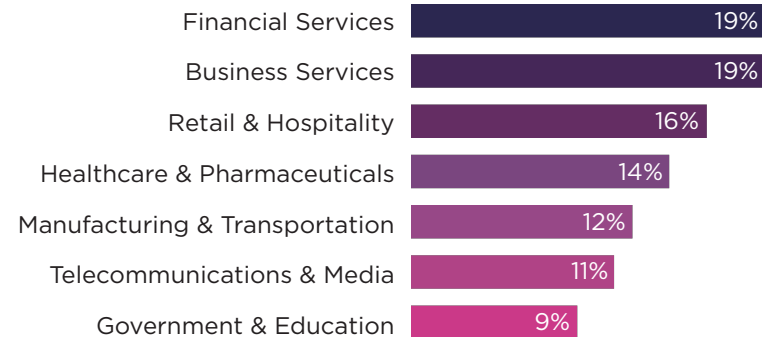


- Canada = 94%
- United States = 4%
- Other = 2%

Company Revenue



Market Segments



How We Deliver Attendees



- The EX Summit secures **world-class speakers** and produces **leading-edge content** to attract new buyers to the event 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 **10,000+ 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 employee experience 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

The EX Summit attracts 40+ top industry speakers at the forefront of their field.
Secure one of our sponsored speaking sessions and establish your thought leadership alongside HR champions.



Nadine Huggins

Chief Human Resources Officer
Royal Canadian Mounted Police



Permpreet Soomal

Chief People Officer, Canada
Capital One



Prudence Pitter

Global Head of HR - Auto, Manufacturing,
Healthcare & Life Sciences
Amazon Web Services



Mike Dallas

SVP & Global Head of Employee Experience
Manulife



Luciana Duarte

VP & Global Head of
Employee Experience
HP



Michael Gizzi

Head of HR
Kia Canada



Guled Ali

Head of Diversity,
Equity & Inclusion, Canada
Johnson & Johnson



Abhishek Sarathy

AVP, Diversity,
Inclusion & Belonging
Canadian Tire Corporation



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 employee experience 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 employee experience 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 10,000+ 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 10,000+ HR buyers
 - ▶ Your 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



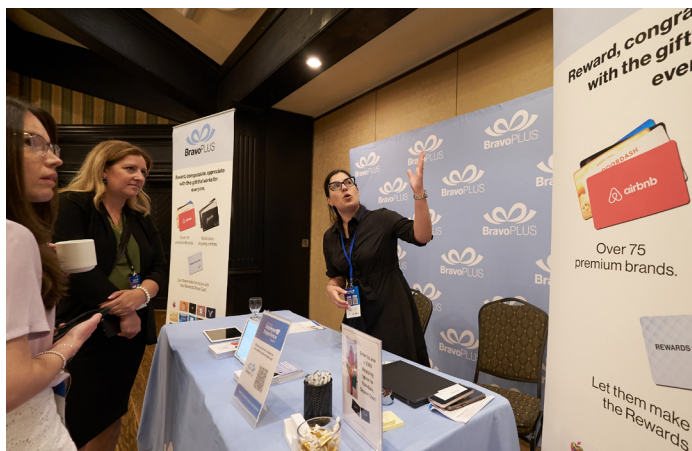
BRONZE

- 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 10,000+ HR buyers
 - ▶▶ Your 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 employee experience 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

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	×

SPONSOR TESTIMONIALS



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10/10 - The experience was very good! The event aligns with what we specialize in regarding our online employee recognition platform. It brings together a diverse and specialized group of individuals ... The communication leading up to the event was excellent! The event is well thought out and organized. The entire team made the experience seamless. In-person networking was great, lots of opportunities to meet and engage. Virtual networking was good as well — great tool and platform! The venue was clean, and the staff were friendly. Nice breakfast/lunch.

OX|FLORID



“

We got the most value from the in-person networking, our speaking opportunity and sponsor booth traffic. Overall, it was a good experience ... Good communication. The Customer Success team was professional and helpful.

ThoughtExchange

“

This was my first year attending the event and compared to other events I have attended over the years, I have to say this was the one I enjoyed the most. I particularly appreciated the opportunities to network with professionals from different industries and to hear their post-COVID learnings ... We appreciated the opportunity to engage with thought leaders who care about employee experience and who were also interested in learning about our experience. It was a great opportunity to share ... The event content was very informative, and the people I had the opportunity to connect with were amazing and fun! I'm looking forward to returning next year in 2025, if permitted.

ET GROUP

“

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

“

Day one had good booth traffic and ability to network (really liked speed-networking) ... In-person networking opportunities resulted in good conversations and leads. The in-person networking, sponsor booth interaction and attendee list were all valuable!

workvivo

“

Overall, it was a very good event to sponsor and attend ... We had some good conversations and interest!





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.

- 10+ 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

Upcoming Events in this Market Segment

10th Annual

PEOPLE 
ANALYTICS
Summit

Spring 2025