

**WHEN AI  
DEFENDS  
OUR DIGITAL  
WORLDS**



IT SECURITY  
SUMMIT



**PARTNERSHIP  
2026**

PROUD PARTNER





# The only event dedicated to IT and cybersecurity professionals under the same roof. It is this year's **MOST ANTICIPATED** event in Quebec

Welcome to the 5<sup>th</sup> edition of ITSec, the must-attend IT and Cybersecurity summit in Quebec, bringing together over 500 passionate professionals for two days of conferences, panels, hands-on workshops and networking activities. Participants meet experts, discover concrete solutions and build lasting business relationships in a professional and friendly setting, while staying on top of the latest trends in the industry.

## ITSec offers several partnership options to help you reach your target audience.

**SEE YOU IN SAINT-HYACINTHE? | APRIL 20: TRAINING DAY | APRIL 21-22: CONFERENCE**

**ITSec 2026** brings together IT professionals, partners and executive decision-makers in a unique event. Participants will be delighted by the Saint-Hyacinthe Convention Center, the largest venue for conventions, trade shows, fairs and exhibitions outside of Montreal and Quebec City. Ultra-modern, elegant, easy to access and attached to a four-star Sheraton hotel.

### ITSec 2026 in numbers



**500** PARTICIPANTS



**20** BUSINESS PARTNERS



**45** BOOTHS



**35** SPEAKERS

## Why become an ITSec partner?

- ✓ Accelerate your pipeline
- ✓ Build relationships with a qualified audience
- ✓ Get quality leads and maximize your ROI
- ✓ Interact with security experts from Quebec companies
- ✓ Meet key players in the field

PROUD  
PARTNER



## When AI defends our digital worlds

We live in a world where attacks are automated, industrialized and invisible. But for the first time, defenders also have access to intelligence capable of acting at scale. When AI defends our digital world, it is not a matter of technology. It is a matter of choice, governance... and collective courage.

### Once again this year, sessions will be divided into three tracks.

#### TI/MSP

***"IT teams stop enduring and start governing."***

IT/managed service providers are the operators of day-to-day IT. They manage endpoints, servers, identities, cloud, access and service availability. They are essential because they keep the infrastructure alive. But an MSP should not carry the full weight of cybersecurity alone. AI can, however, become a powerful co-pilot to improve visibility, reduce human error and accelerate certain operational actions.

#### CYBERSECURITY

***"Defense becomes faster than attack."***

Cybersecurity is not "managing tools". It is about anticipating, detecting, containing, investigating and responding. Modern attacks are industrialized, fast and often invisible until it is too late. In this context, AI becomes a force multiplier: event correlation, anomaly detection, intelligent prioritization, assisted response. It does not replace expertise, but it finally allows defense at the speed of attack.

#### MANAGEMENT

***"Risk becomes a decision again, not a fatality."***

Cybersecurity is first and foremost a matter of governance. Tools never make up for a lack of leadership, budget, clear responsibilities or an action plan. AI can support decision-making, quantify risks and speed up response... but it cannot decide in place of executives. In the end, protecting the organization remains a strategic choice, not a technical configuration.

# Partnership opportunities

## VIP Plan – \$25,000

- Space for a 8 x 16 ft booth (includes 2 tables, 4 chairs, Internet, electricity)
- 6 tickets for the event (includes conference and educational sessions, meals and opening evening)
- One-on-one meetings with selected companies (contact us for number and details)
- One seat on one of our panel discussions on the main stage
- One 30-minute presentation (priority choice of one of the three themes: TI/MSP, Cybersecurity or Management)
- Company presentation on the event's LinkedIn feed (150–200 words provided by the partner)
- Push notification in the mobile app during the event (provided by the partner)
- Company banner in a high-traffic area (provided by the partner)
- Platinum partner mention in our event-related communications
- Your logo and company profile in the mobile app
- Your logo and link to your website displayed in all our event communications, on the ITSec web page and on the screens in the main conference room

## Platinum Plan – \$15,000

- Space for a 8 x 16 ft booth (includes 2 tables, 4 chairs, Internet, electricity)
- 4 tickets for the event (includes conference and educational sessions, meals and opening evening)
- One seat on one of our panel discussions on the main stage
- One 30-minute presentation (priority choice of one of the three themes: TI/MSP, Cybersecurity or Management)
- Company presentation on the event's LinkedIn feed (150–200 words provided by the partner)
- Push notification in the mobile app during the event (provided by the partner)
- Company banner in a high-traffic area (provided by the partner)
- Platinum partner mention in our event-related communications
- Your logo and company profile in the mobile app
- Your logo and link to your website displayed in all our event communications, on the ITSec web page and on the screens in the main conference room

## YOUR IDEA HERE – PRICE TO BE DETERMINED

Do you have a sponsorship idea that is not listed in our offer?  
**Contact us to discuss it.**

## Gold Plan – \$7,000

- Space for a 8 x 10 ft booth (includes 1 table, 2 chairs, Internet, electricity)
- 2 tickets for the event (includes conference and educational sessions, meals and opening evening)
- One 30-minute presentation (priority choice of one of the three themes: TI/MSP, Cybersecurity or Management)
- Gold partner mention in a LinkedIn post
- Gold partner mention in our event-related communications
- Gold partner mention in the mobile app
- Your logo and link to your website displayed in all our event communications, on the ITSec web page and on the screens in the main conference room

## Silver Plan – \$4,500

- Space for a 8 x 8 ft booth (includes 1 table, 2 chairs, Internet, electricity)
- 2 tickets for the event
- One 30-minute presentation
- Silver partner mention in the mobile app
- Your logo and link to your website displayed in all our event communications, on the ITSec web page and on the screens in the main conference room

## Bronze Plan – \$3,000

- Space for a 8 x 8 ft booth (includes 1 table, 2 chairs, Internet, electricity)
- 2 tickets for the event
- 10-minute product presentation in the exhibitor hall
- Bronze partner mention in the mobile app
- Your logo and link to your website displayed in all our event communications, on the ITSec web page and on the screens in the main conference room

## Mobile App – \$3,500 (sold)

This is an excellent way to be seen by all conference participants via our mobile app. Stay in the spotlight as people browse the program, exhibitor/participant list, floor plan and more.

- Two banner ads in the mobile app (provided by the sponsor)
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

# Partnership opportunities

## Keynote Presentation – \$3,500 (2 available)

- Up to 5 minutes on stage at the beginning of the keynote to introduce the speaker and highlight the sponsor
- 1 full conference registration (includes conference and educational sessions and meals during the day)
- Tickets for the evening event can be purchased separately
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

## Evening 5@7, Dinner and Comedy Show – \$12,000 (1 available)

Associate your brand with a key moment of networking, fine dining and entertainment, when participants are relaxed and receptive.

- Opportunity to give brief welcome remarks (5 minutes) at the evening event
- 1 full conference registration (includes conference and educational sessions and meals during the day)
- Option to offer a gift to each delegate
- 8 tickets for the evening event
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

## Influence Leader (Podcast Station) – \$10,000 (2 available – 1 per day)

- Podcast studio on site at the conference
- One full day of on-site recording with podcast experts
- Recognition (sponsor logo: at the event and online)
- Each conversation will begin with sponsor recognition
- Sponsor logo appears as a watermark in every interview, alongside the ITSec logo
- Several videos will be produced and distributed through ITSec's social media channels, the organizers' companies, and interviewees during and after the conference, including:
  - A teaser video leading up to the conference (featuring the sponsor's logo and a message from the person of your choice)
  - A minimum of 15 interviews per day with speakers and industry experts; the content will be available, published, tagged on social media and shared by email with the interviewee, thereby extending reach and strengthening the sponsor's brand
  - "Walkabout"-style videos of the exhibition floor and the event, filmed and posted the same day
- One hour of follow-up/training on how to use the content, provided by the podcast producer
- Full brand takeover of the podcast space during the day/sponsorship function

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### **Breakfasts – \$3,000 (1 available)**

- Sponsorship mention and logo on table signage in the breakfast area
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

### **Lunch – \$4,000 (2 available)**

- Sponsorship mention and logo on table signage in the lunch area
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

### **Coffee Breaks – \$1,500 (4 available)**

- Sponsorship mention and logo on table signage in the coffee break area
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

### **Lanyards – \$5,000 (1 available)**

- Your organization's name/logo around each delegate's neck for the entire duration of the conference
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

### **Reusable Bottles – \$8,500**

**(1 available)**

- One bottle given to each delegate, with a lifespan far beyond the conference sessions
- Prominent logo display on the bottle
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

### **Delegate Bag – \$4,500 (1 available)**

- One bag given to each delegate, with a lifespan far beyond the conference sessions
- Prominent logo display on the bag
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

### **Portable Charger – \$8,500 (1 available)**

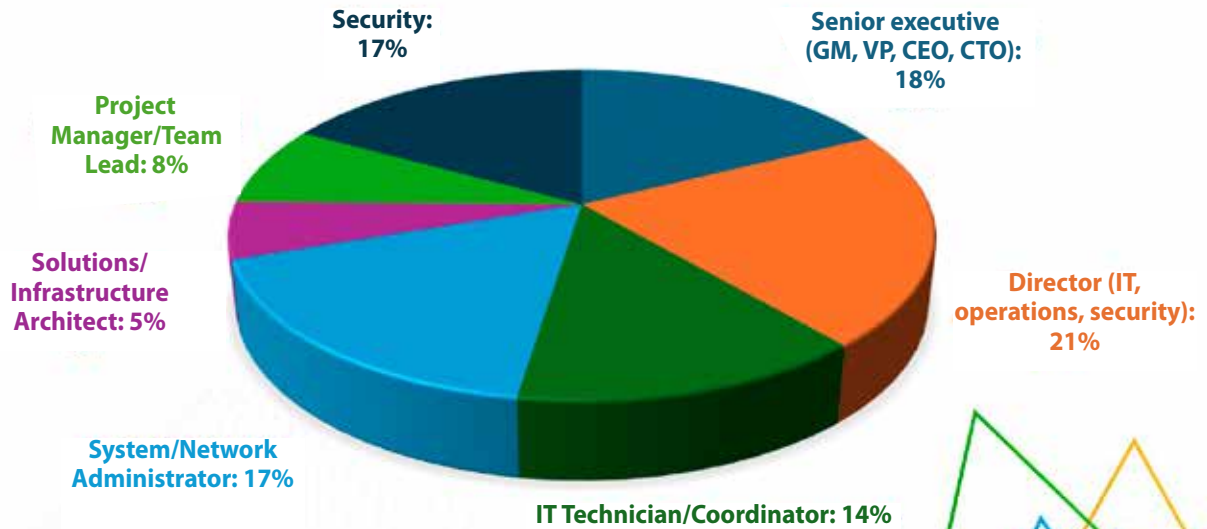
- One charger given to each delegate, with a lifespan far beyond the conference sessions
- Prominent logo display on the charger
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

### **Umbrella (Compact) – \$5,000**

**(1 available)**

- One umbrella given to each delegate at registration
- Logo on the umbrella
- Logo and link on the conference website
- Logo in the main sponsorship loop
- Logo and company profile in the conference mobile app

## ITSEC – PARTICIPANTS



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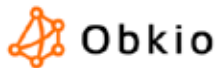
## PLATINUM Sponsors



## GOLD Sponsors



## SILVER Sponsors



## BRONZE Sponsors



## Partners

