



2026 FinCyber Today Canada
Theme: Fortifying Our Trusted Ecosystem
Sponsor Prospectus

13-14 April 2026 | Toronto, Canada

Updated: 12/19/2025



TLP WHITE

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OVERVIEW

Who we are

FS-ISAC is the member-driven, not-for-profit organization that advances cybersecurity and resilience in the global financial system, protecting financial institutions and the people they serve. Our global membership includes banks, credit unions, exchanges, payments, trade associations, insurance companies, investments & securities firms, and more.

What we do

For over 25 years, FS-ISAC has played a critical role in protecting the global financial system. Our real-time information-sharing network amplifies the intelligence, knowledge, and practices of its members for the financial sector's collective security and defense.

Our Event

Join FS-ISAC and our Canadian members for two full days of learning, collaboration, and networking. This is our largest Canadian event of the year, packed with insightful sessions and panels on topics relevant to the security of the global financial services industry.

Why Sponsor

Our sponsorships position Partners and sponsors as vital participants and contributors within the global financial sector. It offers consultancies and solution providers the opportunity to network with executives and key decision makers within the financial system and develop invaluable connections that outlast the event. Sign up today to get in front of our members, connect with existing and prospective customers, increase brand awareness, and share your expertise with our community.



AUDIENCE

2025 FinCyber Today Canada metrics:



650
Expected
FI Attendees



55%
Opt-in
Attendee List

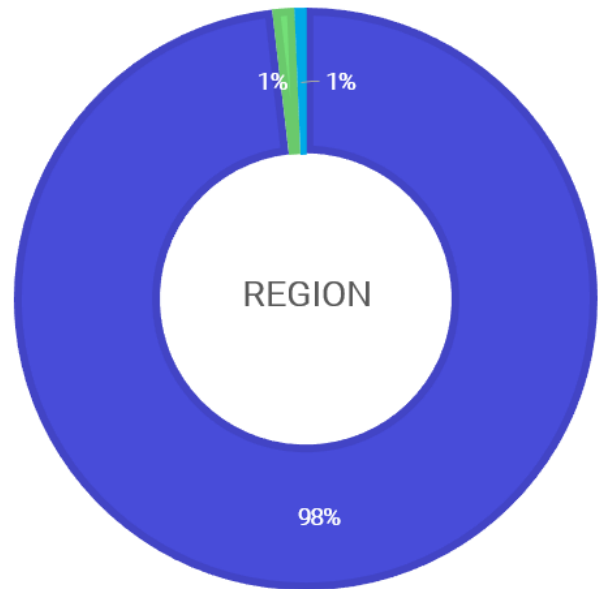
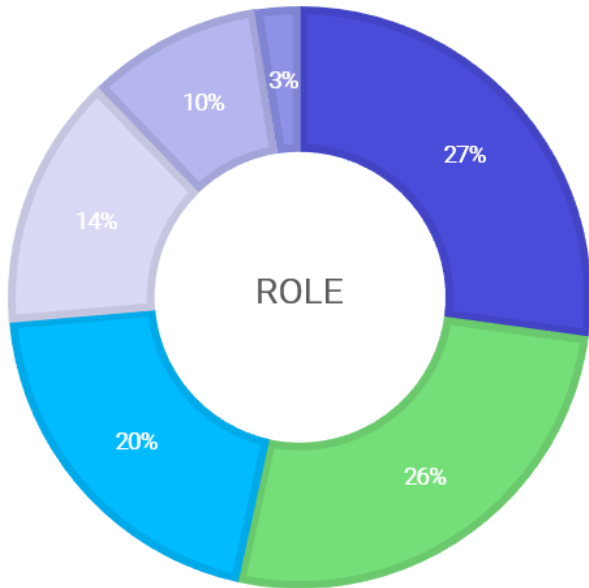


26%
C-suite, VP,
Director level
Attendees



55%
YOY
Return
Sponsors

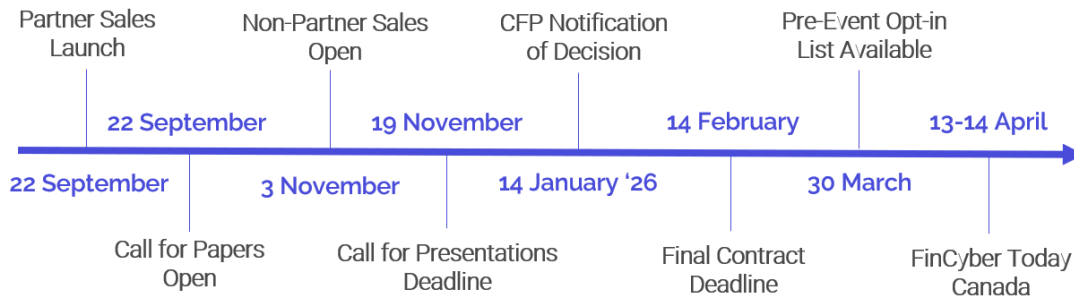
2025 FinCyber Today Canada Attendee profile:



- Threat & Security Ops
- C-suite, VP, Head of, Director
- Manager
- Analyst
- Security Architects & Engineers
- Other

- Canada
- United States
- Other

TIMELINES AND DETAILS



Sales Launch Dates

Sales are exclusively open to FS-ISAC Partners 22 September through 2 November for non-speaking sponsorships (pages 7-9). Eligible partner programs include Critical Providers, Sector Advisors, Affiliates, Early-Stage Affiliates and Expert Resource Pool.

Sales for all other interested parties open on 3 November, and will be available on a first-come, first-served basis.

Call for Presentations

The Call for Presentations (CFP) is now closed. Notification of decisions on 14 January 2026. All interested parties must submit a proposal with a sponsored session level selected such as CISO Panel Moderator (only eligible to Partners), Morning Keynote, Afternoon Fireside Chat, or Presenting Speaker. For CFP process details, see page 11.

If a presentation is accepted, submitting companies agree to the sponsor fee and Event Sponsor Terms and Conditions (see "Contracting & Payment"). Failure to do so will result in 9-month ineligible to sponsor period, no exceptions.

Contracting & Payment

Contracts are sent via DocuSign and expire after 3 weeks; sponsorship packages will be released at the end of 3 weeks. Sponsor Terms and Conditions must be accepted as written. Redlines, riders, and addendums are not considered. Sponsorships are invoiced at 100%, due Net 30 (unless within 45 days of event start date, then 100% due upon receipt), and all fees must be paid in accordance with the Sales Order/Invoice and in full prior to receiving benefits associated with this sponsorship. All pricing is in USD, and are subject to current (13%, subject to change) Ontario, Canada harmonized sales tax (HST). View T&Cs [here](#). For more information or questions contact sales@fsisac.com.

SESSION SPONSORSHIPS

All parties interested in securing a session must submit a proposal via the Call for Presentations to be considered (including CISO Panel Moderator, Morning Keynote, Fireside Chat and Presenting Speaker). Review CFP Overview [here](#).

The Call for Presentations is now closed.

Notification of decisions will be 14 January 2026.

MORNING KEYNOTE ADDRESS SPONSOR

\$20,000 USD

Closed – pending Content Committee review and notification of decisions 14 January 2026

- ▶ 45-minute Thought leadership mainstage session
 - Speaker(s) should be C-suite executive level
 - No perceived sales pitches or product bias
- ▶ 5 full-event passes
 - speaker(s) will need to utilize a pass to attend event
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

AFTERNOON FIRESIDE CHAT SPONSOR

\$19,000 USD

Closed – pending Content Committee review and notification of decisions 14 January 2026

- ▶ 45-minute Thought leadership mainstage session
 - Speaker(s) should be C-suite executive level
 - Must include FS-ISAC approved financial institution co-speaker
 - No perceived sales pitches or product bias
- ▶ 5 full-event passes
 - speaker(s) will need to utilize a pass to attend event
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

CISO PANEL MODERATOR

\$18,000 USD

Closed – pending Content Committee review and notification of decisions 14 January 2026

- ▶ Moderator of 45-minute panel; FS-ISAC selects CISOs on panel
 - Moderator should be C-suite/executive level
- ▶ 6 full-event passes
 - speaker(s) will need to utilize a pass to attend event
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

PRESENTING SPEAKER

\$16,000 USD

Closed – pending Content Committee review and notification of decisions 14 January 2026

- ▶ 45-minute thought leadership concurrent session
 - No perceived sales pitches or product bias
- ▶ 4 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

SOLUTIONS HALL

This event is on waitlist only.

VENDOR BOOTH

\$12,500 USD

- ▶ 10'x10' Booth in Solutions Hall
 - One 6' table and 2 chairs included
- ▶ 4 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country
- ▶ *Option to add food and beverage during Booth Crawl reception at cost.*

ALL-DAY CAFE

\$11,500 USD

- ▶ Café setup with coffee, tea, and sodas open daily in Solutions Hall
 - Sponsor can enhance beverage at sponsor expense; restrictions apply
 - Includes one high-top table intended for branded café related items only
- ▶ 2 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

WATER BOTTLE SPONSOR

\$10,000 USD

- ▶ Water stations in Solutions Hall with co-branded water bottles
 - Does not include additional table or high-tops
- ▶ 2 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

EVENT SPONSORSHIPS

DAY 1 REFUEL SPONSOR

\$16,000 USD

- ▶ Exclusive Monday Sponsor of lunch, breakfast and 2 networking breaks
 - Includes one high-top table intended for branded items only
- ▶ 3 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

DAY 2 REFUEL SPONSOR

\$14,000 USD

- ▶ Exclusive Tuesday Sponsor of breakfast, lunch and 2 networking breaks
 - Includes one high-top table intended for branded items only
- ▶ 3 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

BOOTH CRAWL BAR SPONSOR

\$18,000 USD

- ▶ Exclusive Sponsor of bars during Day 1 Booth Crawl
 - Includes one high-top table intended for branded items only
 - Branding includes cocktail napkins and graphic for the bar
- ▶ 3 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

BRANDING

JOTTER SPONSOR

\$9,000 USD

- ▶ Co-branded jotters handed out to attendees at registration
- ▶ 2 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

BAG SPONSOR

\$10,000 USD

- ▶ Co-branded bags handed out to attendees at registration
- ▶ 2 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
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LANYARD SPONSOR

\$12,000 USD

- ▶ Co-branded lanyards given to member attendees at registration
- ▶ 3 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

COAT CHECK SPONSOR

\$8,500 USD

- ▶ Co-branded coat check area for attendee use
- ▶ 2 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

WI-FI SPONSOR

\$8,500 USD

- ▶ Exclusive sponsor of event Wi-Fi available for all attendees
- ▶ 2 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

EVENT APP SPONSOR

\$8,500 USD

- ▶ Exclusive sponsor of event app available for all attendees
- ▶ 2 full-event passes
 - excludes member-only sessions
- ▶ Company listed on event website, on-site materials, and Event App
- ▶ 2 LeadCapture licenses, max per company
- ▶ Pre-event opt-in list includes company, title, city, postal code, & country
- ▶ Post-event opt-in list includes company, full name, title, email, city, state, postal code, & country

FAQs

Can I attend the event without sponsorship?

- ▶ Sponsorship is required to secure passes and attend the event.

Can we purchase solo or additional passes?

- ▶ We do not sell single passes due to our strict 2:1 member (FIs) to sponsor ratio at all FS-ISAC events. If additional passes are needed, sponsors need to purchase them via sponsorship packages as available.

How does the CFP work?

- ▶ All sponsors, partner and non-partner, must submit a CFP to be considered for a CISO Moderator, Morning Keynote, Afternoon Fireside Chat, or Presenting Speaker. The FS-ISAC Content Committee, comprised of Canadian FS-ISAC members and staff, review and grade each proposal. The top graded sessions are accepted - sponsors are notified, provided feedback from the Content Committee if applicable, and asked to reaffirm intent to sponsor and sign a contract for the sponsorship. Sessions are then slotted into a cohesive agenda by the Content Committee.

What is the booth selection process?

- ▶ Booth selection handled on a first come first served basis. Upon contract signature, sponsors are invited to select their booth. The selection is secure provided payment is made within the agreed payment terms. If payment is not received per terms, the booth location will be released, and once payment is received in full the sponsor can then reselect a booth out of the then available inventory.

How can sponsors get the most out of the event?

- ▶ Plan to engage with our members at the event and attend sessions, networking events, meals, and take advantage of being onsite with some of the top financial service industry decision makers in Canada. Booth sponsors are not required to be at their booth at all times; we recommend staffing the booth only during peak hours.

Where is the event venue?

- ▶ Due to security precautions, we do not publicize exact locations of events to non-confirmed sponsors. However, once sponsor companies sign a contract, we share the location info at that time.



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Prices are quoted and paid in USD, and are subject to current (13%, subject to change) Ontario, Canada harmonized sales tax (HST).

Terms and Conditions must be accepted as written.
Redlines and addendums are not considered.

Sponsorships are invoiced at 100%, due Net 30 (unless within 45 days of event start date), and all fees must be paid in accordance with the Sales Order/Invoice and in full prior to receiving benefits associated with this sponsorship, to include but not limited to the pre-event opt-in list. If Fees remain unpaid on terms outlined on Sales Order/Invoice, FS-ISAC will suspend provision of all or part of the Agreement and release the sponsorship.

For more information or questions contact sales@fsisac.com .

