



BRIDGING THE PAST, BUILDING MEDIA'S FUTURE

Empowering Learning, Connecting Professionals, Driving Innovation.

**SPONSOR
EXHIBIT
ATTEND**



2025 CONFERENCE THEME



The WABE (wah-bee) Media & Entertainment Technology Conference is the Canadian home to media industry professionals, educators, and enthusiasts alike. We are an inclusive community connecting everyone from home podcasters to enterprise media manufacturers.

BRIDGING THE PAST, BUILDING MEDIA'S FUTURE

This year's theme reflects the media industry's unique crossroads. The rapid acceleration of technology has unlocked extraordinary opportunities—through AI, immersive experiences, and advanced analytics. Yet, despite these advances, we remain tethered to legacy ideas and continue to face familiar challenges.

This theme invites us to unite as creators, technologists, and broadcasters to bridge the gap between tradition and innovation. Together, we can build a future-ready media ecosystem that honors our past while embracing the transformative possibilities of tomorrow.

As an exhibitor or sponsor, you play a pivotal role in this conversation, showcasing solutions that address today's challenges and help shape the future of media.

LOCATION

As we celebrate **WABE's 75th anniversary**, we return to **Calgary, Alberta**.

This year, the **Calgary Telus Convention Center** hosts the **WABE Media and Entertainment Technology Conference**, in the heart of downtown Calgary. This location provides an exceptional venue for professional gatherings in the heart of downtown Calgary. Its prime location makes it an ideal hub for meetings, conferences, and connecting media technology professionals. The surrounding area offers a dynamic mix of dining, entertainment, and networking opportunities, enhancing the experience for all attendees.

Group Rates & Travel Discounts are available at wabe.ca.

Join us as we honor **75 years of industry excellence** and explore the future of media and entertainment technology.



THE REGIONAL DIFFERENCE

The WABE Media & Entertainment Technology Conference blends global innovation with local insight, shaped by the diversity, creativity, and resilience that define Canada. It celebrates Canada's distinct voice in media, where local challenges meet world-class solutions, and our stories shine globally.

Here, your message won't fade in the noise of larger conferences—it commands attention from industry professionals eager to explore new ideas. WABE is more than an event; it's a vibrant community fostering collaboration and providing a platform for industry experts to showcase their work.

With over 2,100 LinkedIn connections and a growing industry presence, WABE continues to expand its network. Last year, our Edmonton convention welcomed over 400 attendees, highlighting our increasing impact. As we gear up for another exciting event, we remain committed to uniting professionals—from operational staff to decision-makers—who share a passion for media, broadcast, and entertainment technology.



SPONSORSHIP BENEFITS

Are you ready to partner with us and make a lasting impact in Canada? Boost your brand's impact, Amplify your reach, Maximize your visibility



With WABE, your brand isn't just seen—it's celebrated. Don't miss this chance to showcase your support and elevate your brand's visibility.

1. MAJOR SPONSOR

Price: \$5,000+ CND

Benefits:

- Top billing
- Prominent logo placement on all promotional materials
- Opportunity for a representative to deliver a speech during the sponsored event.
- Individual Branded Signage at the event, and social posts
- Logo prominently displayed on WABE.CA
- 2 Full Conference Passes, including meals + 2 Evening Event Passes.

2. MID LEVEL SPONSOR

Price: \$2,500 - \$4,999 CND

Benefits:

- Mid level billing
- Logo placement on promotional materials
- Acknowledgment during event, and social posts.
- Branded Signage at event
- 1 Full Conference Pass, including meals + 1 Evening Event Pass.

3. ENTRY LEVEL SPONSOR

Price: < \$2,499 CND

Benefits:

- Logo displayed on event materials
- Acknowledgment during event
- Branded Signage at event.

SPONSORSHIP OPPORTUNITIES

Premium Headline Sponsorships

(High Visibility and Exclusive)

TUESDAY EVENING EVENT - \$9000

The premier evening event your brand takes center stage with high visibility signage and custom marketing opportunities

or

3x Shared Sponsorship \$3200 Join other sponsors with impactful branding signage and custom branded event materials

MONDAY MEDIA MIXER BUYOUT - \$9000

Own the most anticipated networking event of the conference with exclusive branding and custom promotional opportunities

or

3x Shared Sponsorship \$3200 Gain high visibility branding with signage and custom branded items like coasters

VENDOR SPONSORED BREAKFASTS - \$9000 each

(Tuesday Wednesday available)

Start the day with your brand in the spotlight host a dedicated breakfast event with prime exposure to all attendees

TUESDAY OR WEDNESDAY LUNCH BUYOUT - \$9000 each

Fuel the conversation while putting your brand in the spotlight with exclusive signage and promotional materials

or

3x Shared Sponsorship \$3200 High impact branding with signage and custom branded napkins.

SPONSORSHIP OPPORTUNITIES

Core Branding Opportunities

(High Traffic and Consistent Exposure)

REGISTRATION DESK - \$6000

Be the first brand attendees see as they check in ensuring maximum exposure from day one

EXHIBITION HALL BAGS - \$4500

Put your brand in every attendee's hands, literally. These bags will be carried throughout the event and beyond

PASS LANYARDS - \$3000

Your logo front and center worn by every attendee seen in every handshake and featured in every event photo



SPONSORSHIP OPPORTUNITIES

Supporting Sponsorships

(Frequent and Noticeable Touchpoints)

HOTEL SPONSORSHIP - \$6600

Extend your reach beyond the event floor with strategic branding at the official conference hotel in partnership with the Calgary Marriott Downtown

Tuesday Happy Hour - \$1400

Exhibitors and attendees can loosen their ties with a cash bar on the exhibition floor from 5–6 PM. Keep the conversations flowing while maximizing your brand's visibility.

COFFEE BREAKS - \$1200 each

Keep attendees energized while keeping your brand in focus with prominent signage and branding opportunities
(AM PM available Tuesday and Wednesday)



EXHIBITOR BENEFITS

Gain direct access to key decision makers looking for cutting-edge solutions. This is your platform to showcase innovation, build meaningful connections, and position your brand at the forefront of Canada's evolving media landscape.

1

Direct Access to a Targeted Audience

2

A Platform to Spotlight Innovation



EXHIBIT HALL

LARGE 8'x10'
8ft Deep x 10ft Wide

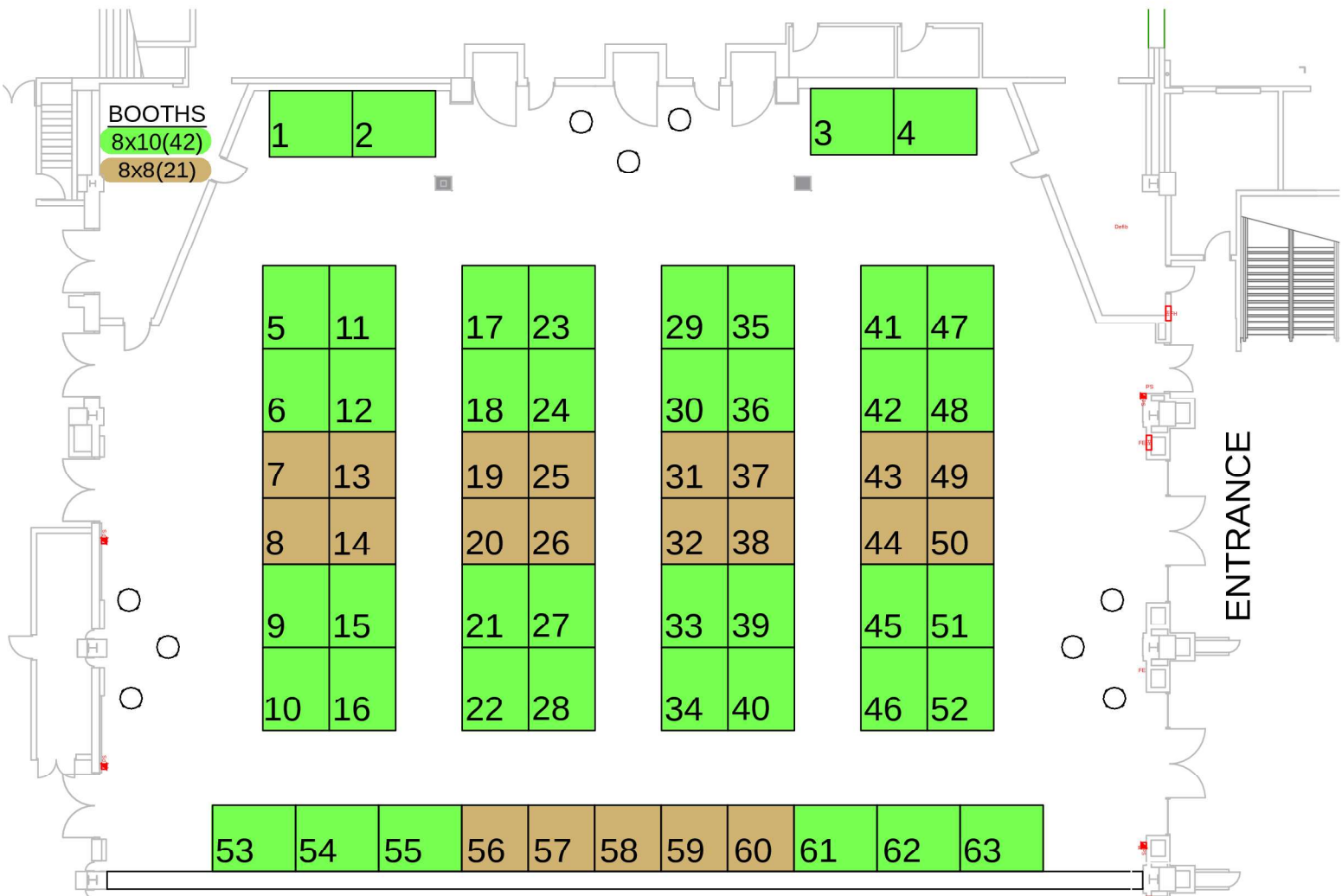
Includes 1 Full Delegate Pass
*Power/Drape/Table/Chairs

\$1800 CND

MEDIUM 8'x8'
8ft Deep x 8ft Wide

Includes 1 Full Delegate Pass
*Power/Drape/Table/Chairs

\$1450 CND



* Additional cost for extra power, network or internet requirements, exceptional material handling or rigging.
 ** Booth selection is only available online at time of purchase. Processing time may vary.
 *** All Prices are in Canadian Dollars



VENDOR SHOWCASE \$1600 CND

Take your presence **beyond the booth** with a dedicated presentation

Your exclusive platform to demo products, share insights, and engage directly with the industry.

This is your chance to elevate your brand, spark conversations, and drive real business opportunities.

Add a Vendor Showcase to your booth today and make a lasting impact!

1

Direct Access to a Captive Audience

2

Elevate your Brand

4x - 30 minute slots available!

Book Yours Now!

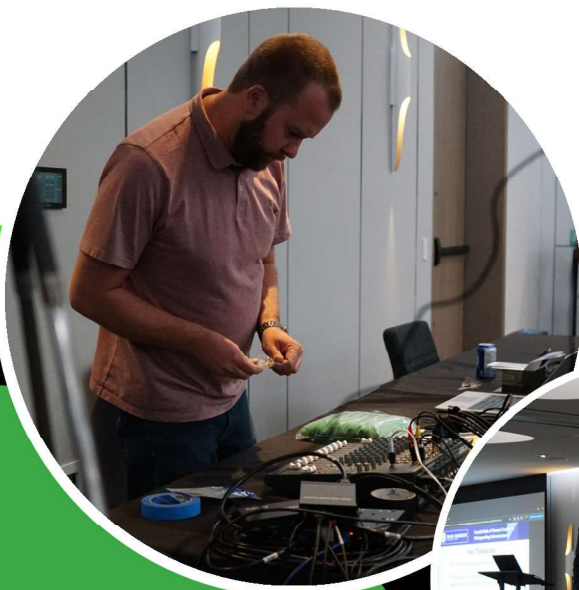
PROGRAM

Bridging the Past, Building Media's Future:
Lessons from Legacy Broadcast for Digital Content Distribution

The evolution of digital distribution presents new technical challenges, but many mirror those already solved in traditional broadcast. Issues like scalability, latency, content protection, and monetization require robust, field-proven solutions adapted for streaming, OTT, and emerging platforms.

These sessions aim to explore how broadcast engineering principles can enhance efficiency, reliability, and audience reach with real world implementations.

Join the conversation and discover how we can bridge legacy expertise with future innovation to shape the next era of media.



SCHEDULE

Celebrating 75 Years of Innovation, Education & Community!

Join us for a milestone event as we celebrate 75 years of shaping the future of media. This year's schedule is designed to inspire, connect, and showcase the best of our industry



Monday Sept 29

- Monday Afternoon (12-5PM) Vendor Exhibit Hall Setup
- Monday Night (6PM): Kick off the celebration with our 75th Birthday Party and S.A.I.T BXST Class Reunion & Awards.



Tuesday, Sept 30

- Tuesday Morning (9AM): Education takes center stage with insightful papers & presentations.
- Tuesday Afternoon (1PM-6PM): The Exhibit Hall opens for free entry—your hub for innovation & networking. Stay for Happy Hour (5PM) on the show floor, then enjoy an offsite dinner (7PM) for those looking to continue the conversation in a relaxed setting.



Wednesday Oct 1

- Wednesday Morning (9AM): More time to connect in the free Exhibit Hall and explore industry solutions.
- Wednesday Afternoon (1PM): Deepen your knowledge with another round of expert papers & discussions.

This is your chance to engage with top professionals, gain fresh insights, and celebrate our thriving community. Secure your spot today!

MISSION & VALUES



At WABE, we're dedicated to fostering a vibrant community of Media and Entertainment Technology professionals from across Canada. Our association focuses on four key technology domains: Video, Audio, Control and Distribution Systems used in the Media and Entertainment Technology industry.

Our core values drive our mission forward:

Inclusivity: Whether you're new to the industry or a seasoned veteran, you are an integral part of our community.

Connection: WABE provides a vital platform for professionals to forge meaningful connections with peers.

Education: Our commitment to continuous learning ensures our members remain at the forefront of industry advancements.

Collaboration: It's the work we do that brings us together. Join us to shape the landscape of Media and Entertainment Technology, forge connections, stay informed, and collaborate for collective progress



MEET THE EXECUTIVE TEAM



TESSA POTTER

PRESIDENT



CAMERON THOMSON

VICE PRESIDENT



ROB BROWN

SECRETARY



DANIEL OONG

TREASURER



THANK YOU

For the support of our industry and its people.

WABE is a volunteer-run organization led by professionals in the media and entertainment industry who recognize its value and bring the passion to sustain it. For over 75 years, WABE has provided a space for industry experts to gather, collaborate, and learn, helping to grow and strengthen the media technology sector for the future.



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