



Vancouver 2026

October 5-7



Sponsorship
and Exhibitor
Guide

Conference Location

This year's WABE Media & Entertainment Technology Conference will take place in Vancouver, at the **Pinnacle Hotel Harbourfront**, from October 5-7, 2026.

Located in Vancouver's Coal Harbour, this venue is steps from downtown Vancouver with stunning views and first-class cuisine. We hope you share our excitement to gather at this superb meeting place to connect, learn, and innovate.

Pinnacle Hotel Harbourfront

1133 West Hastings Street,
Vancouver, BC, V6E 3T3



**Accommodation and travel
discounts available at:**
wabe.ca



The Canadian 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.

WABE is growing our industry presence and community. Our 2025 Calgary convention welcomed over 400 attendees. Here your brand 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.



Sponsorship Benefits

By partnering with WABE, your investment goes directly back into the industry. As a volunteer run non-profit, we use sponsorship proceeds to lower the barriers to technical education, ensuring that high-level professional development remains accessible to the professionals who keep Canadian media moving.

This environment offers a high-trust platform to solidify your brand as a technical leader. Beyond simple visibility, sponsoring WABE allows you to join a 76 year legacy of collaboration, positioning your company where our industry's most important technical challenges are solved.

- Direct Buying Influence
- Mission Driven Impact
- Ongoing Digital Exposure



Email
sales@wabe.ca





Sponsorship Opportunities

PLATINUM

The Power of One, partner with WABE and buy out an event or part of the conference for maximum brand visibility!

- **\$10,000.00**
 - Tuesday or Wednesday Meals and Refreshments
 - Permanent signage with only your brand throughout the whole day of the conference
 - Mentions throughout the day for lunch and refreshment breaks
 - Dedicated time for branded acknowledgement
 - Custom branded promotional element at the event
 - 4 complimentary conference passes
- **\$10,000.00**
 - Monday evening Media Mixer or Tuesday evening event
 - Permanent signage with only your brand throughout the whole event
 - Mentions leading up to and during the event
 - Dedicated time for branded acknowledgement
 - Custom branded promotional element at the event
 - 4 complimentary conference passes

Sponsorship Opportunities

GOLD

The Gold Standard, partner with WABE for high-impact branding opportunities and prominent signage with top-level billing!

- **\$4,500.00**
 - Exclusive Branding (options may include)
 - Branded logo on handout bags for conference / exhibit hall floor
 - Branded logo on Lanyards for every conference pass
 - Dedicated signage on Papers Room 1 or 2, and referenced as *"Your Brand Room"*
 - 2 complimentary conference passes
- **\$4,500.00**
 - Co-sponsor an event or meals and refreshments on Tuesday or Wednesday
 - Top-level billing on shared permanent signage throughout the day or event
 - Mentions throughout the day or leading up to and during the event
 - Custom branded promotional element
 - 2 complimentary conference passes



Sponsorship Opportunities

SILVER

Strengthen your WABE presence, with your sponsorship you will get mid-level billing!

- **\$3,000.00**
 - Co-sponsor an event or meals and refreshments on Tuesday or Wednesday
 - Mid-level billing on shared permanent signage throughout the day or event
 - Mentions throughout the day or leading up to and during the event
 - 1 complimentary conference pass

BRONZE

Consistent visibility through shared signage!

- **\$1,800.00**
 - Co-sponsor an event or meals and refreshments on Tuesday or Wednesday
 - Branding on shared permanent signage throughout the day or event
 - Mentions throughout the day or leading up to and during the event

SUPPORTER

Thank you for your support of WABE!

- **\$750.00**
 - Logo placement
 - Branding on leaderboard entering the exhibition hall
 - Branding on rotating signage



Exhibitor and Vendors

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.

- Direct Access to a Targeted Audience
- A Platform to Spotlight Innovation

Secure a booth on our exhibit hall floor in order to directly interact with WABE attendees. Booths are available in either **8'x8'** or **8'x10'**.

Participating Vendor

****New for this year**** - Are you a company who is showcasing your products with an integrator/distributor? Can't make it to the conference in person? Maintain your presence at WABE as a participating vendor.

As a participating vendor (**\$500**), we will add you and your company and contact info to the physical and digital vendor directory. This will allow you to be recognized as a vendor, even if you do not have your own booth.



Exhibit Hall

Large 8'x10' Booth
8ft Deep x 10ft Wide

*Power/Drape/Table/Chairs

\$1850 CAD

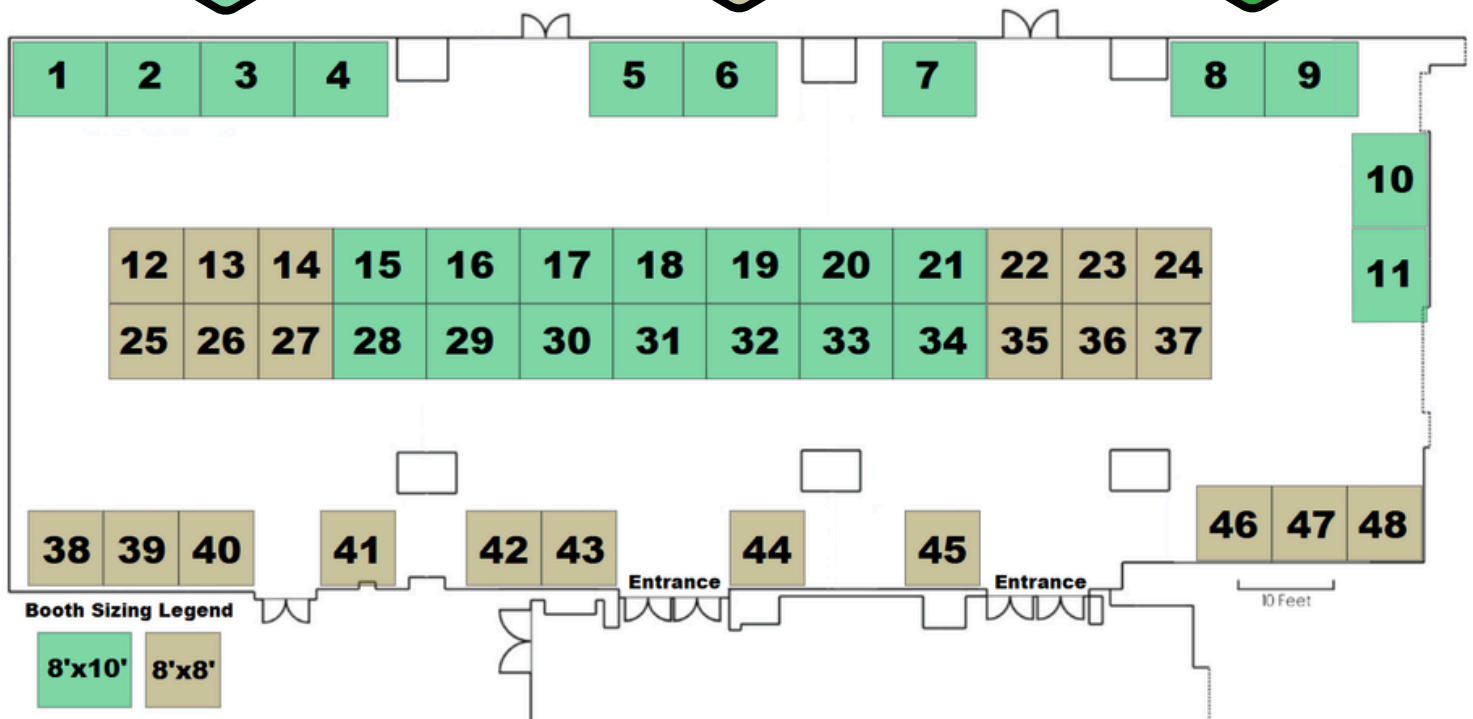
Medium 8'x8' Booth
8ft Deep x 8ft Wide

*Power/Drape/Table/Chairs

\$1500 CAD

Participating Vendor
Be on the physical and digital vendor directory

\$500 CAD



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

Schedule

Monday Oct 5

- Monday Afternoon: Vendor Exhibit Hall Setup
- Monday Night : Media Mixer

Tuesday Oct 6

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

Wednesday Oct 7

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





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, 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



Cameron Thomson

President



Alex Loewen

Vice President



Howard Chen

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.



We look forward to working together.



Phone (587) 885-6400



Email conference@wabe.ca



Website wabe.ca