



TPAC North America 2026

The Sage Ecosystem's Premier Partner Conference

📍 Hyatt Regency Toronto, Canada 📅 31 May – 2 June 2026



About TPAC



Founded for Connection

Bringing together ISVs, VARs, and Sage leadership in a unified ecosystem.



Global Reach

The largest independent Sage-aligned conference, expanding across APAC, AME, and NA.



Innovation Driven

Focused on collaboration, innovation, and sustainable growth across the entire Sage ecosystem.

Our Purpose

**"Connecting ideas, technology,
and people — to strengthen the
Sage ecosystem."**

Growth Opportunities

Create tangible growth pathways for ISVs and VARs through strategic partnerships, deal enablement, and market expansion initiatives that deliver measurable results.

Relationship Building

Strengthen the bonds between Sage, its partners, and customers through face-to-face engagement, collaborative problem-solving, and shared success stories.

Technology Showcase

Highlight cutting-edge technology that drives business efficiency, automation, and digital transformation across the entire Sage product ecosystem.

Why TPAC Matters

1

Trusted Meeting Point

The annual gathering place for the global Sage partner network, fostering meaningful connections.

2

Proven Track Record

Demonstrated success in deal enablement, relationship building, and thought leadership across the ecosystem.

3

Two Decades of Excellence

Over 20 years of partnership acceleration across Sage 300, and now incorporating X3, Intacct, HR & Payroll, and CRM , SDMO & Construction platforms.

Event Overview

Pre-Conference Training

Skill-building sessions and product deep dives to maximise your conference experience.

1

2

Day 1: Welcome

Partner arrivals, welcome reception, and evening networking to kick off three days of collaboration.

Day 2: Core Event

Keynotes, educational sessions, exhibit hall, partner showcases, and prestigious awards ceremony.

3

4

Day 3: Deep Dive

Breakout workshops, customer exhibition experiences, and closing celebration to cement new partnerships.

Post-Conference Training

Extended learning opportunities and certification programmes for continued professional development.

5

Proud to Announce Sage as Our Platinum Sponsor

Leading the Way in Business Technology



Global Leader

Sage empowers millions of small and mid-sized businesses worldwide with cutting-edge accounting, financial, HR, and payroll technology.



Innovation Excellence

As our Platinum Sponsor, Sage demonstrates unwavering commitment to innovation and partnership excellence, driving transformative solutions.



Strategic Partnership

This sponsorship reflects Sage's dedication to our ecosystem, delivering strategic collaboration and unmatched industry expertise.

Together with Sage

We unlock new opportunities and deliver exceptional value to our customers and partners, building a future of shared success and innovation.

Sage

Grow with Sage



Attendee Profile

Partners

Sage ISVs, VARs, consultants, and distributors driving innovation across the ecosystem.

Community

Expected attendance of 300+ delegates from North America and beyond.



Customers

End-users joining us for product exposure and insights shared in the exhibition area.

Leadership

Sage regional executives, thought leaders, and industry experts sharing vision and strategy.

The TPAC Ecosystem



TPAC Asia

Connecting partners across the dynamic Asia Pacific markets with regional expertise and opportunities.



TPAC Southern Africa

Building bridges across Africa Middle East nations, fostering growth and technological advancement.



TPAC North America

Uniting the largest partner concentration with innovation hubs across Canada and the USA.

Beyond conferences, we maintain continuous engagement through dedicated community groups like the **Sage 300 Action Group**, regular webinars, ISV Sessions, and monthly Action Group calls that keep the conversation going year-round.



Unique Selling Proposition

Not just another tech conference — this is TPAC.

Partner-Driven Excellence

Exclusively by partners, for partners — every session, every connection, every opportunity designed with your success in mind.

ERP-Agnostic Evolution

Born from Sage alignment, now expanding with ISV growth across platforms and technologies.

High ROI Guaranteed

Face-to-face collaboration, cross-regional exposure, and brand credibility that translates directly to business growth.

Sponsorship Opportunities

Strategic Visibility & Business Growth

TPAC North America 2026 offers a range of sponsorship opportunities designed to align with your strategic objectives and maximise your return on investment. Whether you're seeking enhanced visibility, targeted networking, lead generation, or thought leadership positioning, we have tailored packages to meet your goals.



Brand Visibility

Premier placement across all conference materials, digital platforms, and on-site signage ensuring your brand is front and centre throughout the event.



Networking Access

Exclusive access to VIP receptions, executive roundtables, and networking events where meaningful business relationships are formed.



Lead Generation

Structured opportunities to engage with qualified prospects through exhibition space, speaking slots, and dedicated meeting areas.



Thought Leadership

Platform to showcase your expertise through keynote opportunities, panel participation, and educational workshop hosting.

All sponsorship levels include comprehensive branding, pre-event marketing exposure, on-site presence, and post-event follow-up opportunities. Our team works closely with each sponsor to ensure maximum value and measurable results from your investment.

Exhibitor Options (Please note that all rates exclude 13% sales tax applicable in Toronto)

Gold Exhibitor

\$10,500 CAD

- Full booth with furniture & electricity (3 days)
- 2 attendee passes with all meals & functions
- Online Conference Guide listing
- TPAC website listing with homepage link
- 2-minute company introduction at Opening Session
- 2 × 50-minute presentation sessions
- Full-page advert in Agenda Display
- Big screen monitor included

Extra booth staff passes: \$1000 CAD each

Silver Exhibitor

\$8,500 CAD

- Standard booth with furniture & electricity (3 days)
- 1 attendee pass with all meals & functions
- Online Conference Guide listing
- TPAC website listing with homepage link
- 2-minute company introduction at Opening Session
- 1 × 50-minute presentation session
- Full-page advert in Agenda Display
- Excludes big screen monitor

Big screen monitor rental: \$400 CAD

Extra booth staff passes: \$1000 CAD each

Bronze Exhibitor

\$7,500 CAD

- Standard booth with furniture & electricity (3 days)
- 1 attendee pass with all meals & functions
- Online Conference Guide listing
- TPAC website listing with homepage link
- 2-minute company introduction at Opening Session
- Excludes big screen monitor

Big screen monitor rental: \$400 CAD

Extra booth staff passes: \$1000 CAD each

Super Stand Option — Special Opportunity

\$20,000 CAD — One shared double booth for up to 4 ISVs with big screen monitor, chairs, table, and electricity for 3 days. Includes 4 attendee passes with all meals and functions, Conference Kit, Online Conference Guide listing, TPAC website listing, 2-minute introduction for each ISV, 4 × 50-minute sessions, and full-page advert in Agenda Display. Extra booth staff passes: \$1000 CAD each.

Accommodation not included in any package

Media & Marketing Exposure

1

Pre-Event Publicity

Comprehensive promotion through LinkedIn Impact Collective, Sage channels, and trusted press partners.

2

Sponsor Highlights

Dedicated sponsor spotlight posts, video snippets, and thought leadership content across our platforms.

3

Event Coverage

Live social media updates, keynote streaming, and real-time engagement with global audiences.

4

Post-Event Features

Opportunity for case studies, success stories, and partner spotlights on TPAC platforms and publications.

Join Us in Toronto

Let's shape the future of the Sage ecosystem together.



When

31 May – 2 June 2026



Where

Hyatt Regency Toronto, Canada



Register

tpac.biz/register



Contact

info@tpac.biz

Secure your place at North America's premier Sage partner event. Connect with industry leaders, discover innovative solutions, and accelerate your business growth in the heart of Toronto.

