Third Party Advantage Conference

tpac 2027 NORTH AMERICA

ISV / DEVELOPMENT PARTNER PROSPECTUS

Show where your solution fits the customer’s workflow

Meet North American Sage partners and customers in person.

15–17 August 2027 • Delta Hotels Burnaby Conference Centre • Greater Vancouver, BC

Give partners a reason to visit your booth

15–17 August 2027 • Delta Hotels Burnaby Conference Centre • Burnaby, Greater Vancouver, Canada

Prove the local fit	Bring a North American customer or VAR example. Explain supported Sage products and versions, the problem solved and who implements and supports the integration.
Show the workflow	Demonstrate the hand-off between systems. Show what Sage owns, which data the add-on uses and how an exception is reviewed.
Meet relevant VARs	Connect with VARs that purchase through buying groups and VARs with direct Sage relationships. Explain the implementation and support model.
Agree the next step	Bring a list of partners and customers you want to meet. Identify who wants a demo or technical follow-up and agree who will contact them.

Extend your reach through Sage MCP

Explore joint development and go-to-market opportunities with Sage, VARs and other ISVs.

Build together	Pair a North American reference product with a complementary ISV or VAR. Choose a customer workflow you can demonstrate end to end and identify who delivers and supports each component.
Explore X3 and Intacct	Assess whether the documented Sage X3 or Sage Intacct MCP server can give your application governed access to the data it needs. Verify supported actions, permissions and availability for your solution.
Take it to market	Explore joint demos, pilot customers, referral arrangements and eligible Sage partner or marketplace routes. Use TPAC meetings to agree who does what and which customers to approach together.

Exhibitor package rates

Choose a package for the North America conference.

Exhibitor package	Fee (CAD)
Super	21,500
Gold	10,000
Silver	8,000
Bronze	7,000

Optional monitor rental CAD 450 per monitor. Additional booth staff CAD 1,050 per person.

Proposed exhibitor benefits

Gold, Silver and Bronze use the Southern Africa format as a starting point for discussion.

Gold	Proposed two staff passes, two 50-minute sessions, an agenda advert and a monitor included.
Silver	Proposed one staff pass, one 50-minute session and an agenda advert. Monitor rental available separately.
Bronze	Proposed one staff pass and exhibition-led participation. Monitor rental available separately.
Super	Scope to agree. Confirm booth space, passes, programme access and branding before booking.

Plan your exhibition and customer reach

Booth specifications, branding, pass access and programme slots are subject to the final package agreement.

Exhibition basics	The reference format includes a booth, conference guide and website listing, and a short opening introduction. Confirm these inclusions and setup arrangements for Burnaby.
In-person Customer Day	CAD 175 per person. Invite customers to see working solutions, speak directly with exhibitors and discuss a priority with their Sage Business Partner.
Virtual Customer Day session	CAD 200 per partner organisation. Invite unlimited customers and team members to the designated online session. Session time, access instructions and broadcast scope will follow.

Plan your exhibition in Burnaby

Gold · Silver · Bronze

CAD 10,000 Gold • CAD 8,000 Silver • CAD 7,000 Bronze

Super is also available at CAD 21,500. Contact TPAC to discuss the package scope.

Enquire about exhibiting

Email info@tpac.biz with your preferred tier, supported Sage products, North American customer example and proposed demo.