Third Party Advantage Conference

tpac 2027

NORTH AMERICA

SAGE VAR / BUSINESS PARTNER PROSPECTUS

Find the right answer for your next customer brief

Meet Sage ecosystem partners and developers from across North America.

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

Bring the people who sell and deliver

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

Owners and principals	Meet other VAR leaders, including colleagues working through buying groups and those with direct Sage relationships. Discuss where partnerships can help you serve clients.
Sales and account teams	Bring a customer requirement. Compare relevant add-ons, ask where they fit and arrange demos with the right ISVs.
Functional consultants	Review implementation examples, dependencies and support ownership. Look for workflows you can take back to current customers.
Technical consultants	Ask where the data lives, how permissions work and how integrations handle exceptions, retries and failed postings.

Business Partner delegate rates

Rates are per delegate in Canadian dollars.

Registration tier	Fee (CAD)
Early Bird	650
Regular (Standard)	850
Just in Time	1,050

Booking windows and registration terms are to be confirmed. Arrange travel and accommodation separately.

Work the conference around your team

Proposed programme emphasis. The detailed schedule and speaker participation will follow.

Before Burnaby	Choose one customer problem and a shortlist of ISVs. Use relevant Sage 300 Action Group sessions to identify who you want to meet.
At TPAC	Divide coverage across partner strategy, solution demos and technical sessions. Ask for a local reference and discuss fit with the Sage version your clients use.
After TPAC	Compare notes across your team and agree which demos, proposals or customer follow-up meetings to pursue.

Invite your customers to take part

Customer Day has separate in-person and partner virtual access options.

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.
Make the introduction count	Ask each customer what they want to improve. Share a brief with their agreement and identify which providers you should meet together.

Plan your team’s visit

Delegate rates

CAD 650 Early Bird • CAD 850 Regular • CAD 1,050 Just in Time

Bring colleagues with complementary roles and give each a clear set of sessions and people to meet.

Enquire about delegate registration

Email info@tpac.biz with your team size and whether you would like to invite customers in person or online.