

# ***Best Defence Sponsorship Opportunities***

***October 20-21, 2026  
RBC Place, London, Ontario***



# About Best Defence Conference

We invite your organization to consider sponsorship of the Best Defence Conference.

This premier showcase of the dynamic and growing Canadian defence sector presents an unparalleled opportunity to put your brand in front of government and military leaders, large defence companies, the up-and-coming defence and tech startups, and everyone in between. The opportunities that come from these wide-ranging encounters are what make the Best Defence Conference truly stand out.

The Best Defence Conference is where sponsors:

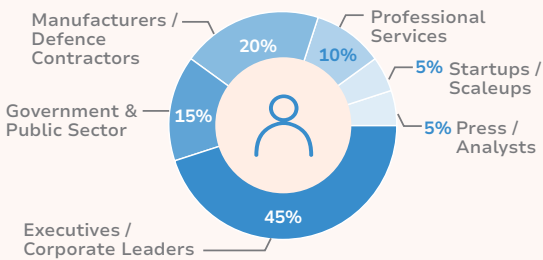
- Showcase their company
- Meet strategic partners
- Discover business opportunities
- Build momentum
- Accelerate success

Get ready for a transformational two day event. Secure your sponsorship today.

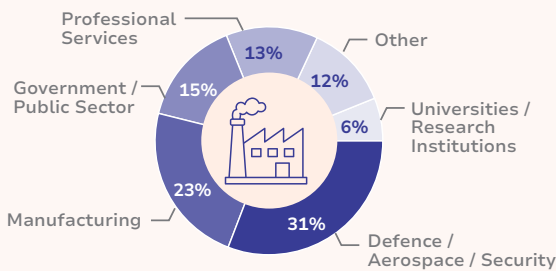
To learn more about impact and opportunities, contact **Heather Pilot** at [info@bestdefenceconference.com](mailto:info@bestdefenceconference.com) or +1 519-851-9848.

## 2025 Conference Statistics

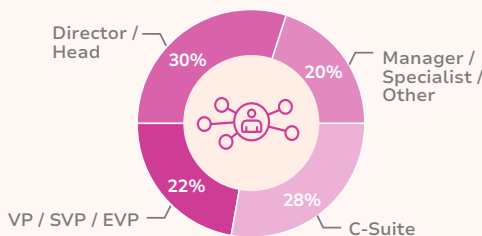
### Attendee Type



### Industry Type



### Leadership Level



### Top Represented in the World



 **8 countries** represented

 **500** attendees

**20**  Sponsors

**50%** of attendees from C-suite and VP-level leaders

 **3** accredited media

# 2026 Sponsorship Opportunities

## Diamond Sponsorship

1 available (by invitation only)

### Conference Access

- 4 Conference Passes
- 2 Booth Personnel Passes

### Exhibition Space

- 20x20 Exhibit Space (includes WiFi + Power)

### Speaking Spotlight

- 4 minutes onstage to promote your company
- 1-minute introductory remarks for a conference speaker

### Pre-Event Visibility

- 50-word description included in pre-event email
- Promotion on social media outlets (1 post from LinkedIn & Twitter)
- Your logo and link on the Best Defence website
- Full-page ad in Official Program
- Prominent location logo placement in Official Program and event materials

### On-Site Visibility

- Exclusive high-profile branding opportunity – stage sponsor, including 2 branded pull-up banners and “presented by” logo on main stage screen
- Your logo on sponsor/partner recognition signage
- Your company logo on screen during pre-conference, breaks and reception
- Opportunity to distribute a promotional item to conference attendees in conference bag (item supplied by sponsor and subject to approval by Pilot Hill Ltd.)
- Welcome breakfast sponsor

### Post-Event Visibility

- 50-word description included in post-event thank you email

## Platinum Sponsorship

3 available

### Conference Access

- 2 Conference Passes
- 1 Booth Personnel Passes

### Exhibition Space

- 10x10 Exhibit Space (includes WiFi + Power)

### Speaking Spotlight

- 3 minutes onstage to promote your company
- 1-minute introductory remarks for a conference speaker

### Pre-Event Visibility

- Logo included in pre-event email
- Promotion on social media outlets (1 post from LinkedIn & Twitter)
- Your logo and link on the Best Defence website
- Prominent location logo placement in Official Program and event materials
- Half-page ad in Official Program

### On-Site Visibility

- Your company name branded against a key element of the conference
- Your logo on sponsor/partner recognition signage
- Your company logo on screen during conference, breaks and reception
- Opportunity to distribute a promotional item to conference attendees (item supplied by sponsor and subject to approval by Pilot Hill Ltd.).

### Post-Event Visibility

- Logo included in post-event thank you email

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# 2026 Sponsorship Opportunities

## Gold

5 available

### Conference Access

- 1 Conference Passes
- 1 Booth Personnel Pass

### Exhibition Space

- 10x10 Exhibit Space (includes WiFi + Power)

### Speaking Spotlight

- 1-minute introductory remarks for a conference speaker

### Pre-Event Visibility

- Logo included in pre-event email
- Prominent location and logo placement on all event materials
- Your logo and link on the Best Defence website

### On-Site Visibility

- Your company name branded against a key element of the conference
- Your company name on the Official Program / Site Plan
- Your logo on sponsor/partner recognition signage
- Your logo on screen during pre-conference, breaks and reception

### Post-Event Visibility

- Logo included in post-event thank you email

## Silver

6 available

### Conference Access

- 1 Conference Pass
- 1 Booth Personnel Pass

### Exhibition Space

- 10x10 Exhibit Space (includes WiFi + Power)

### Pre-Event Visibility

- Logo included in pre-event email
- Your company logo placed on all event materials
- Your logo and link on the Best Defence website

### On-Site Visibility

- Your company name on the Official Program / Site Plan
- Your logo on sponsor/partner recognition signage
- Your logo on screen during pre-conference, breaks and reception

### Post-Event Visibility

- Logo included in post-event thank you email

## Bronze

7 available

### Conference Access

- 2 Conference Passes

### Pre-Event Visibility

- Logo included in pre-event email
- Your company logo placed on all event materials
- Your logo and link on the Best Defence website

### On-Site Visibility

- Your company name on the Official Program / Site Plan
- Your logo on sponsor/partner recognition signage
- Your logo on screen during pre-conference, breaks and reception

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# Sponsorship Packages

	Diamond	Platinum	Gold	Silver	Bronze
Price					
Availability	1	3	5	6	7
<b>Conference Access</b>					
Conference Passes	4 passes	2 passes	1 pass	1 pass	2 passes
<b>Exhibition Space</b>					
Exhibit Space (includes WiFi + Power)	20x20 Exhibit Space	10x10 Exhibit Space	10x10 Exhibit Space	10x10 Exhibit Space	
Booth Personnel Passes	2 passes	1 pass	1 pass	1 pass	
<b>Speaking Spotlight</b>					
Company presentation	4-minute company presentation	3-minute company presentation			
Introductory remarks for a conference speaker	✓	✓	✓		
<b>Pre-Event Visibility</b>					
Included in pre-event email	50-word description	Logo	Logo	Logo	Logo
Promotion on social media outlets (1 post from LinkedIn & Twitter)	✓	✓			
Your banner and link on the Best Defence website	✓	✓	✓	✓	✓
Ad in Official Program	Full page ad	Half-page ad			
Prominent location logo placement in Official Program and event materials	✓	✓	✓	✓	✓
<b>On-Site Visibility</b>					
Exclusive high-profile branding opportunity	✓				
Your logo on sponsor/partner recognition signage	✓	✓	✓	✓	✓
Your company logo on screen during pre-conference, breaks and reception	✓	✓	✓	✓	✓
Opportunity to distribute a promotional item to conference attendees	✓	✓			
Welcome breakfast sponsor	✓				
<b>Post-Event Visibility</b>					
Included in post-event thank you email	50 words	Logo	Logo	Logo	

# A La Carte Opportunities

More opportunities to make an impact.

Giveaway		
	<b>LANYARD SPONSOR</b> 1 only	Get a hold of potential partners with your branded lanyard for attendee conference passes. The lanyard can be used after the conference to hold ID badges, keys and more.
	<b>CONFERENCE PEN</b> 1 only	Get your company in the hands of potential partners with a co-branded pen that is included in the conference bag—perfect for signing contracts.
	<b>CONFERENCE WATER BOTTLE</b> 1 only	Help Best Defence attendees stay hydrated and refreshed with a co-branded reusable water bottle. Every attendee will receive a water bottle in their conference bag.
	<b>CONFERENCE BAG</b> 1 only	Promote your brand in the expo hall and on the arms of Best Defence attendees with conference bags. Sponsorship includes branded conference bags, distributed at Expo entrances.
Content & Interaction		
	<b>TECH SHOWCASE SPONSOR</b> Quantity: 1	Support innovation by sponsoring the tech showcase stage, where defence tech startups go to market. Your company will be featured in signage as the Tech Showcase sponsor with the opportunity to place up to 2 additional banners in this area.
	<b>B2B MEETING SPACE SPONSOR</b> Quantity: 1	Help initiate connections and close deals as our B2B 1-on-1 meeting space sponsor. Your logo will feature prominently in this space as the sponsor.
Refreshments & Networking		
	<b>COFFEE STATION SPONSOR</b> Quantity: 2	Keep attendees fully charged with coffee stations at 3 breaks per day over 3 days. Your logo will feature prominently in this space as the sponsor.
	<b>COCKTAIL RECEPTION SPONSOR</b> Quantity: 1	Help attendees mingle and connect as our cocktail reception sponsor. Your logo will feature prominently in this space as the sponsor.
	<b>LUNCH SPONSOR</b> (DAY 1 OR DAY 2) Quantity: 2	Make your brand stand out and give attendees a chance to refuel by sponsoring lunch. Your logo will feature prominently in this space as the sponsor.
	<b>BREAKFAST SPONSOR</b> (DAY 2) Quantity: 1	Kickstart a productive day for attendees by sponsoring breakfast. Your logo will feature prominently in this space as the sponsor.

Partnering with Best Defence Conference offers a gateway to the global procurement community in aerospace, defence, and public safety sectors and provides valuable exposure for your brand.

We invite you to explore our sponsorship opportunities and look forward to discussing how we can customer a sponsorship package that aligns with your business objectives.

To secure your sponsorship, contact:

**Heather Pilot**

Founder & President

[info@bestdefenceconference.com](mailto:info@bestdefenceconference.com)

+1 519-851-9848

Visit: [www.bestdefenceconference.com](http://www.bestdefenceconference.com)

