



MOMENTUM2025

Sponsorship & exhibitor package

October 6 – 8, 2025 | Whistler, BC | Fairmont Chateau Whistler

Connect with the Leaders Shaping Canada's Financial Future

Momentum is Central 1's signature conference, bringing together 400+ influential voices from credit unions and the broader financial industry.

Don't miss out on your opportunity to:

Showcase: Boost brand recognition with prominent placement on high-visibility elements throughout the event.

Influence: Foster meaningful connections with key decision-makers in Canada's leading financial organizations.

Engage: Show attendees the power of your solutions, offering hands-on experiences in our exhibit hall.

Differentiate: Build customer trust by aligning your brand with a conference that has decades of credibility.

Ready to become a Momentum partner?

You can choose from the set packages outlined in this guide or create a bespoke plan tailored to your needs. To learn more, email events@central1.com

What to expect this year

Momentum 2025 Delegate Experience

Over three days, delegates will engage in timely content, build meaningful connections, and explore the trends shaping Canada's financial services landscape. Key themes include:

- The future of Canada's financial services ecosystem, including sustainability, collaboration, competition, and regulatory priorities.
- Emerging trends and innovation in financial services, with a focus on payments, treasury transformation, cybersecurity, and fraud prevention.
- Current economic and market trends shaping the financial landscape.
- Insights from leading challenger financial institutions, exploring business strategy, customer experience innovation, and workplace culture.



**400+ Attendees
including C-suite and
senior leaders from
across Canada**

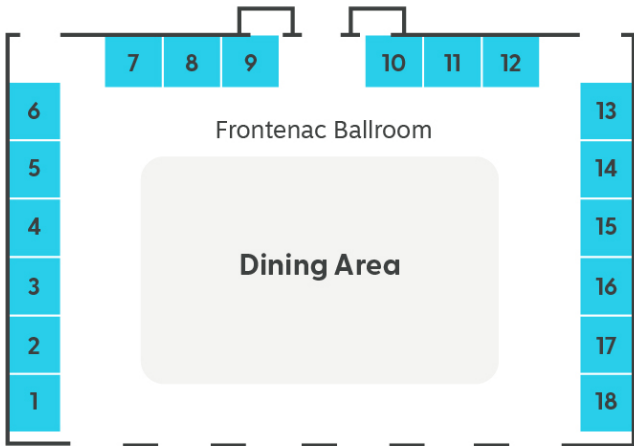
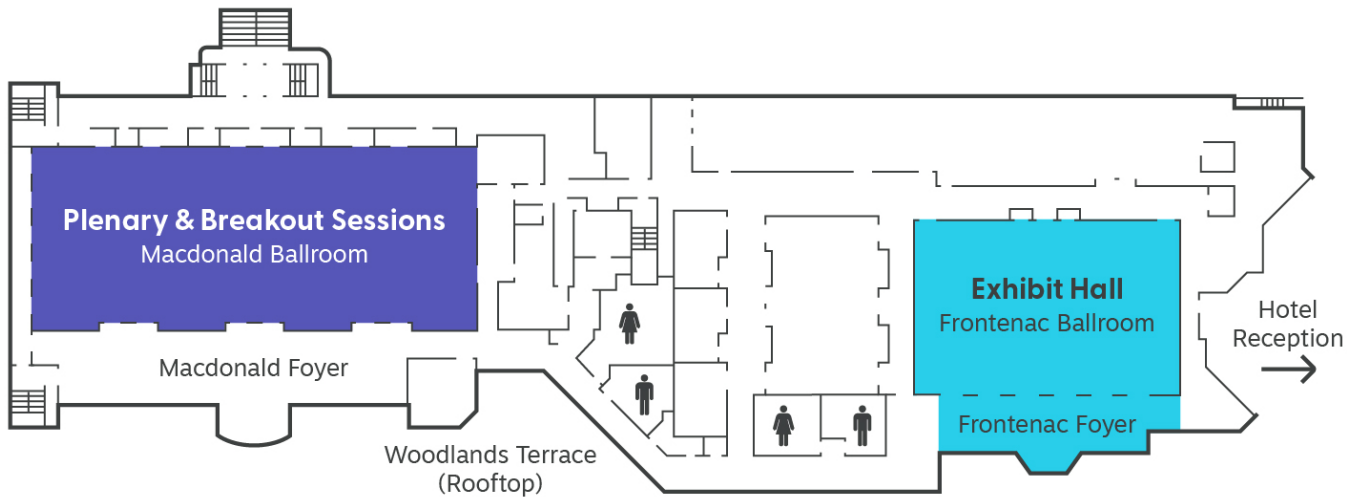


The content was timely and insightful, and connecting with industry peers made it even more valuable. I left feeling energized and prepared for what's next.

Momentum 2024 delegate

Event Layout

This year's event takes place in Fairmont's conference North Wing, with plenary, breakout sessions and the exhibit hall all on one floor.



Frontenac Foyer

Buffet Area

A B C

D E F G

Exhibit Hall

A closer look at the exhibit hall layout, featuring both exhibit booths and turnkey kiosks. The setup offers sponsors and exhibitors a great opportunity to connect and mingle with attendees during dedicated breaks, meal times and happy hour.

- Exhibit booths
- Exhibit kiosks

Conference schedule*

Monday, October 6

8:00 a.m. – 5:00 p.m.

Registration

8:00 a.m. – 11:00 a.m.

Exhibit Hall set up

Noon

Exhibit Hall opens with light bites provided

3:15 p.m. – 3:45 p.m.

Networking break in the Exhibit Hall

5:00 p.m. – 7:00 p.m.

Rooftop welcome reception

Tuesday, October 7

7:30 a.m. – 8:30 a.m.

Breakfast in the Exhibit Hall

10:30 a.m. – 11:00 a.m.

Networking break in the Exhibit Hall

Noon – 1:00 p.m.

Lunch in the Exhibit Hall

3:00 p.m. – 3:30 p.m.

Networking break in the Exhibit Hall

4:30 p.m. – 6:30 p.m.

Happy Hour reception in the Exhibit Hall

Wednesday, October 8

7:30 a.m. – 8:30 a.m.

Breakfast in the Exhibit Hall

10:45 a.m. – 11:15 a.m.

Networking breakfast in the Exhibit Hall

12:30 p.m. – 1:30 p.m.

Lunch in the Exhibit Hall (Conference ends)

*Exact times subject to change

You're in good company

Our past sponsors and exhibitors include some of Canada's leading financial and technology providers. Here's just a few of our past Momentum partners:



Sponsorship opportunities

Showcase your brand before, during, and after the event. All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.

Opportunity		Available	Cost	Included in package				
				Full-access Complimentary passes	50% off full-access extra passes	Exhibitor booth	Attendee list	Speaking opportunity
Main stage	<div>Sold!</div>	1	\$25,000	3	2	Complimentary	<div>✓ w/ emails</div>	Keynote introduction
Welcome reception host	<div>Sold!</div>	1	\$25,000	2	2	Complimentary	<div>✓</div>	Toast
Happy Hour host	<div>Sold!</div>	1	\$18,000	2	2	25% off	<div>✓</div>	Toast
Room drop		1	\$12,500	1	2	—	<div>✓</div>	—
Food & break Day 1	<div>Sold!</div>	1	\$6,500	1	1	—	<div>✓</div>	Break talk
Food & break Day 2	<div>Sold!</div>	1	\$18,000	2	2	25% off	<div>✓</div>	Break talk
Food & break Day 3		1	\$7,500	1	1	—	<div>✓</div>	Break talk
Wifi & mobile app	<div>Sold!</div>	1	\$17,500	2	2	25% off	<div>✓</div>	—
Lanyard		1	\$17,500	2	2	25% off	<div>✓</div>	—
Hotel keycard	<div>Sold!</div>	1	\$14,000	1	2	—	<div>✓</div>	—
Foyer pillars	<div>Sold!</div>	1	\$10,000	1	1	—	<div>✓</div>	—
Window decals	<div>Sold!</div>	1	\$10,000	1	1	—	<div>✓</div>	—
Logo placement	<div>Sold!</div>	2	\$3,500	—	—	—	<div>✓</div>	—
Device charging		1	\$12,250	1	2	—	<div>✓</div>	—
Washroom amenities	<div>Sold!</div>	1	\$8,500	1	1	—	<div>✓</div>	—

Groups:  Inspire  Connect & engage  Amplify  Showcase  Support

Inspire

For brands looking to kick off the event and set the tone for an inspiring and impactful experience



Sold!

Main stage sponsor

Take the spotlight and deliver a 5-minute keynote introduction on the main stage.

Includes:

- Access to full attendee list with emails
- Complimentary 10' x 10' exhibit booth
- Three complimentary conference passes
- Option to purchase two additional passes at 50% off

\$25,000



All sponsorships include: All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.



Sold!

Welcome reception host

Wrap up Day 1 with a rooftop reception, offering a chance to unwind and mingle over refreshments and light fare in a relaxed and elegant atmosphere.

Includes:

- 5-minute toast during the welcome reception
- Branding featured on elevator doors at both the access and exit point to the rooftop
- Branded drink tickets and napkins
- Complimentary 10' x 10' exhibit booth
- Two complimentary conference passes
- Option to purchase two additional passes at 50% off

\$25,000

Connect & engage

For brands that want to build connections and create networking moments with attendees



All sponsorships include: All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.

**Sold!**

Happy hour host

Own a key networking moment in the exhibit hall during the highly anticipated happy hour event.

Includes:

- 5-minute toast during the happy hour networking event
- Branded drink tickets and napkins
- 25% discount on a 10' x 10' exhibit booth
- Two complimentary conference passes
- Option to purchase two additional passes at 50% off

\$18,000

Room drop sponsor

Deliver a thoughtful surprise with locally sourced items placed in attendee rooms for a warm, memorable welcome.

Includes:

- Branded sponsor card included with local merchandise
- In-room delivery to attendees at official conference hotel
- One complimentary conference pass
- Option to purchase two additional passes at 50% off

\$12,500

Connect & engage

For brands that want to build connections and create networking moments with attendees



All sponsorships include: All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.

Food & break sponsors



Sold! Day 1

Fuel conversations and boost brand visibility right from the start, by sponsoring the day's refreshment breaks.

Includes:

- Exclusive sponsorship of light welcome lunch fare and a dedicated break
- 5-minute Break talk speaking opportunity in the exhibit hall
- Branded tabletop signage
- Custom push notification
- 25% discount on a 10' x 10' exhibit booth
- One complimentary conference pass
- Option to purchase one additional pass at 50% off

\$6,500



Sold! Day 2

Lead the day by sponsoring all meals and breaks, an opportunity to foster connection and elevate your brand while attendees recharge and network.

Includes:

- Exclusive sponsorship of breakfast, lunch and two dedicated breaks
- 5-minute Break talk speaking opportunity in the exhibit hall
- Branded tabletop signage
- Custom push notification
- Opportunity to collaborate on a branded food item
- Branded takeaway coffee cups that put your brand in hand-and on the move
- 25% discount on a 10' x 10' exhibit booth
- Two complimentary conference passes
- Option to purchase two additional passes at 50% off

\$18,000



Day 3

Leave a lasting brand impression by sponsoring all meals and breaks on the closing day of the conference.

Includes:

- Exclusive sponsorship of breakfast, lunch and a dedicated break
- 5-minute Break talk speaking opportunity in the exhibit hall
- Branded tabletop signage
- Custom push notification
- 25% discount on a 10' x 10' exhibit booth
- One complimentary conference pass
- Option to purchase one additional pass at 50% off

\$7,500



All sponsorships include: All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.

Amplify

For brands looking to maximize visibility across digital touchpoints



Sold!

Wi-Fi & mobile app sponsor

Be the brand that keeps attendees connected with a branded presence on the mobile app and wi-fi splash page - plus the opportunity to name the wi-fi network password.

Includes:

- Logo placement on the wi-fi splash page
- Sponsor named wi-fi password
- Logo placement on the mobile app splash screen
- Logo placement on the mobile app's homepage, with click-through redirect to sponsor's website
- 25% discount on a 10' x 10' exhibit booth
- Two complimentary conference passes
- Option to purchase two additional passes at 50% off

\$17,500



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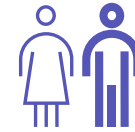
Phone charging sponsor

Power up attendees with convenient branded charging stations and screens in high-traffic areas – a practical placement with lasting visibility.

Includes:

- Includes two self-serve charging stations equipped with 25 portable, branded power banks each
- Branded wrap and digital screen content on phone charging stations in high traffic areas
- One complimentary conference pass
- Option to purchase two additional passes at 50% off

\$12,250



Washroom amenities sponsor

Add thoughtful touches to the attendee experience with branded toiletry baskets and mirror decals in all four washrooms in the conference wing.

Includes:

- Custom-branded toiletries like lip balms, lotions, and mints—perfect for refreshing or taking home
- Mirror decals that enhance the overall display of the branded baskets
- One complimentary conference pass
- Option to purchase one additional pass at 50% off

\$8,500

Support

For brands that prefer strategic promotional placements that enhance the attendee experience



All sponsorships include: All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.

Showcase

For organizations wanting to boost brand recognition across conference spaces



Lanyard sponsor

Stay close to every conversation with your branding on all attendees' lanyards – one of the most visible and lasting impressions at the event.

Includes:

- Logo on attendee name badge lanyards, ensuring constant visibility throughout the event
- 25% discount on a 10' x 10' exhibit booth
- Two complimentary conference passes
- Option to purchase two additional passes at 50% off

\$17,500



Sold!

Hotel keycard sponsor

Put your brand in attendees' hands before the conference even begins. Your logo on host hotel keycards makes an impact from check-in to check-out.

Includes:

- Branding on hotel room keycards, keeping your brand in attendees' hands throughout their stay
- 25% discount on a 10' x 10' exhibit booth
- One complimentary conference passes
- Option to purchase two additional passes at 50% off

\$14,000



All sponsorships include: All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.

Showcase

For organizations wanting to boost brand recognition across conference spaces



Sold!

Foyer pillar sponsor

Display your brand in a key corridor with bold pillar placements just outside the main ballroom – the perfect canvas for visibility.

Includes:

- Prominent branding on 5 double-sided foyer pillars, ensuring maximum exposure for all attendees
- One complimentary conference pass
- Option to purchase one additional pass at 50% off

\$10,000



All sponsorships include: All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.

Showcase

For organizations wanting to boost brand recognition across conference spaces



Sold!



Window decal sponsor

Transform the main hallway into a branded experience with large-scale window decals – high visibility and high foot traffic, all day long.

Includes:

- Branding on a bank of window in a main corridor, maximizing visibility in a high-traffic attendee area
- One complimentary conference pass
- Option to purchase one additional pass at 50% off

\$10,000



Logo placement sponsor (0 available)

Keep your brand visible at every stage of the event journey — from pre-event promotions to on-site exposure.

Includes:

- Logo placement on the event website, mobile app, and conference signage

\$3,500



All sponsorships include: All packages include the chance to share your company bio and materials with attendees, plus logo placement in the event app, on the website, and across onsite signage.

Exhibitor opportunities

Turn conversations into conversions



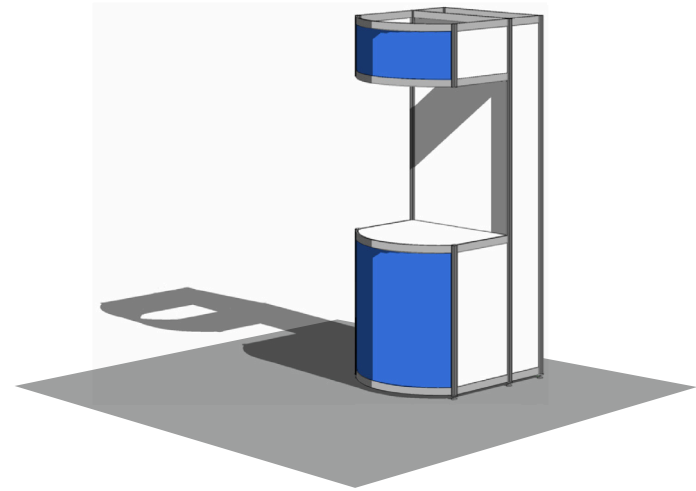
Exhibitor booth (Sold out!)

Promote your brand with a customizable 10' x 10' booth in the exhibit hall, designed to connect you with attendees throughout the conference.

Includes:

- Customizable 10' x 10' booth space in the exhibit hall
- 8' high draped backwall and 3' high draped sidewalls
- One 6' black skirted table and two chairs
- Standard electrical outlet (included at no additional charge)
- Standard carpet
- Two full-access complimentary conference passes*
- Option to purchase two full-access additional passes at 50% off*

\$5,550



Turnkey kiosk (7 available)

Engage attendees with a fully set-up, customizable 5' x 8' exhibitor kiosk—ready on arrival for a streamlined, high-visibility presence that puts your brand front and center.

Includes:

- Fully branded forward-facing kiosk wall
- Round cruiser table and two barstools
- Standard electrical outlet (included at no additional charge)
- Standard carpet
- Two full-access complimentary conference passes*
- Option to purchase two full-access additional passes at 50% off*

\$5,800

**Included only with standalone booth purchases. Not applicable when booth is part of a sponsorship package.*

Interested in becoming a Momentum partner?

We'd love to hear from you! Feel free to reach out at events@central1.com