

# Versaterm Users Conference

September 28 - October 1, 2026

Ottawa, ON

# Event Overview

We are pleased to present the 33rd annual Versaterm Users Conference. The Conference will be held from September 28 - October 1, 2026, at the The Westin Ottawa, Ottawa, Ontario. Once again, we will be combining efforts into one exciting event including Versaterm users, Aloft users, DroneSense users and Forensics (JusticeTrax} users. 400+ public safety professionals attend the Versaterm Users Conference to learn from their peers, share insights and attend training workshops through an unmatched education program.

## Event Dates

September 28, 2026 - October 1, 2026

## Location

The Westin Ottawa, Ottawa, Ontario

## Attendees

Administration, Call Handling & Dispatch, Field Response & Patrol, Investigation, Records Management, IT/Infrastructure, LIMS Users & Administrators, Property & Evidence Management, Connected Officer, Crime Labs & Forensic Units, Case & Court Management, Professional Standards, UAS Program Managers, Drone Pilots & Operators, Tactical Flight Teams, Training Coordinators, School Safety, School District Administrators

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**September 28 -  
October 1,  
2026**

**Ottawa,  
Ontario,  
Canada**

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**400+  
Public Safety  
Professionals  
expected**

**80+  
Forensic  
Professionals  
expected**

# Versaterm **Users Conference**

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**Sponsorship Levels**

# Showcase Exhibitor

**\$2,725 CAD Investment**

We are #BetterTogether. Join us in celebrating this milestone event as a Showcase Exhibitor

## WHAT'S INCLUDED?

- 8x8 Exhibit Space during our Technology & Services Showcase, electricity included
- Technology & Services Showcase Exhibitor Admission (Showcase & Refreshments)
- Company Profile and Showcase Mapping in Conference App
- List of Conference attendees one (1) week post-Conference

*\*Additional Technology & Services Showcase Exhibitor passes or registrations available for purchase à la carte*

# Bronze Sponsor

**\$3,200 CAD Investment**

We are #BetterTogether. Join us in celebrating this milestone event as a Bronze Sponsor

## WHAT'S INCLUDED?

- 8x8 Exhibit Space during our Technology & Services Showcase, electricity included
- One (1) single-day registration on Technology & Services Showcase Day – Includes access to Technology & Services Showcase, meals and Evening Social
- One (1) Welcome Reception Admission on Opening Day

### In addition to the Exhibitor Package marketing benefits, you will receive:

- Acknowledgement in Conference Marketing Communications & Materials
- Logo on Conference website; includes your website link
- Inclusion of giveaway item in attendee bag (provided by sponsor)

*\*Early Bird Incentive: Save 5% when you commit by June 15. Standard sponsorship pricing begins June 16 and remains through the Conference date*

# Silver Sponsor

**\$6,100 CAD Investment**

We are #BetterTogether. Join us in celebrating this milestone event as a Silver Sponsor

## WHAT'S INCLUDED?

- 8x8 Exhibit Space during our Technology & Services Showcase, electricity included
- One (1) Full 3-Day Conference Registration - Includes access to Conference sessions, meals and social events
- One (1) single-day registration on Technology & Services Showcase Day – Includes access to Technology & Services Showcase, meals and Evening Social
- One (1) Welcome Reception Admission on Opening Day

### In addition to the Bronze Level marketing benefits, you will receive:

- Listing of Conference attendees two (2) weeks pre-Conference
- One push notification in Conference mobile app
- On-screen recognition during plenary session

*\*Early Bird Incentive: Save 10% when you commit by June 15. Standard sponsorship pricing begins June 16 and remains through the Conference date*

# Gold Sponsor

**\$8,600 CAD Investment**

We are #BetterTogether. Join us in celebrating this milestone event as a Gold Sponsor

## WHAT'S INCLUDED?

- 10x10 Exhibit Space during our Technology & Services Showcase, electricity included
- Two (2) Full 3-Day Conference Registrations - Includes access to Conference sessions, meals and social events

**In addition to the Silver Level marketing benefits, you will receive:**

- One (1) minute video during plenary session (provided by sponsor)
- One (1)-time pre-Conference e-blast

*\*Early Bird Incentive: Save 15% when you commit by June 15. Standard sponsorship pricing begins June 16 and remains through the Conference date*

# Platinum Sponsor

**\$10,800 CAD Investment**

We are #BetterTogether. Join us in celebrating this milestone event as a Platinum Sponsor

## WHAT'S INCLUDED?

- 10x20 Exhibit Space during our Technology & Services Showcase, electricity included
- Three (3) Full 3-Day Conference Registrations - Includes access to Conference sessions, meals and social events

In addition to the Gold Level marketing benefits, you will receive:

- 10-minute speaking opportunity during plenary session
- Private meeting room (requires reservations)

## LIMITED QUANTITY AVAILABLE

There are only Three (3) Platinum Sponsorships available

*\*Early Bird Incentive: Save 20% when you commit by June 15. Standard sponsorship pricing begins June 16 and remains through the Conference date*

# SPONSORSHIP LEVEL MATRIX

	PLATINUM \$10,800 CAD	GOLD \$8,600 CAD	SILVER \$6,100 CAD	BRONZE \$3,200 CAD	EXHIBITOR \$2,725 CAD
Full 3-Day Conference Registration(s)	3	2	1		
Single-Day Registration on Technology & Services Showcase Day – Includes Access to Showcase, meals and Evening Social + One (1) Welcome Reception Admission on Opening Day			1	1	
Technology & Services Showcase Exhibitor Admission (Showcase & Refreshments)					1
Exhibit space	10X20	10X10	8X8	8X8	8X8
10-minute speaking opportunity during plenary session	X				
Private meeting room (requires reservations)	X				
One (1) minute video during plenary session (provided by sponsor)	X	X			
One (1)-time pre-conference e-blast	X	X			
Listing of Conference attendees two (2) weeks pre-conference	X	X	X		
One (1) push notification in conference mobile app	X	X	X		
On screen recognition during plenary session	X	X	X		
Acknowledgement in Conference Marketing Communications & Materials	X	X	X	X	
Logo on Conference website; includes your website link	X	X	X	X	
Inclusion of giveaway item in attendee bag (provided by sponsor)	X	X	X	X	
Company profile & showcase mapping in conference app	X	X	X	X	X
Listing of Conference attendees one (1) week post-conference	X	X	X	X	X

# À La Carte Sponsorship Opportunities

## Marketing Sponsorships

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### Wi-Fi Sponsor (3 Available) \$ 5000 CAD

Wi-Fi sponsor signage throughout the conference  
Recognition in the program schedule  
Acknowledgement in Conference Marketing Materials

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### Headshot Station \$ 3500 CAD

Signage on the headshot station & relevant supplies  
Personalized message and branding on photo distribution  
Recognition in the program schedule  
Acknowledgement in Conference Marketing Materials, signage and website

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### Attendee Bag Sponsor (2 Available) \$ 1500 CAD

Sponsor name or logo printed on bag  
Recognition in the program schedule

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### Recharge Station Sponsor (4 available) \$ 1000 CAD

Sponsor name or logo in recharge station area  
Recognition in the program schedule  
Acknowledgement in Conference Marketing Materials

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### Conference App Ad \$ 750 CAD

Customizable mobile app banner ad displayed throughout conference  
Size options and availability on first come, first served basis

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### Attendee Bag Inserts \$ 250 CAD

Can include item in attendee bag (Sponsor Provided)

*\*Early Bird Incentive: Save 25% when you commit by June 15. Standard sponsorship pricing begins June 16 and remains through the Conference date*

# À La Carte Sponsorship Opportunities

## Meal Sponsorships

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### Social Event Sponsor (3 Available) \$ 3000 CAD

Signage in the function area & supplies  
Recognition in the program schedule  
Coasters and cocktail napkins with your logo used at function

- Includes sponsoring the entertainment, food and beverage
  - 1-3 minute acknowledgement to the attendees at sponsored event
  - One registration to attend sponsored event
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### Lunch Sponsor \$ 3000 CAD

Signage in the dining area & supplies  
Recognition in the program schedule  
Opportunity to place corporate literature in dining area  
Recognition on main stage on day of sponsorship

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### Breakfast Sponsor \$ 2000 CAD

Signage in the dining area & supplies  
Recognition in the program schedule  
Opportunity to place corporate literature in dining area  
Recognition on main stage on day of sponsorship

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### Break & Coffee Sponsor \$ 1000 CAD

Signage in the break area & supplies  
Recognition in the program schedule  
Recognition on main stage on day of sponsorship

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**Intent to Sponsor**

# Intent to Sponsor Form

As a Versaterm Users Conference sponsor or exhibitor, you are entitled to the relevant benefits listed in the Versaterm Users Conference Sponsorship Matrix at the level selected.

Contact Person

Company Name

Phone Number

Email Address

Spell sponsor name exactly as it should appear in print

Authorizing Personnel (Printed Name)

Date

After submission, your Intent to Sponsor Form request will be reviewed and evaluated for participation. Upon approval, your organization will be contacted with additional sponsorship or exhibit details and registration instructions.

All fees are in CAD. Payment options include check, credit card or bank transfer. Payment is acceptable via online registration or mail.

**Refunds cannot be issued.**

**Please check all information carefully.**

**Please submit your form as well as any questions to our Events Team at [usersconference@versaterm.com](mailto:usersconference@versaterm.com).**

**I agree to participate as a Showcase Exhibitor only:**

- Exhibit Only**  
\$2,725 CAD

**I agree to participate as an à la carte sponsor:**

Please indicate your à la carte sponsor level(s) here

**I agree to sponsor at the following level:**

- Platinum**  
\$10,800 CAD
- Gold**  
\$8,600 CAD
- Silver**  
\$6,100 CAD
- Bronze**  
\$3,200 CAD