

TORONTO PRODUCT CON 2026

SPONSORSHIP OPPORTUNITIES



May 28, 2026

Ted Rogers School of
Management



**Toronto Product Con is where
the city's top product leaders,
innovators, and builders come
together.**



One day. Downtown Toronto. May 28, 2026.

THE OPPORTUNITY

Toronto's largest product management conference.

Toronto Product Con brings together the city's top product managers and leaders for a full day of talks, workshops, networking, and community at Toronto Metropolitan University during Toronto Tech Week.



 **300-400**

Attendees

 **30+**

Speakers

 **1 Day**

Full Conference

 **TMU**

Downtown Toronto

THE AUDIENCE

Product decision-makers from Canada's biggest tech market

PRODUCT LEADERS TRACK

Directors, VPs, and C-Suite product executives driving strategy at Toronto's leading companies.

PM GROWTH TRACK

Experienced PMs with 3+ years building products, looking to sharpen skills and expand their network.

TPMA COMMUNITY REACH

9,300+

LinkedIn Followers

5,500+

Newsletter Subscribers

2,300+

TPMA Members

69%

Email Open Rate

“A few words from past partners

Working with TPMA was ROI-positive and fantastic for our brand; I highly recommend it to other partners.

Moe Ali, CEO, Product Faculty

“

The TPMA is a growing community of highly engaged product management professionals, and has been a great source for us to connect with product managers, our strategic segment.

Pativet Sathiensamrit, CEO, Lightster

“

The partnership results were phenomenal.

Varya Molchanova, Diverse Tech Talent Campaign

SPONSORSHIP OPPORTUNITIES

Own a moment at Toronto Product Con.
Every package is customized to your goals.

Contact us for a tailored proposal.

WHY SPONSOR

Access product decision-makers through a trusted channel.

Brand Visibility

Logo placement across event signage, digital marketing, website, and day-of materials reaching thousands of PMs.

Thought Leadership

Speaking slots, workshop opportunities, and content collaboration to position your brand.

Community Goodwill

Align with a 25-year-old trusted institution supporting Toronto's product ecosystem.

Qualified Audience

Direct access to Directors, VPs, and senior PMs with buying power at 500+ organizations.

Talent Pipeline

Recruit from Toronto's most engaged product community. Booth space, job board access, and networking.

Multi-Channel Reach

Exposure across TPMA's newsletter (69% open rate), Slack, LinkedIn, website, and conference comms.



Title Sponsor

Premier brand visibility as the name behind Toronto Product Con. Your brand will be front and center across every touchpoint, from marketing to the main stage.

This is the highest-visibility opportunity at the conference. Your name will be synonymous with Toronto's largest PM gathering.

1 Available

Sample Benefits

"Presented by [Brand]" naming across all conference materials

Main stage branding and verbal recognition

Logo on all digital and print marketing

Preferred placement in all sponsor gardens

Speaking slot or panel moderation opportunity

Optional premium booth space

All-access passes for your team

Dedicated social media features

Email promotion to 5000+ product managers



Room Sponsors

Own a conference track room for the full day. Your branding on screens, signage, and stage presence throughout every session in your room.

3 Available



Unconference Sponsor

Power the open-format, attendee-led discussions. Champion grassroots product thinking and interactive knowledge sharing.

0 Available



Sample Benefits

Screen branding and signage in your sponsored room and website

Verbal acknowledgement at session openings

Logo on conference schedule and signage

Opportunity to deliver a brief welcome address

Booth or activation space

All-access passes for your team

Social media features by TPMA

Email promotion to 5000+ product managers



Lunch Sponsor

Feed the community. High-visibility branding during the midday networking break when all 300-400 attendees gather in one place.

1 Available



Afterparty Sponsor

Host the evening celebration. Connect with speakers and attendees in a relaxed, social setting where real relationships form.

1 Available

Sample Benefits

Branded signage throughout lunch/afterparty area

Verbal acknowledgement from MC

Logo on conference schedule and materials

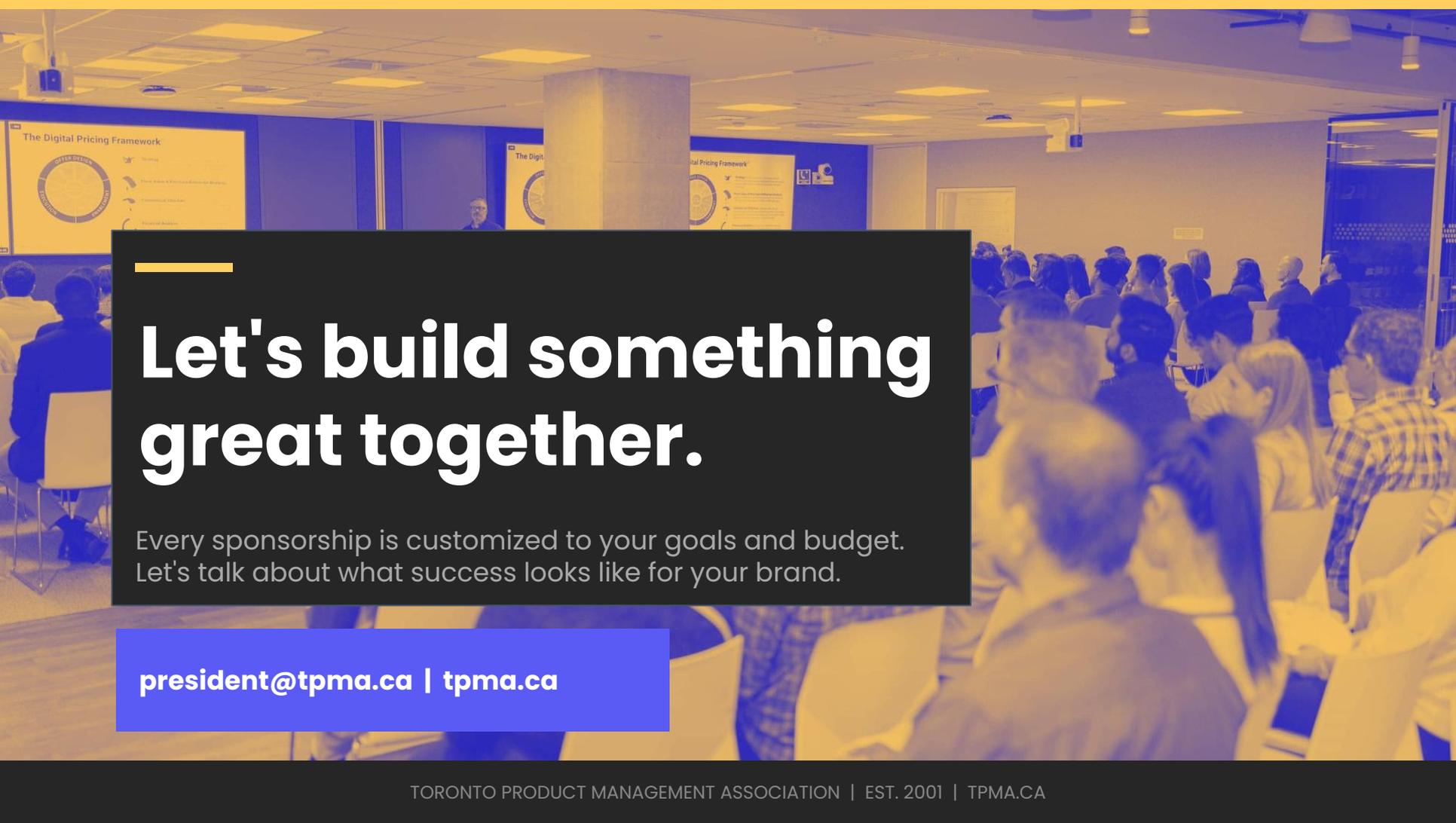
Opportunity for branded table displays

Networking access during event

All-access passes for your team

Social media features by TPMA

Website logo placement



Let's build something great together.

Every sponsorship is customized to your goals and budget. Let's talk about what success looks like for your brand.

president@tpma.ca | tpma.ca