

# TECHNATION<sup>CA</sup> FUTUREWAVE

**BUILDING TOMORROW'S WORKFORCE, TODAY**

June 5, 2025 • Edmonton / Virtual

Funded by the  
Government of Canada's  
Student Work Placement Program

Canada

**FutureWave is TECHNATION's annual hybrid event exploring the future of the tech workforce in Canada.**

The FutureWave conference invites diverse voices in the tech space and beyond to discuss ways in which we can support our future leaders with experiential learning opportunities. This project is funded in part by the Government of Canada's Student Work Placement Program.

The FutureWave audience is a diverse mix of attendees from across Canada that includes tech innovators, HR professionals, educators, and industry professionals.

## Key theme for FutureWave 2025:

This year's event focuses on bridging the gap between classroom learning and real-world experience, with a spotlight on fully integrated post-secondary education – a transformative approach to Work-Integrated Learning (WIL) currently emerging in Canada.

## Topics include:

- The role of government and policy in making WIL programs the standard
- Industry and academia roadmaps for the future of WIL
- Indigenizing WIL and education pathways
- Reimagining curriculum in the age of AI

## Previous FutureWave speakers have included:

- Chris Barry, President, Microsoft Canada
- Jadelyn Psutka, Senior Manager, Indigenous Enablement and Recruitment, KPMG
- Ashish Bhatnagar, Senior Manager, Recruiting, Amazon
- Dr. Anita Lam, Associate Dean, Teaching & Learning, Faculty of Liberal Arts & Professional Studies at York University

Visit our website to  
learn more about  
FutureWave 2025



# FUTUREWAVE SPONSORSHIP OPPORTUNITIES

Align your organization with FutureWave as a sponsor to gain brand awareness, speaking opportunities, and networking and promotional benefits.

## COFFEE BREAK SPONSOR

\$1,500

2 AVAILABLE

Opportunity to place a banner

2 lunch tickets

Recognition on:

- screens during event
- social media (pre and post-event)

## NETWORKING SPONSOR

\$3,000

1 AVAILABLE

Opportunity to place a banner

6 lunch tickets

Booth during post-event  
networking reception

Deliver opening greetings  
to audience

Recognition on:

- screens during event
- social media (pre and post-event)
- website and email communications
- livestream to virtual attendees

## PRESENTING SPONSOR

\$7,000

1 AVAILABLE

Opportunity to place a banner

10 lunch tickets

Booth during post-event  
networking reception

Deliver opening greetings  
to audience

Logo on attendee lanyards

Opportunity to participate  
in a panel

Opportunity to co-host  
FutureWave

Recognition on:

- screens during event
- social media (pre and post-event)
- website and email communications
- livestream to virtual attendees
- all print materials
- paid digital ads

**Contact Tim Sidock to reserve your sponsorship  
or discuss customized partnership opportunities:**

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