IDC

2026 Global Events Calendar

Where tech buyers choose their partners

IDC event sponsors gain direct access to senior IT decision-makers through analyst-led content and engagement that drives pipeline.

Partnering with IDC means visibility, authority, and connections that turn into business.

Through IDC events, you will:

→ Build credibility with senior IT buyers

→ Generate high-quality leads that convert

→ Accelerate pipeline with trusted engagement

Turn events into outcomes

Partner with IDC to leverage authoritative insights, access high-caliber IT buyers, expand into new accounts, and get fast execution and support.

We support your marketing goals:

→ Awareness & visibility with the right buyers

→ High-quality lead generation

→ Expansion into new accounts

→ Executive thought leadership

→ Better lead-to-pipeline conversion

By delivering:

→ Access to high-caliber senior decision-makers

→ Account-level personalization and curated 1:1s

→ Fast, turnkey execution and onsite support

→ Compelling price-to-value across a global calendar

→ Independent analyst & peer validation

Topics:

- AI & Data Management
- Enterprise Applications
- Security & Trust
- Enterprise Services
- System Infrastructure
- Networking & Telecom
- Workplace solutions

Audience:

- Senior Executives
- Strategy Leaders
- Infrastructure Ops
- IT Ops & Services
- Cloud Architecture
- Security Leadership
- Security Ops & Risk

North America		
March 5	• AI & Data Summit Toronto	One day, in-person, 175+ delegates, Toronto, Canada
May 14	• CIO Summit New York	One day, in-person, 80+ delegates, New York City, USA
June 4 June 25	• AI & Data Summit San Francisco • AI & Data Summit Calgary	One day, in-person, 80+ delegates, San Francisco, USA One day, in-person, 80+ delegates, Calgary, Canada
September 17	• AI & Data Summit Chicago	One day, in-person, 80+ delegates, Chicago, USA
October 1	• AI & Data Summit Vancouver	One day, in-person, 80+ delegates, Vancouver, Canada
October 14 December 3	• CIO Summit & Awards Canada • AI & Data Summit Dallas	Multi-day, in-person, 150+ delegates, Toronto, Canada One day, in-person, 60+ delegates, Dallas, USA

North America
Custom Events

IDC's single-sponsor opportunities provide a single share of voice, with expert-led content curation and turn-key execution.

Virtual roundtables
Peer-based, expert-led experience to garner buying intent and pipeline discovery as sole sponsor.

Executive in-person dinners
We can partner with you to provide comprehensive support, from planning and invitations to event operations and follow-ups, ensuring the success of your signature events.

> " We had a positive experience at the IDC event in Calgary. The on-site support made everything run smoothly, and the networking opportunities were valuable and well-structured. Overall, it was a great forum to connect with the right audience, and we'd happily recommend it to colleagues.
>
> **Jose Borras, Marketing Manager, Partners & Events, ESET Canada Inc.**

Learn how your sponsorship can drive conversations through speaking opportunities, networking, hosted private dinners/lunches, and more. **Get in touch now** for more information.