



2026 North America Events Calendar

# Where Tech Buyers Make Decisions

300+ analyst-led events worldwide, where senior IT buyers validate solutions and make confident decisions.

**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	• <b>AI &amp; Data Summit Toronto</b>	One day, in-person, 175+ delegates, Toronto, Canada
May 14	• <b>CIO Summit New York</b>	One day, in-person, 80+ delegates, New York City, USA
June 4	• <b>AI &amp; Data Summit San Francisco</b>	One day, in-person, 80+ delegates, San Francisco, USA
June 25	• <b>AI &amp; Data Summit Calgary</b>	One day, in-person, 80+ delegates, Calgary, Canada
September 17	• <b>AI &amp; Data Summit Chicago</b>	One day, in-person, 80+ delegates, Chicago, USA
October 8	• <b>AI &amp; Data Summit Vancouver</b>	One day, in-person, 80+ delegates, Vancouver, Canada
November 19	• <b>CIO Summit &amp; Awards Canada</b>	Multi-day, in-person, 150+ delegates, Toronto, Canada
December 3	• <b>The Year Ahead</b>	One day, virtual, 400+ delegates, USA

“ 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.

## 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.





# Custom Events

**With IDC's single-sponsor events, you connect with high-value prospects, strengthen trust, and drive measurable pipeline impact.**

## Impact you can expect:

- Exclusive share of voice with your top prospects
- Analyst-curated agenda aligned to buyer priorities
- Access to pre-qualified, senior-level decision makers
- Direct 1:1 engagement and peer conversations that build trust
- End-to-end execution — from invitations to post-event insights
- Customizable for account-based marketing and pipeline acceleration

## Formats:

- Executive In-Person Dinners - curated, private conversations with senior leaders
- Roundtables (in-person or virtual) - peer-led, analyst-moderated discussions
- Executive Events - larger-scale, branded single-sponsor gatherings
- Webinars — analyst-led digital sessions

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