



MACH X: THE AGENTIC ADVANTAGE

PARTNERSHIP OPPORTUNITIES

TORONTO, CANADA

APRIL 27-29TH // **2026**



Contents



An Introduction	03
Agenda	04
Brands at MACH X	06
Member Access & Tickets	07
Partner Packages	08

“At MACH X London, we saw a community ready to move from talk to action. Across industries, leaders agreed: flexibility in MACH architecture is now the foundation of AI success and of competitive survival. We also launched the next bold step: the Agent Ecosystem Initiative, challenging our 100+ members to co-create one of the world’s first agent ecosystems, already taking shape with real prototypes and shared momentum.”



Jason Cottrell
President, MACH Alliance

Get Ready for MACH X: Toronto



MACH X London 2025 proved there is strong demand for a senior, execution-focused forum centered on AI-ready architecture. Leaders came together to move beyond theory and focus on what it takes to operationalize AI on modern, composable foundations.

MACH X: Toronto builds on that success with a sharper, more intentional format. As the MACH Alliance's invitation-only conference for senior enterprise leaders, MACH X aligns business and technical leadership around real-world AI implementation.

This year our focus will be on:

Purpose-Built Tracks: A sharpened dual-track format for business leaders and technical practitioners moving from vision to execution.

Stronger Alignment: Convergence moments that bring strategy and architecture together around shared approaches and real-world patterns.

Designed for Doing: A workshop-led experience that prioritizes practical guidance, peer problem-solving, and meaningful connection.

AGENDA

April 27th, 2026 (Half Day)

Design Exchange, Toronto

Member Partner Day

Evening welcome drinks for all delegates

April 28th, 2026 (Full Day Conference)

Design Exchange, Toronto

Dual-track program for business and technical leaders. Focused on AI-ready architecture and real-world implementation.

April 29th, 2026 (Half Day)

Nobu, Toronto

Invite-only curated meetings and networking for sponsors of MACH X and end users at MACH Haus.



We look forward to seeing you in Toronto! If you're interested in getting involved, partnership opportunities are available on page 8. Book a meeting with our Partnership Director to explore the exciting possibilities ahead!

Cecily Shives // Partnerships Director // cecily.shives@machalliance.org

FOR TICKET INFORMATION, TURN TO PAGE 12

MACH X in Numbers



MACH X London brought together digital leaders building AI-ready commerce enterprises through composable, interoperable architectures. These C-suite executives, business leaders, and technologists are deploying AI at scale, transforming organizational design, and building the agent-driven future of commerce.

352
attendees over
2.5 days

209
Companies
represented

4.5/5
Average attendee
rating for MACH X

Industries

Retail	Tele-communications	IT/High-Tech	Finance	Travel & Leisure
Healthcare	Manufacturing	Education	Professional Services	Government

Brands

MACH X

RITUALS...

FORTNUM
& MASON
EST 1707

GYMSHARK 

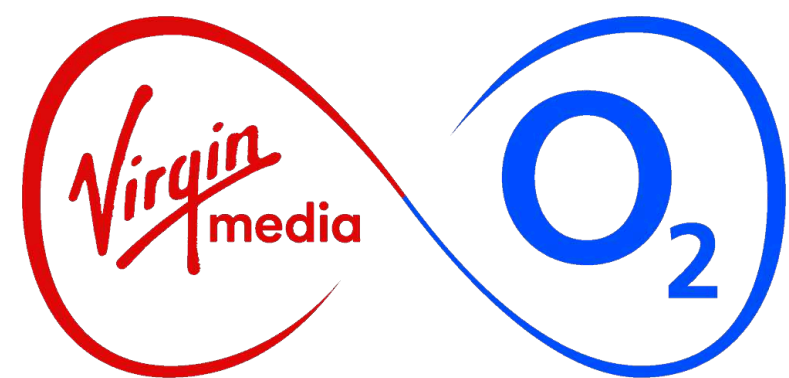

CARNIVAL UK

COS

TWININGSTM
OF LONDON

easyJet

Whirlpool[®]



JOHN LEWIS
& PARTNERS

Galleries
Lafayette

RiverIsland

L'ORÉAL

Levi's[®]

 Expedia

PIZZA
PAPA JOHN'S

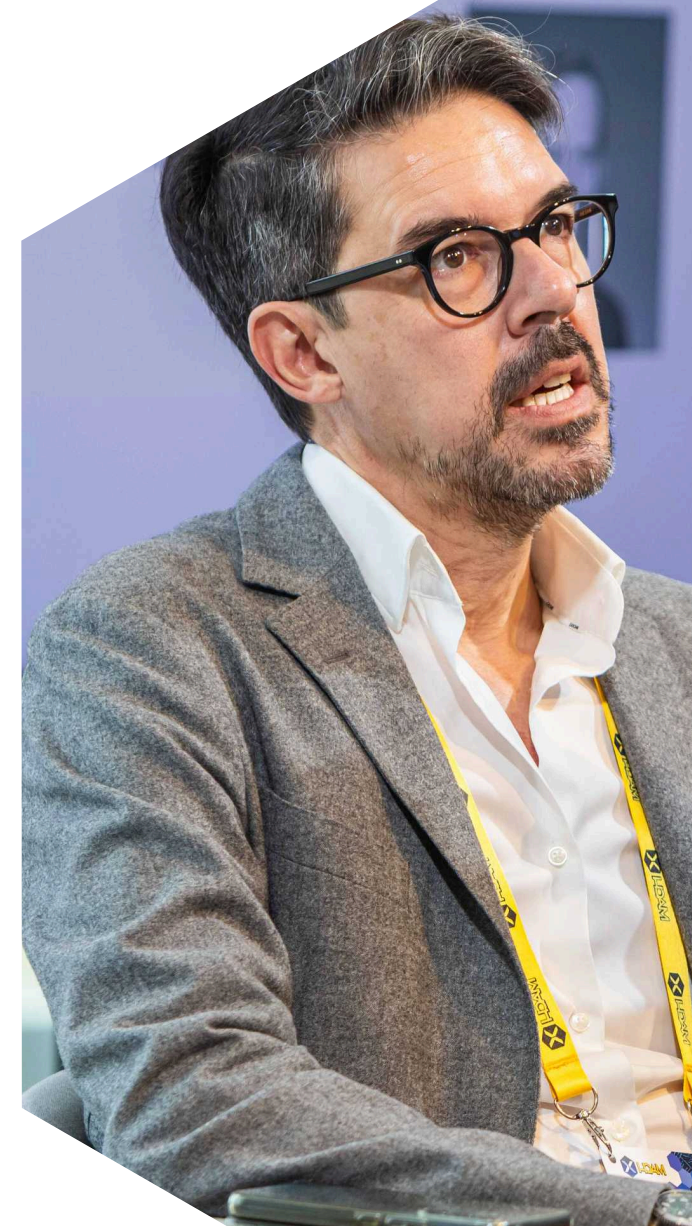


PARTNER PACKAGES

As a Headliner sponsor, your brand receives the highest visibility across MACH X Toronto, with prime onsite placement and integrated pre- and post-event amplification. Designed for members seeking a central role in the MACH X narrative and senior enterprise engagement.

HEADLINER

Investment	\$50,000
Available	4
Member Tickets	3



Highlights

- Top-tier visibility across MACH X signage and promotions
- Primary logo on keynotes and main-stage content
- Credited as “MACH X in partnership with...”
- Headliner spotlight in pre-event marketing
- Amplified presence across MACH X social channels
- Support for product launches before and during MACH X
- Onstage feature with a sponsor-sourced, end-user customer story
- Co-branded MACH X wrap-up film
- Sponsorship of the welcome drinks
- Early, phased access to the attendee list
- Full attendee list post-event
- Curated MACH Haus meetings

A photograph of a man with glasses and a yellow lanyard, looking towards the right.

PARTNER PACKAGES

Track Sponsorship anchors your brand to one of MACH X's core tracks, positioning your organization alongside senior leaders focused on either business strategy or technical execution.

This package offers targeted visibility within a specific audience context, with opportunities to engage decision-makers through track-aligned content and MACH Haus participation.

TRACK

Investment	\$30,000
Available	2
Member Tickets	3

Highlights

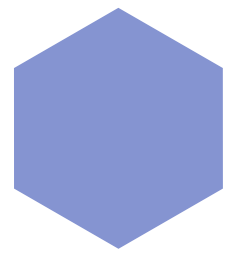
- Sponsorship of one core track (Business or Technical)
- Integrated branding across track signage, screens, and materials
- Logo placement on all session screens within the sponsored track
- Dedicated track host from your organization
- Visibility on the MACH X website and published agenda
- Listing on the MACH Alliance sponsor page with backlink
- Early, phased access to the attendee list for outreach and planning
- Post-event attendee list for targeted follow-up with track attendees
- Curated MACH Haus meetings





PARTNER PACKAGES

Gain premium visibility at the official evening drinks following the main conference day, April 28th, 2026. This high-energy reception brings the full MACH community together, offering a prime moment for your brand to be seen as attendees unwind, connect, and close out the day's conversations.



EVENING DRINKS SPONSOR

Investment	\$25,000
Available	1
Member Tickets	2



NOURISH SPONSOR

Investment	\$20,000
Available	1
Member Tickets	2

As the Nourish Sponsor, your brand is featured across all Day 1 food stations, putting you at the center of high-traffic touchpoints throughout the day. This sponsorship delivers sustained visibility while supporting a core attendee need, making your brand synonymous with hospitality and care across the conference.



PARTNER PACKAGES

Host an intimate, high-touch VIP Dinner on Day 0 for senior speakers and end users. This plated, 25-person gathering offers a setting for meaningful conversation, relationship building, and thoughtful connection before the main conference begins. With a co-curated guest list, your brand is woven into every detail of the evening.

VIP DINNER SPONSOR

Investment	\$18,000
Available	1
Member Tickets	2



COFFEE CART SPONSOR

Investment	\$15,000
Available	1
Member Tickets	2

Fuel the conference with a branded specialty coffee cart that quickly becomes the hub of attendee flow. With constant foot traffic, your brand benefits from high visibility and a positive association as the pick-me-up everyone looks forward to throughout the day.

MEMBER **ACCESS**

Member Access includes curated programming and peer engagement across MACH X. Access is limited to allocated member tickets. Additional tickets are not guaranteed. Contact the MACH Alliance team for allocation details.

INCLUDED WITH MEMBER TICKETS

- Member Day attendance
- Full access to the main conference
- Peer-to-peer discussions with senior leaders
- All official evening events

POWER OF MACH

The Power of MACH sponsorship provides member companies with brand visibility at MACH X Toronto and sponsors-only access to MACH Haus..

NEW! MACH Haus is a hosted executive brunch at Nobu featuring dedicated networking and curated 1:1 meetings with enterprise end users and sponsors.

Investment	\$10,000
Available	10
Member Tickets	2

MACH X

