



## The Long Con 2026 Sponsorship Package

The Long Con is Winnipeg's premier technical information security conference attracting hundreds of information technology and security professionals and enthusiasts alike. We hope that you'll help make The Long Con the great information security conference that it is. We can't do it without you!

### Event Details

- **Date:** Saturday November 7, Sunday November 8th 2026
- **Location:** The West End Cultural Centre - 586 Ellice Avenue, Winnipeg
- **Attendees:** Up to 220 individuals interested in information security
- **Twitter:** [@TheLongConWpg](https://twitter.com/TheLongConWpg)
- **Website:** [thelongcon.ca](http://thelongcon.ca)

### Target Audience

The Long Con targets all levels of information security and technology enthusiasts, from students all the way up to industry leaders. The presentations share a common thread of being technical and "from the trenches", and the conference has a reputation of being both excellent value and providing consistent learning and networking opportunities for attendees. The talks from previous years covered topics such as [security posture in the cloud](#), [detecting malware on very large networks](#), [advanced Windows vulnerability research](#). You can see all of the talks since 2013 on our [YouTube channel](#).

## How is the sponsorship money used?

How will sponsorship money be spent? Based on previous years, our costs are as follows:

Line Item	Amount
Coffee and Dinner (both days)	\$5,700
Badges	\$570
Equipment Rentals/purchases	\$500
Venue Rental	\$2900
Event Insurance	\$400
Programs and Signage	\$200
Drink tickets	\$1,000
Speaker dinner	\$800
Administration/little stuff	\$200

This year marks us moving to a more expensive venue in the WECC, the rental amount will be significantly higher.

It's important to note that The Long Con Inc. is a non-profit organization and that all donations received will be spent on making the event a success. Additionally, all organization, planning, and execution is done by a small, dedicated group of experienced volunteers who are donating their time out of a desire to make this an amazing event.

## Sponsorship Tiers

### Bronze (\$700+)

- Sponsor provided swag and/or fliers at the event
- Logo on the event website, and visible to attendees on the projector "carousel" between presentations and during breaks
- One free ticket to the event

### Silver (\$1000+)

- Everything in the previous tier
- Logo in the printed event guidebook
- Two free tickets to the event

## **Gold (\$2000+)**

- Everything in the previous tier
- Logo on the back of the badge
- Half-page ad in the event guidebook, next to the printed schedule
- Four free tickets to the event

## **Platinum (\$3000+)**

- Everything in the previous tier
- Larger logo real-estate
- Full-page ad in the event guidebook, next to the printed schedule
- Table space for recruiting
- Six free tickets to the event

## **Custom Tier**

The custom tier allows you to choose exactly how to impact The Long Con by choosing to sponsor a specific service or offering to fit your goals and budget. Verbal recognition and/or signs will be given for each service, as to ensure you get maximum recognition for your service.

Items include, but are not limited to:

- Location sponsor, sponsorship matching the cost of the venue
- After-party sponsor (Limited to 1 sponsor) - Host a party that is well promoted from the stage.
- Meals at the venue (coffee break, lunch or dinner options) - Put your banners by the food, get a big call out that you sponsored lunch that day (people like to eat!)
- Audio/visual equipment - Put your branding by the booth, call out from the stage
- Conference badges and other swag, if planned early enough, can be electronic which attendees keep for ages
- Sponsor banners to place on the speaking stage
- Table space for recruitment (limited space available)

Please contact us for more questions about how you can augment your tier or create your own custom sponsorship package!

Note that sponsorship does not guarantee a speaking slot! Sponsors are welcome to submit talks, but all submissions will be evaluated on their own merits. For vendors with table space, events such as prize draws are welcome and encouraged, and can be announced during meal and break times.

## Contact

Help make this awesome conference happen by becoming an official Long Con Sponsor. If you have any questions or would like more information about the event, please email [organizers@thelongcon.ca](mailto:organizers@thelongcon.ca).

We can't wait to hear from you!

Revised: April 22 2026