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Business  
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sur les entreprises

# **The Case for Canada: Making AI Count**

**From Data to Decisions in an Age of Intelligence**

Presented by the Canadian Chamber's Business Data Lab

**March 26, 2026**



# Event Overview

Artificial intelligence is already reshaping productivity, skills, supply chains, and public administration. Yet Canada still lacks a clear, trusted way to measure where AI is being adopted, what it is changing, and which investments are delivering real results.

**Making AI Count** is not another future of AI conference. It is a working forum focused on building Canada's AI measurement architecture. The event brings together federal and provincial decision-makers, Statistics Canada, industry leaders, AI firms, economists, and researchers to tackle one core question:

**If Canada wants to lead in AI, how do we measure what matters and use that evidence to drive better policy, smarter investment, and stronger outcomes?**

This event anchors the Business Data Lab and the Canadian Chamber's AI Roadmap and is designed to deliver:

- Clear, practical AI measurement priorities
- Direct input to Statistics Canada and TechStat
- Tools businesses and policymakers can actually use
- A credible national framework for tracking AI adoption and impact





# What makes this Conference different?



## From Talk to Architecture

This is not a future-of-AI forum. It is a working conference focused on building Canada's AI measurement system.

- Statistics Canada TechStat briefing on how AI is being measured today
- Industry and policy leaders stress-testing those indicators in real time
- Redesigning what does not work and defining what is missing



## Co-Creation Between Government and Industry

This is not government talking to itself or industry talking past policy.

- Industry, policymakers, and data leaders work side by side
- Shared definition of what "AI adoption" actually means in practice
- Joint agreement on which indicators reflect reality and which do not



## Demonstrate Leadership on Economic Issues

The conference ends with deliverables, not just ideas.

- A prioritized list of valid AI adoption indicators
- A list of indicators that require redesign • A set of missing but critical measures
- Design principles for sector-specific and firm-size measurement
- An input package for Statistics Canada, policymakers, and business benchmarking



# Why Sponsor?

This isn't commentary on the AI economy. It's infrastructure for it.

This sponsorship goes beyond visibility. It places you at the centre of a process that will define how AI is measured, evaluated and trusted across Canada.

## You will help shape:

- How government measures AI adoption and maturity
- How policy evaluates return on AI investment
- How businesses benchmark adoption, diffusion, and performance
- How Canada positions itself as a global leader in AI measurement



# Presenting Sponsor

*This sponsor is positioned as a builder of Canada's AI measurement system, supporting the tools and standards that will define how AI success is understood and rewarded.*



**Member Pricing: \$20,000**

**Non-Member Pricing: \$30,000**

**Remarks:** Opportunity to deliver remarks at the start of the conference and at lunch, offering high visibility among attendees.

**Booth:** Premium booth placement at both the reception and the main conference day for direct engagement with attendees.

**Branding:** Premium/Lead placement of branding across all conference materials, digital platforms and event signage.

**Post-Event Visibility:** Recognition in post-event report and policy summary.

**Targeted Insights:** Access to opt-in attendee list and summarized polling results.

**Guest Access:** 8 complimentary/VIP passes



# Reception Sponsor

*This sponsorship positions your organization as a trusted connector at the centre of Canada's AI ecosystem, creating early relationships with senior policymakers, researchers, and industry leaders before the main conference begins.*



**Member Pricing: \$10,000**

**Non-Member Pricing: \$15,000**

**Featured Welcome:** Exclusive opportunity to provide brief remarks during the evening reception, establishing brand presence early in the conference.

**High-Visibility Branding:** Prominent branding at reception venue and secondary logo placement on conference materials.

**Live Showcase:** Dedicated demonstration table at the reception.

**Guest Access:** 4 complimentary passes



# Innovation and Demonstration Sponsors

## (Two Opportunities Only)

*Ideal for firms with tools, platforms, or services that support AI adoption, data infrastructure, analytics, cloud, or workforce transformation. Innovation sponsors showcase what AI adoption looks like in practice.*

**Member Pricing: \$2,500**

**Non-Member Pricing: \$3,500**

**Innovation Booth:** Booth in the Innovation and Demonstration Space

**Brand Visibility:** Secondary logo placement on materials

**Prime Foot Traffic:** High-traffic placement during breakfast, breaks, and transitions

**Guest Access:** 2 complimentary passes



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**To register as a sponsor, please contact:**

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**For more info, visit our website at [Chamber.ca](https://www.chamber.ca).**