

25th Annual

# Market Access Summit



**October 6 & 7, 2026**

Old Mill Toronto Hotel  
Toronto, ON

## Navigating the **New Era of Canadian Market Access, Pricing, & Reimbursement**



# The Working Summit for Canadian Market Access & Reimbursement Teams Done with Strategies That Don't Survive Payer Reality

Market access in Canada is being redrawn — pharmacare is live, HTA expectations are shifting, and pCPA negotiations are getting harder. **Market Access Summit 2026** is built for reimbursement, pricing, and access leaders across pharma and biotech who need clarity on payer strategy, rare disease funding, and evidence generation — and leave with a plan they can execute.

Across two days, the program runs on real payer perspectives, peer-led roundtables, and practitioner-led sessions — not theoretical frameworks. You'll pressure-test your evidence strategy, hear directly from CDA-AMC, PMPRB, and Health Canada, and workshop pCPA negotiation dynamics with the people running them. Walk out with sharper positioning, actionable frameworks, and a network built for what's next.

# 2026 Summit **Highlights**

**01**

## **One Program. Every Dimension Covered:**

Strategies that apply directly to your role — from national policy shifts to product-level execution.

**03**

## **Firesides On What's Actually Working:**

Dominic Tan and Anie Perrault. The practitioners deciding whether your product gets a yes or a no.

**05**

## **Case Study and Spotlight on Execution:**

Benchmark against teams already navigating the FAST pathway and BC's pharmacare rollout — then bring the frameworks back to your access team.

**07**

## **Pharmacare, HTA & Payer Dynamics Throughout:**

Build the policy fluency and evidence infrastructure that makes every market access initiative possible — and sustainable.

**02**

## **Keynotes That Set the Frame:**

Hear from CDA-AMC, pCPA, PMPRB, and Health Canada. Get the macro perspective that drives faster, smarter access decisions.

**04**

## **Expert Sessions with Real Payer Application:**

Pressure-test your evidence strategy, pricing, and negotiation positioning — and leave with tactics you can act on before your next submission.

**06**

## **Peer-Led Roundtables:**

Workshop your toughest access challenges — PROs, rare disease funding, combination therapies — with practitioners facing the same pressures.

# Is Your Role Here?

You'll be in the room with the people who own results — not just talk about them.

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## Market Access, Pricing & Reimbursement Leaders

Head/VP of Market Access, Director of Pricing & Reimbursement, Senior Managers of Pricing, Policy & Access, Director of Health Economics & HEOR, HEOR & Real World Evidence Leads, Patient Access & Patient Services Leaders, Drug Submissions & Regulatory Strategy Leaders

## Government Affairs, Medical & External Affairs Leaders

Director of Government Affairs, Director of Medical Affairs, External Affairs & Public Policy Leaders, Regulatory & Drug Submission Strategists, Country Managers / General Managers

## Health Economics, HEOR & Evidence Strategy Leaders

Director of Health Economics & Outcomes Research, Real World Evidence & Data Strategy Leads, HEOR Analytics & Modelling Specialists, Health Technology Assessment (HTA) Submission Leaders, Pharmacoeconomics & Value Dossier Leads

## Private Payers & Insurance Decision-Makers

Director of Drug Programs, Head of Drug Benefits Management, Director of Health Economics, Pricing & Reimbursement Leaders, Senior Managers of Drug Strategy & Access, Drug Benefits & Formulary Decision-Makers

## Public Sector & Government Policy Leaders

Assistant Deputy Minister, Deputy Minister of Health, Executive Director of Drug Programs, Director of Pharmaceutical Strategy, Director of Health Policy, Senior Policy Analysts, Federal & Provincial Drug Program Leaders



**Register Now →**

# Who Attends?

Senior market access, reimbursement, and policy leaders from some of Canada's most influential pharmaceutical, biotech, and government organizations participate in the **Market Access Summit**.

Recent delegates and speakers include leaders from:



# Trusted by Leading Pharmaceutical, Biotechnology, and Medical Device Companies

Don't just take our word for it! Here's what past delegates say about the takeaways, connections, and ROI.

A great way to network with colleagues, discuss the issues that matter, and actually learn something. Relevant topics, great access, great location — exactly what a conference should be.

**abbvie**

Excellent and genuinely enjoyable. Great to meet and hear from peers — this is a valuable conference, and I'll definitely be back.

*Lilly*

Great organisation, great sessions — and a community worth coming back to every year.

  
novo nordisk®

Relevant topics, strong and engaging presenters, and a great mix of voices in the room — including a strong francophone contingent that added real depth to the conversations. A solid summit on all fronts.

 **pharma science**

A great opportunity to hear from industry experts and exchange ideas on the opportunities, challenges, and trends shaping Canadian market access.

**hikma.**

Well organized, great venue, and a diverse lineup of speakers covering everything from C-suite risk and opportunity to pricing, policy, and patient support programs. A conference that reflects what the Canadian market access community needs to hear.

**SANDOZ**

# Agenda at a Glance

Eastern Std. Time	DAY 1 - Tuesday, October 6, 2026
8:00 AM	<b>Networking Breakfast:</b> Build Community Contacts
8:45 AM	<b>Opening Comments From Your Host</b>
9:00 AM	<b>Keynote Address:</b> Canada's Drug Agency
9:30 AM	<b>Panel Discussion:</b> Operationalizing Value
10:00 AM	<b>Industry Expert:</b> Mfn Pricing
10:30 AM	<b>Speed Networking!</b> Make Meaningful Connections
11:00 AM	<b>Exhibitor Lounge:</b> Visit Booths & Source Expertise
11:30 AM	<b>Regulatory Spotlight:</b> Navigating Specialized Pathways
12:00 PM	<b>Panel Discussion:</b> Public Vs. Private Payers In Pharmacare
12:30 PM	<b>Fireside Chat:</b> Demystifying The Pcpa
1:00 PM	<b>Networking Lunch:</b> Delve Into Industry Conversations
2:00 PM	<b>Exhibitor Lounge:</b> Visit Booths & Win Prizes
2:15 PM	<b>Panel Discussion:</b> Rwe & Generative Ai
2:45 PM	<b>Industry Expert:</b> From Evidence to Access
3:15 PM	<b>Fireside Chat:</b> Quebec's New Hta Architecture
3:45 PM	<b>Exhibitor Lounge:</b> Consult Industry Experts
4:15 PM	<b>Panel Discussion:</b> Risk-Sharing & Value-Based Contracts
4:45 PM	<b>Fireside Chat:</b> The Manufacturer's Playbook For Pharmacare
5:15 PM	Closing Comments From Your Host
5:30 PM	<b>Evening Reception:</b> Enjoy Great Conversation, Music, & Networking
6:30 PM	Conference Adjourns To Day 2

Eastern Std. Time	DAY 2 - Wednesday, October 7, 2026
8:00 AM	<b>Networking Breakfast:</b> Build Community Contacts
8:45 AM	Opening Comments From Your Host
9:00 AM	<b>Keynote Address:</b> Affordability Vs. Innovation
9:30 AM	<b>Panel Discussion:</b> Bridging Coverage Gaps
10:00 AM	<b>Industry Expert:</b> Global Lessons, Local Impact
10:30 AM	<b>Roundtables:</b> Discover Thought-Provoking Ideas
11:00 AM	<b>Exhibitor Lounge:</b> Visit Booths & Source Expertise
11:30 AM	<b>Spotlight Session:</b> Implementing National Pharmacare
12:00 PM	<b>Industry Expert:</b> Inside The Negotiation Room
12:30 PM	<b>Fireside Chat:</b> Pmprb Navigating Guidelines
1:00 PM	<b>Networking Lunch:</b> Delve into Industry Conversations
2:00 PM	<b>Exhibitor Lounge:</b> Visit Booths & Source Expertise
2:15 PM	<b>Panel Discussion:</b> The Pharmacy-Level Shift
2:45 PM	<b>Industry Expert:</b> Life Cycle Management in a Cost-Constrained World
3:15 PM	<b>Exhibitor Lounge:</b> Consult Industry Experts
3:45 PM	<b>Case Study:</b> Accelerating Access Through The Fast Program
4:15 PM	<b>Industry Expert:</b> Future-Proofing Access
4:45 PM	<b>Closing Comments from Your Host</b>
5:00 PM	End of Conference

# Featured Speakers

[View All Speakers →](#)

Hear directly from senior marketing and growth leaders shaping digital strategy across banking, insurance, credit unions, wealth, and fintech with practical perspectives you can apply immediately.



**Suzanne McGurn**

President & CEO  Canada's Drug Agency  
L'Agence des médicaments du Canada



**Dominic Tan**

Deputy CEO 



**Anie Perrault**

Chairperson 




**Alysha Croker**

Director, Strategic and Horizontal Policy Division 




**Tijana Fazlagic**

Executive Director, Therapeutic Assessment & Access Branch 



**Andrea Nagle**

Executive Director, Pharmaceutical and Health Benefits 

8:00–8:45 AM

### Networking Breakfast: Build Community Contacts

- Start your day off right and connect with **market access leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices**, and prepare for the day ahead.

8:45–9:00 AM

### Opening Comments From Your Host

Gain insight into today’s sessions so you can get the most out of your conference experience.

9:00–9:30 AM

### Keynote Address: Canada’s Drug Agency

#### How to Navigate the Road to 2030 in a Shifting Global Landscape

- Bolster how global policy and geopolitical shifts are influencing strategic direction.
- Leverage how to embed new forms of evidence in practice for HTA and access.
- Ensure you understand how evidence expectations are evolving across payers, regulators, and industry.
- Master what interested parties should anticipate from Canada’s Drug Agency through to 2030.



**Suzanne McGurn**  
President & CEO  
Canada’s Drug Agency  
(CDA- AMC)

9:30–10:00 AM

### Panel Discussion: Operationalizing Value

#### Tips on the Future of Innovative Pricing Reimbursement

- Bolster operationalizing value using strategies that overcome data capture, infrastructure, and enforcement hurdles.
- Optimize risk-sharing evolution and master how managed-entry agreements are being utilized for breakthrough and curative therapies.
- Heighten sustainability and affordability by navigating the “new normal” of high-cost innovation.

10:00–10:30 AM

### Industry Expert: Mfn Pricing

#### How the Global Spillover Affects Canada

- Eliminate the risk of accelerated price convergence across markets.
- Master the implications for Canadian pricing strategy and global positioning.
- Master how you adapt to manage pricing corridors and spillover risk.

10:30–11:00 AM

### Speed Networking! Make Meaningful Connections

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of market access leaders and gain invaluable support.

11:00–11:30 AM

### Exhibitor Lounge: Visit Booths & Source Expertise

- Explore the latest **market access strategies** with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

11:30–12:00 PM

### Regulatory Spotlight: Navigating Specialized Pathways

#### How to Traverse Pathways for Rare and Pediatric Innovation

- Master the pediatric access revolution by evaluating the new federal pathways and legislative incentives to accelerate pediatric-specific treatments.
- Optimize regulatory modernization for rare diseases by analyzing how Health Canada is adapting evidence requirements for small patient populations and limited clinical trial data.
- Achieve data sovereignty & RWE by determining how Health Canada is utilizing real-world evidence (RWE) to support post-market surveillance.



**Alysha Croker**  
Director, Strategic &  
Horizontal Policy Division  
Health Canada

12:00–12:30 PM

### Panel Discussion: Public Vs. Private Payers in Pharmacare

#### How Pharmacare is Changing the Payer Dynamics

- Enhancing private payer sustainability and the strategies insurance carriers are employing to manage plan costs.
- Master coexistence vs. crowding out: Analyzing the risk of benefit erosion in the private market.
- Optimizing patient journey continuity and mitigating access gaps and administrative hurdles for patients moving between plan types.
- Bolstering pricing and listing alignment to manage disparate price points and clinical criteria.

12:30–1:00 PM

### Fireside Chat: Demystifying The pCPA

#### Tips on How to Understand the Negotiation Dynamics

- Transform high-cost and curative therapies, including how the pCPA is adapting its financial risk-sharing models.
- Enhance system integration and address the friction points and opportunities for better alignment between CDA-AMC and active pCPA negotiations.
- Bolster lifecycle negotiations using the Alliance’s perspective on “renegotiation” triggers and managing products.



**Dominic Tan**  
Deputy CEO  
pan-Canadian Pharmaceutical  
Alliance (pCPA))

1:00–2:00 PM

### Networking Lunch: Delve into Industry Conversations

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **market access colleagues**

2:00–2:15 PM

### Exhibitor Lounge: Visit Booths & Win Prizes

- Browse through different sponsor content and **source innovative market access expertise**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

2:15–2:45 PM

### Panel Discussion: Rwe & Generative Ai

#### How to Better Understand the New Currencies for Access

- Heighten the generative AI leap by analyzing the role of AI in evidence packages, automating economic modelling, and streamlining pCPA negotiation prep.
- Enhance data interoperability challenges by overcoming the fragmentation of Canadian health data.
- Optimize governance and ethics by addressing payer concerns regarding the reimbursement process.

2:45–3:15 PM

### Industry Expert: From Evidence to Access

#### How to Decode the New Drivers of Payer Decisions

- Bolster how you navigate the “Great Divide” using strategies for harmonizing disparate data requirements between INESSS (Quebec) and the CDA-AMC (ROC).
- Master the “Evidence Gap” in 2027 planning by identifying the missing links in the current dossier around real-world interoperability between provincial silos.
- Enhance predictive access analytics by leveraging advanced modelling to demonstrate value for high-cost, short-term treatment cycles in a multi-year budget framework.
- Transform societal and equity data and evaluate the growing role of “non-clinical” evidence in reimbursement decisions.

3:15–3:45 PM

### Fireside Chat: Quebec’s New Hta Architecture

#### How to Navigate the Transition to IQSSS (INESS-INSPQ MERGER)

- Impact the new institute’s mandate on HTA timelines and transparency.
- Improve “social and preventive” value, benchmarking the increased weighting of public health data and disease prevention.
- Transform the 2027 submission cycle by identifying critical success factors for new drug submissions.
- Amplify santé Québec and institutional governance, evaluating the new relationship in drug procurement and hospital access.
- Enhance the “Quebec Advantage” by formulating strategies to preserve accelerated access timelines within its modernized health and social services infrastructure.

3:45–4:15 PM

### Exhibitor Lounge: Consult Industry Experts

- **Experience the next level of market access innovation** firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

4:15–4:45 PM

### Panel Discussion: Risk-Sharing & Value-Based Contracts

#### Tips on What Works in Canada

- Bolster proven performance models by evaluating which risk-sharing structures, financial vs. outcomes-based, are being used.
- Optimize data infrastructure requirements and address the gaps in provincial health data.
- Amplify the payer perspective on risk and better understand how provincial ministries define and mitigate “uncertainty” in curative therapies.
- Improve administrative feasibility and streamline the monitoring and reconciliation processes.

4:45–5:15 PM

### Fireside Chat: The Manufacturer’s Playbook for Pharmacare

#### How to Execute a Successful Market Access Plan

- Transform value stories and adapt clinical and economic evidence to meet the mandates of a federally influenced public plan.
- Bolster private market defence using strategies to maintain the value of employer-sponsored coverage as public options expand.
- Optimize dual-market launch sequencing by synchronizing internal operations to handle the complexities of the reimbursement environment.
- Enhance long-term policy engagement and move from reactive compliance to proactive participation in the evolution of national drug coverage.

5:15–5:30 PM

**Closing Comments From Your Host**

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

5:30–6:30 PM

**Fireside Chat: The Manufacturer's Playbook for Pharmacare**

- **Relax and unwind** with tasty cocktails after a long day of learning.
- Don't miss your chance to **win fun prizes** by scanning your badge.
- Make dinner plans with your **new connections** and explore the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

6:30 PM

**Conference Adjourns To Day 2**



8:00–8:45 AM

**Networking Breakfast: Build Community Contacts**

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9:00–9:30 AM

**Keynote Address: Affordability Vs. Innovation**

**How to Sustain Portfolios in a High-Cost Era**

- Optimize and balance the innovation equation by evaluating the trade-offs between high-cost launches and long-term sustainability.
- Improve how you navigate fiscal constraints by analyzing how payers are prioritizing therapeutic areas amid rising healthcare inflation.
- Master evidence-based sustainability and build value stories that address not just clinical efficacy, but the total cost of care and efficiency.
- Achieve global-local nexus by managing headquarters’ expectations regarding Canadian pricing floors and negotiation timelines.

9:30–10:00 AM

**Panel Discussion: Bridging Coverage Gaps**

**How to Bridge the Gap Between Equity, Patient Voices, and Access**

- Amplify the patient narrative by integrating qualitative patient evidence into formal submissions.
- Perfect how you target health equity gaps utilizing demographic and geographic data to identify underserved populations.
- Bolster the advocacy-payer interface that strengthens the collaboration between patient groups and HTA bodies.
- Excel outcome-driven access linking patient-reported outcomes (PROs) to long-term funding agreements.

10:00–10:30 AM

**Industry Expert: Global Lessons, Local Impact**

**How to Use International Models for Canadian Access**

- Optimize the international “Fast-Track” by evaluating how accelerated access models in the UK, EU, and Australia are reducing time-to-market.
- Advance global pricing benchmarking, analyzing the impact of international reference pricing shifts on Canadian PMPRB strategies.
- Excel innovative funding cross-pollination by adapting successful outcomes-based payment models from international markets.
- Master harmonized evidence standards leveraging global RWE and HTA data to strengthen local submissions.

10:30–11:00 AM

**Roundtables: Discover Thought-Provoking Ideas**

Take a deep dive down the innovation rabbit hole in one of our roundtable discussions. Share common challenges and best practices with your market access peers on a topic of your choosing:

1. **Companion Diagnostics & Precision Medicine Funding**
2. **AI Tools in Market Access Operations**
3. **Patient-Reported Outcomes (PROs) in Renegotiations**
4. **Launch Sequencing in 2026/2027**
5. **Negotiating for Combination Therapies: Multi-Manufacturer Frameworks**
6. **Rare Disease Strategy: Navigating the 2027 Funding Transition**

11:00–11:30 AM

**Exhibitor Lounge: Visit Booths & Source Expertise**

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- Schedule **one-to-one private meetings** for personalized advice.

11:30–12:00 PM

**Spotlight Session: Implementing National Pharmacare**

**How to Best Use Early Lessons and Experiences from British Columbia**

- Amplify how pharmacare is being implemented at a provincial level in BC.
- Bolster the impact of federal funding on provincial drug budget allocation.
- Address early signals on how pipeline prioritization may shift.
- Adapt implications for access to high-cost therapies, including rare diseases.
- Master what Pharmacare could mean for broader market access strategy in Canada.



**Tijana Fazlagic**  
Executive Director, Therapeutic Assessment & Access Branch  
**British Columbia Ministry of Health**

12:00–12:30 PM

### Industry Expert: Inside The Negotiation Room

#### How Payers and Manufacturers Reach an Agreement

- Heighten creative risk-mitigation by evaluating the innovative financial and clinical data models bridging the gap between the manufacturer’s asking price and the payer budget caps.
- Perfect the role of non-price concessions, identifying those that sway the final outcome.
- Master navigating the “No” and strategize for re-entry and renegotiation when the initial proposal fails to meet provincial or pCPA mandates.

12:30–1:00 PM

### Fireside Chat: Pmprb Navigating Guidelines

#### How Hearings and Insights in a Changing Landscape Affect You

- Achieve insights into the latest developments in hearings and the new practice directions.
- Adopt a clear understanding of the role and strategic value of PMPRB reports for industry stakeholders.
- Master practical guidance on how to leverage PMPRB insights to inform pricing, access, and evidence strategies.



**Anie Perrault**  
Chairperson  
Patented Medicine Prices  
Review Board (PMPRB)

1:00–2:00 PM

### Networking Lunch: Delve into Industry Conversations

- Meet interesting speakers and pick their brains on the **latest industry issues**.
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2:00–2:15 PM

### Exhibitor Lounge: Visit Booths & Win Prizes

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- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

2:15–2:45 PM

### Panel Discussion: The Pharmacy-Level Shift

#### How to Expand Your Scope and Navigate Interchangeability

- Amplify pharmacist-led substitution, analyzing the operational impact of provincial policies that grant pharmacists autonomy in product selection.
- Bolster the next-gen pipeline, while benchmarking market entry strategies for second-generation biologics in high-stakes therapeutic areas.
- Transform patient support programs (PSPs) to provide value in a “pharmacy-first” environment where product choice is increasingly decoupled from the initial prescription.
- Optimize trade and distribution dynamics, evaluating how pharmacy-level influence alters negotiations with wholesalers and corporate pharmacy chains.
- Perfect payer-driven price erosion by assessing how provincial drug plans leverage expanded scope of practice.

2:45–3:15 PM

### Industry Expert: Life Cycle Management in a Cost-Constrained World

#### How to Compete with Generics and Biosimilars

- Optimize the pricing defence strategy by evaluating the tactical use of “listing price” adjustments and pCPA renegotiations.
- Bolster secondary patenting and incremental innovation, analyzing how new formulations or delivery mechanisms can extend exclusivity and provide patient value.
- Reduce generic erosion by identifying the data-driven approaches to physician and pharmacist engagement.
- Master legal and regulatory guardrails by assessing the current Canadian intellectual property landscape and the impact of recent court rulings on generic entry timelines.

3:15–3:45 PM

### Exhibitor Lounge: Consult Industry Experts

- **Experience the next level of market access innovation** firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

3:45–4:15 PM

### Case Study: Accelerating Access Through The Fast Program

#### How Canada’s Oncology Pathway Can Use Early Lessons Through FAST

- Achieve early results and lessons from oncology products progressing through FAST.
- Optimize how FAST is changing engagement with pCPA and negotiation timelines.
- Identify what this means for manufacturers seeking earlier access.
- Transform how FAST could expand beyond oncology or specific product types.

4:15–4:45 PM

### Industry Expert: Future-Proofing Access

#### How Supply Chain Innovation Can Safeguard Canadian Patients

- Amplify cold-chain 2.0 by analyzing the latest sensor and monitoring technologies that mitigate the risks associated with temperature-sensitive specialty products.
- Achieve predictive resilience by utilizing AI-driven demand forecasting and real-time data to anticipate provincial shortages before impacting the patient.
- Master specialty pharmacy integration by strengthening the link between manufacturers, distributors, and specialty pharmacies to streamline the “order-to-infusion” timeline.

4:45–5:00 PM

### Closing Comments from Your Host

Review the key solutions and takeaways from today’s sessions. Source a summary of action points to implement in your work. Discuss tomorrow’s highlights!

5:00 PM

### End of Conference

# Stay at the Old Mill Toronto Hotel

Old Mill Toronto is a heritage building, which was founded in 1914 as a Tea Garden for those in the community to gather as a safe haven to discuss WWI.

Now over 100 years later, Old Mill Toronto holds a 200-seat fine dining Restaurant, Tea Garden, Wedding Chapel and 16 Functions Rooms with over 20,000 square feet of space to host the most miraculous events.

## DISCOVER BLOOR WEST!

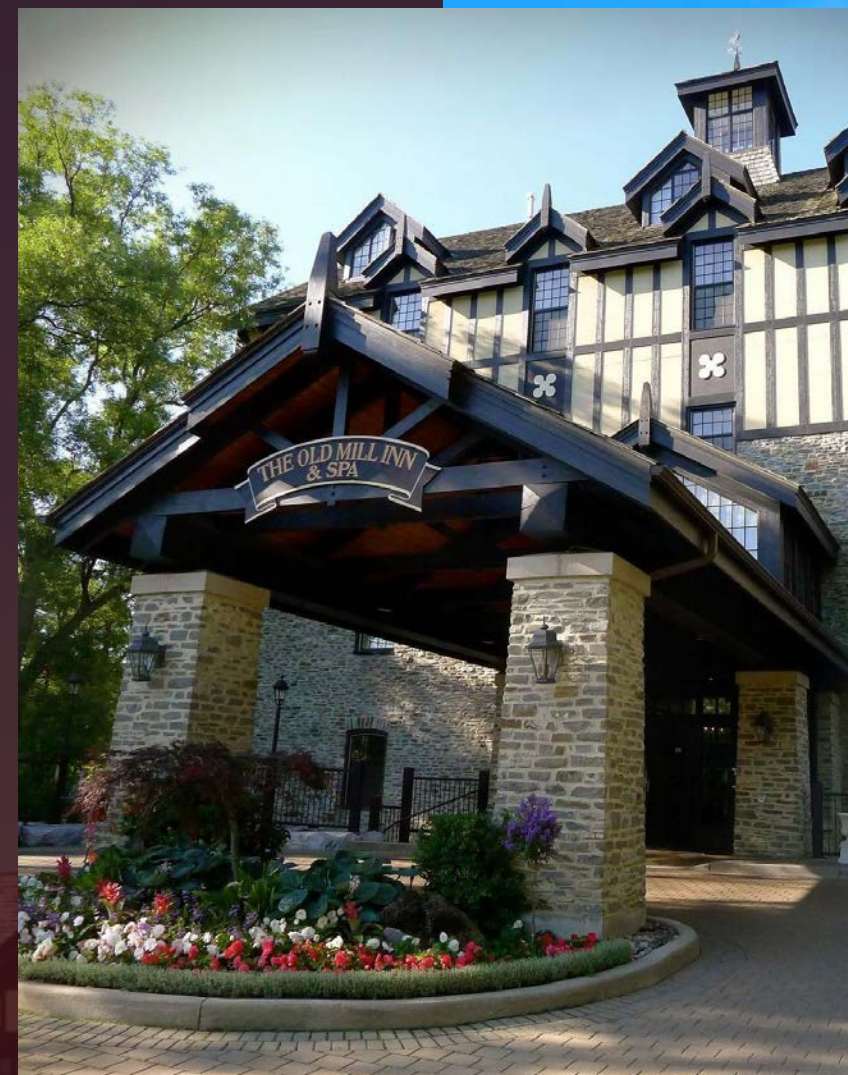
Located in one of Toronto's most exclusive and historic neighbourhoods, Old Mill Toronto Hotel is nestled in nature between Bloor West Village and The Kingsway, an Etobicoke area known for its tranquil and mature parks and trails, golf courses, unique shops, and dining options.

## TO RESERVE

Strategy Institute does not have a room block with the venue hotel. Please contact the hotel directly for rates.

Old Mill Toronto Hotel  
9 Old Mill Rd  
Etobicoke, ON  
M8X 1G5  
Reservations: 416-232-3703

**IMPORTANT:** Strategy Institute is not affiliated with, nor do we contract any third-party room booking service. Please contact the hotel directly to make your reservations.



# Register for Market Access 2026

## Choose your pass type: in-person or virtual access

Secure your spot at Market Access Summit (October 6–7, 2026). Select **Full In-Person Access** for the complete onsite experience, or **Live Stream Access** to join key sessions from anywhere - both include **3-month on-demand replays**.

### What's included in your registration

Full In-Person Access includes:	Live Stream Access includes:
<ul style="list-style-type: none"><li>• Full conference access (keynotes, panels, case studies, roundtables)</li><li>• In-person networking with speakers, delegates, and sponsors</li><li>• Breakfast, lunch, snacks + onsite cocktail reception</li><li>• Expo Hall access</li><li>• Speaker content (presentations/white papers where available)</li><li>• <b>On-demand access for 3 months</b></li></ul>	<ul style="list-style-type: none"><li>• Keynotes, panels, and live Q&amp;A via stream</li><li>• Virtual networking (message boards, roundtables, private chats)</li><li>• Virtual Expo Hall access</li><li>• Speaker content (presentations/white papers where available)</li><li>• <b>On-demand access for 3 months</b></li></ul>

Pass Type	Rate	Deadline
Early Access Offer	\$1,695	May 29, 2026

Ready to register?

**Register Now** →

### Contact:

**Sam Caskey**, Delegate Registration Manager  
Email: [sam.caskey@strategyinstitute.com](mailto:sam.caskey@strategyinstitute.com)