

Registration opens for Canalys Forums 2021 as more sponsors revealed

Shanghai (China), Bengaluru (India), Singapore, Reading (UK) and Portland (US) – Monday, 9 August 2021

Dell Technologies is joining the incredible line-up of headline sponsors at the Canalys Channels Forums 2021. Dell joins other channel-committed vendors leading this year’s most influential independent channel events, along with Google Chrome Enterprise, Hewlett Packard Enterprise, HP, Lenovo, Nutanix and Trend Micro. Canalys is pleased to announce that registration is now open for the virtual events in [APAC](#), [EMEA](#) and [LATAM](#).



Among the new sponsors also revealed are AMD, cloud storage provider Wasabi and cloud-native cybersecurity vendor Secureworks. They join Acer, Citrix, Datacore, Eaton, Equinix, Fujitsu, Kaspersky, Schneider Electric, Veeam, Vertiv and WatchGuard.

The C-level speakers from the headline sponsors are still under wraps for another couple of weeks. In the meantime, the Canalys team is hard at work alongside our partners to deliver an exceptional virtual experience for the APAC, EMEA and LATAM events. Each year we provide a brand-new element to surprise and delight attendees and ensure that sponsors get value for money and an educational experience from their collaboration.

“Over the past 18 months, many conferences made the mistake of trying to recreate a physical agenda for virtual,” said Gemma Edwards, VP Events. “Our experience running the Canalys events, and many more through our events platform, [Canapii](#), has shown that attendees need a break from relentless programs full of back-to-back video presentations. We are putting together an exciting new format for 2021 called “**Expert Hubs**”. These are a series of intimate, facilitated interactions with partners, distributors and vendors around dedicated topics, led by Canalys analysts. The emphasis of these is on bringing true engagement, with partners educating vendors and participants learning from their peers.”

Also new this year is Platinum Partner participation. Canalys has invited an elite group of the most important resellers and MSPs in each region. Leaders and experts from these partners and the most important distributors in each region will be active participants in the Expert Hubs. Topics for these sessions cover five critical areas identified by Canalys analysts as those where our industry can thrive in the coming years. They are **cybersecurity, IT as a service, digital workplace, strategy and sustainability**.



2021 Distributor and Platinum Partners

EMEA

- ALU, AT&T, AT&T, AT&T, AT&T, AT&T
- Computercenter, Dustin, econocom, elmec, 92plus
- exertis, Insight, Logicom, NUVIDS, PRIANTO
- SCC, SEC, Softcat, TechData

LATAM

- Adistec, ANDER, compucad, Cimac Soluciones
- CUB, Deltron, SEI, SEI
- minsoit, PPS, MEDITEC, SEI
- STARCENTER, Stylus, SYNEX

APAC

- bluechip, DICKER, EXCLUSIVE
- Networld, NEXTGEN GROUP, SOI
- SYNNEX, VSTEC

More to be announced soon!

canalys Forums

With headline sponsorships now entirely sold out there are still some sponsorship opportunities available at other levels. These provide a chance for channel-focused cloud, device, infrastructure and cybersecurity vendors to come on board to connect with many of the world's leading channel partners and distributors.

Edwards added, "We are delighted that for nearly 15 years we have been working with the world's leading distributors to connect partners to the broadest possible range of channel-friendly vendors. We will be using the virtual platform to everyone's benefit and look forward to another fantastic occasion to create opportunities for us all to thrive and connect."

To participate in the events you can register here for [APAC](#), [EMEA](#) and [LATAM](#).

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About Canalys

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT, channel and service provider professionals around the world. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

Receiving updates

To receive media alerts directly, or for more information about our events, services or custom research and consulting capabilities, please [contact us](#) or email press@canalys.com.

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