



ibao VIRTUAL
C O N V E N T I O N
october 20—21

Event Participation + Sponsorship

BACK AGAIN VIRTUALLY, BIGGER AND BETTER

This event is now over 100 years old, and we've learned a few things along the way. We know there's a lot of support out there for our annual Convention, so we've created new opportunities for you to get involved and show your support.

A mix between general and breakout sessions, industry and trending topics, education and entertainment, we're once again bringing brokers, carriers and industry partners together with new ways to connect and collaborate.

Participate as a sponsor or attend as a supporter. This document outlines sponsorship and participation opportunities but is just a conversation starter—reach out with your ideas and let's work together to get your brand in front of our audience, gain media exposure and raise your profile with Ontario's broker channel.

ATTENDEE FEEDBACK | 2020 IBAO VIRTUAL CONVENTION

93%

WOULD
PARTICIPATE AGAIN
IN VIRTUAL EVENTS

92%

SATISFACTION WITH
VIRTUAL NETWORKING
OPPORTUNITIES

87%

EXCELLENT TO
GOOD CEO PANEL
RATING

86%

WERE ABLE TO
FULFILL THEIR
BUSINESS PRIORITIES

PRESS + PROMOTION BENEFITS—ALL SPONSORSHIP OPPORTUNITIES

2021 Virtual Convention Promotion	✓
Opportunity to Recognize your Affiliation with IBAO on Company Communication Platforms	✓
Presence on IBAO Virtual Convention Website	✓
Convention Announcements/Updates Included in IBAO's Weekly eNewsletter	✓
Convention Announcements/Updates Featured Across IBAO Social Media Platforms	✓
Presence on IBAO Virtual Convention Platform	✓

IBAO SOCIAL REACH

9,700



4,720



2,660



1,540













Event Schedule

WEDNESDAY, OCTOBER 20

9:00AM—12:00PM	MEMBERS MEETING
12:00PM—1:00PM	LUNCH BREAK ENTERTAINMENT TBD
1:00PM—2:00PM	KEYNOTE SETH GODIN Dancing on the Edge of a Revolution Understanding Modern Marketing
2:00PM—2:30PM	ECONOMIC UPDATE
2:30PM—3:00PM	EQUITY, DIVERSITY + INCLUSION PANEL
3:00PM—3:15PM	COFFEE BREAK
3:15PM—3:45PM	GOING PAPERLESS PANEL
3:45PM—4:15PM	FUTURE OF THE WORKPLACE
4:15PM—4:30PM	AWARDS OF EXCELLENCE With Host James Cunningham

THURSDAY, OCTOBER 21

10:00AM—12:00PM	CEO PANEL    
12:00PM—1:00PM	LUNCH BREAK ENTERTAINMENT TBD
1:00PM—2:30PM	TOWNHALLS      
2:30PM—2:45PM	COFFEE BREAK
2:45PM—4:15PM	LEARNING LABS
4:15PM—4:30PM	CLOSING

Partner Opportunities

KEYNOTE SPONSOR

\$6,500

SOLD

WEDNESDAY LUNCH SPONSOR

\$5,500

SOLD

THURSDAY LUNCH SPONSOR

\$5,500

Includes pre-recorded or live intro (up to one minute), branded video frame and logo presence within the event schedule. Entertainment/music selection TBD. Includes 5 event passes and discounted pricing for additional passes.

NETWORKING CHAT SPONSOR

\$5,000

SOLD

LEARNING LAB

\$4,000

Six 15-minute time slots for micro content, engaging smaller groups of attendees through Zoom. Content can take many forms—panel discussions, product launches, mini keynotes or meet the team. Sessions are repeated six times back-to-back and run concurrently with all other Learning Labs—attendees choose which sessions to attend (final number TBD). **Takes place Thursday, October 21st from 2:45-4:15PM.** Learning Labs are hosted by your team using Zoom—IBAO provides platform connection and promotion. Includes 4 event passes and discounted pricing for additional passes.

ECONOMIC UPDATE SPONSOR **\$3,000**

SOLD

EDI PANEL SPONSOR **\$3,000**

SOLD

GOING PAPERLESS PANEL SPONSOR \$3,000**SOLD****FUTURE OF THE WORKPLACE SPONSOR \$3,000****SOLD****WEDNESDAY COFFEE BREAK SPONSOR \$2,500**

Includes pre-recorded intro (up to one minute), logo presence throughout the break and within the event schedule. Includes 2 event passes.

THURSDAY COFFEE BREAK SPONSOR \$2,500

Includes pre-recorded intro (up to one minute), logo presence throughout the break and within the event schedule. Includes 2 event passes.

COMMERCIAL BREAK SPONSOR \$2,000

Includes pre-recorded promo or shoutout video (30 seconds to one minute). Airs in between sessions. Includes 2 event passes.

GIVEAWAY SPONSOR \$1,500

Company sponsored giveaway—\$250 gift card from a retailer of your choice or a charitable donation selected by the winner. Announcement notification to all attendees during the event. Opportunity to connect with the winner over live chat and post event. Includes 2 event passes. Limited opportunities available.

EVENT PRICING**\$225**

for Non Members
+ Company Reps

CONTACT**NORAH BLACK**

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