



**IBAO**  
**CONVENTION**

OCTOBER 19-20  
TORONTO

**SPONSORSHIP OPPORTUNITIES**

**#IBAO2022**

## IBAO CONVENTION SPONSORSHIP OPPORTUNITIES

Don't miss your chance to be a part of the Annual IBAO Convention, 2022 with these exclusively curated sponsorship moments that align to your brand.

### HOSPITALITY

#### HOSPITALITY SUITE | \$5,500

Host a Hospitality Suite during our highest-attended event. Small and large spaces available. Sponsor responsible for food and beverage.

Thursday, October 20 | 6:00PM—9:00PM  
Sheraton Hotel Toronto

#### SIDEWALK BAR | \$4,500

For markets that want a smaller presence during Hospitality Night, Sidewalk Bars are a great option. Located in between Hospitality Suites throughout the hotel. Bars and signage only, no food permitted. Sponsor responsible for bar bill.

Thursday, October 20 | 6:00PM—9:00PM  
Sheraton Hotel Toronto

#### AFTER PARTY VIP BOOTH—SMALL | \$4,500

For the first time ever, markets will be able to host delegates at an onsite after party and maximize their Convention presence (and budgets!). Book this exclusive booth to host and offer guests an exclusive location for the live entertainment. Bars and signage only, no food permitted. Sponsor is responsible for the bar bill.

Thursday, October 20 | 9:00PM - 12:00AM  
Sheraton Hotel Toronto

#### AFTER PARTY VIP BOOTH - LARGE | \$7,500

For the first time ever, markets will be able to host delegates at an onsite after party and maximize their Convention presence (and budgets!). Book this exclusive booth to host and offer guests an exclusive location for the live entertainment. Bars and signage only, no food permitted. Sponsor is responsible for the bar bill.

Thursday, October 20 | 9:00PM - 12:00AM  
Sheraton Hotel Toronto

### KEYNOTE, WORKSHOPS & INSURE TALKS

#### KEYNOTE—NICK NURSE | \$12,500

Current Head Coach for NBA champion Toronto Raptors, three-time NBA Eastern Conference Coach of the Month and 2019-2020 Coach of the Year, Nick Nurse has earned numerous championships around the world at the professional level and a reputation as one of the most innovative coaches - finding success despite all odds. Includes brand recognition in all print and digital promotions and the opportunity to introduce or thank on stage.

Wednesday, October 19 | 11:00AM—12:00PM  
Sheraton Hotel Toronto

**INSURE TALKS—HASSAN OSMAN  
THE FUTURE OF WORK IS HYBRID | \$5,000**

The future of work is hybrid, and organizations around the world are figuring out how to best structure and organize their teams. Join best-selling author Hassan Osman in this dynamic discussion. You'll learn all about hybrid work models, best practices for managing hybrid teams, how to foster collaboration among a partially remote and partially onsite team, and how to lead a fair and inclusive environment for your employees. Includes brand recognition in all print and digital promotions and the opportunity to introduce or thank on-site.

Wednesday, October 19 | 1:00PM - 4:00PM  
Sheraton Hotel Toronto

**INSURE TALKS—SAM JAZAYERI  
THE TECH STACK: BROKER TECHNOLOGY ADOPTION | \$5,000**

As consumer expectations of tech usage increase, Brokers are eager to leverage the many technology offerings available but are often unsure where to start. Sam Jazayeri, a fellow Broker, faced this digital crossroads in 2020. He joins the IBAO Convention to share how you can leverage your BMS to adopt effective technology solutions that your brokerage can benefit from immediately. Includes brand recognition in all print and digital promotions and the opportunity to introduce or thank on stage.

Wednesday, October 19 | 1:00PM - 4:00PM  
Sheraton Hotel Toronto

**INSURE TALKS—SHERIF GEMAYAL  
THE POWER OF DATA: DEAR BROKERS, YOU'RE MORE LIKE AMAZON THAN YOU  
MAY THINK | \$5,000**

As Brokers continue to operate in an ever - evolving digital landscape, it may seem daunting to even try to compete with direct markets who can offer customers a seemingly fluid online experience. But is this the whole story? Absolutely not. Because convenience is only one part of the puzzle. What the consumer wants is Choice.

Amazon does not sell a product, it gives online shoppers optimized choice for their perspective needs, and they do it better than anyone. How? They use big data.

In this presentation you'll take a deep dive into how you can use unprecedented amounts of data to inform and transform your strategies so you can sell not just choice, convenience, and optimization, but create an experience that direct writers simply cannot do. Advocacy. Includes brand recognition in all print and digital promotions and the opportunity to introduce or thank on stage.

Wednesday, October 19 | 1:00PM - 4:00PM  
Sheraton Hotel Toronto

**INSURE TALKS—ERIN KELLY  
THE SCIENCE OF A.I. BEHAVIOUR | \$5,000**

Erin Kelly, CEO of Advanced Symbolics Inc (ASI), makers of the A.I. Polly™, will introduce the audience to the relatively new science of human behaviour modeling. Polly has been put to work modeling Covid for the Ontario government, predicting elections and message testing for major brands of Fortune 1000 companies. Erin will walk us through the science of A.I behaviour modeling and what to look out for if you are building similar forecasting systems internally. Includes brand recognition in all print and digital promotions and the opportunity to introduce or thank on stage.

Wednesday, October 19 | 1:00PM - 4:00PM  
Sheraton Hotel Toronto

## **FRONT LINE BROKER WORKSHOP— WARREN WEEKS THE ART OF DELIVERING DIFFICULT MESSAGES | \$5,000**

Delivering bad news to a customer is never enjoyable, but it's a reality of the insurance business. Handled poorly, these interactions can result in the breakdown of customer relationships and the tarnishing of your company's brand. In this session, a crisis management pro with nearly three decades of experience will share some of the proven best practices for delivering bad news in a way that serves your customers' best interests while also supporting your long-term business objectives. Includes brand recognition in all print and digital promotions and the opportunity to introduce or thank on stage.

Thursday, October 20 | 2:30PM - 4:30PM  
Sheraton Hotel Toronto

## **MEALS, RECEPTIONS & ENTERTAINMENT**

### **WEDNESDAY BREAKFAST SPONSOR | \$4,500**

This sponsorship opportunity provides a full hot breakfast for all participants to kick off Convention prior to the Members' Meeting and Keynote presentation. Includes branded signage, digital and print promotions and the opportunity to "host" breakfast.

Wednesday, October 19 | 7:30AM—8:30AM  
Sheraton Hotel Toronto

### **WEDNESDAY LUNCH SPONSOR | \$4,500**

This sponsorship opportunity provides a gourmet lunch for all participants prior to afternoon Insure Talks. Includes branded signage, digital and print promotions and the opportunity to "host" lunch.

Wednesday, October 19 | 12:00PM—1:00PM  
Sheraton Hotel Toronto

### **WEDNESDAY TRADESHOW RECEPTION SPONSOR | \$6,000**

This sponsorship opportunity provides a two-hour cocktail reception to open our Tradeshow floor. Includes branded signage, digital and print promotions and the opportunity to "host" the reception.

Wednesday, October 19 | 4:00PM—6:00PM  
Sheraton Hotel Toronto

### **AWARDS OF EXCELLENCE RECEPTION SPONSOR | \$5,000**

This sponsorship opportunity provides our Awards of Excellence guests the change to mix and mingle with an open bar before the ceremony.

Wednesday, October 19 | 6:30PM—7:30PM  
Sheraton Hotel Toronto

### **THURSDAY BREAKFAST SPONSOR | \$4,500**

This sponsorship opportunity provides a full hot breakfast for all participants prior to our Insurer Town Halls. Includes branded signage, digital and print promotions and the opportunity to "host" breakfast.

Thursday, October 20 | 8:00AM—9:00AM  
Sheraton Hotel Toronto

### **THURSDAY TRADESHOW LUNCH SPONSOR | \$7,500**

Our Tradeshow Lunch is an event all participants look forward to. Guests are provided with a range of food stations prior to the CEO Panel—the largest attended Convention event. Includes branded signage, digital and print promotions and the opportunity to “host” lunch.

Thursday, October 20 | 12:30PM—2:30PM  
Sheraton Hotel Toronto

### **AFTER PARTY ENTERTAINMENT SPONSOR | \$10,000 DWAYNE GRETZKY**

Be a part of our first-ever After Party! Dwayne Gretzky is a curated nostalgia trip that captures the unique joy of turning a radio dial and being surprised by the familiar. A 10+ piece juggernaut that brings to life the greatest songs of all time, this talented group of Toronto musicians ignites audiences with their charm, fidelity and theatrical flair—from Fleetwood Mac to Fatboy Slim. Includes branded signage, digital and print promotion opportunity to introduce the band on stage and “host” the party.

Thursday, October 20 | 9:00PM—12:00AM  
Sheraton Hotel Toronto

## **PRODUCT & DIGITAL BRANDING**

### **MOBILE CHARGING STATIONS | \$5,500**

For delegates in need of a boost, wrap on-site charging stations with your brand and have them placed in key positions throughout the tradeshow floor. Artwork provided by IBAO. Includes prominent brand presence on the charging stations, digital and print promotions.

### **MOBILE APP | \$10,000**

A tool for all delegates to access information on speakers, room locations, event times and a place to share and connect, our Convention app puts program information in the palm of our delegates’ hands. This year, highlight your brand within the app and receive title sponsorship benefits on all mentions of its availability: “Download the IBAO Convention Mobile App sponsored by [Insert Your Brand Here]”. Includes prominent brand presence within the app, digital and print promotions.

### **WI-FI SPONSOR | \$10,000**

Delegates requesting access to the Wi-Fi network within the Sheraton Hotel Toronto—our host venue over the course of Convention—will be met with a sponsor landing page prior to logging in. Includes prominent brand presence upon log-in, sponsor signage, and digital and print promotion.

### **PRINTED POCKET PROGRAMS | \$5,000**

A tool for delegates to access information on speakers, room locations and event times, our Pocket Programs present event information in an appealing and branded way. Artwork provided by IBAO. Includes prominent brand presence in the pocket program.



## UNIQUE BRANDING OPPORTUNITIES

### COLLEGE DAY SPONSORSHIP | \$10,000

Inspire the future of our industry with this exclusive title sponsorship opportunity. Attend our annual “College Day” where you will have the opportunity to address the audience of approximately 60 insurance program college students where they will network, learn and engage with the insurance industry. This opportunity includes prominent branding and signage and a morning speaking opportunity to address this group of students. Following the morning session, the students attend the tradeshow & the CEO Panel.

Thursday, October 20 | 9:00AM—12:00PM  
Sheraton Hotel Toronto

### WATER STATION SPONSOR | \$6,000

Your corporate logo will be displayed at Water Stations throughout Convention. Includes sponsor signage and digital promotions.

Wednesday, October 23—Thursday, October 24 | 10:30AM—4:30PM  
Sheraton Hotel

### HEAD SHOT SPONSOR | \$6,000

Provide conference delegates with professional headshots to make the most of their online profiles. Includes photographer, sponsor signage, and digital and print promotion.

Wednesday, October 23 | 10:30AM—6:00PM & Thursday, October 24 | 8:00AM—5:00PM  
Sheraton Hotel Toronto

### MEETING SPACE SPONSOR | \$6,000

Provide conference delegates with a quiet space to host small meetings and meetups throughout Convention. Includes a branded meeting space close to sessions, sponsor signage, and digital and print promotions.

Wednesday, October 23 | 8:00AM—6:00PM & Thursday, October 24 | 8:00AM—6:00PM  
Sheraton Hotel Toronto

### NETWORKING LOUNGE SPONSOR | \$10,000

Delegates always need a place to pop open their laptop, take a phone call or connect with colleagues. As a Networking Lounge Sponsor, you’ll offer a branded space for Convention delegates to do just that. Also a great opportunity to showcase product demos. Branded signage and lounge furniture provided.

Wednesday, October 23 | 7:30AM—6:00PM & Thursday, October 24 | 8:00AM—5:00PM  
Sheraton Hotel Toronto

## GIFTS IN KIND

### WELCOME BAGS

Position your brand front and centre with all Convention guests upon arrival by providing branded gift bags for use at the Tradeshow.

SOLD

### LANYARDS

Showcase your brand on our name badge lanyards for all guests at Convention.

SOLD

### WELCOME GIFTS

Surprise and delight Convention guests upon arrival with a branded welcome gift and note.

SOLD

## CONTACT

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