



ibaocon'23

OCTOBER 18-19 | SHERATON CENTRE TORONTO

SPONSORSHIP OPPORTUNITIES

#IBAOcon23

IBAO CONVENTION SPONSORSHIP OPPORTUNITIES

Hello!

We're gearing up for another exciting IBAO Convention and we'd love you to be part of it. Take advantage of these prime opportunities to get in front of #OntarioBrokers to highlight your product, service and brand.

We're coming together October 18-19th at the Sheraton Centre Toronto for a don't-miss-event including our largest tradeshow yet. Sponsorship opportunities are your chance to stand out at the biggest insurance event in Canada. Lots of unique opportunities in the pages ahead.

Please note—2022 Convention Sponsors have priority of individual sponsorships. Opportunities will then be managed on a first come, first served basis.

Look forward to collaborating with you!



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HOSPITALITY | TRADESHOW

AFTER PARTY | \$15,000

Book this exclusive opportunity to maximize your Convention presence and get your brand and team in front of the #OntarioBroker community. Hosted at an offsite venue. Opportunity for a band, DJ, karaoke or other entertainment (not included). Sponsor responsible for venue buyout and/or meeting minimum F&B spend.

Thursday, October 19 | 10:00PM, Offsite Venue

HOSPITALITY SUITE | \$7,000

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

Thursday, October 19 | 6:00PM–9:00PM, Sheraton Centre Toronto

SIDEWALK BAR | \$5,000

Have a smaller presence at Hospitality Night with a Sidewalk Bar. Located in between Suites throughout the hotel. Bars and signage only, no food permitted. Sponsor responsible for bar bill.

Thursday, October 19 | 6:00PM–9:00PM, Sheraton Centre Toronto

TRADESHOW BOOTH \$5,000 Single | \$10,000 Double

Be part of the action at the centre of Convention with a Tradeshow Booth. This year marks our biggest tradeshow yet with over 115 exhibitors. Selling fast!

Wednesday, October 18 | 4:00PM–6:00PM & Thursday, October 19 | 10:30AM–4:30PM
Sheraton Centre Toronto

CONTENT | EDUCATION | CONTESTS

KEYNOTE: PLATON—WORLD RENOWNED PHOTOGRAPHER | \$15,000

Tie your brand to one of the most thought-provoking sessions at Convention. Having produced over 30 TIME covers, Platon celebrates the diversity and achievements of human rights champions and the leaders of global superpowers. In his moving keynote, he shares the stories behind the photographs of some of the world's most monumental figures—from Michelle Obama to Stephen Hawking. Sponsorship includes brand recognition across digital and print promotions and the opportunity to introduce Platon's keynote to our audience.

Wednesday, October 18 | 11:00AM–12:00PM, Sheraton Centre Toronto

BIP TALKS | \$12,000

Align your brand with education and an empowered broker channel. Revamped to include double the number of topics and speakers, BIP Talks is an afternoon of education, insight and inspiration. Sponsorship includes brand recognition across digital and print promotions and the opportunity to introduce BIP Talks to our audience.

Wednesday, October 18 | 1:00PM–4:00PM, Sheraton Centre Toronto

BROKER HACKS CONTEST | \$8,500

Be a trailblazer by sponsoring the inaugural *Broker Hacks Contest* at this year's Convention. A call out for the best application of free AI tools by members of Ontario's broker community will generate an interactive and engaging session during our Broker Workshop. Sponsorship includes brand recognition across digital and print promotions and the opportunity to present contest winners with prizes in front of our audience.

Thursday, October 19 | 3:30PM–4:30PM, Sheraton Centre Toronto

BROKER WORKSHOP | \$7,500

Maximize human connection in an era of virtual communication. Delivered by speaker and facilitator Misha Glouberman, this interactive session will highlight how to communicate and negotiate more effectively when emotions are fraught, stakes are high, or we're separated by physical distance. Sponsorship includes brand recognition across digital and print promotions and the opportunity to introduce this workshop to our audience.

Thursday, October 19 | 2:30PM–3:30PM, Sheraton Centre Toronto

NEXT GEN TALENT | \$7,000

Inspire the future of our industry with this exclusive title sponsorship. Participate in our *Next Gen Talent Expo* and get on stage in front of 100+ college students in insurance programs across Ontario. Top students are invited to a morning of panel discussions and presentations, a job fair and attendance at the Tradeshow and CEO Panel to learn, network and engage with the industry. Sponsorship includes prominent branding, signage and speaking opportunities.

Thursday October 19 | 9:00AM–12:00PM, Sheraton Centre Toronto

FOOD | BEVERAGE | ENTERTAINMENT

AWARDS OF EXCELLENCE ENTERTAINMENT | \$10,000

Align your brand with first-class entertainment—the 99s. This band is good vibes only, leading a nostalgia trip into the freshest decade yet. With pop, rock and R&B favourites, it's as impossible to guess what's coming next as it is to not shout-sing along to every word. Sponsorship includes brand recognition across digital and print promotions and the opportunity to hang with the band and introduce them on stage at our Awards of Excellence Gala.

Wednesday, October 18 | 7:00PM–12:00AM, Sheraton Centre Toronto

TRADESHOW LUNCH | \$8,500

Bring industry partners and event attendees together at our Tradeshow Lunch. A range of refreshment and food stations throughout the Tradeshow and Lounge areas, guests enjoy a 2-hour networking opportunity prior to the CEO Panel—the largest attended panel of the event. Sponsorship includes branded signage, digital and print promotions and the opportunity to “host” lunch.

Thursday, October 19 | 12:30PM–2:30PM, Sheraton Centre Toronto

CAPPUCCINO BAR | \$8,000

Offer that cup of java everyone's craving by hosting a Cappuccino Bar Wednesday & Thursday morning. Sponsorship includes branded signage, digital and print promotions and the opportunity to "host" the Cappuccino Bar.

Wednesday, October 18 & Thursday, October 19 | 7:30AM-11:00AM, Sheraton Centre Hotel

TRADESHOW RECEPTION | \$7,500

Open our largest Tradeshow floor ever with a two-hour reception for Tradeshow attendees. Sponsorship includes branded signage at all Tradeshow bars and refreshment stations, digital and print promotions and the opportunity to "host" the reception.

Wednesday, October 18 | 4:00PM-6:00PM, Sheraton Centre Toronto

AWARDS OF EXCELLENCE RECEPTION | \$7,500

Welcome winners and guests to our esteemed Awards Night and Gala Event with a cocktail reception and signature cocktail of your choice. Sponsorship includes branded signage and cocktail, digital and print promotions and the opportunity to "host" the reception.

Wednesday, October 18 | 6:30-7:30PM, Sheraton Centre Toronto

WEDNESDAY LUNCH | \$7,000

Make new friends and catch up with old ones at our Kick Off Lunch. Sponsorship includes branded signage, digital and print promotions and the opportunity to "host" lunch.

Wednesday, October 18 | 12:00PM-1:00PM, Sheraton Centre Toronto

HYDRATION STATION | \$6,500

Stay fresh with water stations positioned throughout the Convention floor. Sponsorship includes branded signage and digital and print promotions.

Wednesday, October 18 & Thursday, October 19 | 10:30AM-4:30PM, Sheraton Centre Hotel

WEDNESDAY BREAKFAST | \$6,000

Be top of mind by kicking off Convention with a full hot breakfast prior to the Members Meeting and Keynote presentation. Sponsorship includes branded signage, digital and print promotions and the opportunity to "host" breakfast.

Wednesday, October 18 | 7:30AM-8:30AM, Sheraton Centre Toronto

THURSDAY BREAKFAST | \$5,000

Start Day 2 off right with a grab and go breakfast for all participants prior to our Insurer Town Halls. Sponsorship includes branded signage, digital and print promotions and the opportunity to "host" breakfast.

Thursday, October 19 | 9:00AM-9:30AM, Sheraton Centre Toronto

COFFEE BREAK | \$3,500 (multiple available)

Keep the energy up with a variety of coffee break stations positioned throughout the event. Sponsorship includes branded signage and digital and print promotions.

Wednesday, October 18 & Thursday, October 19 | Various Times, Sheraton Centre Toronto

BRANDING OPPORTUNITIES

CONFERENCE APP | \$15,000

Highlight your brand with a place to share, connect and get informed. A prominent piece of this year's event, this app will not only provide access to speaker info, session details, locations and event times, it will connect attendees with one another, encourage participation and be an engaging place to spend time. Sponsorship includes logo and title recognition in all mentions of app availability, prominent brand presence within the app, and digital and print promotions.

WI-FI | \$12,500

Connect your brand with a must-have experience and be seen by every event attendee. Picture a beautifully branded landing page with your logo front and centre when attendees request access to the conference network. Sponsorship includes prominent brand presence upon log-in, sponsor signage, and digital and print promotion.

NETWORKING LOUNGE | \$12,000

Offer attendees a place to pop open their laptop, take a call or connect with colleagues. Great space to showcase new products or network with the #OntarioBroker community. Sponsorship includes a branded space, furniture, signage, and digital and print promotion.

Wednesday, October 18 & Thursday, October 19 | 9:30AM-6:00PM, Sheraton Centre Hotel

INTERACTIVE WALL | \$8,000

Try something new—a branded interactive wall that asks questions and provides a visual representation of the data collected. A fun way to engage event attendees and start interesting conversations. Sponsorship includes branded wall, the opportunity to work with IBAO on content and output, and digital and print promotion.

PRINT PROGRAM | \$7,500

Highlight your brand in a beautifully branded program that provides attendee access to speaker info, session details, locations and event times. Sponsorship includes prominent logo placement, and digital and print recognition.

CHARGING STATIONS | \$7,000

Be the life saver at Convention by offering on-site charging stations featuring your brand positioned throughout the Tradeshow floor. Sponsorship includes prominent brand presence on charging stations, and digital and print promotions.

MEETING SPACE | \$6,500

Provide attendees with a quiet space to host small meetings and meetups throughout the event. Sponsorship includes a branded meeting space close to sessions, prominent signage, and digital and print promotions.

GIVEAWAY | \$6,000

Be the hero and sponsor a raffle throughout Convention featuring a prize of your choice (specific value TBC). Collect email addresses to create your own distribution list following the event. Sponsorship includes prominent signage, digital and print promotions and giveaway prize (TBC in coordination with IBAO).

CONFERENCE TOTE | \$6,000

Position your brand front and centre with every attendee upon arrival by providing branded conference totes for use at the Tradeshow and throughout Convention. Sponsorship includes prominent logo placement, and digital and print promotions.

LANYARDS | \$6,000

Get as close to event attendees as you can get. Highlight your brand on name badge lanyards used throughout the conference. Sponsorship includes prominent logo placement, and digital and print promotions.

CONTRIBUTING SPONSOR | \$4,000 (multiple available)

Show your support of the #OntarioBroker community by becoming a Contributing Sponsor. Includes digital and print promotions.

PUSH NOTIFICATIONS | \$2,000 for Two (multiple available)

Share specific messaging with event attendees by sending push notifications through our conference app. Includes two notifications during conference hours.

AWARDS OF EXCELLENCE

SMALL BROKERAGE | \$6,500

Award our *Small Brokerage of the Year* for improving internal workflows, adopting innovative technologies for greater efficiency, leading a high performing team, and implementing tools and practices that appeal to changing consumer preferences and demographics. Sponsorship includes logo recognition, digital and print promotion and the opportunity to announce the winner and present the award on stage at our Awards of Excellence Gala. Part of the sponsorship will go directly to the winner in the form of a cheque, a donation on their behalf or an experience of similar value.

LARGE BROKERAGE | \$6,500

Award our *Large Brokerage of the Year* for achieving long-term growth, creating a vibrant culture, demonstrating operational excellence and an unwavering focus on the customer experience. Sponsorship includes logo recognition, digital and print promotion and the opportunity to announce the winner and present the award on stage at our Awards of Excellence Gala. Part of the sponsorship will go directly to the winner in the form of a cheque, a donation on their behalf or an experience of similar value.

RISING TALENT | \$6,500

Award our *Rising Talent* star for inspiring their peers, implementing innovative approaches, adding value to corporate strategy and going above and beyond to help their clients. Sponsorship includes logo recognition, digital and print promotion and the opportunity to announce the winner and present the award on stage at our Awards of Excellence Gala. Part of the sponsorship will go directly to the winner in the form of a cheque, a donation on their behalf or an experience of similar value.

DEI | \$6,500

Award our *DEI* winner (brokerage, broker or group of brokers) for helping build a more inclusive workplace and industry and driving positive change to expand diversity, equity and inclusion across the #OntarioBrokers community. Sponsorship includes logo recognition, digital and print promotion and the opportunity to announce the winner and present the award on stage at our Awards of Excellence Gala. Part of the sponsorship will go directly to the winner in the form of a cheque, a donation on their behalf or an experience of similar value.

AFFILIATE | \$6,500

Award our *Affiliate* winner for promoting Ontario's broker channel including local brokerages, the broker profession and the broker value proposition to consumers across the province, and for their involvement in political activity and local grassroots initiatives. Sponsorship includes logo recognition, digital and print promotion and the opportunity to announce the winner and present the award on stage at our Awards of Excellence Gala. Part of the sponsorship will go directly to the winner in the form of a cheque, a donation on their behalf or an experience of similar value.

INITIATIVE | \$6,500

Award our *Initiative* winner (a brokerage, broker or group of brokers) for making a positive impact on the broker channel with their recruitment events to bring talent to the industry, novel charity initiatives or interesting projects that shine a bright light on #OntarioBrokers. Sponsorship includes logo recognition, digital and print promotion and the opportunity to announce the winner and present the award on stage at our Awards of Excellence Gala. Part of the sponsorship will go directly to the winner in the form of a cheque, a donation on their behalf or an experience of similar value.

GIFTS IN KIND

WELCOME GIFTS

Surprise and delight event attendees upon arrival with a branded welcome gift and personalized note. September 30th receipt deadline.