

ibao con

OCTOBER 23-24, 2024 | TORONTO

# *Sponsorship Opportunities*

## IBAOCON SPONSORSHIP OPPORTUNITIES

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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 23-24th at the Sheraton Centre Toronto for a don't-miss-event. 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—2023 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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## CONTENTS

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<b>HOSPITALITY &amp; TRADESHOW.....</b>	<b>3</b>
<b>FOOD &amp; BEVERAGE .....</b>	<b>4</b>
<b>CONTENT.....</b>	<b>6</b>
<b>RECRUITMENT.....</b>	<b>6</b>
<b>EXPERIENCE.....</b>	<b>7</b>

## HOSPITALITY & TRADESHOW

### **BROKERS ROCK AFTER PARTY | SOLD**

Book this exclusive opportunity to maximize your presence and get your brand and team in front of the #OntarioBroker community. Brokers Rock features live performances by brokers and a local jam band in support of MusiCounts—a charitable organization for children’s music education. Attendees can enjoy the night by performing or watching and connecting with peers in a concert setting.

*October 24 @ 10:00PM | Sheraton Centre Toronto*

### **AWARDS OF EXCELLENCE | SOLD**

Help us host a night of celebration in honour of #OntarioBrokers. A night to dress up and recognize our peers for their outstanding achievement. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, and the exclusive opportunity to announce winners alongside emcee James Cunningham.

*October 23, 7:00PM | Sheraton Centre Toronto*

### **HOSPITALITY SUITE | CONTACT FOR PRICING**

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

*October 24, 7:00-10:00PM | Sheraton Centre Toronto*

### **SIDEWALK BAR | CONTACT FOR PRICING**

Entertain 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 and signage.

*October 24, 7:00-10:00PM | Sheraton Centre Toronto*

### **TRADESHOW BOOTH | SOLD OUT**

Be part of the action at the centre of IBAOcon with a Tradeshow Booth. This year marks our biggest tradeshow yet with over 125 exhibitors.

*October 23, 4:00-6:00PM & October 24, 12:00-5:00PM | Sheraton Centre Toronto*

**JOIN OUR WAITLIST**

### **[NEW] TRADESHOW SPOTLIGHT STAGE | 5 MINUTES \$500, 10 MINUTES \$1,000**

Elevate your presence at this year’s Tradeshow by securing 5 or 10-minute time slots to showcase your products and services. A low-cost way to give your thought leaders and products visibility. Limited slots available—register early for prime timeslots. Must be an IBAOcon Exhibitor or Full Conference Attendee to purchase Spotlight stage time.

*October 23, 4:00-6:00PM & October 24, 12:00-5:00PM | Sheraton Centre Toronto*

**RESERVE YOUR TIMESLOT**

### **[NEW] COMMERCIAL BREAK (TRADESHOW SPOTLIGHT STAGE ADD ON) | \$500**

Create a 30-second commercial to air multiple times at our Tradeshow Spotlight Stage to elevate your 10 minute time slot presentation. Get your brand, product, service or team in front of Tradeshow attendees in a creative and dynamic way. Only available with 10 minute time slot purchases.

*October 23, 4:00-6:00PM & October 24, 12:00-5:00PM | Sheraton Centre Toronto*

## FOOD & BEVERAGE

### **DAY 2 TRADESHOW LUNCH | \$15,000**

Maximize visibility by sponsoring our Tradeshow Lunch. Your brand will be prominently displayed at food stations throughout the tradeshow area, with customizable push notifications sent through our IBAOcon app. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, and prominent tradeshow signage.

*October 24, 12:00-2:00PM | Sheraton Centre Toronto*

### **DAY 1 NETWORKING LUNCH | \$10,000**

Facilitate meaningful connections by sponsoring our Networking Lunch. With your branding featured at various food stations on multiple floors of the hotel, you'll be at the heart of the day's networking opportunities. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 23, 12:00-1:00PM | Sheraton Centre Toronto*

### **[NEW] ROLLED ICE CREAM STATION | \$9,500**

Delight attendees with a cool and creative treat by sponsoring our Rolled Ice Cream Station. Your brand will be featured at the station where attendees can watch their ice cream creations made to order. This interactive and refreshing experience will draw crowds, providing excellent exposure for your brand as attendees indulge in this sweet treat. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 24 @ 4:00PM | Sheraton Centre Toronto*

### **[NEW] BOBA STATION | \$8,500**

Try something new with our Boba Station sponsorship. Your brand will be prominently displayed at the station where attendees can customize their own bubble tea. This trendy and engaging setup will attract guests, aligning your brand with a fun and flavourful experience, perfect for networking breaks. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 23 @ 3:30PM | Sheraton Centre Toronto*

### **[NEW] KOMBUCHA STATION | \$7,500**

Promote wellness and refreshment with our Kombucha Station sponsorship. Your brand will be showcased at this vibrant station where attendees can sample this popular fermented tea. This sponsorship aligns your brand with health-conscious choices and provides a unique, refreshing touchpoint for attendees to engage with throughout the event. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 23 throughout the day | Sheraton Centre Toronto*

### **TRADESHOW RECEPTION | \$7,500 (1/2 Opportunities Available)**

This engaging sponsorship includes prominent branding at bars and reception areas, making your brand a central part of the tradeshow. With enhanced visibility through our promotional channels, this is the perfect chance to leave a lasting impression during high-traffic periods. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 23, 4:00–6:00PM | Sheraton Centre Toronto | SOLD*  
*October 24, 3:00–5:00PM | Sheraton Centre Toronto*

### **PRE-GALA MIXER | SOLD**

Set the tone for our Awards of Excellence Gala by sponsoring our Pre Mixer event. Your brand will be showcased at the reception area, where guests gather before the gala, offering a prime opportunity to engage with attendees. Enjoy premium recognition in our event promotions and welcome guests with beverages, making this sponsorship a memorable start to the night's celebration. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 23, 6:30–7:00PM | Sheraton Centre Toronto*

### **JUICE BAR | \$7,000**

Refresh attendees' senses at our Juice Bar where guests can enjoy a selection of freshly squeezed juices. This vibrant station is perfect for networking and unwinding between sessions and will highlight your brand in creative ways. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 24 @ 10:00AM | Sheraton Centre Toronto*

### **ESPRESSO BAR | \$7,000**

Offer that cup of java everyone's craving by hosting our Espresso Bar. Your brand will be prominently displayed at the station where attendees can grab their fancy latte and network. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 23 @ 10:30AM | Sheraton Centre Toronto*

### **BREAKFAST | \$6,000 (2 Opportunities Available)**

Kickstart the day by sponsoring breakfast—a perfect opportunity to make a positive first impression. Your brand will be prominently featured on breakfast stations, making this an ideal moment to connect with attendees as they prepare for the day's events. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 23, 8:30–9:00AM | Sheraton Centre Toronto*  
*October 24, 8:30–9:00AM | Sheraton Centre Toronto*

### **REFRESHMENT BREAK | \$4,000 (3 Opportunities Available)**

Keep the energy high by sponsoring a refreshment break, providing attendees a much needed pause to recharge. Your brand will shine through signage at all refreshment stations and be highlighted throughout event promotions. This sponsorship allows you to connect with attendees in a relaxed atmosphere and features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, prominent signage and customizable push notifications sent through our IBAOcon app.

*October 23, 10:30–11:00AM, 2:00–2:30PM, 3:30–4:00PM | Sheraton Centre Toronto*



## CONTENT

### DAY 1 KEYNOTE | \$12,000

Position your brand alongside one of the most anticipated and engaging sessions of IBAOcon. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, and the exclusive opportunity to introduce our keynote to the audience either live or by pre-recorded video.

*October 23, 11:00AM-12:00PM | Main Stage, Sheraton Centre Toronto*

### [NEW] DAY 2 KEYNOTE | \$8,500

Experience the energy of a rock concert to kick off Day 2 with Mark Schulman's Hacking A Rockstar Attitude. The renowned drummer for P!nk delivers a high-energy keynote merging band tales, live drumming and interactive experiences. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, and the exclusive opportunity to introduce Mark to the audience either live or by pre-recorded video.

*October 24, 9:00AM-9:45AM | Main Stage, Sheraton Centre Toronto*

### BIP TALKS | \$5,000 (3/4 Series Available)

Align your brand with an empowered broker channel. Revamped to feature two stages with simultaneous content, BIP Talks is an afternoon of education, insight and inspiration centering on technology, climate, evolving risk and a changing regulatory environment. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, and the exclusive opportunity to introduce your BIP Talks series to the audience either live or by pre-recorded video.

*October 23, 1:00PM-3:30PM | Main Stage + Secondary Stage, Sheraton Centre Toronto*

### IBAOcon APP NOTIFICATION | \$500 (Multiple Available)

Share a custom message with IBAOcon attendees through our mobile app. Promote your brand, product, people, tradeshow booth or unique message through our digital hub. Character limit applies. Limited number of notifications available.

## RECRUITMENT

### NEXT GEN EXPO JOB FAIR BOOTH | SOLD OUT

Engage with your next hire by exhibiting at our Next Gen Expo Job Fair. Interact with 100+ college students enrolled in insurance programs across Ontario. Showcase your organization, discuss career opportunities and network with potential candidates eager to make an impact. Limited booths available. For IBAO Members only.

*October 23, 2:00PM-4:00PM | Sheraton Centre Toronto*

### [NEW] NEXT GEN EXPO LUNCH | \$5,000

Align your brand with the future of the insurance industry by sponsoring an exclusive event for aspiring insurance brokers. Interact with college students enrolled in insurance programs across Ontario, fostering connections that can shape the next generation of insurance professionals. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO enewsletter and the Ontario Broker magazine, the exclusive opportunity to host lunch and a branded lunch experience.

*October 23, 12:00PM-12:30PM | Sheraton Centre Toronto*

**[NEW] NEXT GEN EXPO PANEL | \$3,500**

Support our next generation of insurance professionals by sponsoring a panel discussion full of insight and experience. This session will shape students' vision of the industry and provides an exclusive opportunity to introduce panelists and interact with college students directly. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, and logo recognition during the session.

*October 23, 1:00PM-2:00PM | Sheraton Centre Toronto*

**[NEW] NEXT GEN EXPO TRANSPORTATION | \$2,500**

Align your brand with a practical element of our Next Gen Expo and sponsor transportation for the 100+ college students attending IBAOcon. Sponsorship features brand recognition across digital and print promotions including event microsite, mobile app, social media, IBAO newsletter and the Ontario Broker magazine, and logo recognition across our means of transportation.

*October 23 | Sheraton Centre Toronto*

**EXPERIENCE**

**IBAOcon APP | \$15,000**

Highlight your brand with a place to share, connect and learn. A prominent feature 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 the app, prominent brand presence within the app, and digital and print promotions throughout the conference.

**WI-FI | \$12,500**

Connect your brand with a must-have experience and be seen by every conference attendee. A branded landing page will be provided 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 promotions throughout the conference.

**POP UP ENGAGEMENT | \$12,500**

With this highly-engaging and lead-generating option, "pop up" to create an engaging experience with attendees as they travel from one session to the next. Sponsorship includes exclusive placement in a high- traffic area and ownership of the area for the duration of the experience. Successful pop-ups might feature mobile photo activations, claw machines, tarot card readers, taste tests or immersive theater experiences. Sponsorship includes digital and print promotion throughout the conference and customizable push notifications sent through our IBAOcon app.

**LANYARD | SOLD**

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 throughout the conference.

**SHERATON KEY CARDS | \$12,000**

Unlock exclusive brand visibility with our Branded Room Key sponsorship. Your logo and custom design will be featured on Sheraton Hotel room keys distributed to all conference attendees staying at the hotel. This unique sponsorship offers unparalleled access and recognition, making your brand an integral part of the event experience from check-in to check-out. Sponsorship includes logo placement and custom design, and digital and print promotions throughout the conference.

### **CONFERENCE TOTE | SOLD**

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

### **[NEW] PRIVATE MEETING POD | \$8,500**

Sponsor a meeting pod stationed in a prominent space on the conference floor. Your branding will be prominently displayed on the exterior of your meeting pod, offering attendees a private space for calls, meetings or meetups. Sponsorship includes a branded pod, prominent signage and digital and print promotions throughout the conference.

### **SUSTAINABLE 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 throughout the conference.

### **CHARGING STATION | \$7,000**

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

### **[NEW] DIGITAL SCANNING | \$3,000 PER SCANNER (Multiple Available)**

Enhance the event experience with this Digital Scanner Station sponsorship. These self-service scanners placed strategically around the conference floor will allow attendees to effortlessly sign in to event sessions. Your branding will be prominently displayed at the scanning station and included in digital and print promotions throughout the conference.

### **[NEW] CHAIR COVER | \$3,000 PER ROW**

Make a statement and reserve a row of branded chair covers. This sponsorship allows you to reserve and brand a row of seats for your guests with custom chair covers displaying your logo. This not only ensures prime seating but provides prominent brand visibility at the highest attended conference session.

October 24, 2:00-4:00PM | Main Stage Ballroom, Sheraton Centre Toronto

### **[NEW] STATIONED MEETING ROOM | \$2,500**

Provide attendees a quiet space to host small meetings and meetups throughout the event or use the space for your own meetings and meetups. Sponsorship includes a branded meeting space on the second floor of the hotel, prominent signage, and digital and print promotions throughout the conference.

### **[NEW] FURNITURE | \$2,500 PER SECTION (Multiple Opportunities)**

Enhance the comfort and style of IBAOcon by sponsoring a section of furniture. Your sponsorship will include branded tent cards and the opportunity to place promotional materials in your designated section. You'll be providing a relaxed, branded space for attendees to network, unwind and engage, ensuring your brand sees high visibility and frequent interaction throughout the conference. Sponsorship includes digital and print promotions throughout the event.



**[NEW] DIGITAL SPONSOR | \$2,000 PER SESSION (Multiple Opportunities)**

Elevate your brand visibility with our Digital sponsorship offering prime logo recognition on main session slides. This exclusive opportunity ensures your logo is prominently displayed during key sessions, maximizing exposure to a targeted audience of industry leaders and insurance professionals.  
October 23 Keynote + BIP Talks | Main Stage + Secondary Stage, Sheraton Centre Toronto

*October 24 Keynote + CEO Panel | Main Stage, Sheraton Centre Toronto*

**[NEW] ENTERTAINMENT SPONSOR | SOLD**

Bring energy and excitement to the IBAO Lounge by sponsoring a DJ over the lunch hour. This sponsorship features live music, creating a lively and engaging atmosphere for attendees. Your brand will be highlighted around the DJ booth and mentioned in event promotions. Sponsorship includes digital and print promotion throughout the conference and customizable push notifications sent through our IBAOcon app.

*October 23, 12:00-1:00PM | Sheraton Centre Toronto*

**EVENT SPONSOR | \$1,500**

Join our growing list of IBAOcon sponsors and have your logo featured in digital and print promotions throughout the conference.

**[NEW] GIVEAWAY @ IBAO SYNERGY LOUNGE | CONTACT FOR PRICING (Multiple Available)**

Feature your brand at our brand new Synergy Lounge. This sponsorship includes a prize of your choice (specific value TBC). Collect email addresses to create your own distribution list following the conference. Sponsorship includes prominent signage, digital and print promotions throughout the conference and customizable push notifications sent through our IBAOcon app.

**CUSTOMIZED OPPORTUNITY | CONTACT FOR PRICING**

For any other sponsorship opportunities you have in mind, please reach out to discuss a customized option.