

10<sup>TH</sup> ANNUAL

# Insurance-Canada.ca Technology

C O N F E R E N C E

Monday, March 5, 2012

## Sponsorship Opportunities



Insurance-Canada.ca



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# Insurance-Canada.ca Technology CONFERENCE

## THE NEW LANDSCAPE:

Social Business, Mobile, Analytics and Modern Technology

Sheraton Centre Toronto Hotel – Monday, March 5, 2012

**You are here now. Your customers and business partners are using social media to conduct business. You and your employees are using mobile technology and others are gathering data about that usage. These data are being captured by sophisticated analytic engines and stored in modern technology. Are you benefitting from any of this?**

**Our 10th annual Insurance-Canada.ca Technology Conference (ICTC) will feature 26 separate sessions:**

- **10 Strategic/Leadership sessions** – addressing topics of interest to executives and senior managers involved with insurance and technology.
- **16 Showcase sessions** – highlighting the business impacts of specific technologies, solutions or services.

Delegates will be: CIOs and senior IT directors, senior underwriting and marketing managers, broker principals, operation managers and technology officers, and claims service providers.

### New in 2012!

1. The Insurance-Canada.ca Technology Awards, celebrating technology achievements in the industry, will be presented at a sit-down luncheon during the conference. During the luncheon, the keynote speaker will address the delegates. This is a key opportunity for sponsors to network with clients and prospects.
2. Sponsors may extend a special \$500 discounted delegate rate to other personnel in their organization as well as brokers who are a member, client or prospect of the sponsor. This will be available through a unique registration code that is provided as part of their sponsor package.
3. Sponsors may purchase additional ICTA luncheon tickets at a special discounted rate, to invite clients or prospects to the luncheon.
4. Sponsors will receive heavily discounted rates to advertise their products/services in the February Technology issue of *Canadian Insurance Top Broker* magazine, the conference media sponsor. This issue will be included in the delegate kits.
5. ICTA Award finalists will be profiled in *Canadian Insurance Top Broker* magazine, to appear in the February 2012 Technology issue, which will be included in the delegate kits.

**For more information and sponsorship details, please contact:**

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## Sponsorship Package Details

### PLATINUM SPONSOR \$25,000

- Custom designed sponsorships for organizations entering into a Partnership with Insurance-Canada.ca to develop new content for the conference.
- Four conference registrations for delegates and exhibit staff (includes admittance to ICTA Luncheon)
- Sponsorship of a Strategic session speaker or panel.
- \$12,500 in Sponsorship Upgrades/Partnership research studies, webinars and surveys

### GOLD SPONSOR \$11,500

- Four conference registrations for delegates and exhibit staff (includes admittance to ICTA Luncheon)
- Sponsorship of a Leadership session speaker or panel
- Company name/logo in conference promotional materials
- Announcement of your sponsorship in the *Chronicle*
- Submission of company articles/announcements for posting on Insurance-Canada.ca and referenced in the *Chronicle*.
- \$4,500 in Sponsorship Upgrades

### SILVER SPONSOR \$6,500

- Three conference registrations for delegates and exhibit staff (includes admittance to ICTA Luncheon)
- Sponsorship of a Showcase session speaker or panel
- Company name/logo in conference promotional materials
- Announcement of your sponsorship in the *Chronicle*
- Submission of company articles/announcements for posting on Insurance-Canada.ca and referenced in the *Chronicle*.
- \$2,500 in Sponsorship Upgrades

### BRONZE SPONSOR \$4,500

- Two conference registrations for delegates and exhibit staff (includes admittance to ICTA Luncheon)
- Company name/logo in conference promotional materials
- Announcement of your sponsorship in the *Chronicle*
- Submission of company articles/announcements for posting on Insurance-Canada.ca and referenced in the *Chronicle*.
- \$2,000 in Sponsorship Upgrades

### CONFERENCE SUPPORTER \$2,500

- Two conference registrations for delegates (includes admittance to ICTA Luncheon)
- Company name/logo in conference promotional materials
- Announcement of your sponsorship in the *Chronicle*
- Submission of company articles/announcements for posting on Insurance-Canada.ca and referenced in the *Chronicle*.
- \$500 in Sponsorship upgrades

### BROKER SUPPORTER

#### \$1,500 (available to brokerages/brokers only)

- Two conference registrations for delegates
- Company name/logo in conference promotional materials
- Announcement of your sponsorship in the *Chronicle*
- Submission of company articles/announcements for posting on Insurance-Canada.ca and referenced in the *Chronicle*.
- \$500 in Sponsorship Upgrades





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### Sponsorship Upgrade Options

#### Exhibit/Marketplace Options (not available to supporters)

- \$2,000 – 8 X 10 Draped Exhibit Space (6' table, power outlet, internet and two chairs)
- \$1,500 – 6 X 10 Draped Marketplace Location (5' table, power outlet, two chairs)

#### Conference Delegates/ICTA Luncheon Reservation Options

- \$500 – Each additional Conference Registration (includes ICTA Luncheon Reservation)
- \$125 – Each additional ICTA Luncheon and Keynote Speaker Session Reservation

#### Conference Function and ICTA Luncheon Sponsorships

- \$2,000 – ICTA Luncheon Sponsor
- \$1,000 – Breakfast and Coffee Break Sponsor
- \$500 – Registration Desk OR Reception Sponsor
- \$500 – Display marketing literature at Conference Registration

#### Insurance-Canada.ca Website and eNewsletter Advertising Options

- \$1,500 – Website/e-Newsletter Advertising Program (Value \$2,000)
- \$1,000 – Website/e-Newsletter Advertising Program (Value \$1,250)
- \$500 – Website: Featured Provider Button ad and Listing for 1 year

#### Conference Promotional Materials Include:

- Insurance-Canada.ca website conference information
- Insurance-Canada.ca weekly email newsletter, the *Chronicle*
- Conference promotion program in *Canadian Insurance Top Broker* magazine, website and e-bulletin.
- Conference promotion in social media: Twitter and LinkedIn.
- Conference program and handout.

#### Sponsorship Terms and Conditions

- Payment of all sponsorship fees are due on signing of a Sponsorship Agreement.
- Sponsors may cancel at any time. If sponsorship is cancelled before January 20th, 2012, 75% of fees will be refunded

Note: All Sponsorship Upgrade Options must be used within six months on the 2012 Conference.





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# THE NEW LANDSCAPE: Social Business, Mobile, Analytics and Modern Technology

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## Conference Agenda Format

7:30	Registrations		Continental Breakfast in Exhibit Halls			Exhibits Open
	<i>Ballroom Centre</i>	<i>Ballroom West</i>	<i>Osgoode West</i>	<i>Sheraton A&amp;B</i>	<i>Sheraton C</i>	
8:30	Strategy	Strategy	No Session	No Session	No Session	Exhibits / Coffee
9:20	Leadership	Leadership	Leadership	Leadership	No Session	Exhibits / Coffee
10:05	Exhibits / Coffee	Exhibits / Coffee	Exhibits / Coffee	Exhibits / Coffee	Exhibits / Coffee	Exhibits / Coffee
10:30	Showcase	Showcase	Showcase	Showcase	Showcase	Exhibits / Coffee
11:05	Showcase	Showcase	Showcase	Showcase	Showcase	Exhibits / Coffee
11:40	Showcase	Showcase	Showcase	Showcase	Showcase	Exhibits / Coffee
12:20	ICTA Awards Luncheon • Grand Ballroom East					Exhibits Open
1:55	Conference & ICTA Keynote Presentation • Grand Ballroom East					Exhibits Open
2:45	Showcase	Showcase	Showcase	Showcase	Showcase	Exhibits / Coffee
3:15	Exhibits / Coffee	Exhibits / Coffee	Exhibits / Coffee	Exhibits / Coffee	Exhibits / Coffee	Exhibits / Coffee
3:40	Showcase	Showcase	Showcase	Showcase	Showcase	Exhibits / Coffee
4:15	Leadership	Leadership	Leadership	No Session	No Session	Exhibits / Coffee
5:00	Conference Reception in Exhibit Halls					Exhibits Open
6:00	Conference Closed					Exhibits Closed

Agenda is subject to change. Check [www.Insurance-Canada.ca/2012](http://www.Insurance-Canada.ca/2012) for latest information





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### ICTA Awards Luncheon

The Insurance-Canada.ca Technology Awards (ICTAs) celebrate technologies that have a significant business impact on the Canadian insurance industry. Awards are presented each year at the Insurance-Canada.ca Technology Conference (ICTC). This year, awards will be presented during the conference luncheon.

Sponsors are encouraged to submit nominations. Please note that the deadline has been moved forward and plan your submission accordingly.

#### General Requirements:

- The primary criterion for all awards is the positive impact that a specific technology or application of technology has had on business.
- Awards will be given to organizations that do business in Canada.
- Supplier organizations must do business with organizations involved in one of the industry stakeholder categories.
- Organizations may nominate themselves or others. All nominees will be contacted to confirm willingness to receive an award.
- All award nominations must be supported by an application.
- Nominations may include additional material in support of the application.
- The application or technology must be in production in a live environment, supporting actual production activities in Canada.
- All information provided in support of the application will become the property of Insurance-Canada.ca. This information may be used by Insurance-Canada.ca on its website, in print, or elsewhere.
- The application should include any information that is proprietary; however, references will be sought to validate evidence of the impact.

**Additional luncheon tickets may be purchased at the reduced rate of \$125 through sponsorship.**

- **Ticket entitles bearer to luncheon and access to Exhibit Hall**

### New for 2012!

All award finalists will be profiled in *Canadian Insurance Top Broker* magazine, to appear in the February 2012 technology issue. This issue will be distributed at the event.

For more information on the nomination process and award criteria, please visit [www.insurance-canada.ca/ICTA](http://www.insurance-canada.ca/ICTA) or contact your sales representative.

