



17TH ANNUAL

Insurance-Canada.ca

Technology CONFERENCE

Tuesday, February 26 – Wednesday, February 27, 2019

BEANFIELD CENTRE, TORONTO



2019

**Sponsor/exhibitor
prospectus**



Insurance-Canada.ca

Where insurance and technology meet

ICTC2019: A New Insurance Order Transformation → Innovation → InsurTech → Disruption

In the last half of the second decade of the twenty-first century, insurance is suddenly blossoming. Three forces are driving a new insurance order:

- Modern core systems have replaced previous generation technology; allowing digital transformations throughout the organization
- Digital services are creating new customer experiences; increasing client satisfaction.
- InsurTechs, supporting insurers and brokers, are innovating new products and services, facilitating greater client engagement.

Longer term, these digital approaches are positioning to disrupt the old insurance industry and enable greater customer satisfaction.

In short, we are entering a new insurance order. And the 2019 Insurance-Canada.ca Technology Conference (#ICTC2019) is preparing a showcase of the future combined with a map to its realization. Join us to understand the evolution of the new insurance ecosystem and to share your vision for its realization.

**For more information on sponsorships, please call:
437-222-4222 or 1-844-550-4222**

Kathryn Bertsch
Director, Sales & Marketing
Ext 244
kathryn.bertsch@insurance-canada.ca

Doug Grant
Partner
Ext 242
doug.grant@insurance-canada.ca

Sponsorship Has Its Benefits!

Since 2002, the Insurance-Canada.ca P&C Insurance Technology Conference (ICTC) has been the premier event for reaching insurance industry business and technology leaders. IT solution providers return to ICTC year after year so they can:

- ✓ Elevate their company profile
- ✓ Network with industry leaders and decision makers
- ✓ Strengthen existing business relationships
- ✓ Establish new relationships
- ✓ Spotlight their thought leadership
- ✓ Grow their businesses
- ✓ Showcase their latest products and services

Increase your visibility. Build brand awareness. Show your support for the industry. Join leading global companies as a sponsor of the 2019 ICTC Conference

For full, up-to-date information, please go to www.insurance-canada.ca/ictc

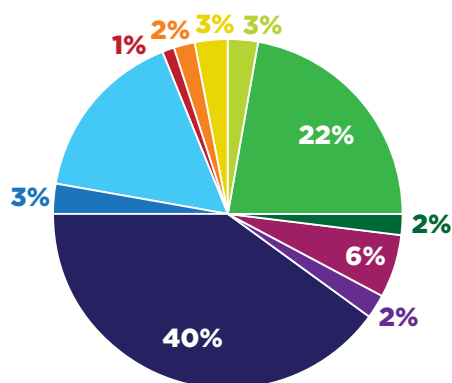


Reaching Your Target Market

This event attracts an exclusive group of senior executives and other decision makers from all sectors of the industry:

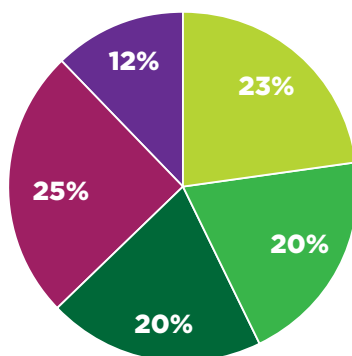
ICTC 2018:

Delegates by Type of Firm



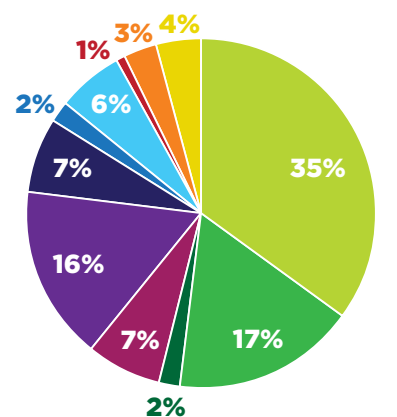
- Association
- Broker
- Claims
- Consultant
- Financial
- Insurer
- Intermediary
- IT Supplier
- Legal
- Media
- Other

Delegate Job Level



- C-Level
- Vice President
- Director
- Manager
- Professional

Delegates by Department



- Executive
- IT
- Claims
- Business Development
- Sales
- Project Manager, strategy, Innovation
- Architect
- Analyst
- Actuarial, Compliance
- Underwriting
- Other

Join leading global companies as a sponsor of the 2019 ICTC conference

NB: Charts above do not include vendor sponsors





ICTC Partner Sponsorships

ITEM	PLATINUM \$19,500	GOLD \$12,500	SILVER \$7,950	BRONZE \$4,950
Registrations	4	3	2	2
Discounted registration pricing code for online registration of additional company or client delegates	✓	✓	✓	✓
Submission of company articles and white papers for posting on Insurance-Canada.ca and referenced in the <i>Chronicle</i>	✓	✓	✓	✓
Logo placement on sponsor reel running throughout conference and in the delegate kit	✓	✓	✓	✓
Sponsor description on online ICTC directory, with link to sponsor website	✓	✓	✓	✓
Custom ICTC 2019 sponsor logo for use on your marketing materials, email tag and website	✓	✓	✓	✓
Electronic version of the delegate list (contact information not included)	✓	✓	✓	✓
Partner with Insurance-Canada.ca on development/delivery of a session — 1 of 3 concurrent sessions			✓	
Partner with Insurance-Canada.ca on development/delivery of a session — 1 of 2 concurrent sessions		✓		
Partner with Insurance-Canada.ca on development/delivery of a session — plenary	✓			
Complimentary sponsor speakers or panel members	1	1	1	
Guest blog on the intersection	✓	✓		
ICTA awards ceremony sponsor	✓			
Sales brochure in delegate bag	✓			
Elective dollar allowance for customizing sponsor package (see sponsor electives page 5 for details)	\$6,000	\$5,000	\$4,000	\$3,000
BOOK BY NOVEMBER 15, 2018 and receive 10% off your sponsor fees. You will then pay:	\$17,550	\$11,250	\$7,155	\$4,455





17th ANNUAL

Insurance-Canada.ca

Technology
CONFERENCE

Tuesday, February 26 – Wednesday, February 27, 2019

BEANFIELD CENTRE, TORONTO

Sponsor Electives *not available to non-sponsors*

Sponsors can use their elective allowance, *or add to their allowance*, to create a customized sponsorship package that best meets their visibility objectives at the conference and in the Canadian insurance industry throughout the year.

Additional Delegate Registrations

Include additional Delegates as part of your sponsor package beyond those included in the base package.

- **\$550** – Day 1 OR Day 2 ONLY
- **\$750** – Both Days

Marketing/Advertising Packages

Use each \$100 of your elective allowance to purchase \$150 of Insurance-Canada.ca marketing services to promote your company, products and services to the Canadian insurance industry. **All services must be completed by December 31, 2019.**

Marketing Services include: e-blasts, blogs, surveys, webinars and ads on our website and in the *Chronicle* newsletter.

Sales literature/gifts in the Delegate Bag (Maximum of 8 sponsors)

Your flyer, brochure or gift will be inserted into the delegate bag by Insurance-Canada.ca and given to all attendees at registration.

- **\$1,750** for each Delegate Gift (Must be approved by Insurance-Canada.ca)
- **\$1,250** for a Brochure /Multi page Flyer (Maximum 8 pages (4 sheets) – 8.5" X 11" max)
- **\$750** for a single sheet flyer – (8.5" X 11" maximum size)

ICTA Awards Sponsor: \$2,250 (Maximum of 3 sponsors)

This elective includes sponsor logo on conference agenda (both online and in kit); logo on back cover of delegate kit; logo on Awards session AV materials; logo on ICTA microsite, announcement of sponsorship in the *Chronicle* and on Twitter.

Meal/Refreshment Sponsors: (Maximum of 3 sponsors each)

This elective includes sponsor logo on conference agenda (both online and in kit); logo on inside of delegate kit; logo on signs behind food stations.

- **\$1,000** - Breakfast and morning coffee Day 1 OR Day 2
- **\$1,000** - Delegate Lunch and afternoon coffee Day 1 OR Day 2
- **\$1,250** - Opening Reception in Exhibit area

Registration Desk Sponsor: \$1,500 (Maximum of 3 sponsors)

This elective includes sponsor logo on conference agenda (both online and in kit); logo on inside of delegate kit; logo on signs behind registration desk.

Exhibit Space: \$3,000

Your 8' X 10' Exhibit space includes the following:

- 8' high back rail and 3' side rails, draped
- 6' skirted table, 2 chairs and power outlet
- Two complimentary booth staff passes

ALSO: See promotional sponsorships on page 6



Promotional Sponsorships

Promotional sponsorships provide maximum exposure during the conference, by providing high visibility for your brand. Prices include one full conference registration for your company representative. Your sponsorship will be recognized on our website and in the delegate kit.

Note: These sponsorships do not entitle your company to participation in the agenda. These options are also available to our partner sponsors.

Delegate Bag \$2,500 (Maximum of 1 sponsor)

Delegate bag supplied by the sponsor (minimum size 15" X 13" X 7")

Delegate Lanyard \$2,500 (Maximum of 1 sponsor)

Maximize your company's visibility at the conference by sponsoring the lanyards that hold name badges.

Delegate Lanyard supplied by the Sponsor (minimum ¾" wide, 34" long with bulldog clip)

Branded Pens \$1,500 (Maximum of 1 sponsor)

Keep your company's name and branding top-of-mind by sponsoring pens with your logo on it. Pens supplied by the sponsor.

Device Charging Station \$2,000 (Maximum of 3 sponsors)

Your company's logo will appear on both screens at each charging station, located in the Exhibit Hall.

Specialty Coffee Station \$3,750 (Maximum of 1 sponsor)

The station will be branded with your company's logo. Separately, you have the opportunity to brand the cups, sleeves or lids.

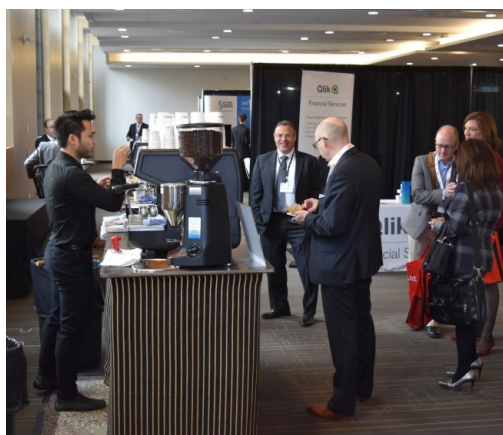


Exhibit Hall

Exhibit Hall Hours

Tuesday February 26: 10:00 am – 6:30 pm

Wednesday February 27: 7:45 am – 3:30 pm

Installation and Breakdown

- **Installation** begins at 7:30 am on Tuesday February 26th. Your booth must be show-ready by 10:00 am
- **Breakdown** begins at 3:30 pm on Wednesday February 27th. NO teardown before 3:30 pm

Assignment of Booth Space

Booth allocation will be done by Insurance-Canada.ca staff. You will be sent a floor plan in mid-January. Please alert your sales representative to any requests you have regarding positioning, separation from competitors, etc.

Exhibitor Services

Hard-wired internet and audio/visual equipment can be ordered through Beanfield's Exhibitor Services. Please contact 416-263-3064 or email exhibitorservices@enercarecentre.com or fax 416-263-3069. Additional furniture or other items can be ordered through Stronco at 800-665-2621 or exhibitorservices@stronco.com

Shipping of Materials

Shipments of materials are accepted up to 48 business hours prior to event commencement, i.e. no earlier than Friday, February 22.

The following address template MUST be followed to ensure proper storage and location delivery of the received boxes:

Denise DeFlorio C/O YOUR COMPANY NAME
Insurance-Canada.ca Technology Conference Tuesday February 26, 2019
Beanfield Centre
Room 206
105 Princes' Boulevard
Toronto ON M6K 3C3
647-668-8058
Boxes: 1 of (insert how many boxes you are sending)

PLEASE NOTE: The Beanfield Centre does NOT have a Business Centre onsite and it is the responsibility of the exhibiting company to arrange courier/waybills to pick up the materials within a 24-hour time period. After 24 hours materials will be discarded. Beanfield Centre is not responsible for clearing packages at customs or COD deliveries. You must bring your own dolly for loading/unloading.



Media Planner

For those sponsors choosing marketing/advertising as part of their electives, below is some information to help with your planning. For full details, please visit www.insurance-canada.ca

BIG BOX OR TEXT AD IN INSURANCE-CANADA.CA E-NEWSLETTER

The *Chronicle* is a weekly electronic newsletter delivered directly to the inboxes of over 4,500 P&C insurance industry personnel, every Tuesday morning. This e-newsletter provides high visibility for your brand, as well as direct response through a direct link to your website or contact person.

Big Box ads should measure 300 pixels wide X 250 pixels deep. Text ads should consist of a maximum of 75 words of text along with your company logo. For both ads, please provide hyperlinks.

ONLINE ADVERTISING ON INSURANCE-CANADA.CA

Insurance-Canada.ca offers three sizes of ads on its website:

- **Top Leaderboard** (banner) measures 728 pixels wide X 90 pixels deep
- **Big Box** measures 300 pixels wide X 250 pixels deep
- **Rectangle** measures 180 pixels wide X 150 pixels deep

Please note these ads may be in rotation with other advertiser ads.

Company Listing - You may also elect to list your company as a featured provider – targeting either the consumer or professional market, or both. For details on what to include in your listing, please visit www.insurance-canada.ca and click on Ad Specs.

E-BLAST

You may elect to send a proprietary message to the Insurance-Canada database of over 4,000 insurance industry professionals. We can accept your html-ready file with your company logo/colours or can send out your message under the Insurance-Canada.ca banner. Contact your sales representative for specifications on e-blasts.

GUEST BLOG

Do you have an interesting viewpoint to present to the insurance industry? Provide your 400 word POV to our blog editor for posting on our website and appearing in our weekly e-newsletter the *Chronicle*.

ONLINE SURVEY

Curious as to the industry's take on a specific issue? Want more information to include in your presentation? You can survey the insurance professionals in our database to get that data. Contact your Insurance-Canada.ca representative for more details.

WEBINAR

Get your message out to insurance industry professionals who are interested in hearing it! We can provide turnkey service for your online event or promote your event to our database. Contact your Insurance-Canada.ca representative for more details.

For full, up-to-date information, please go to www.insurance-canada.ca/ictc

For more information on sponsorships, please call: 437-222-4222 or 1-844-550-4222

Kathryn Bertsch
Director, Sales & Marketing

Ext 244

kathryn.bertsch@insurance-canada.ca

Doug Grant
Partner

Ext 242

doug.grant@insurance-canada.ca





Insurance-Canada.ca Technology Awards

Gain Visibility – Participate in ICTA

Sponsor the ICTA 2019 awards and:

- Link your brand to leading uses of technology

Nominate an Insurance Practitioner for use of your technology and:

- Receive added visibility – an application brief – for your customer and you

Become a Finalist and:

- Get more visibility through online summaries of your technology

Become a Winner and:

- Capitalize on your win in your sales and marketing efforts!

BUT - to participate, and become a winner, you must **nominate**

Deadline for submissions: November 30, 2018

GO FOR THE PLATINUM – sponsor ICTAs and leverage all the nominations

See all the details at www.insurance-canada.ca/icta

