



2ND ANNUAL

Insurance-Canada.ca

Broker FORUM

**Wednesday, March 1, 2017
Allstream Centre Toronto**

2017 Sponsor/Exhibitor Prospectus



Insurance-Canada.ca
Where insurance and technology meet



Disruption => New Realities, New Opportunities

Wednesday, March 1, 2017 • Allstream Centre Toronto

The use of technology by insurance has long been viewed as lagging behind that of the banking industry and FinTech. InsurTech has now blossomed: Insurers are investing in tech startups; forward looking brokers and insurers are seeking out and implementing digital technology solutions; new-entrant technology firms are looking to disrupt.

Leading Canadian brokers are growing with a laser-like focus on the customer as they present and manage their value proposition: choice, service, advocacy.

A few of the challenges - often shared with their insurer partners - include:

Marketing, Sales, & Distribution:

- Eminent brokers and their insurer partners are sharing their data and using deep analytics and marketing automation to identify and capture new business;
- Digitally enabled Peer-to-Peer (P2P) business models are driving groups of insureds to next generation insurance managers, outside the broker channel.
- Some personal lines business is migrating to commercial lines.

Rating, Underwriting:

- Brokers are being offered social media and on-line presence information to detail the insured's exposure and effect predictive risk scoring;
- Drones are gathering data and imagery on large scale risks such as dams and crops.

Customer Service:

- How soon will cognitive computing - machine learning, deep analytics, artificial intelligence and natural language - provide elements of front line service?
- Predictive analytics supply managers with recommendations on underwriting decisions, potential claims fraud, and litigation issues.

The 2017 Insurance-Canada Broker Forum will look at the potential for disruption in the Canadian market. Speakers will address opportunities available to exceed the expectations of customers and stakeholders. Leading brokers and InsurTech suppliers will provide case studies on the development and impact of digital technologies on broker distribution. This is an opportunity for thought leadership.

For more information, please contact:

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For complete details, please visit www.insurance-canada.ca/icbf



Insurance-Canada.ca Technology Awards

**Gain Visibility -
Participate in ICTA
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**

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

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Sponsorship has its benefits!

Insurance-Canada.ca has a reputation for hosting premier events that are designed for insurance industry business and technology leaders. IT solution providers support our events so they can:

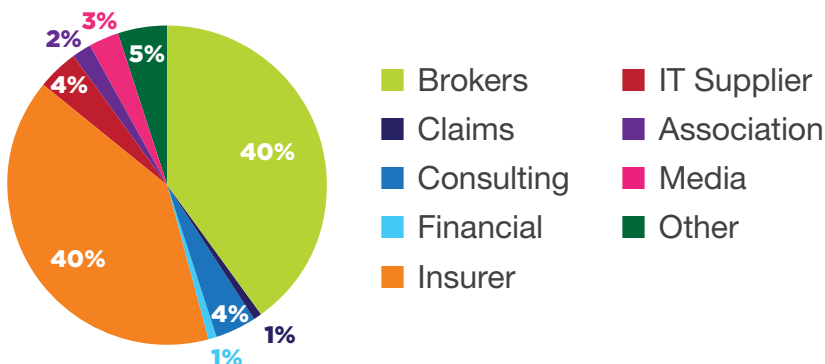
- Elevate their company profile
- Grow their businesses
- Spotlight their thought leadership
- Strengthen existing business relationships
- Network with industry leaders and decision makers
- Showcase their latest products and services
- Establish new relationships

Showcase your thought leadership, meet and mingle with brokers and increase your company's visibility, while building and strengthening relationships.

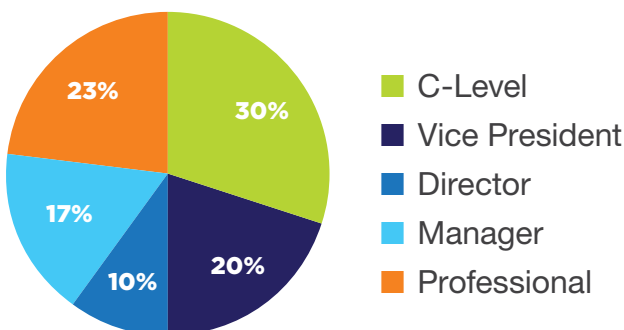
Reaching Your Target Market

Our first Broker Forum in 2016 attracted an exclusive group of senior executives and other decision makers from all sectors of the industry.

ICTC 2016 - Delegates by Type of Firm



ICTC 2016 - Delegate Job Level



NB: Charts above do not include vendor sponsors

New in 2017!

1. The event will be held at the Allstream Centre, which features 100% green power from renewable sources, and incorporates today's most advanced technological innovations – a fitting venue for our event! The Allstream Centre is easily accessible by car with both surface and underground parking; by Lakeshore GO; by TTC and by cab (a cab stand is situated outside the Allstream Centre).
2. We have established two categories of sponsorship in 2017:
 - a. Partner sponsorships allow companies to participate in the agenda and exhibit in the Exhibit Hall. These are comparable to the various sponsor packages we've had at past events. See pages 5-8 for details.
 - b. Promotional sponsorships provide new and exciting opportunities to create high visibility for your brand. New opportunities include: Specialty Coffee station, Branded pens, Social media wall, Device charging station, Wellness Lounge with onsite massage, and onsite shoe shine. Partner sponsors may also take advantage of these opportunities as add-ons to their packages. See page 8 for details.
3. Since registrations depend on the strength of our agenda, we are endeavouring to finalize our agenda by early December. To that end, we have established a deadline for speaking submissions. Call for presentation submissions will be issued in July and submissions are due by September 30th, 2016. Depending on the availability of speaking slots, a submission received after September 30th may not be considered. Please note that companies submitting must be sponsoring at the Platinum, Gold or Silver levels.
4. To further encourage companies to commit early, we are offering discounted sponsor fees: 15% discount if confirmed by September 30th, 2016 and 10% discount if confirmed by November 30th, 2016.

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ICBF Partner Sponsorships

ITEM	PLATINUM \$9,300	GOLD \$7,000	SILVER \$5,000	BRONZE \$3,300
Delegate registrations	4	3	2	2
Discount 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 forum and in the delegate kit	✓	✓	✓	✓
Sponsor description on online ICBF directory	✓	✓	✓	✓
Custom ICBF 2017 sponsor logo for use on your marketing materials, email tag and website	✓	✓	✓	✓
Prominent logo placement on forum website, with link to sponsor website	✓	✓	✓	✓
Electronic version of the delegate list (contact information not included)	✓	✓	✓	✓
Partner with Insurance-Canada.ca on the development/delivery of a Leadership session	✓			
Partner with Insurance-Canada.ca on the development/delivery of a Strategy session		✓		
Partner with Insurance-Canada.ca on the development/delivery of a thematic panel			✓	
Complimentary sponsor speaker or panel member	1	1	1	
Guest blog post on Insurance-Canada.ca	✓	✓		
Sales brochure in delegate kit	✓			
Elective dollars to customize your sponsor package	\$3,500	\$3,000	\$2,500	\$1,500
Book by September 30, 2016 and receive 15% off your sponsor package	\$7,900	\$5,950	\$4,250	\$2,800
Book by November 30, 2016 and receive 10% off your sponsor package	\$8,350	\$6,300	\$4,500	\$3,000





Sponsor Electives

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 forum and in the Canadian insurance industry throughout the year.

Additional Delegate Registrations \$500 each

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

Registrations for Insurance-Canada.ca Technology Conference on February 28, 2017 are also available for a discounted fee of \$750.

Breakfast/Morning Break sponsor \$500 (Maximum of 3 sponsors)

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

Lunch/Afternoon Break sponsor \$500 (Maximum of 3 sponsors)

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

Registration desk sponsor \$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 sign behind registration desk.

Sales literature in the Delegate kit \$500 (Maximum of 6 sponsors)

Your flyer will be inserted into the delegate kit and given to all attendees at registration.

NB: 2-page flyer maximum size

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, 2017.**

Marketing services include:

- Ads on website
- Ads in e-newsletter the Chronicle
- e-Blasts
- Guest blogs
- Surveys
- Webinars





Sponsor Electives (continued)

Exhibit space

- Single booth (8' deep X 10' wide) \$1,200
- Double booth (8' deep X 20' wide) \$1,800

Your exhibit package includes the following:

- 8' high back rail and 3' side rails, draped
- 6' skirted table, 2 chairs and power outlet (single booth)
- Two 6' skirted tables, 4 chairs and 2 power outlets (double booth)
- One complimentary booth staff pass (two for a double booth)
- Wifi
- Online sponsor/exhibitor directory listing

Exhibit Hall hours

7:30 am - 5:00 pm Wednesday March 1, 2017

Installation and Breakdown

Installation begins at 3:00 pm on Tuesday February 28, 2017 and your booth must be show-ready by 6:30 pm. Breakdown begins at 5:00 pm on Wednesday March 1, 2017. NO teardown before 5:00 pm.

Assignment of Booth Space

Booth allocation will begin early January. Your sales representative will be in touch with you when it is your time to choose your location. Allocation is based on sponsor level. Platinum sponsors choose first, then Gold, and so on.

Exhibitor Services

Hard-wired internet, additional furniture/items and audio/visual equipment can be ordered through Allstream's Exhibitor Services. Please contact 416-263-3064 or email exhibitorservices@enercarecentre.com or fax 416-263-3069.

Shipping of Materials

Shipments of materials are accepted up to 48 business hours prior to the event commencement, i.e. no earlier than Monday, February 27th.

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 Broker Forum Wednesday March 1, 2017
Allstream Centre at Exhibition Place
Room 206
105 Princes' Boulevard
Toronto ON M6K 3C3
647-668-8058
Boxes 1 of (insert how many boxes you are sending)

PLEASE NOTE: There is not 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.

Allstream Centre is not responsible for clearing packages at customs or COD deliveries.

You must bring your own dolly for loading/unloading.





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Promotional Sponsorships

Promotional sponsorships provide maximum exposure during the conference, by providing high visibility for your brand. Prices include one 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 \$1,750 (Maximum of one sponsor)

Build awareness of your company with your logo on the delegate bag – given to each person registered for the conference.

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

Delegate Lanyard \$1,350 (Maximum of one sponsor)

Maximize your company's visibility at the conference by sponsoring the lanyards that hold name badges. Delegate lanyard supplied by the sponsor (minimum 3/4" wide, 34" long with bulldog clip)

Branded Pens \$1,000 (Maximum of one sponsor)

Keep your company's name and brand top-of-mind by sponsoring pens with your logo on it. These will be included in the delegate bag. Pens supplied by the sponsor.

Device Charging Station \$2,500 (Maximum of three sponsors)

Your company's logo will appear on both screens on each charging station.

Social media wall \$5,000 (Maximum of five sponsors)

Your company's logo will appear near the bottom of the media wall. PLUS, you can include a video (2-minute maximum) to promote your company's products or services

Onsite Shoe Shine \$1,500 (One sponsor per chair)

The shoeshine station will be branded with your company's logo.

Specialty Coffee Station \$3,500 (Maximum of one sponsor)

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





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F O R U M

Media Planner

Leaderboard (banner) 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.

Leaderboards should measure 728 pixels wide X 90 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 4,500 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.

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/icbf

