



16TH ANNUAL

Insurance-Canada.ca

Technology CONFERENCE

Tuesday, February 27 – Wednesday, February 28, 2018

BEANFIELD CENTRE, TORONTO



2018

**Sponsor/exhibitor
prospectus**



Insurance-Canada.ca
Where insurance and technology meet



Insurance Vectors in Play: Risk, Technology, Engagement

The insurance industry has been subjected to derision over the years - impenetrable product descriptions, 9-5 mentality, unpleasant surprises following claims. So what happens when the industry actually turns a corner, adopts modern technology, refines products to meet wants as well as needs, opens the doors 24X7, and leverages consumer technology to become engaging? We may be in that space now. If so, our next challenges are to sustain positive risk improvement, to promote customer focus, and to increase profitability.

ICTC2018 will focus on integrating and introducing technologies to

- ✓emphasize customer engagement
- ✓continuously improve processes by increasing reliance on digital operations
- ✓train and empower staff

New in 2018!

1. The Broker Forum has been incorporated into the Technology Conference. The agenda will include a broker stream, with presentations specifically of interest to brokers.
2. Sponsor speaking opportunities are based on the successful submission of a presentation proposal. Silver, gold and platinum sponsors may submit. Priority will be given to those that present a case study on the value of a technology product/services to streamlined processes and/or profitability.

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

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



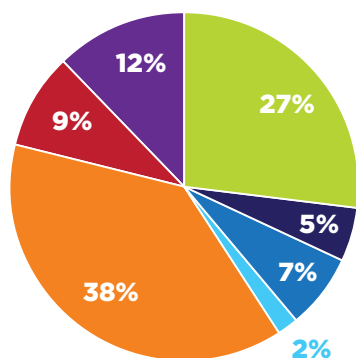


Reaching Your Target Market

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

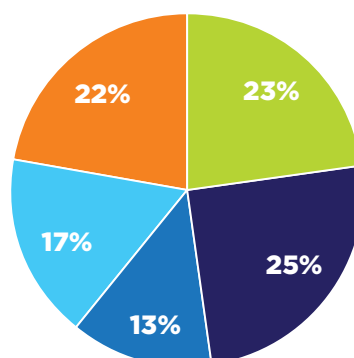
ICTC 2017:

Delegates by Type of Firm



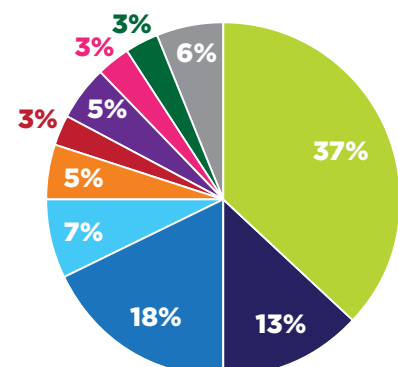
- Brokers
- Claims
- Consulting
- Financial
- Insurer
- IT Supplier
- Association

Delegate Job Level



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

Delegates by Department



- Executive
- IT
- Sales/Marketing
- Business Development
- Project Mgr, Strategy, Innovation
- Architecture
- Analyst
- Actuarial, Compliance
- Underwriting
- Other

Join leading global companies as a sponsor of the 2018 ICTC conference

NB: Charts above do not include vendor sponsors





ICTC Partner Sponsorships

ITEM	ONLY 1 AVAILABLE ↓	ONLY 2 AVAILABLE ↓		
	PLATINUM \$21,000	GOLD \$13,600	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 chronicle	✓	✓	✓	✓
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 2018 sponsor logo for use on your marketing materials, email tag and website	✓	✓	✓	✓
Electronic version of the delegate list (contact information not included)	✓	✓	✓	✓
One e-blast to conference registrants, either pre-or post-event	✓	✓	✓	✓
Package of 4 text ads to appear in the e-newsletter the <i>Chronicle</i>	✓	✓	✓	✓
Partner with Insurance-Canada.ca on development/delivery of a showcase session			✓	
Partner with Insurance-Canada.ca on development/delivery of a strategy session		✓		
Partner with Insurance-Canada.ca on development/delivery of a leadership session	✓			
Complimentary sponsor speakers or panel members	1	1	1	
Guest blog on the intersection	✓	✓		
ICTA awards ceremony sponsor	✓			
Sales brochure in delegate bag	✓	✓		
Participation in senior leadership roundtable (1 delegate)	✓			
Elective dollar allowance for customizing sponsor package (see sponsor electives page 5 for details)	\$6,750	\$5,250	\$3,750	\$3,000





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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.

- **\$325** – Day 1 (Tuesday, February 27th)
- **\$600** – Day 2 (Wednesday, February 28th)
- **\$800** – Both Days
- **\$400** – Booth Staff Pass – both days (1 per sponsorship)

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, 2018.**

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.

- **\$750** – Day 1 Refreshment Sponsor
- **\$1,500** – Day 1 Reception Sponsor
- **\$1,250** – Day 2 Refreshment Sponsor

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: \$2,250

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
- One complimentary booth staff pass

ALSO: See promotional sponsorships on page 7





Sponsor Electives (continued)

Experience Zone

Zone Hours:

Tuesday, February 27: 12:00 noon – 6:30 pm

Wednesday, February 28: 7:45 am – 3:30 pm

Installation and Breakdown

- Installation begins at 9:00 am on Tuesday February 27. Your booth must be show-ready by 11:45 am
- Breakdown begins at 3:30 pm on Wednesday February 28. NO teardown before 3:30 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 pick first, then gold, and so on.

Exhibitor Services

Hard-wired internet, additional furniture/items 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

Shipping of Materials

Shipments of materials are accepted up to 48 business hours prior to event commencement, i.e. no earlier than Friday, February 24, 2018

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 27, 2018
- 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: There is no 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.





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 \$3,000 (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 \$2,500 (Maximum of one sponsor) SOLD

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 \$2,000 (Maximum of one sponsor)

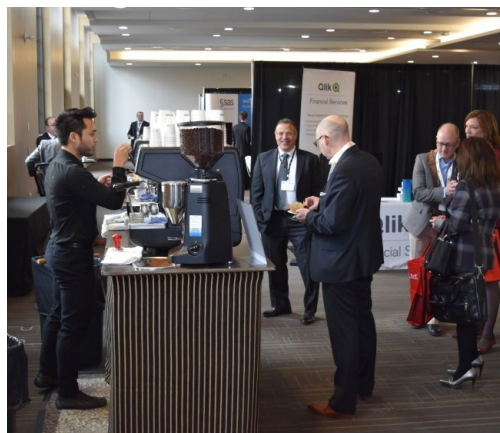
Keep your company's name and brand top-of-mind by sponsoring pens with your logo on it. These will be included in the delegate bag. Pens supplied by the sponsor.

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

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

Specialty Coffee Station \$3,000 (Maximum of three sponsors)

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





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

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.

EMAIL 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/ictc

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Insurance-Canada.ca Technology Awards

Gain Visibility – Participate in ICTA

Sponsor the ICTA 2018 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**

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

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

