



6TH ANNUAL

Insurance-Canada.ca

Executive **F O R U M**

Tuesday, August 28, 2018
SHERATON CENTRE TORONTO

2018 Sponsor Prospectus



Insurance-Canada.ca
Where insurance and technology meet

The Digital Future of Insurance: Is Risk Passé?

Tuesday, August 28, 2018 • Sheraton Centre Toronto

Risk profiles and insurance products are changing dramatically — Are you prepared?

Consider:

- Automobiles are moving toward partial or full autonomy, replacing risk with analytics
- ‘Smart’ Homes are capable of detecting and limiting damage due to water, smoke, and fire
- Artificial intelligence is helping detect/remove cyber threats; but will it create new ones?
- The Internet of Things (IoT) – coupled with AI – will deploy millions of devices to manage, and eliminate multi-faceted exposures
- Human life span continues to elongate. Is physical immortality possible?

What are the consequences?

- Minor automobile and home accidents are reduced with intelligent cars and smart homes, but even small “fender benders” are more expensive than in the past, and catastrophic, black swan events are inevitable
- Cyber risks are increasing in frequency and severity, and insurers are struggling to standardize mitigation and remediation
- Data is becoming valuable. Can insurers quantify and underwrite theft or damage?
- Improved health and extended life spans are routinely testing actuarial results

Overall, the Internet of Things (IoT) is moving insureds from mitigation towards elimination of risk. Can we draft a viable business around this?

The 2018 Insurance-Canada.ca Executive Forum will share invaluable expertise to help industry practitioners respond to today’s environment.

If your company can provide an executive level perspective on the impact of emerging technologies on risk, then the Executive Forum is designed for you.

Showcase your thought leadership, meet and mingle with senior industry executives and increase your company’s visibility, while building and strengthening relationships.





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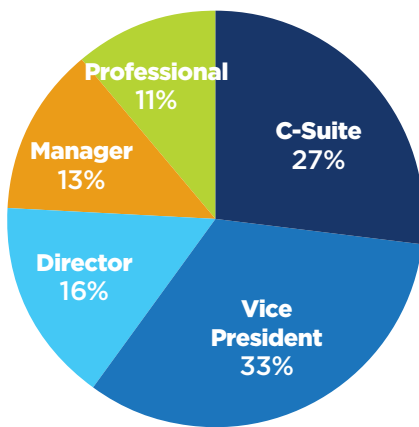
Tuesday, August 28, 2018

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The Executive Forum Audience

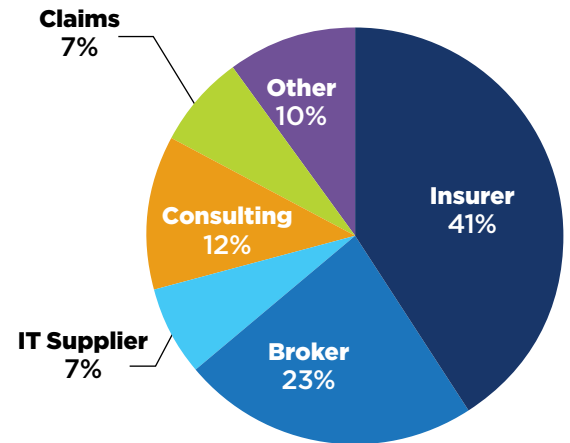
ICEF 2017

Delegate Job Level



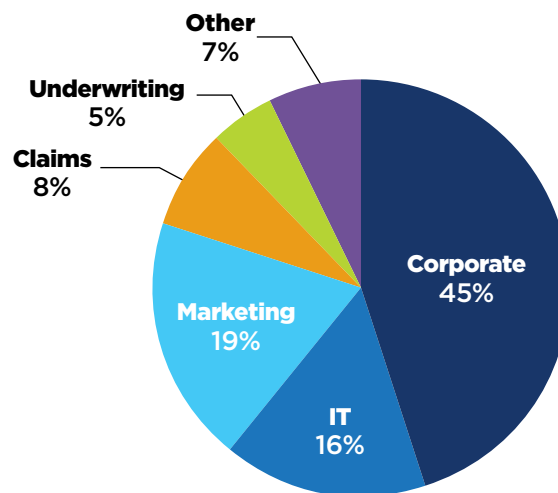
ICEF 2017

Delegates by Type of Firm



ICEF 2017

Delegate Job Function



Note: the above charts do not include sponsor delegates.



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Sponsor Packages

ITEM	Limited opportunities at these levels			
	PLATINUM \$8,925	GOLD \$6,650	SILVER \$4,600	BRONZE \$3,150
Company logo on all promotional materials & delegate kit	✓	✓	✓	✓
Delegate registrations	4	3	3	2
Submission of company articles and white papers for posting on Insurance-Canada.ca and referenced in the <i>Chronicle</i>	✓	✓	✓	✓
Speaking — Strategy Session	✓			
Speaking — Leadership Session		✓		
Speaking — 15-minute POV			✓	
Complimentary speaker	✓	✓	✓	
Electronic version of the delegate list (contact information not supplied)	✓	✓	✓	✓
E-Blast OR Guest blog post in the <i>Intersection</i>	✓	✓		
Sales flyer in delegate kit			✓	✓
Elective Dollars to customize your sponsor package	\$2,750	\$1,750	\$1,250	\$1,000

Electives

- **\$500** – Sales flyer in delegate kit (1 sheet maximum)
- **\$500** – Pens in delegate kit (1 sponsor only – pens supplied by sponsor)
- **\$750** – Meal/coffee break sponsor (max 2 sponsors)
- **\$750** – Registration Desk sponsor (max 2 sponsors)
- **\$750** – Reception sponsor (max 3 sponsors)
- **\$750** – Additional registration
- **\$750** – Delegate bag (1 sponsor only – bag supplied by sponsor)
- **\$750** – Delegate lanyard (1 sponsor only – lanyard supplied by sponsor)
- **33% off** any marketing services offered by Insurance-Canada.ca (up to \$2,500 in electives)*

*must be used by March 31, 2019

**For more info, please
call 437-222-4222
or 1-844-550-4222**

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



Media Planner

If you elect to use your sponsor dollars for advertising, below are details of what we can offer you. Contact your sales representative with any questions.

EMAIL BLAST

You may elect to send a proprietary message to the Insurance-Canada database of 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.

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*.

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

The *Chronicle* is a weekly electronic newsletter delivered directly to the inboxes of 4,000 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 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.

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.

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.

