



7<sup>TH</sup> ANNUAL

Insurance-Canada.ca

# Executive FORUM

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**Wednesday, August 28, 2019**

**ST. JAMES CATHEDRAL CENTRE, TORONTO**

65 Church Street, Toronto, ON M5C 2E9

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## **2019** Sponsor Prospectus

July 18, 2019



Insurance-Canada.ca

*Where insurance and technology meet*

# Insurance in the Platform Economy

Wednesday, August 28, 2019 • St. James Cathedral Centre, Toronto

**Change**, as profound as it is widespread, is making the notion of “business as usual” obsolete.

**Technology** innovation continuously creates new products and services. Consumers adopt these and carry new—higher—expectations with them to providers of all types, including those in insurance. Insurers are facing unprecedented challenges to meet consumers’ needs and preferences.

**Insurance** providers – early-stage new entrants and innovative incumbents alike – are trying new approaches across all aspects of their business, from culture to product innovation, from customer service to new business models which will reshape marketing, coverages, claims, and more.

**ICEF2019: “Insurance In A Platform Economy”** will bring together industry thought leaders, insurance pioneers who are taking advantage of new models and platforms, and solution providers with products and services to help insurance practitioners move ahead.

**Explore** the new insurance horizon and show off the value of your offerings in the Platform Economy.

**Join us Wednesday, August 28th.**

## Sponsorship has its benefits!

Since 2013, the Insurance-Canada.ca Executive Forum (ICEF) has explored leading-edge topics with executives and leaders.

Solution providers participate in ICEF so they can:

- Elevate their company profile
- Network with industry leaders and decision makers
- Strengthen existing business relationships
- Establish new contacts
- Spotlight their thought leadership
- Present their products and services

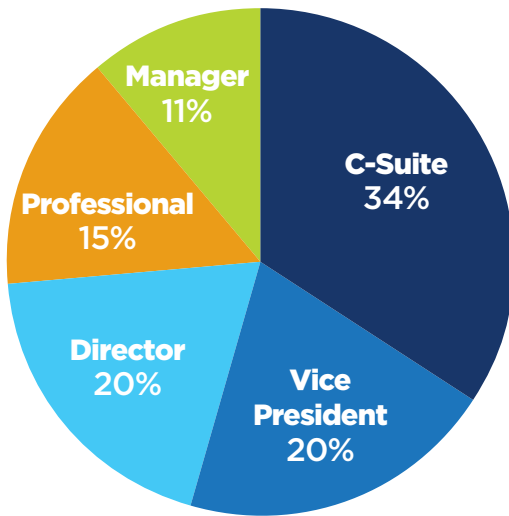
**Increase your visibility.  
Build brand awareness.  
Show your value to the industry. Be a sponsor of the 2019 Executive Forum.**

For more information, please visit [www.insurance-canada.ca/icef](http://www.insurance-canada.ca/icef)

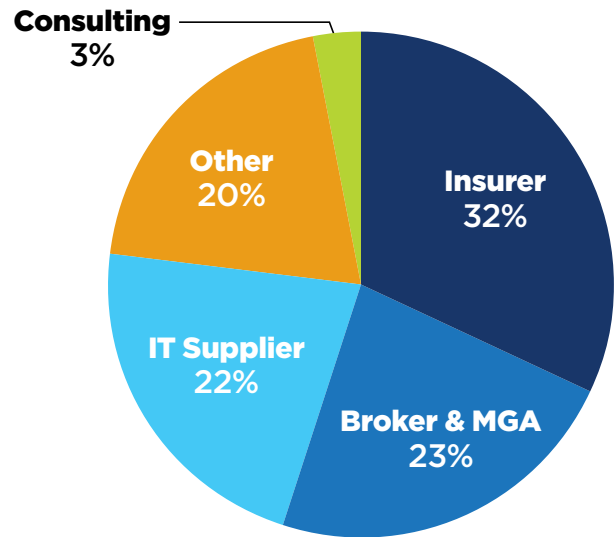


## The Executive Forum Audience

**ICEF 2018  
Delegate Job Level**



**ICEF 2018  
Delegates by Type of Firm**



Note: the above charts do not include sponsor delegates.



For more info, please call **437-222-4222** or **1-844-550-4222**  
or email us at **info@insurance-Canada.ca**

## Customized Sponsor Packages

Customize your sponsor package by purchasing items below.  
The more you spend, the higher your sponsor level ranking.

**Sponsor level rank  
minimum spend:**

**PLATINUM**  
\$8,000

**GOLD**  
\$6,000

**SILVER**  
\$4,000

**BRONZE**  
\$2,500

<b>Sponsor registration</b> <i>(Only available with the purchase of a Sponsor item listed below. Regular price \$995)</i>	<b>\$750</b>
<b>ON STAGE</b>	
<b>SOLD</b> Full speaking slot — includes 1 speaker registration. <i>Topic must be approved. (30 minutes, maximum of 2)</i>	<b>\$4,500</b>
<b>SOLD</b> Half speaking slot — includes 1 speaker registration. <i>Topic must be approved. (15 minutes, maximum of 4)</i>	<b>\$2,000</b>
<b>SOLD</b> Pitch 3 minute — includes 1 speaker registration. <i>Topic must be approved. (3 minutes, maximum of 6)</i>	<b>\$1,250</b>
<b>Sponsor video</b> <i>Sponsor to provide video. Must be approved. (1 minute, maximum of 6)</i>	<b>\$800</b>
<b>PHYSICAL PRESENCE (maximum of 8)</b>	
Bistro table	<b>\$500</b>
Retractable/Pop-up banner	<b>\$500</b>
Bistro table + Banner	<b>\$750</b>
<b>PROMO HANDOUT</b>	
<b>Sales brochure in welcome kit</b> <i>(Sponsor to provide literature, 2 sheets double-sided)</i>	<b>\$500</b>
<b>SOLD</b> Lanyards <i>(Sponsor to provide lanyards)</i>	<b>\$500</b>
<b>SOLD</b> Co-branded delegate folders	<b>\$1,000</b>
<b>Branded WiFi</b> <i>(Customized landing page)</i>	<b>\$1,000</b>
<b>BREAKS</b>	
<b>Branded coffee break</b> <i>(Cupcakes or cookies with company logo. Maximum of 2)</i>	<b>\$1,200</b>
Registration	<b>\$500</b>
Breakfast	<b>\$500</b>
Coffee break <i>(Maximum of 2)</i>	<b>\$500</b>
Lunch	<b>\$500</b>
Reception	<b>\$500</b>
<b>ADVERTISING OPPORTUNITIES RELATED TO EVENT</b>	
Eblast or 3 <i>Chronicle</i> ads or Blog post	<b>\$500</b>

**Other promotional opportunities** available at  
a 30% reduced rate on the next page.



## Other Promotional Opportunities

(30% discount with purchase of sponsor item listed on previous page)

Contact Insurance-Canada.ca at 1-844-550-4222 or at [info@insurance-canada.ca](mailto:info@insurance-canada.ca) with any questions.

### EMAIL BLAST

You may elect to send a proprietary message to the Insurance-Canada.ca database of more than 3,000 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? Your 500-word POV will be highlighted on our website and featured in our weekly *Chronicle* e-newsletter.

### 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 more than 3,000 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 high. 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 website banner ads in three standard sizes:

- Top Leaderboard (banner) measures 728 pixels wide x 90 pixels high
- Big Box measures 300 pixels wide x 250 pixels high
- Rectangle measures 180 pixels wide x 150 pixels high

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

**Company Listing** - List your company as a featured provider, targeting either insurance consumers or industry professionals—or both. For details on what to include, please visit [www.insurance-canada.ca](http://www.insurance-canada.ca) and click on Ad Specifications in the About Us menu.

### 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.

For complete details, please visit [www.insurance-canada.ca/icef](http://www.insurance-canada.ca/icef)

