



18TH ANNUAL

Insurance-Canada.ca

Technology CONFERENCE

Tuesday, February 25 – Wednesday, February 26, 2020

BEANFIELD CENTRE, TORONTO



2020

**Sponsor/exhibitor
prospectus**



Insurance-Canada.ca

Where insurance and technology meet



18th Annual Insurance-Canada.ca Technology Conference

20/20 Foresight: Keys To Success in a Dynamic World

The insurance industry is spinning with change driven by the world around us, including our partners and competitors, both new and traditional.

We face new and evolving risks shaped by factors including climate change, shifting societal norms, new technologies and their usage – or abuse, in the case of cybercrime. Customers' expectations are continuously evolving in parallel.

New or updated business models, new approaches to managing risks, and new insurance products, often enabled by the latest technology, create fresh opportunities – but also generate challenges and risks of their own.

At ICTC2020, industry leaders and experts will define the next generation of insurance and risk management. Will the industry's significant dependence on technology be its saving grace or its Achilles heel?

Explore the implications for achieving exceptional performance in insurance, not only today, but tomorrow – and beyond.

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 2020 Technology Conference.

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

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



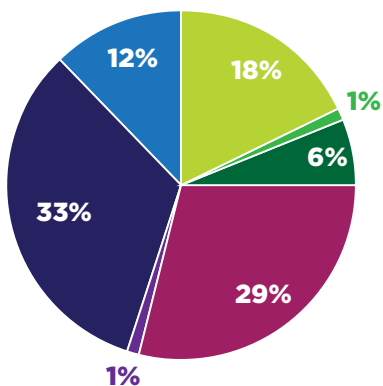


Reaching Your Target Market

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

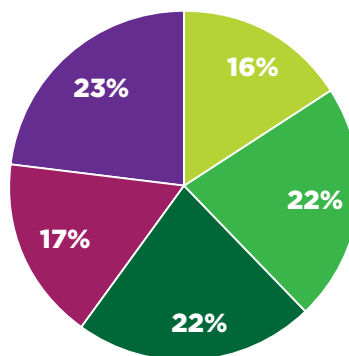
ICTC 2019:

Delegates by Type of Firm



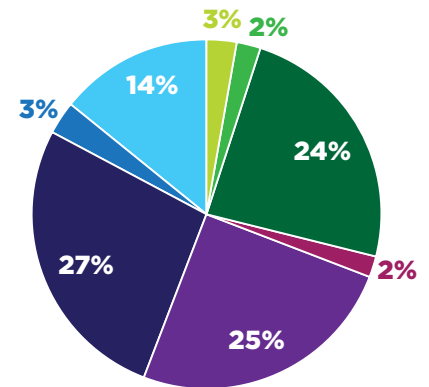
- Broker / Agent / Advisor
- Claims Services
- Consulting Services
- Insurer / Reinsurer
- Intermediary / MGA
- IT Supplier
- Other

Delegate Job Level



- C-Suite
- Vice President
- Director
- Manager
- Professional

Delegates by Department



- Administration
- Claims
- Corporate
- Customer Service
- IT
- Sales & Marketing
- Underwriting
- Other

Join leading global companies as a sponsor of the 2020 ICTC conference

NB: Charts above do not include vendor sponsors





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
\$13,000

GOLD
\$10,000

SILVER
\$6,500

BRONZE
\$4,000

Sponsor registration <i>(Only available with the purchase of a Sponsor item listed below. Regular price \$1,295)</i>	\$750
ON STAGE	
Full speaking slot, plenary session — includes 1 speaker registration. Topic must be approved. (30 minutes)	\$12,000
Full speaking slot, mainstream session — includes 1 speaker registration. Topic must be approved. (30 minutes)	\$7,500
Half speaking slot, mainstream session — includes 1 speaker registration. Topic must be approved. (15 minutes)	\$4,000
Full speaking slot, pitch room — includes 1 speaker registration. Limited capacity of 50 people. (30 minutes)	\$4,500
Half speaking slot, pitch room — includes 1 speaker registration. Limited capacity of 50 people. (15 minutes)	\$2,250
Pitch 3 minute — includes 1 speaker registration. Topic must be approved. (3 minutes, maximum of 6)	\$1,250
ICTA sponsor	\$1,000
PHYSICAL PRESENCE (maximum of 15)	
Exhibit booth (8' x 10' Exhibit space includes the following: 8' high back rail and 3' side rails, draped, 6' skirted table, 2 chairs, power outlet and 1 complimentary booth pass)	\$3,000
Bistro table	\$1,000
Pop-up banner	\$1,000
Bistro table + banner	\$1,500
PROMO HANDOUT	
Sales brochure in welcome kit (Sponsor to provide literature, maximum 2 sheets double-sided)	\$800
Lanyards (Sponsor to provide lanyards)	\$1,250
Delegate bags (Sponsor to provide delegate bags)	\$1,250
Co-branded delegate folders	\$1,500
Branded WiFi (Customized home page based on venue availability)	\$1,500
BREAKS	
Specialty coffee station	\$3,750
Branded breaks (Cupcakes or cookies with company logo. Maximum of 2 sponsors)	Call for Pricing
Registration & breakfast (Maximum of 2 sponsors)	\$1,500
Lunch (Maximum of 2 sponsors)	\$1,000
Coffee break (Maximum of 2 sponsors)	\$1,000
Reception (Maximum of 2 sponsors)	\$1,000





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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 with any questions.

EMAIL BLAST

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 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 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/ictc





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Exhibit Hall

Exhibit Hall Hours

- Tuesday, February 25: 10:00 am – 6:30 pm
- Wednesday, February 26: 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.

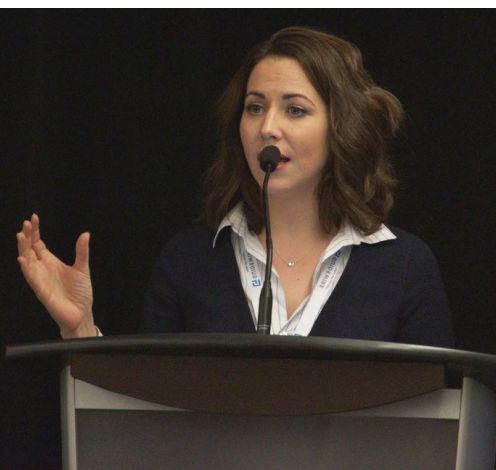
Exhibitor Services

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 21. Further shipping instructions will be provided closer to the conference date.

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.





Insurance-Canada.ca Technology Awards

Increase your visibility with an ICTA nomination!

Sponsor the 2020 ICTAs and:

- Link your brand to leading uses of technology.

Nominate your company* for its innovative use of technology and:

- Gain extra visibility – submission briefs are published online.

** Technology providers: nominate an insurance-industry customer who is using your technology!*

Become a Finalist and:

- Capitalize on your achievement in your sales and marketing efforts!
Each finalist will receive a digital badge you can feature on your website, in your emails, and on social media – plus an engraved finalist plaque for your office!

Become a Winner and:

- Get all the extra attention that comes from taking the crown!
The winner and runners-up will receive digital badges and plaques highlighting their achievements.

BUT – to participate, before you can become a finalist or winner, you must **nominate!**

Deadline for submissions: December 6, 2019

GO FOR PLATINUM!

Sponsor the ICTAs and leverage all the nominations!



For complete details, including eligibility, or for the nomination form, visit
www.insurance-canada.ca/icta

