



Insurance-Canada.ca

Technology FORUM

February 27th, 2024

ST. JAMES CATHEDRAL CENTRE, TORONTO

65 Church Street, Toronto, ON M5C 2E9

2024 Sponsor Prospectus



Insurance-Canada.ca
Where insurance and technology meet

Becoming my Customer; Stepping into their shoes

Tuesday, February 27, 2024 • St. James Cathedral Centre, Toronto

Change, the only certainty in life and business, challenges us all. The accelerating pace today is daunting.

Technology innovation continues to deliver mind-boggling new possibilities – and consumer expectations keep rising in tandem. Wild ducks in the insurance industry are breaking with traditional norms and revising established practices. Old risks are evolving as new ones emerge. Insurance businesses face 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.

ICTF2024: “Becoming my customer...” will bring together industry thought leaders, insurance pioneers who are taking advantage of new models and platforms, and solution providers who are leveraging data and technology to help insurance practitioners grasp the opportunities.

Explore the new insurance horizon and show off the value of your offerings; find new ways of bringing prospects closer to “Becoming my customer.”

Join us Tuesday, February 27th

Sponsorship has its benefits!

Since 2006, Insurance-Canada.ca has explored leading edge topics with executives and leaders. Solution providers participate in ICTF 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 2024 Technology
Forum.**

For more information, please visit www.insurance-canada.ca/ictf



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:**



Sponsor registration <i>(Only available with the purchase of a Sponsor item listed below. Regular price \$995)</i>	\$750
ON STAGE	
Full speaking slot — includes 1 speaker registration. <i>Topic must be approved. (30 minutes, maximum of 2)</i>	\$4,500
Half speaking slot — includes 1 speaker registration. <i>Topic must be approved. (15 minutes, maximum of 4)</i>	\$2,000
ICTA sponsor — introduce an ICTA finalist – includes 1 registration	\$2,500
PHYSICAL PRESENCE (maximum of 8)	
Bistro table	\$500
Retractable/Pop-up banner	\$500
Bistro table + Banner	\$750
PROMO HANDOUT	
Sales brochure in welcome kit <i>(Sponsor to provide literature, 2 sheets double-sided)</i>	\$500
Lanyards <i>(Sponsor to provide lanyards)</i>	\$500
Co-branded delegate folders	\$1,000
BREAKS	
Registration	\$500
Breakfast	\$500
Coffee break <i>(Maximum of 2)</i>	\$500
Lunch	\$500
Reception	\$500
ADVERTISING OPPORTUNITIES RELATED TO EVENT	
Eblast or 3 Chronicle ads or Blog post	\$500

Other promotional opportunities available at a 30% reduced rate found on page 5.

Incubating and early emerging InsurTechs receive special pricing. Please call to inquire.



ICTA

Insurance-Canada.ca Technology Awards

Increase your visibility with an ICTA nomination!

The ICTAs: Innovation in Insurance with Technology

The ICTAs recognize innovation and its underlying technology.

Innovation is about successfully implementing a new idea and creating value for your customers and stakeholders. It could be a new or enhanced product or service, an improved operational process, a different business model. Innovations are usually driven by a function within an insurance business, improving its purpose and processes.

Be a Champion of Innovation – Be an ICTA Sponsor!

Be seen as a champion of innovation and the use of technology to drive change within the P&C Insurance Industry in Canada. You will be:

- Noted in ICTA promotions
- Included in ICTF sponsors
- Part of the Award ceremony
- A Registrant for ICTF

Be an ICTA Participant Too

New in 2024 – two categories of ICTA

- An Insurance practitioner, part of the value chain
- A Providers of technology and data services to practitioners

Nominate another business, and/or your own for more recognition

Innovation

From Digitization to Digital transformation and now Business transformation. Insurance fundamentals are changing and consumer expectations evolving. Be a champion. Be an ICTA sponsor.



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

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

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 2,000 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.

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

