

2017
IBAO Sponsorship Package

COME
TOGETHER

Key Dates

- April 26 Hospitality Suite options for IBAO Convention made available for review
- June 2 Hospitality suite selections due to IBAO (bboadway@ibao.on.ca)
- Magenta, Platinum and Gold sponsors to confirm if they will use their “Town Hall” room at IBAO Convention
- June 7 -9 YBC Conference (Tradeshow June 8)**
- June 12 Hospitality suite choices confirmed by IBAO. Information shared with sponsor
- August 11 Notify IBAO of any unique AV needs at the IBAO Convention “Town Hall” held Thursday Oct 26, 1:30 – 4:30PM
- September 14 Sponsor Appreciation Night & Pre-Convention Kickoff Meeting, 3:00 PM, Toronto
- October 25 – 26 IBAO Convention, Westin Ottawa & Shaw Centre**
- November 23 IBAO Education Awards Night

MAGENTA SPONSOR - \$100,000

Top Value, Top Recognition, Brokers' Top Partners

Corporate Benefits

- 2 complimentary Tradeshow Booths at Convention. (includes selection of premium booth location, value: \$7,000)
- 70 complimentary Hospitality Night passes for Convention (value: \$7,000)
- 25 complimentary CEO Panel passes for Convention (value: \$6,500)
- 8 complimentary Awards Gala tickets for Convention (value: \$2,080)
- Prime booth placement on IBAO convention tradeshow floor
- Early bird selection of hospitality room at convention
- Room rental for hospitality room waived
- Member rate for IBAO Convention Registration for additional tickets

Convention Speaking Opportunities

IBAO Convention Town Hall Presentation:

- Venue space provided at IBAO convention facility, Thursday, October 26 1pm – 5pm.
 - Room rental waived (\$5,000 value)
 - AV complimentary (\$3,000 value)
 - RIBO accreditation managed
- Opportunity for sponsor to address event guests at IBAO Convention
- Company name mentioned throughout the Convention during sponsorship announcements

Education

- Contribute and present 1 webinar to IBAO members. Live, recorded and made available on demand, or a combination of live and recorded. (1 -2 hours in length, IBAO technology, RIBO accreditation and promotion of event to brokers provided, Date must be secured 2 months in advance of presentation date)
- 2 complimentary tickets to the IBAO Education Awards, November 23rd, 2017

Marketing, PR & Media

- First tier logo and/or sponsor level name recognition on Convention collateral including: Online & Social Media
- Listed in IBAO Issued Kick-Off Press Release
- Pre-Convention e-Blasts (circ. 12,500)
- Post-Convention Thank You e-Blast (circ. 12,500)
- Online Preliminary Convention Program (circ. 12,500 member brokers)
- IBAO website recognition on Sponsorship and Convention webpages (impressions: 9,000/month)
- Logo on Convention Based Mobile App
- Opportunity to share content on all social media marketing platforms (Twitter Followers: 3800 Facebook Fans: 1361 LinkedIn: 3,400)
- Recognition on multimedia presentation at Convention
- Opportunity for your organization to recognize its affiliation with IBAO as a sponsor

Advertising & Publications

- Mention in Pre-Convention ads in The Ontario Broker magazine (Aug. & Oct. issues)
- Mention in Post-Convention Thank You in The Ontario Broker magazine (December issue)
- Complimentary subscription to The Ontario Broker magazine
- 15% advertising discount with The Ontario Broker magazine
- Opportunity to contribute content to The Ontario Broker magazine

Print

- Logo recognition within Convention Pocket Program (colour) (circ. 3,000)
- Onsite event signage throughout Convention (including prominent Tradeshow Entrance signage)

Online Employment & Recruitment Advertising

- Member pricing on myinsurancejobs.ca job ads

Product Placement

- Opportunity to include product/sample/coupon/literature in the Convention delegate bags (distribution: 3,500)

Young Broker Conference and Exposure

- First tier logo and/or sponsor level name recognition on all 2017 YBC Conference collateral including:
 - Recognition in Conference Promotion
 - Onsite event signage (print and digital) throughout the YBC Conference
 - YBC Website recognition on Sponsorship and Conference webpages
- Opportunity to include product/sample/coupon/literature in 2017 YBC Conference delegate bags (distribution: 150)
 - 2 tickets to attend sponsor recognition party at the 2017 YBC Conference (value: \$900)
- Member pricing for staff to attend 2017 YBC Conference
- Opportunity for senior executive to address young broker guests at the Young Broker Conference
- Complimentary exhibit booth at the YBC tradeshow Exclusivity & Rights
- First right of refusal to be a Magenta Sponsor in 2018

PLATINUM SPONSOR - \$75,000

Corporate Benefits

- 1 complimentary Tradeshow Booth at the Convention (includes selection of premium booth location, value: \$3,500)
- 40 complimentary Hospitality Night passes for Convention (value: \$4,000)
- 15 complimentary CEO Panel passes for Convention (value: \$3,900)
- 8 complimentary Awards Gala tickets for Convention (value: \$2,080)
- Room rental for hospitality room waived
- Member Rate for the IBAO Convention Registration for additional tickets

Convention Speaking Opportunities

IBAO Convention Town Hall Presentation:

- Venue space provided at IBAO convention facility, Thursday, October 26 1pm – 5pm.
 - Room rental waived (\$5,000 value)
 - AV complimentary (\$3,000 value)
 - RIBO accreditation managed
- Company name mentioned throughout the Convention during sponsorship announcements

Education

- Contribute and present 1 webinar to IBAO members. Live, recorded and made available on demand, or a combination of live and recorded. (1 -2 hours in length, IBAO technology, RIBO accreditation and promotion of event to brokers provided, Date must be secured 2 months in advance of presentation date)
- 2 complimentary tickets to the IBAO Education Awards, November 23rd, 2017

Marketing, PR & Media

Second tier logo and/or sponsor level name recognition on Convention collateral including:
Online & Social Media

- Pre-Convention e-Blasts (circ. 12,500)
- Post-Convention Thank You e-Blast (circ. 12,500)
- IBAO website recognition on Sponsorship and Convention webpages (impressions: 9,000)
- Logo on Convention Based Mobile App
- Recognition on multimedia presentation at Convention
- Opportunity for your organization to recognize its affiliation with IBAO as a sponsor
- Opportunity to share content on all social media marketing platforms (Twitter Followers: 3,800 Facebook Fans: 1,361 LinkedIn: 3,400)

Advertising & Publications

- Mention in Pre-Convention ads in The Ontario Broker magazine (Aug. & Oct. issues)
- Mention in Post-Convention Thank You message in The Ontario Broker magazine (December issue)
 - Complimentary subscription to The Ontario Broker magazine
- 10% advertising discount with The Ontario Broker magazine
- Opportunity to contribute to The Ontario broker magazine

Print

- Name recognition within Convention Pocket Program (colour) (circ. 3,000)
- Logo recognition on event signage (print and digital) throughout

Online Employment & Recruitment Advertising



- Member pricing on myinsurancejobs.ca job ads

Product Placement

- Opportunity to include product/sample/coupon/literature in Convention delegate bags (distribution: 3,500)

Young Brokers Conference & Exposure

- Member pricing to attend
- 50% discount on exhibitor booth at the YBC tradeshow Exclusivity & Rights (includes 2 tickets to attend)
- First right of refusal to be a Platinum Sponsor in 2018

GOLD SPONSOR - \$50,000

Corporate Benefits

- 1 complimentary Tradeshow Booth at the Convention (includes selection of premium booth location, value: \$3,500)
- 25 complimentary Hospitality Night passes for Convention (value: \$2,500)
- 5 complimentary CEO Panel passes for Convention (value: \$1,300)
- 8 complimentary Awards Gala tickets for Convention (value: \$2,080)
- Room rental for hospitality room waived
- Member rate for the IBAO Convention Registration for extra tickets

Convention Speaking Opportunities

IBAO Convention Town Hall Presentation:

- Venue space provided at IBAO convention facility, Thursday, October 26 1pm – 5pm.
 - Room rental waived (\$5,000 value)
 - AV complimentary (\$3,000 value)
 - RIBO accreditation managed
- Company name mentioned throughout the Convention during sponsorship announcements

Education

- Contribute and present 1 webinar to IBAO members. Live, recorded and made available on demand, or a combination of live and recorded. (1 -2 hours in length. IBAO technology, RIBO accreditation and promotion of event to brokers provided. Date must be secured 2 months in advance of presentation date)
- 2 complimentary tickets to the IBAO Education Awards, November 23rd, 2017

Marketing, PR & Media

Third tier logo and/or sponsor name recognition in Convention collateral including:

Online & Social Media

- Pre-Convention e-Blasts (circ. 12,500)
- Post-Convention Thank You e-Blast (circ. 12,500)
- IBAO website recognition on Sponsorship and Convention webpages (impressions: 9,000/month)
- Convention based Mobile App
- Recognition on multimedia presentation at Convention
- Opportunity for your organization to recognize its affiliation with IBAO as a sponsor
 - Opportunity to share content on all social media marketing platforms (Twitter Followers: 3,800 Facebook Fans: 1,361 LinkedIn: 3,400)

Advertising & Publications

- Mention in Pre-Convention ads in The Ontario Broker magazine (Aug. & Oct. issues)
- Mention in Post-Convention Thank You in The Ontario Broker magazine (Dec. issue)
- Complimentary subscription to The Ontario Broker magazine
- 5% advertising discount with The Ontario Broker magazine

Print

- Logo recognition within Convention Pocket Program (colour) (circ. 3,000)
- Logo recognition on event signage (print and digital) throughout Convention

Online Employment & Recruitment Advertising

- Member pricing on myinsurancejobs.ca job ads

Product Placement

- Opportunity to include product/sample/coupon/literature in 2017 IBAO Convention delegate bags (distribution: 3,500)

Young Brokers Conference & Exposure

- Member pricing to attend
- 50% discount on exhibitor booth at the YBC tradeshow Exclusivity & Rights (includes 2 tickets to attend)

- First right of refusal to be a Gold Sponsor in 2018

SILVER SPONSOR - \$25,000

Corporate Benefits

- 1 complimentary Tradeshow Booth at the Convention (includes selection of premium booth location, value: \$3,500)
- Room rental for hospitality room waived
- Member rate for IBAO convention registration

Education

- Opportunity to partner with IBAOeducation in developing and hosting online learning modules
- 2 complimentary tickets to the IBAO Education Awards, November 23rd, 2017

Marketing, PR & Media

Forth tier name recognition in 2017 IBAO Convention collateral including:

Online & Social Media

- Recognition on pre-convention e-blasts
- Post-Convention Thank You e-Blast (circ. 12,500)
- IBAO website recognition on Sponsorship and Convention webpages. (impressions: 9,000/month)
- Logo on Convention based Mobile App
- Recognition on multimedia presentation at Convention
- Opportunity to share content on all social media marketing platforms (Twitter Followers: 3,800 Facebook Fans: 1,361 LinkedIn: 3,400)
- Opportunity for your organization to recognize its affiliation with IBAO as a sponsor

Advertising & Publications

- Mention in Pre-Convention ads in The Ontario Broker magazine (Aug. & Oct. issues)
- Mention in Post-Convention Thank You in The Ontario Broker magazine (December issue)
- Complimentary subscription to The Ontario Broker magazine

Print

- Recognition within Convention Pocket Program (colour) (circ. 3,000)
- Name recognition on event signage (print and digital) throughout Convention

Online Employment & Recruitment Advertising

- Member pricing on myinsurancejobs.ca job ads

Young Brokers Conference & Exposure

- Member pricing to attend
- 50% discount on exhibitor booth at the YBC tradeshow Exclusivity & Rights (includes 2 tickets to attend)
- First right of refusal to be a Silver Sponsor in 2018

BRONZE SPONSOR - \$10,000

Corporate Benefits

- Room rental for hospitality room waived
- Member rate for IBAO convention registration

Education

- Opportunity to partner with IBAOeducation in developing and hosting online learning modules
- 2 complimentary tickets to the IBAO Education Awards, November 23rd, 2017

Marketing, PR & Media

Fifth tier name recognition on 2017 IBAO Convention collateral including:

Online & Social Media

- Recognition on pre-convention e-blasts
- Post-Convention Thank You e-Blast (circ. 12,500)
- IBAO website recognition on Sponsorship and Convention webpages (impressions: 9,000/month)
- Recognition on Convention based Mobile App
- Recognition on multimedia presentation at 2017 IBAO Convention
- Opportunity for your organization to recognize its affiliation with IBAO as a sponsor

Advertising & Publications

- Mention in Pre-Convention ads in The Ontario Broker magazine (Aug. & Oct. issues)
- Mention in Post-Convention Thank You in The Ontario Broker magazine (December issue)
- Opportunity to share content on all social media marketing platforms (Twitter Followers: 3,800 Facebook Fans: 1,361 LinkedIn: 3,400)
- Complimentary subscription to The Ontario Broker magazine

Print

- Mention in onsite Convention Pocket Program (colour) (circ. 3,000)
- Mention on onsite event signage at convention

Online Employment & Recruitment Advertising

- Member pricing on myinsurancejobs.ca job ads

Young Brokers Conference & Exposure

- Member pricing to attend
- 50% discount on exhibitor booth at the YBC tradeshow Exclusivity & Rights (includes 2 tickets to attend)
- First right of refusal to be a Bronze Sponsor in 2018

FRIEND SPONSOR - \$5,000

Corporate Benefits

- Member rate for IBAO convention registration
- Room rental for hospitality room waived

Marketing, PR & Media

Sixth tier name recognition in 2017 IBAO Convention collateral including:

Online & Social Media

- Recognition in pre-convention e-blasts
- Post-Convention Thank You e-Blast (circ. 12,500)
- IBAO website recognition on Sponsorship and Convention webpages (impressions: 9,000/month)
- Recognition on Convention based Mobile App
- Recognition on multimedia presentation at 2016 IBAO Convention
- Opportunity for your organization to recognize its affiliation with IBAO as a sponsor

Advertising & Publications

- Mention in Pre-Convention ads in The Ontario Broker magazine (Aug. & Oct. issues)
- Mention in Post-Convention Thank You in The Ontario Broker magazine (December issue)
- Complimentary subscription to The Ontario Broker magazine

Print

- Mention in onsite Convention Pocket Program (colour) (circ. 3,000)
- Mention in onsite event signage at convention

Online Employment & Recruitment Advertising

- Member pricing on myinsurancejobs.ca job ads

Young Brokers Conference & Exposure

- Member pricing for staff to attend 2017 conference
 - 50% discount on exhibitor booth at the YBC tradeshow Exclusivity & Rights (includes 2 tickets to attend)
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- First right of refusal to be a Friend Sponsor in 2018

Thank You

We would be happy to meet with your team to discuss some of these opportunities in more detail and learn how a sponsorship would best meet your company's objectives.

For additional information about IBAO sponsorships, please contact:

Brett Boadway
Director of Operations
bboadway@ibao.on.ca 416.488.7422 x127

	MAGENTA - \$100,000	PLATINUM - \$75,000	GOLD - \$50,000	SILVER - \$25,000	BRONZE - \$10,000	FRIEND - \$5,000
CORPORATE BENEFITS						
Complimentary Tradeshow Booth at Convention	2	1	1	1		
Premium Booth Location at Convention	x	x	x			
Hospitality Night Passes	70	40	25			
CEO Panel Passes	25	15	5			
Awards of Excellence Gala Passes	8	8	8			
		second wave selection	third wave selection			
Early Bird Selection of Hospitality Room at Convention	x					
Room Rental for Hospitality Room Waived	x	x	x	x	x	x
Member Rate for IBAO Convention Registration (additional tickets)	x	x	x	x	x	x
CONVENTION SPEAKING OPPORTUNITIES						
IBAO Town Hall Presentation (Room Rental Waived, AV Complimentary, RIBO Accreditation)	x	x	x			
Address event guests at IBAO Convention	x					
BROKER EDUCATION						
Contribute 1 webinar to IBAO members	x	x	x	x	x	
2 complimentary tickets to IBAO Education Awards	x	x	x	x	x	
MARKETING, PR & MEDIA						
Mention in Convention Kick-off Press Release	x					
Pre Convention e-Blasts	x	x	x	x	x	x
Post-Convention Thank You e-Blast	x	x	x	x	x	x
Online Preliminary Convention Program	x					
Convention Mobile App	x	x	x	x	x	x
IBAO Website	x	x	x	x	x	x
Social media interaction	x	x	x			
Multimedia presentation at Convention	x	x	x	x	x	x
Recognize your affiliation with IBAO in your materials	x	x	x	x	x	x
ADVERTISING & PROMOTIONS						
Mention in The Ontario Broker Magazine	x	x	x	x	x	x
Complimentary subscription to The Ontario Broker Magazine	x	x	x	x	x	x
Advertising Discount in The Ontario Broker Magazine	15%	10%	5%			
Content in The Ontario Broker Magazine	x	x				
PRINT						
Convention Pocket Program	x	x	x	x	x	x
Onsite event signage throughout Convention	x	x	x	x	x	x
ONLINE EMPLOYEMENT & RECRUITMENT						
Member pricing on myinsurancejobs.ca	x	x	x	x	x	x
PRODUCT PLACEMENT						
Opportunity to include product/sample/coupon/literature in Convention delegate bags	x	x	x			
YOUNG BROKER CONFERENCE						
Name recognition on YBC collateral	x					
Recognition in Conference Promotion	x					
Onsite Event Signage (print and digital)	x					
Website recognition on YBC pages of ibao.org	x					
Opportunity to include product/sample/coupon/literature in YBC Conference delegate bags	x					
Tickets to attend sponsor recognition party at YBC Conference	x					
Member pricing for staff to attend YBC Conference	x	x	x	x	x	
Senior Executive to address young broker guests at YBC Conference	x					
Complimentary exhibit booth at YBC Conference	x	50% discount	50% discount	50% discount	50% discount	
First right of refusal for sponsorship in 2018	x	x	x	x	x	x