ibaocon

# SHOW GUIDE

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## It Starts Here.

Download the IBAOcon App

## Registration

**Concourse**

**Tuesday, October 20**
**2:00PM – 6:00PM**

**Wednesday, October 21**
**8:00AM – 8:00PM**

**Thursday, October 22**
**8:00AM – 8:00PM**

# Thank You

AVIVA

CAA Insurance COMPANY

definity.

Gallagher

intact INSURANCE

MAJOR

Wawanesa

GORE MUTUAL
INSURANCE THAT DOES GOOD.

MARKEL

SGI CANADA

Unica Insurance

BMO Bank of Montreal

THE COMMONWELL
MUTUAL INSURANCE GROUP

echelon Insurance

HSB
A Munich Re company

PEMBRIDGE

CSIO
INNOVATION THROUGH
STANDARDS

IBC · BAC
Insurance Bureau of Canada
Bureau d'assurance du Canada

Primaco
Changing the mindset

QuickFacts

Canadian underwriter

3Tree
Industry Changing Solutions

ARS
RESPOND | RESTORE
ARSRESPONDS.COM

CAMGA
Canadian Association of
Managing General Agents

Cassels

clementine

DataBraid

ICPEI

IMPERIAL PFS CANADA

INSURANCE BROKERS
ASSOCIATION OF CANADA

KYCS | LOCATE

LLOYD'S

ontario mutuals
We're in this together

QUMIS

sovereign
INSURANCE

STARR

Tag

## Welcome to IBAOcon 2026

Whatever brought you here — whether you're a broker walking these halls for the first time or the tenth time, a carrier partner strengthening relationships that matter, a sponsor investing in this industry's future, or a supplier, educator, or association colleague who makes this profession stronger by being part of it — you're joining a community of more than 16,000 brokers and the partners who stand alongside them across every corner of Ontario. Different roles, different vantage points, one shared commitment: serving Ontario's insurance consumers with excellence. And that commitment starts here, in this room, together.

This year, we've rethought what IBAOcon can be. For the first time, we've opened Wednesday morning's program beyond our membership to industry partners and invited guests, so anyone registered for Wednesday can join every session that morning. More voices in the room make for a better conversation. We've also brought in some of the highest-calibre speakers this conference has ever hosted, with content built for brokers in every segment of the market. And new this year is the Braindate Café, a space for the kind of unscripted, one-on-one conversations that often teach us more than any session on the agenda. It's all part of the same idea: an event that keeps evolving alongside the industry it serves.

Over the next two days, I'd encourage you to take full advantage of what's here: the sessions, the conversations on the show floor, and the connections made in between. Take a moment to visit our sponsors and exhibitors because their support makes this conference, and so much of what IBAO does year-round, possible. This is where ideas take shape, relationships take root, and the year ahead takes its first steps.

Thank you for being here, and for everything you do for Ontario's insurance community, whatever your role, every single day.

It Starts Here.



Pam Derksen
IBAO President, 2026/2027

## Start Your Day at IBAOcon

**7:00AM–8:00AM**
**Wednesday, October 21**

### Puppy & Pose*

**Sponsored by** echelon Insurance

**Willow Room, Mezzanine**

Start your morning with movement—and a little puppy time. Join us for a feel-good yoga session designed to help you stretch, reset and ease into a busy day at IBAOcon.

---

**7:00AM–8:00AM**
**Thursday, October 22**

### Brokers Run*

**Lobby**

Join host John McClelland and fellow runners for a morning 5K before we kick off Day 2! Catch up with colleagues at a conversational pace. All levels are welcome. It's the best way to clear your head and network outside the Tradeshow.

---

** Reserved for registered broker attendees. Space may be limited. Check the IBAOcon app for participation details.*

## Badge Access

Your IBAOcon badge is your access pass to conference programming, the Tradeshow and event experiences throughout IBAOcon. Your badge identifies your registration type and includes a unique QR code used to confirm access to designated sessions and events.

Please wear your badge visibly throughout the conference and have it ready to scan when entering sessions or other areas where access is being monitored. Access to some programming and experiences may vary by registration type, so check your badge and the IBAOcon app when planning your day.

Keep it visible. Have it ready to scan. Make the most of IBAOcon.

## Play Portal Jackpot

**Sponsored By** DataBraid

Turn portal hopping into prizes with DataBraid's Portal Jackpot!

Open Portal Jackpot in the IBAOcon app to take your complimentary pulls and join the live leaderboard. Earn more pulls throughout IBAOcon by finding QR codes, visiting the DataBraid booth, and watching for limited-time pull notifications in the app. Keep playing across both days, follow your rank in the app, and visit the physical Portal Jackpot experience from 12:00PM to 5:00PM each day for large-screen play.

Watch the app for the Day 1 IBAOcon Pass Challenge, where three complimentary passes to IBAOcon 2027 are up for grabs. Then keep climbing the main leaderboard for a chance to advance to the Grand Finale and compete for premium Apple prizes!



# IBAOcon Charity




## Supporting Youth Wellness Across Ontario

Each year, IBAOcon is an opportunity to celebrate our broker community—and to give back on its behalf. This year, IBAO is proud to make a donation to Youth Wellness Hubs Ontario (YWHO) on behalf of Ontario's brokers, supporting its work to make care more accessible for young people across the province.

Youth Wellness Hubs Ontario connects young people aged 12 to 25 with free, integrated services in welcoming, youth-friendly spaces. Across 32 Hub Networks in Ontario, young people can access mental health and substance use supports, primary health care, peer support, education and employment services, housing supports and other community resources—all designed to make it easier to find the right support, when and where it's needed.

Built in partnership with youth, families and local service providers, YWHO is helping reduce barriers to care and strengthen support for young people in communities across Ontario. Through this year's IBAOcon contribution, we're proud to give back on behalf of Ontario's brokers and support the communities they serve every day.




**October 21 & 22 | 12:00PM–5:00PM**
**Grand Ballroom Foyer**

**#BrokersCare**

**Sponsored By** Wawanesa

**Making a Difference, Together.**

The #BrokersCare initiative celebrates the meaningful ways insurance brokers give back to their communities. Originally launched by the Insurance Brokers Association of Saskatchewan in 2021, the campaign has grown into a nationwide movement, highlighting the generosity, compassion and community spirit that define the broker profession.

At IBAOcon 2026, we're proud to continue supporting this initiative by offering #BrokersCare t-shirts for purchase, with proceeds going toward this year's IBAOcon charity, Youth Wellness Hubs Ontario.

# Day 1 Agenda

## Wednesday, October 21

**8:00AM**

**7:00AM–8:00AM**
**Puppy & Pose**
Sponsored By echelon Insurance
*Willow Room, Mezzanine*

**8:00AM–9:30AM**
**Networking Breakfast**
*VIDE & Grand Foyer, Lower Concourse*

**9:00AM**

**9:30AM–10:00AM**
**Conference Kickoff**
*Main Stage, Grand Ballroom, Lower Concourse*
*Meet Your Host on Page 13*

**10:00AM**

**10:00AM–11:00AM**
**Keynote | Manjit Minhas**
**Connecting with Clarity: How Strong Communication Builds Trust, Resilience, and Results**
*Main Stage, Grand Ballroom, Lower Concourse*
*More on Page 15*

**11:00AM**

**11:00AM–12:00PM | Industry Panel**
**Who Owns the Consumer? A Conversation About Policyholder Experience**
*Main Stage, Grand Ballroom, Lower Concourse*
*More on Page 17*

**Registration**
**8:00AM–8:00PM**
*Concourse*

**12:00PM**

**Networking Lunch**
**12:00PM–2:00PM**
*Grand Ballroom East, Sheraton/Osgoode, Lower Concourse*

**Tradeshow**
**12:00PM–5:00PM**
*More on Page 20*

**12:00PM–5:00PM**
**Braindate Café**

**Brewed Connection**
Sponsored By
CAMGA Canadian Association of Managing General Agents
LLOYD'S
*VIDE Foyer, Lower Concourse*
*More on Page 12*

**1:00PM**

**Next Stage**
Backed by Tag
*Osgoode East, Lower Concourse*

**1:30PM–2:15PM**
**Accident Benefits: Reality Post Reform**

**2:00PM**

**2:30PM–3:15PM**
**Compliance in a High-Tech, High-Touch World**

**3:00PM**

**3:30PM–4:15PM**
**Customer Escalations: Where Conversations Break Down**
*More on Page 18*

# Day 1 Agenda

## Wednesday, October 21

4:00PM

5:00PM

6:00PM

7:00PM

8:00PM

9:00PM

10:00PM

**Registration**
8:00AM–8:00PM
*Concourse*

**Next Stage**
Backed by Tag

**Tradeshow**
12:00PM–5:00PM

**Braindate Café**
12:00PM–5:00PM

**7:00PM–7:30PM**
**Gala Mixer**
Sponsored By Cassels
*Grand Foyer, Lower Concourse*

**Awards of Excellence Gala**
**7:30PM–10:00PM**
*Main Stage, Grand Ballroom, Lower Concourse*

*More on Page 28*

**Connections Start Here.**

Download the IBAOcon App

# Day 2 Agenda

## Thursday, October 22

**7:00AM–8:00AM**
**Brokers Run**
*Lobby Level*

**8:00AM**

**Registration**

**8:00AM–8:00PM**

*Concourse*

**8:00AM–9:00AM**
**Networking Breakfast**
*VIDE & Grand Foyer, Lower Concourse*

**9:00AM**

**9:00AM–10:00AM**
**Opening Remarks & Keynote | Duncan Wardle**

**High-Tech, High-Touch: Creativity and Innovation in a Regulated World**

*Main Stage, Grand Ballroom, Lower Concourse*

*More on Page 30*

**10:00AM**

**10:00AM–10:35AM**
**Advocacy Fireside Chat | How Political Decisions Shape the Insurance System**

*Main Stage, Grand Ballroom, Lower Concourse*

*More on Page 32*

**10:35AM–11:00AM**
**Networking Break**

**11:00AM**

**11:00AM–12:00PM**
**CEO Panel | Building the Blueprint: An Industry Conversation**

*Main Stage, Grand Ballroom, Lower Concourse*

*More on Page 33*

**12:00PM**

**Networking Lunch**
**12:00PM–2:00PM**

**Tradeshow**
**12:00PM–5:00PM**

*Grand Ballroom East, Sheraton/Osgoode, Lower Concourse*

*More on Page 20*

**12:00PM–5:00PM**
**Braindate Café**

**Brewed Connection**
**Sponsored By**

CAMGA Canadian Association of Managing General Agents

LLOYD'S

*VIDE Foyer, Lower Concourse*

*More on Page 12*

**1:00PM**

**Next Stage**

**Backed by Tag**

*Osgoode East, Lower Concourse*

**1:00PM–1:45PM**
**From Response to Readiness: Lessons from a Year of Catastrophe**

**2:30PM–3:15PM**
**The Power of Our Voice: Advocacy in Action**

**3:30PM–4:15PM**
**Leading Through Change: Keeping Your Team Engaged, Resilient & Moving Forward**

*More on Page 18*

**2:00PM**

**3:00PM**

# Day 2 Agenda

## Thursday, October 22

4:00PM

5:00PM

6:00PM

7:00PM

8:00PM

9:00PM

10:00PM

11:00PM

**Registration**

**8:00AM–8:00PM**

***Concourse***

**Next Stage**

**Backed by Tag**

**12:00PM–5:00PM**
**Tradeshow**

**12:00PM–5:00PM**
**Braindate Café**

**7:00PM–10:00PM**
**Hospitality Night**

***2nd Floor & Mezzanine***

**2nd Floor**

CAA Insurance COMPANY — **Provincial Ballroom**

PEMBRIDGE — **Simcoe/Dufferin**

SGI CANADA — **Civic Ballroom**

STARR — **Churchill Room**

Wawanesa — **Dominion Ballroom**

**Mezzanine**

definity. — **Birchwood and Pine Ballroom**

ontario mutuals — We're in this together — **Maple West & East**

MARKEL — **Willow Room**

***More on Page 36***

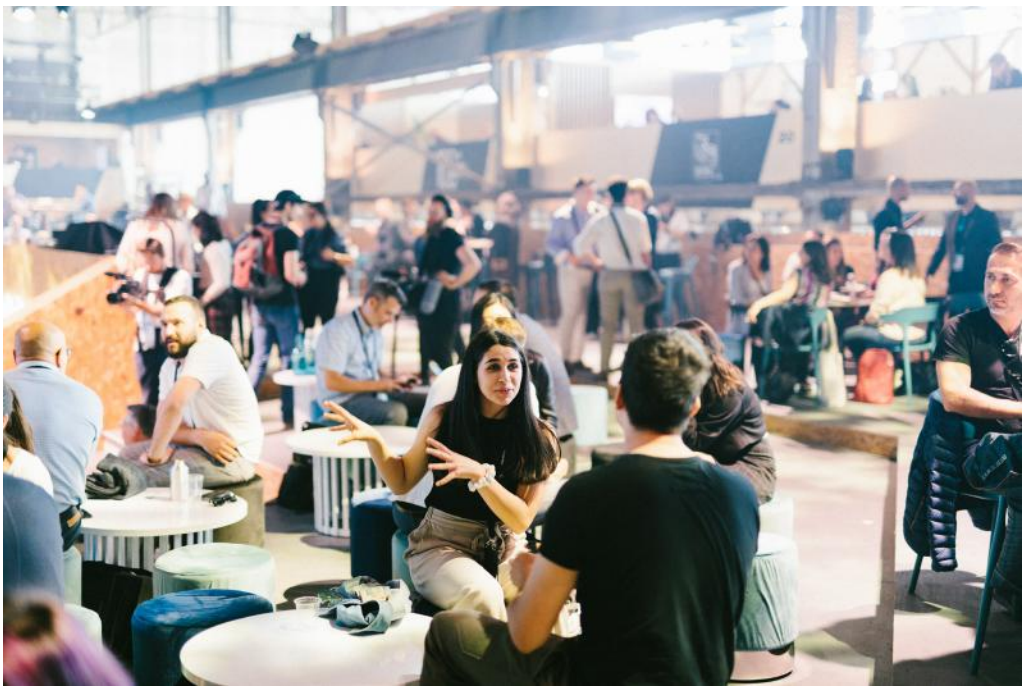
**10:00PM**
**After Party**
**Hosted by Young Brokers Council**

***Main Stage, Grand Ballroom, Lower Concourse***

***More on Page 37***

# Braindate Café

**October 21 & 22 | 12:00PM–5:00PM**
**VIDE Foyer, Lower Concourse**



**Turn what you know—or what you want to know—into a conversation.**

Some of the most valuable moments at IBAOcon happen when the right people find each other. Braindate Café makes those connections easier, bringing brokers and sponsors together for one-on-one and small-group conversations around the questions, ideas and experiences they want to explore.

Start in the IBAOcon app, where you can browse conversation topics posted by fellow attendees. See something you're curious about? Book a conversation. Have experience or insight others could benefit from? Share it. Or create a topic of your own around a challenge you're working through, an idea you'd like another perspective on or something happening in the industry you want to discuss.

Then meet face-to-face at the Braindate Café. It's a more focused way to network—less about working the room and more about connecting with someone who has something meaningful to share.

Whether you arrive with a question, an answer or simply some curiosity, you never know where one conversation might lead. Ask one. Share one. Make a meaningful connection.



## Meet Your IBAOcon Host

**Ron Tite**
**Purpose-Driven Leadership and Marketing Expert**

Named one of the "Top 10 Creative Canadians" by *Marketing Magazine*, Ron Tite has been an award-winning advertising writer and creative director for some of the world's most respected brands including Air France, Evian, Fidelity, Hershey, Johnson & Johnson, Kraft, Intel, Microsoft, Volvo, and many others.

Ron is the founder of Church+State, an award-winning content marketing agency. He's also the author of three bestselling books, his most recent being *The Purpose of Purpose*.

Look for Ron on the Main Stage as he guides us through two days of conversations, ideas and connections.


# Unlock resilience with Specialty solutions

With our combined expertise and focus on risk mitigation, we design coverage to safeguard your customers today and into the future.



Scan the code to start your Specialty insurance journey.
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echelon® Insurance


Join CAA Insurance
at IBAOcon 2026.
Tradeshow
October 21 and Oct 22 - 12:00 PM to 5:00 PM
The conversation continues after dark
in the CAA Insurance Hospitality Suite
Provincial Ballroom
October 22 - 7:00 PM to 10:00 PM
®/™CAA trademarks are owned by,
and use is authorized by, the Canadian
Automobile Association.
CAA Insurance COMPANY
Making Things Better™


Aviva
Lifestyle®
Insurance
Insuring fun for
more than 60 years.
For more information visit aviva.ca/lifestyle
Cottages | Boats | Motorhome | Recreational trailers | Collector cars
Motorcycles | ATVs | Snowmobiles | Hole-in-one
AVIVA

# Day 1 Keynote

**October 21 | 10:00AM–11:00AM**
**Main Stage, Grand Ballroom, Lower Concourse**

**Connecting with Clarity: How Strong Communication Builds Trust, Resilience, and Results**

Building a successful business takes more than a great idea. It takes the ability to communicate clearly, make confident decisions and bring people with you through change.

Canadian entrepreneur and Dragons' Den star Manjit Minhas has spent more than two decades building and scaling Minhas Breweries and Distilleries. Along the way, she's navigated growth, uncertainty and tough decisions—experiences that have shaped her approach to leadership, resilience and communication.

At a time when brokers are navigating increasing complexity, clarity can be a powerful advantage. Drawing on lessons from her own entrepreneurial journey, Manjit will explore how simplifying complexity, communicating with confidence and staying consistent can strengthen relationships, build trust and keep teams and clients aligned.

Through practical insights and real-world experience, she'll challenge attendees to think about how they communicate when the stakes are high—and how greater clarity can lead to stronger relationships, more resilient teams and better results.



**Manjit Minhas**
**"Dragon," CBC's Dragons' Den**
**Co-Founder, Minhas Breweries and Distilleries**

# EXPANDED CAPABILITIES. SHARED SUCCESS.

Join Definity at IBAOcon and discover how our broader expertise and expanded capabilities are helping brokers protect more of what Canadians value most.

**BOOTH 600**

**Building the Blueprint: An Industry Conversation**
Paul MacDonald, EVP Personal Insurance and Digital Channels
October 22 | 11:00 a.m.
Main Stage

**Definity Hospitality Night**
October 22
Birchwood & Pine

definity. INSURANCE




Come see us at IBAOcon to talk about your commercial opportunities

wawanesa.com

Just say the word Wawanesa

# Day 1 Industry Panel

**October 21 | 11:00AM–12:00PM**
**Main Stage, Grand Ballroom, Lower Concourse**

**Who Owns the Consumer? A Conversation About Policyholder Experience**

Who truly owns the consumer experience—and where does responsibility begin and end?

This candid conversation brings industry leaders together to explore the shared role brokers, carriers and other partners play in shaping the policyholder experience. From communication and trust to the moments where expectations don't align, the discussion will look at how each part of the insurance system contributes to the relationship with the customer.

Hear different perspectives on what a more connected, human-centred experience could look like—and how working better together can ultimately lead to better outcomes for policyholders.

**Panelists:**



**Joe D'Annunzio**
President,
Brokerlink



**Laurie LaPalme**
Global Insurance Sector Leader,
Dentons



**Lucie Fréchette**
Senior Vice-President,
Orbit Insurance Services



**Mark Abraham**
CEO,
RIBO

BMO

# Next Stage

Backed By Tag

**October 21 & 22 | 1:30PM–4:30PM**
**Osgoode East, Lower Concourse**

## Wednesday, October 21

**1:30–2:15PM**

### Accident Benefits: Reality Post-Reform

A deep dive into Accident Benefits—how often they're used, what claims actually cost, and where clients may be leaving coverage on the table. Hear the statistics, real-world examples and dollar amounts brokers need to better understand, explain and sell Accident Benefits coverage.

**Moderator:**



**Colin Simpson**
CEO,
IBAO

**Panelists:**



**Derek Faulconer**
Insurance Management Consultant



**Michelle Friedman**
AVP Managing Counsel Consultant, Senior Practice Counsel AB, Aviva



**Gavin Mascarenhas**
Vice President, Claims – Large Complex, Specialty & Fraud, Definity



**Rick Orr**
Owner
Orr Insurance

**2:30–3:15 PM**

### Compliance in a High-Tech, High-Touch World

A forward-looking discussion on how compliance expectations are evolving alongside AI, data, and fairness requirements.

**Moderator:**



**Pam Derksen**
Deputy Chief Compliance Officer, NFP | President, IBAO

**Panelists:**



**Greg Kruk**
Partner,
Sentinel Risk Insurance



**Jeff Jones**
President,
Jones Insurance



**Steve Whitelaw**
Senior Vice President & General Manager, Canada, Applied Systems



**Tracy Mann**
Vice President, Enterprise Risk Management and Chief Compliance Officer (CCO), Definity

**3:30–4:15 PM**

### Customer Escalations: Where Conversations Break Down

Real stories from the front lines of customer escalations—what went wrong, where communication broke down, and what brokers can do differently to turn difficult conversations into better outcomes.

**Moderator:**



**Jessica Harper**
Chief Policy Officer
RIBO

**Panelists:**



**Manjit Biring**
VP, Personal Insurance, Insureline



**Aaron Blackwood**
Director, Personal Lines Client Acquisition, Mitch Insurance



**Gum Fa Ng**
VP, Customer Communications & Document Solutions, Symcor


QuickFacts

Just Ask Quinn
Your AI Broker Coach



LEARN MORE

Answers in seconds, no shoulder taps required.

# Next Stage

Backed By Tag

**October 21 & 22 | 1:00PM–4:30PM**
**Osgoode East, Lower Concourse**

## Thursday, October 22

**1:00–1:45PM**

### From Response to Readiness: Lessons from a Year of Catastrophe

Natural Catastrophe case study—lessons we learned this year and how we can set up for our community Accident Benefits coverage.

**Moderator:**



**Colin Simpson**
CEO,
IBAO

**Panelists:**



**Amanda Dean**
Vice-President
Ontario & Atlantic,
IBC



**Tom Hudak**
Vice President,
Property Claims,
Definity



**Hardev Saini**
Interim VP, Auto & Property
Damage Claims,
Wawanesa



**Johanne Desloges**
VP Commercial and
Surety Claims,
Aviva



**Brendan Fitzgerald**
Director of Property
Claims, Ontario,
Intact

**2:30–3:15 PM**

### The Power of Our Voice: Advocacy in Action

Advocacy isn't just the job of industry associations—it's something we all have a role in. Hear key takeaways from conversations with the Prime Minister and Premier, what they mean for the insurance industry, and why having brokers at the table matters. This session will explore how we can collectively raise our voice, champion the issues that matter to our businesses and customers, and turn advocacy into meaningful action.

**Moderator:**



**Traci Boland**
Partner,
Ontario West Insurance Brokers

**Panelists:**



**Colin Simpson**
CEO,
IBAO



**Christian von Donat**
Vice President,
Impact Public Affairs



**Chris Floyd**
President, Individual
Insurance Services,
OTIP Group of Companies

**3:30–4:15 PM**

### Leading Through Change: Keeping Your Team Engaged, Resilient & Moving Forward

Change is inevitable—but how leaders respond can make all the difference. Hear from industry leaders on how they navigate uncertainty, communicate change effectively, keep teams engaged and build resilience while moving the business forward.

**Moderator:**



**Colin Simpson**
CEO, IBAO

**Panelists:**



**Rawan Ghuneim**
Enterprise Change Lead,
Definity



**Melissa Bajwa**
Regional Managing
Director, Operations,
Acera Insurance



**Sean Mulcair**
Chief Operating Officer,
Collectivfide Insurance
Group Inc.



**Aly Kanji**
CEO,
Insureline

CSIO

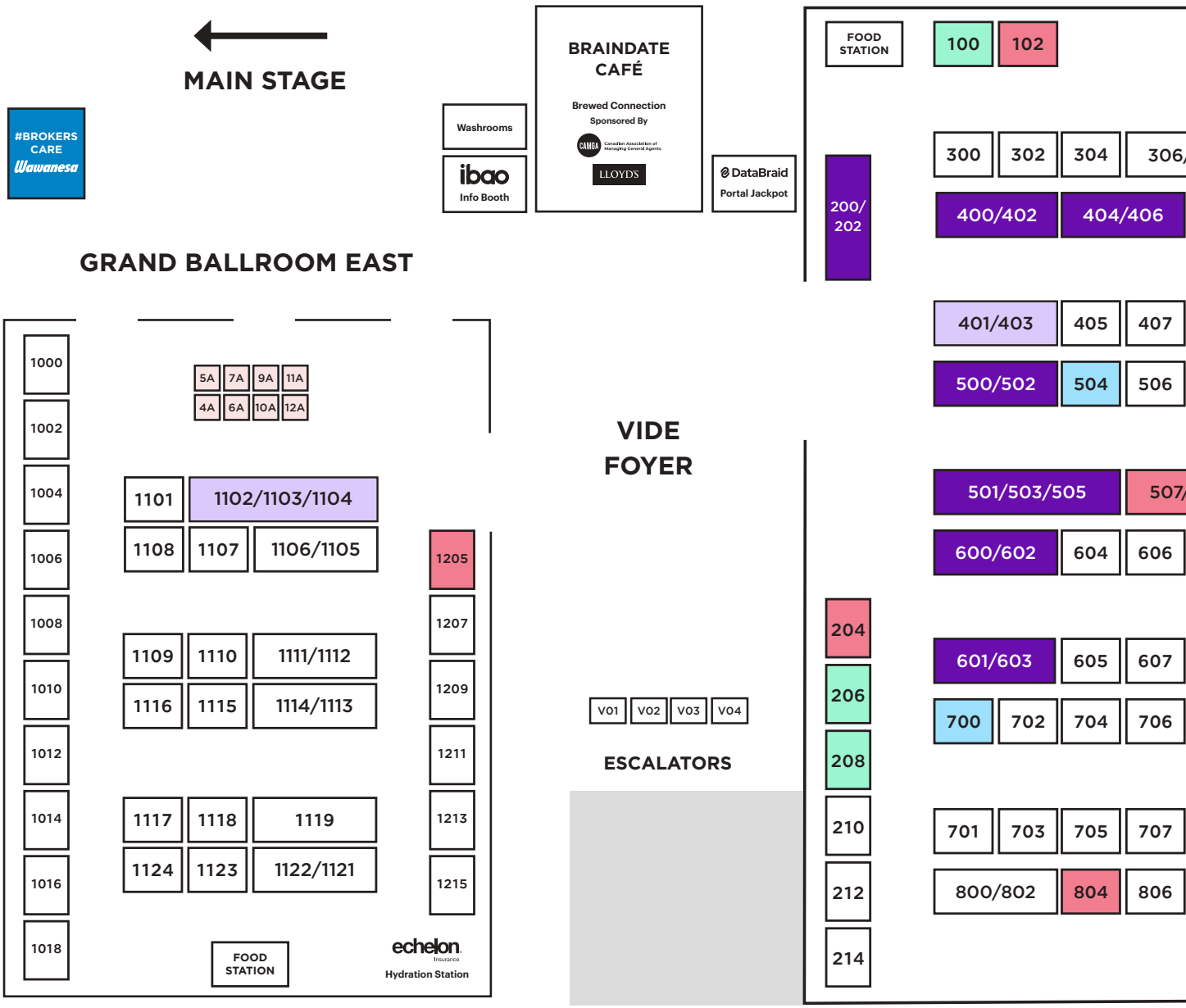
Enhance your professional development with CSIO

As an IBAO member, you have access to CSIO's accredited courses and webinars. Activate your CSIO account and start learning today.

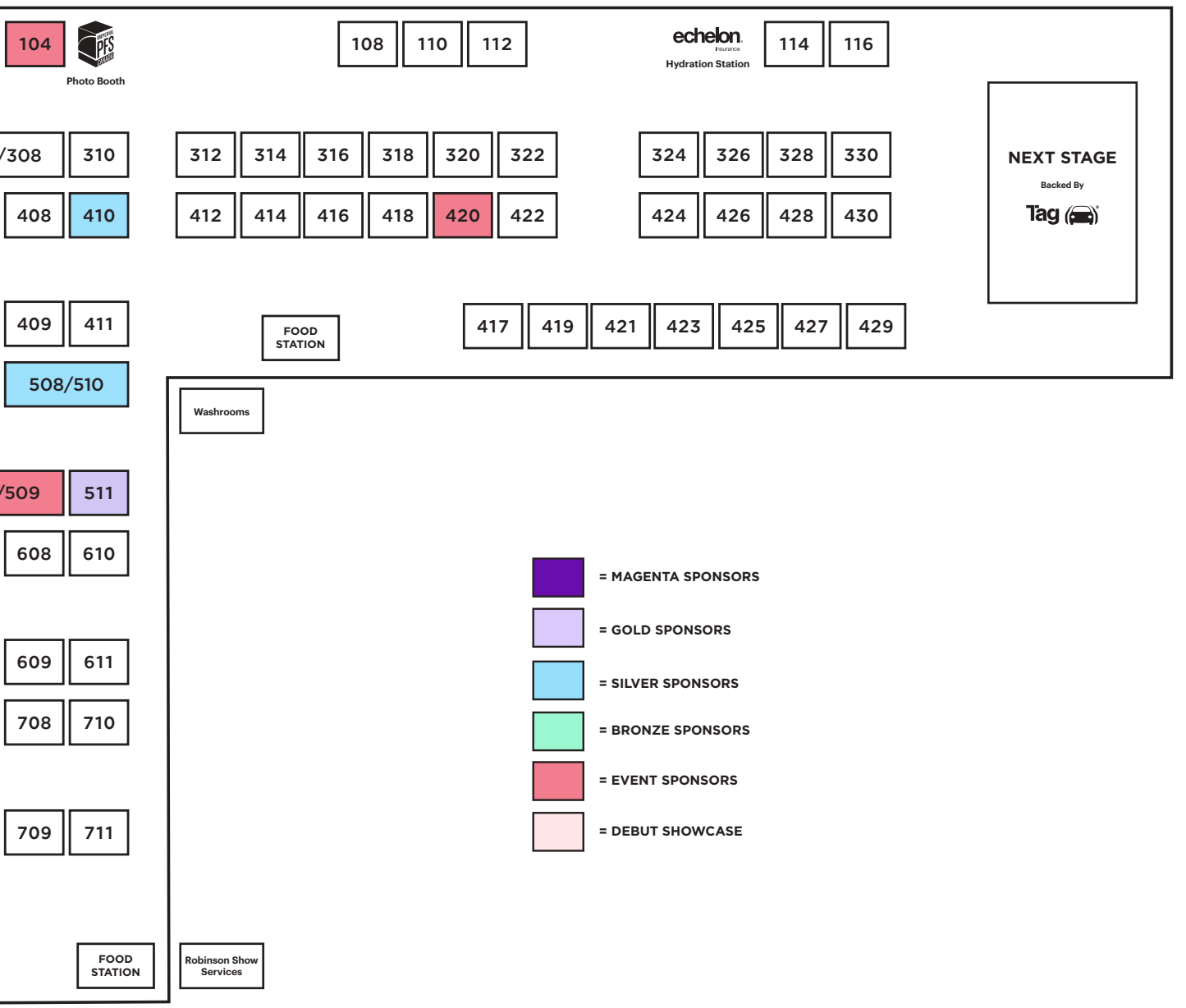


# Tradeshow Map

**October 21 & 22**
**12:00PM–5:00PM**
**Grand Ballroom East, Sheraton/Osgoode, Lower Concourse**



## SHERATON HALL & OSGOODE BALLROOM



# Exhibitor Listing

## A

| | | |
|---|---|---|
| acturis | Acturis Canada Inc. | 300 |
| agile Underwriting Solutions | Agile Underwriting Solutions | 1016 |
| ALARY | Alary Technologies | 427 |
| Allianz Global Assistance | Allianz Global Assistance | 607 |
| APPLIED | Applied Systems, Inc | 1111/1112 |
| april Marine | APRIL Canada / APRIL Marine | 306/308 |
| ARAG | ARAG Legal Solutions Inc. | 409 |
| ARS Responds Canada | ARS Responds Canada | 1004 |
| ASSISTENZA | Assistenza International | 610 |
| Aurora Underwriting Solutions | Aurora Underwriting Solutions | 506 |
| AVIVA | Aviva | 200/202 |

## B

| | | |
|---|---|---|
| bakertilly \| BORLAK LAW | Baker Tilly WM LLP & Borlak Law | 324 |
| beazley | Beazley Canada Ltd. | 1108 |
| Beck Glass Shield Inc | Beck Glass Shield Inc | 806 |
| BMO | BMO Commercial Banking | 504 |
| BROKERAGENTX | Broker Agentx | 1006 |
| Broker Pilot Navigator | Broker Pilot Navigator | 302 |
| Burke Bogart & Brownell | Burke Bogart & Brownell | 705 |
| Burns & Wilcox | Burns & Wilcox | 1123 |

## C

| | | |
|---|---|---|
| CAA Insurance Company | CAA Insurance | 400/402 |
| CAFO | CAFO Inc. | 1014 |
| CABIP Canadian Association of Black Insurance Professionals | Canadian Association of Black Insurance Professionals (CABIP) | V03 |
| Canadian Chinese Insurance Professionals Association 加華保險專業協會 | Canadian Chinese Insurance Professionals Association (CCIPA) | V04 |
| Canadian underwriter | Canadian Underwriter | 804 |
| cemiar | Cemiar | 702 |
| CHES SPECIAL RISK | CHES Special Risks Inc. | 1121/1122 |
| CHUBB | Chubb Insurance Company of Canada | 411 |
| claimspro | ClaimsPro LP | 1213 |
| Crawford | Crawford & Company (Canada) Inc. | 1008 |
| CRDN | CRDN | 1209 |
| CRU GROUP | CRU GROUP | 1117 |
| CSIO | CSIO | 208 |

## D

| | | |
|---|---|---|
| DataBraid | DataBraid Limited | 204 |
| definity. | Definity Insurance | 600/602 |
| directworx | directworx | 418 |
| DKI | DKI | 1012 |
| dogra cpa | Dogra CPA | 10A |
| DSB CLAIMS | DSB Claims | 1110 |

## E

| | | |
|---|---|---|
| Enterprise Mobility | Enterprise Mobility | 708 |
| estate sure | Estatesure Canada Ltd | 11A |

## F

| | | |
|---|---|---|
| FBSPL | FBSPL | 1119 |
| First Insurance Funding | FIRST Insurance Funding of Canada | 701 |
| Forward | Forward Insurance Managers Ltd. | 1105/1106 |

## G

| | | |
|---|---|---|
| Gallagher | Gallagher | 601/603 |
| General Magic | General Magic | 800/802 |
| GEOSAPIENS | Geosapiens | 1101 |
| GFH | GFH Underwriting Agency Ltd | 422 |
| Goose Digital | Goose Digital | 416 |
| GORE MUTUAL | Gore Mutual | 1102/1103 |
| GUIDEWIRE | Guidewire Software | 1010 |

## H

| | | |
|---|---|---|
| HAGERTY | HAGERTY | 212 |
| HSB | HSB Canada | 700 |
| HUMBER | Humber Polytechnic | V02 |

## I

| | | |
|---|---|---|
| IFS | IFS Financial Services Inc. | 304 |
| Insurance Business | Insurance Business Canada | 709 |
| Insurance Career Connections | Insurance Career Connections | 5A |
| Insurance Institute | Insurance Institute | 326 |
| insurative | Insurative Solutions Inc. | 423 |
| intact | Intact Insurance | 501/503/505 |
| intact public entities | Intact Public Entities | 320 |
| IPFS | IPFS Canada | 104 |
| iv3 | iv3 | 421 |

## J

| | | |
|---|---|---|
| JAS | JAS Communications | 704 |
| JF | JF Insurance Agency Group Inc. | 710 |

## K

| | | |
|---|---|---|
|  | K&K Insurance Canada | 408 |
|  | KYCS Global Inc. | 1205 |

## L

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|---|---|---|
|  | Link Canada | V01 |

## M

| | | |
|---|---|---|
|  | Major Group | 404/406 |
|  | Markel | 401/403 |
|  | Max Insurance | 711 |
|  | Modern Specialty Insurance Ltd. | 425 |

## N

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|---|---|---|
|  | National Bank | 1115 |
|  | Noremac Marketing Group | 1107 |

## O

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|---|---|---|
|  | OLIJEL | 9A |
|  | Ontario Mutuals | 102 |
|  | Optimum Insurance Company Inc. | 1118 |
|  | Optiom Inc. | 706 |
|  | OurBuddy AI Inc. | 7A |
|  | Outmarket | 4A |

## P

| | | |
|---|---|---|
|  | Pacific Marine Underwriting Managers Ltd. | 417 |
|  | PAL Insurance Brokers Canada | 112 |
|  | PathwayPort | 424 |
|  | Paul Davis Restoration Inc | 405 |
|  | Pembridge Insurance Company | 410 |
|  | Plextec | 6A |
|  | Portage Mutual Insurance Company | 1211 |
|  | Premier Canada Assurance | 1000 |
|  | Primaco | 206 |
|  | Private Collection Insurance | 609 |
|  | PuroClean Canada | 707 |

## Q

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|---|---|---|
|  | Quandri | 1002 |
|  | QuickFacts | 100 |

## R

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|---|---|---|
|  | RecProtect Insurance Services Inc. | 310 |
|  | Registered Insurance Brokers of Ontario (RIBO) | 1207 |

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|---|---|---|
| Revau | Revau | 314 |
| Rival Insurance Technology | Rival Insurance Technology | 608 |
| RT Partners | RT Partners | 604 |

## S

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|---|---|---|
| ServiceMaster Restore | ServiceMaster Restore | 322 |
| Servpro Canada | Servpro Canada | 426 |
| SGI Canada | SGI Canada | 511 |
| SIGNAL Underwriting | SIGNAL Underwriting | 214 |
| Smythe CPA | Smythe LLP | 1116 |
| Sonant AI | Sonant AI | 316 |
| Special Risk Insurance Managers | Special Risk Insurance Managers | 606 |
| SPG Canada | SPG Canada | 1113/1114 |
| Starr | Starr | 420 |
| Strategic Underwriting Managers Inc. | Strategic Underwriting Managers Inc. | 407 |

## T

| | | |
|---|---|---|
| Tag Tracking | Tag Tracking | 507/509 |
| Taycon Risk | Taycon Risk | 419 |
| The Commonwell Mutual Insurance Group | The Commonwell Mutual Insurance Group | 508/510 |
| The Support Source | The Support Source | 12A |
| Trinity Underwriting Managers | Trinity Underwriting Managers | 1018 |
| TSW Management Services Inc | TSW Management Services Inc | 318 |

## U

| | | |
|---|---|---|
| UFANS Insurance Services | UFANS Insurance Services | 312 |
| Unica Insurance | Unica | 1104 |
| Unique Risks Ltd. | Unique Risks Ltd. | 1109 |

## V

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|---|---|---|
| Verisk | Verisk | 414 |
| Vertafore Canada | Vertafore Canada | 412 |
| Victor Canada | Victor Canada | 110 |

## W

| | | |
|---|---|---|
| Wawanesa | Wawanesa | 500/502 |
| WINMAR | WINMAR (Canada) International, Ltd. | 210 |
| Wynward Insurance Group | Wynward Insurance Group | 611 |

## Y

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|---|---|---|
| youth wellness hubs ontario | Youth Wellness Hubs Ontario, CAMH | 703 |
| YOVU | YOVU | 1124 |

## Z

| | | |
|---|---|---|
| Zurich Canada | Zurich Canada | 605 |




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# Expo Live

**October 21 & 22 | 12:00PM–5:00PM**
**Tradeshow Floor, Lower Concourse**

**Bringing the conversations and energy of the Tradeshow floor to life.**

*The Insurance Podcast* hosts Pete Tessier and Curt Wyatt are taking Expo Live throughout the IBAOcon Tradeshow, connecting with exhibitors and industry voices right from the heart of the action.

Throughout both days, Pete and Curt will make their way across the floor for a mix of scheduled booth interviews and conversations captured in the moment. They'll talk with industry professionals about their businesses, the ideas they're bringing to IBAOcon and the trends and topics shaping insurance today.

With cameras rolling and the Tradeshow happening around them, Expo Live offers a more candid look at the people and conversations that make IBAOcon what it is—capturing the energy of the event as it happens.

## Meet Your Expo Live Hosts: Pete Tessier & Curt Wyatt





We're thrilled to have Pete Tessier and Curt Wyatt, hosts of *The Insurance Podcast*, leading our Expo Live at IBAOcon. With over 250 episodes, their podcast delves into the latest trends, technologies, and transformations in the P&C insurance industry, featuring insights from industry leaders, innovators, and disruptors.

Pete and Curt bring a wealth of experience and a dynamic approach to moderating discussions.




From Windsor to Thunder Bay, SGI CANADA is **proud to be your partner** in protecting what matters most to you – and your customers.

# Awards of Excellence

**Gala Mixer**
**October 21, 7:00PM–7:30PM**
**Sponsored by Cassels**

**Awards of Excellence Gala**
**October 21, 7:30PM–10:00PM**

**Main Stage, Grand Ballroom, Lower Concourse**

**Celebrating the people and organizations moving our industry forward.**

The IBAO Awards of Excellence recognize the outstanding individuals, brokerages and organizations making an impact across Ontario's broker community. From exceptional leadership and industry innovation to community involvement and emerging talent, the awards celebrate the people raising the bar for our profession. This year, we recognize excellence across eight award categories, reflecting the strength, diversity and evolution of Ontario's broker community.

Start the evening at the Gala Mixer sponsored by Cassels, where you can enjoy a refreshment, connect with fellow attendees and celebrate our finalists before the Awards of Excellence Gala gets underway. Then join us as we recognize achievement and honour the people and organizations making a difference across Ontario's broker community.



**Live Entertainment: Carson Freeman**

Award-winning saxophonist Carson Freeman brings his signature sound to the Awards of Excellence Gala. Named the 2010 Canadian Smooth Jazz Wind Instrumentalist of the Year, Carson has shared the stage with artists including Michael Bublé and Diana Krall and joined Andy Kim's band in 2017.

## Meet Your Awards MC Sangita Patel



**Award-Winning Television Personality**

Award-winning television personality Sangita Patel joins IBAOcon as MC of the Awards of Excellence Gala. Best known as a former co-host of ET Canada and host of HGTV Canada's Home to Win, Sangita has built a career connecting with audiences both on screen and on stage.

A Canadian Screen Award winner, she brings her signature energy, warmth and professionalism to this year's celebration as we recognize the people and organizations making an impact across Ontario's broker community.

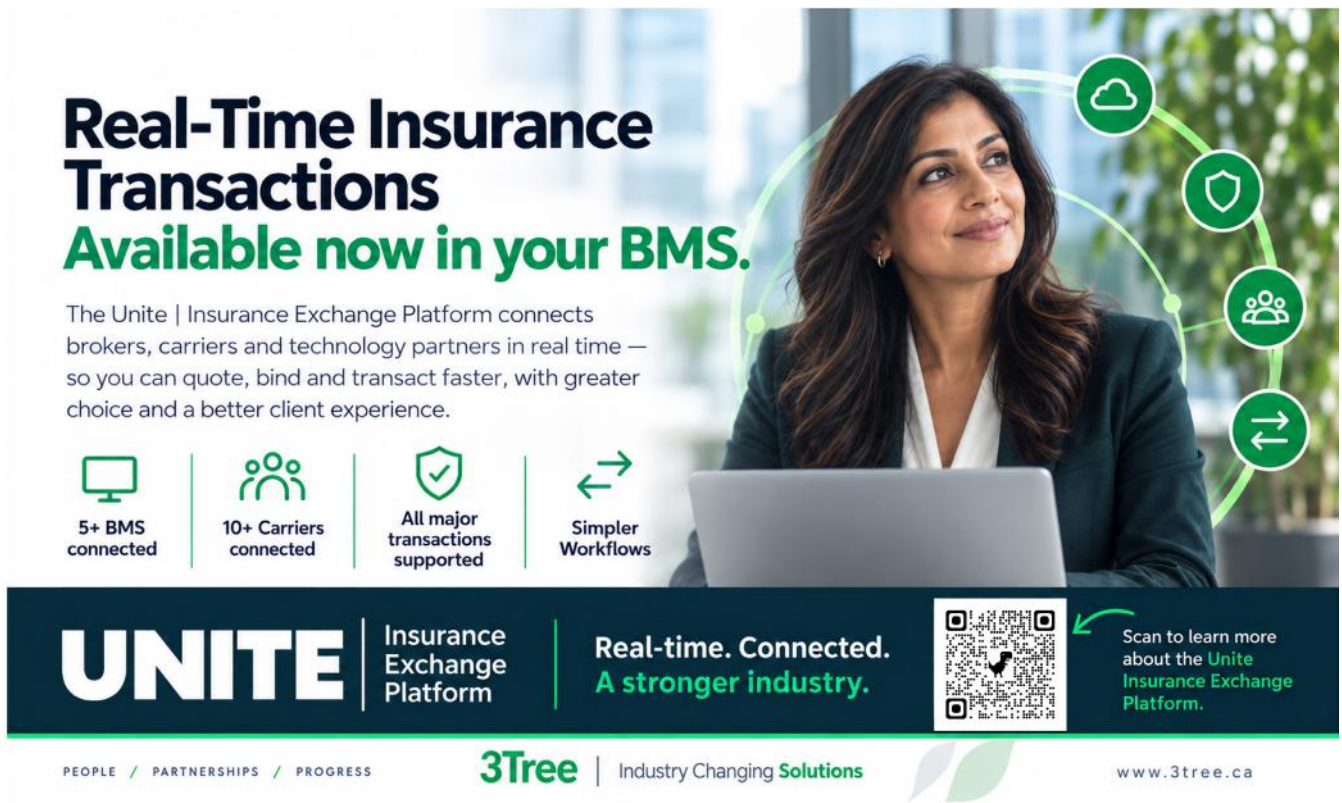


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# Day 2 Keynote

**October 22 | 9:00AM–10:00AM**
**Main Stage, Grand Ballroom, Lower Concourse**

**High-Tech, High-Touch: Creativity and Innovation in a Regulated World**

Innovation doesn't always start with technology. Sometimes it starts by asking a better question, challenging an assumption or looking at a familiar problem in an entirely new way.

As Disney's former Head of Innovation and Creativity, Duncan Wardle helped teams at Imagineering, Lucasfilm, Marvel, Pixar and Disney Parks develop new ideas, experiences and stories for audiences around the world. Today, he brings that experience to organizations looking to make creativity part of how everyone works—not just a select few.

For an industry navigating regulation, legacy systems and rapidly evolving technology, Duncan offers a different way to think about innovation. Drawing on lessons from his time at Disney, he'll share practical tools for breaking habitual thinking, unlocking new ideas and turning constraints into opportunities.

As AI continues to reshape how we work, Duncan will explore how brokers can pair technology with human creativity to create better client experiences, collaborate more effectively and approach change with curiosity and confidence.

**Duncan Wardle**
**Former Head of Innovation & Creativity, Disney**
**Author, *The Imagination Emporium***



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Thurs. Oct. 22nd
7-10pm

# Advocacy Fireside Chat

**October 22 | 10:00AM–10:35AM**
**Main Stage, Grand Ballroom, Lower Concourse**

**Featuring:**



**The Right Honourable Stephen J. Harper**
**22nd Prime Minister of Canada**



**The Honourable Bob Rae**
**21st Premier of Ontario**
**Canadian Politician & Diplomat**



**Moderated by Colin Simpson**
**CEO, IBAO**

**How Political Decisions Shape the Insurance System —and Why Broker Advocacy Matters More Than Ever**

Political decisions—from regulatory reform and affordability measures to economic and climate-related policy—can have significant effects on consumers, markets and the insurance system. For Ontario's brokers, understanding how those decisions are made and where influence happens is an important part of navigating change.

In this special fireside conversation, IBAO CEO Colin Simpson sits down with The Right Honourable Stephen J. Harper, 22nd Prime Minister of Canada, and The Honourable Bob Rae, 21st Premier of Ontario, for a discussion on political risk, economic uncertainty and the public-policy forces influencing today's insurance landscape.

Drawing on their experience in Canadian public life, Harper and Rae will explore how policy takes shape, how political and economic forces can affect the insurance system, and the role advocacy plays in representing broker and consumer interests. The conversation will give brokers perspective on the forces behind change—and why having a strong, informed broker voice matters when decisions are being made.




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# CEO Panel

**October 22 | 11:00AM–12:00PM**
**Main Stage, Grand Ballroom, Lower Concourse**

**Building the Blueprint: An Industry Conversation**

What does a stronger insurance system look like—and what will it take to build it together?

This conversation brings industry leaders together to explore how carriers, brokers and partners can better align around a shared blueprint for the future. From collaboration and innovation to the realities of delivering a better policyholder experience, the panel will look at where the industry is making progress and where there's still work to do.

Hear different perspectives on how we can strengthen the broker value proposition, work more effectively across the industry and build a system that delivers better outcomes for consumers.



**Paul Fletcher**
Managing Director, Aviva Business and Broker Distribution



**Matthew Turack**
Group President & Chief Operating Officer, CAA



**Paul MacDonald**
EVP, Personal Insurance & Digital Channels, Definity



**Peter Janzen**
EVP and President of Intact Insurance, Canada



**Evan Johnston**
President & CEO, Wawanesa

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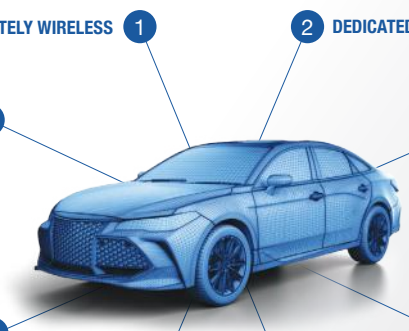
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**October 21**
**Provincial Ballroom, 2nd Floor**

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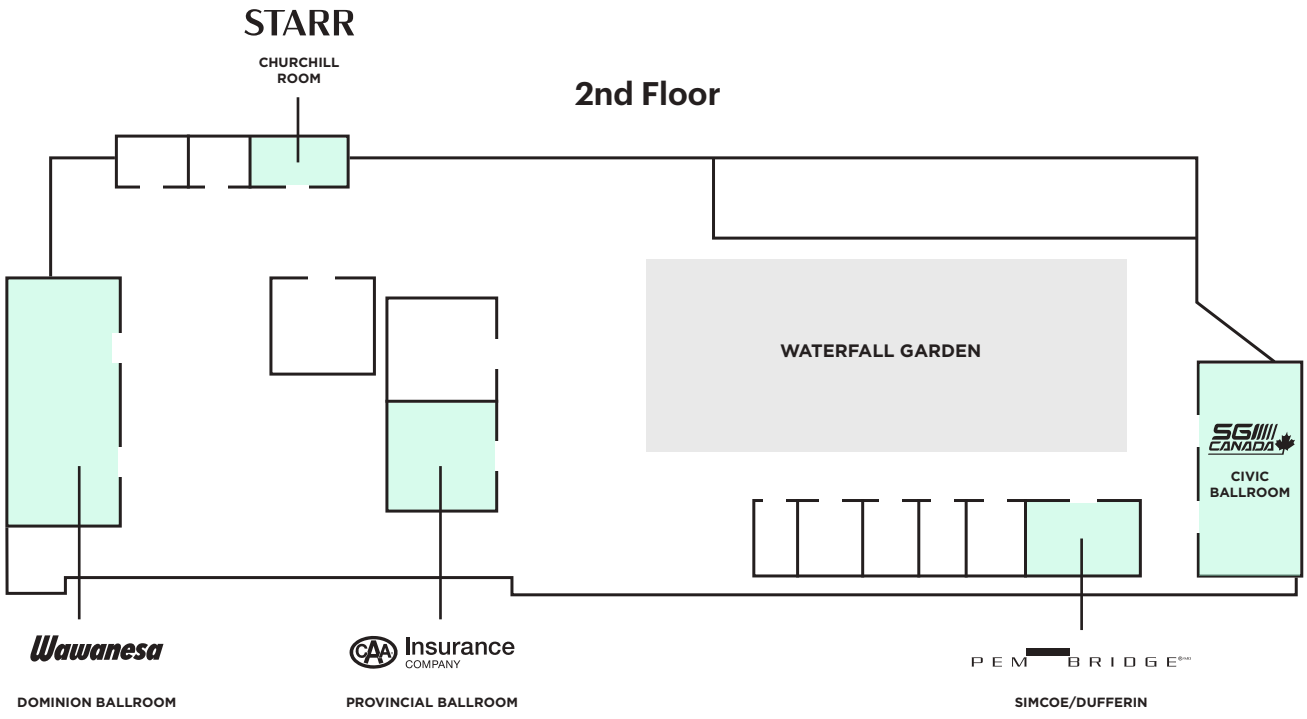
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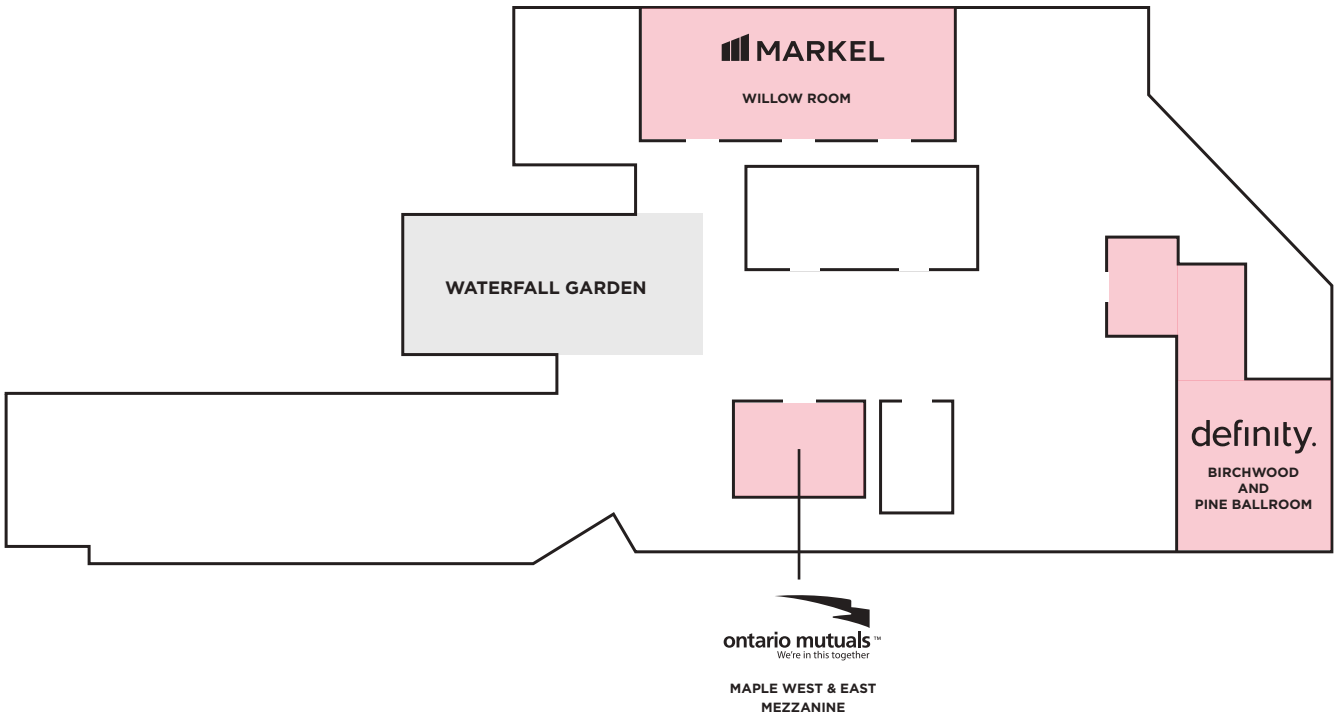
# Hospitality Night Map

**October 22 | 7:00PM–10:00PM**
**2nd Floor & Mezzanine**

## 2nd Floor




## Mezzanine



# After Party

**October 22 | 10:00PM–1:00AM**
**Main Stage, Grand Ballroom, Lower Concourse**
**Hosted by Young Brokers Council**



**Block Party at Brokers Blvd.**

Hospitality Night may be wrapping up, but IBAOcon isn't over yet!

Head back to the Main Stage for the official IBAOcon After Party, hosted by the Young Brokers Council (YBC). We're bringing Ontario's broker community together for one final celebration, featuring a high-energy, interactive *Dueling Pianos* performance in a neighbourhood built for brokers.

Catch up with new connections, reconnect with familiar faces and keep the night going with great music, great company and plenty of opportunities to celebrate. After two packed days of ideas, conversations and connections, there's no better way to close out IBAOcon 2026.

No agendas, no presentations—just great vibes and one last chance to come together before we call it a night.

Thank you for your partnership.

*Together, we're building a stronger future for brokers and customers.*

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# SHOW GUIDE

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