



Sponsorship Opportunities

October 21-22, 2026 | Toronto

Join us October 21-22 in Toronto for Canada's largest broker event

With 3,200+ attendees, expanded tradeshow hours, and new experiential zones, this is the place to connect, showcase, and stand out.

This year's theme, It Starts Here, reflects IBAOcon's role as the forum where the conversations, relationships, and momentum that shape our industry truly begin. It's where brokers, partners, and leaders align on what matters most — and where the impact we make together takes its first step.

2025 sponsors receive priority access. Remaining opportunities are first come, first served.

We look forward to partnering with you.



Snapshot

3,200+
Attendees

50%
Brokers

95%
positive experience

WHY THEY RETURN:

#1
Networking

#2
Insights

#3
Tradeshow

WHY SPONSOR

- **Unmatched access.** Ontario's largest broker gathering — all in one place.
- **Built for connection.** Braindate Café, expanded tradeshow, structured networking.
- **High-visibility moments.** Main stage, Expo Live, digital signage, experiential zones.
- **A modern, community-driven experience.** Designed around insight, connection, and conversation.

WHAT'S NEW FOR 2026

A two-day narrative:

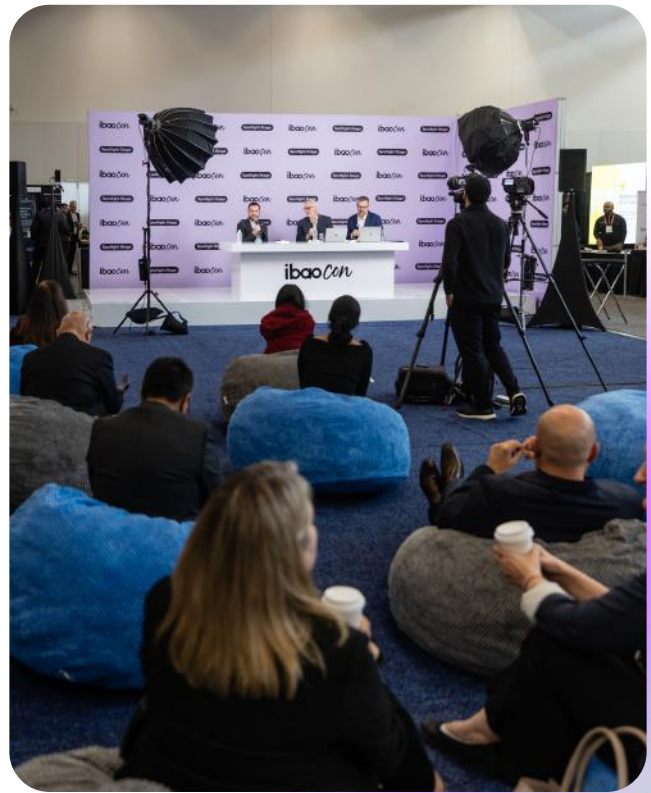
- Day 1 — The Human Advantage
- Day 2 — The Industry Blueprint

More value:

- Expanded tradeshow hours
- Expo Live
- Braindate Café

More access:

- Leadership visibility, structured meetups, community spaces.



APP NOTIFICATION | \$500 (UNLIMITED)

Promote your brand, booth, or message directly to IBAOcon attendees via a custom push notification. Includes placement within the mobile app; character limits apply, and space is limited.

October 21 or October 22

PANEL DISCUSSION SPONSOR | \$15,000 (2 AVAILABLE) 3 ALL-ACCESS PASSES INCLUDED

Align your brand with a high-visibility main stage conversation featuring multiple industry voices. This sponsored panel offers strong reach and thought-leadership association in one of IBAOcon's most attended sessions. Includes logo placement on onsite and digital signage, logo exposure in the Show Guide, and the option to provide a brief welcome or introduction. All content will be pre-approved by IBAO.

October 21 or October 22 | Main Stage

KEYNOTE SPONSOR | \$20,000 (2 AVAILABLE) 3 ALL-ACCESS PASSES INCLUDED

Align your brand with one of the most high-profile sessions of IBAOcon. Includes logo on onsite and digital signage, logo exposure in the Show Guide, an opportunity to introduce the keynote speaker and have logo prominent during the meet and greet following session.

October 21 or October 22 | Main Stage



**FOCUS GROUP SPONSOR | \$5,000 (4 AVAILABLE)
1 ALL-ACCESS PASS INCLUDED**

Support intimate, broker-focused dialogue through a sponsored small-group focus session hosted in the Braindate Café. Designed for 5-8 participants and running 30-45 minutes, this format enables deeper conversation and targeted insights. Includes logo placement on onsite and digital signage, and logo exposure in the Show Guide. All content will be pre-approved by IBAO.

October 21 or October 22, 1:00PM-5:00PM | Braindate Café

**AFTERNOON SESSION SPONSOR | \$10,000 (4 AVAILABLE)
2 ALL-ACCESS PASSES INCLUDED**

Support broker education by sponsoring a 45-60 minute concurrent session hosted in a breakout room. This opportunity offers broader reach and structured learning for attendees. Includes logo placement on onsite and digital signage, logo exposure in the Show Guide, and the option to provide a brief welcome or introduction. All content will be pre-approved by IBAO.

October 21 or October 22, 2:00PM-5:00PM | Main Stage or Next Stage

STATIC AD | \$1,500 (10 AVAILABLE)

Maximize your brand's visibility with a premium digital ad placement. This package features one static ad rotating 24/7 on the Sheraton Centre's main digital boards for the entire length of IBAOcon, paired with high-profile logo placement on all official onsite and digital event signage.

October 21 + 22 | Concourse Level



STANDARD LOUNGE | \$7,500 (5 AVAILABLE)
1 ALL-ACCESS PASS INCLUDED

Create a branded retreat for attendees with an intimate lounge space featuring comfortable seating and light décor. Positioned in a high-traffic area, this lounge offers strong visibility and a relaxed environment for networking. Includes logo placement on onsite and digital signage and logo exposure in the Show Guide. All branding elements will be pre-approved by IBAO.

October 21 + 22 | Grand Foyer

PREMIUM LOUNGE | \$10,000 (2 AVAILABLE)
2 ALL-ACCESS PASSES INCLUDED

Elevate your presence with a premium lounge featuring multiple seating zones, enhanced décor, and the option to integrate a custom activation such as a mocktail station, or charging hub. This high-impact environment delivers sustained visibility and meaningful attendee engagement. Includes logo placement on onsite and digital signage and logo exposure in the Show Guide. All branding elements will be pre-approved by IBAO.

October 21 + 22 | Osgoode Landing or Grand Foyer

COAT CHECK | \$7,500 (1 AVAILABLE)
1 ALL-ACCESS PASS INCLUDED

Make a welcoming statement at the coat check where all guests enter and exit. Includes logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 21 + 22 | Concourse Level





**CUSTOM POP-UP ACTIVATION | CUSTOM PRICING (2 AVAILABLE)
ALL-ACCESS PASSES TBD**

Bring your brand to life with a fully customized pop-up experience designed to spark interaction and surprise attendees. From immersive installations to photo-worthy moments to creative micro-activations, this opportunity lets you shape a unique presence on the show floor. Includes custom experience design, logo placement on onsite and digital signage, and logo exposure in the Show Guide. All concepts will be co-developed and pre-approved by IBAO. Let's work together on an experience.

October 21 and/or 22 | Lower Concourse Level

**TAP-IN EXPERIENCE | \$4,000+ (10 AVAILABLE)
1 ALL-ACCESS PASS INCLUDED**

Elevate the attendee journey with sleek, self-serve "tap-in" stations that make session check-in fast, modern, and unmistakably branded. Your identity becomes part of the flow as attendees interact with your customized scanners throughout the event. Includes scanner branding, digital and print promotion, logo placement on digital signage, and logo exposure in the Show Guide. \$4K each / \$20K full activation (inquire to secure)

October 21 + 22 | Lower Concourse Level

**EVENT SPONSOR | \$2,000 (10 AVAILABLE)
1 ALL-ACCESS PASS INCLUDED**

Join our growing list of IBAOcon sponsors and have your logo featured in digital and print promotions throughout the conference. Includes having your logo on digital signage, as well as logo exposure in the Show Guide.

October 21 + 22

**HOTEL ROOM KEYCARD | \$15,000 (1 AVAILABLE)
2 ALL-ACCESS PASSES INCLUDED**

Offer a warm welcome by sponsoring branded room keycards handed out at hotel check-in. Includes logo placement on keycards for all IBAOcon guests, logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 21 + 22 | Sheraton Centre and DoubleTree

**IBAOCON APP | \$15,000 (1 AVAILABLE)
2 ALL-ACCESS PASSES INCLUDED**

Engage attendees through the interactive IBAOcon mobile app. Includes branded touchpoints and visibility throughout the digital experience, logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 21 + 22



PHOTOBOOTH | \$10,000 (1 AVAILABLE)
2 ALL-ACCESS PASSES INCLUDED

Capture memorable moments with a branded lounge photobooth. Includes branding on the booth and printed/digital photos, logo recognition on email post event sharing digital copies of all photos, logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 21 + 22 | Grand Foyer

SIGNAL SPONSOR | \$12,500 (1 AVAILABLE)
2 ALL-ACCESS PASSES INCLUDED

Keep attendees connected throughout the event by powering the conference Wi-Fi. As the Signal Sponsor, your brand becomes part of every login moment with a custom network name and password, plus visibility across onsite and digital signage. Includes logo exposure in the Show Guide and integration across key digital touchpoints.

October 21 + 22 | Lower Concourse Level



BREWED CONNECTIONS SPONSOR | \$7,500 (1 AVAILABLE)
2 ALL-ACCESS PASSES INCLUDED

Fuel meaningful conversations in the Braindate Café by hosting the barista-powered coffee experience. Your brand comes to life through branded cups, signage, and the opportunity to collaborate on a signature drink that sparks connection. Includes logo placement on onsite and digital signage as well as logo exposure in the Show Guide. All elements will be pre-approved by IBAO.

October 21 + 22 | Braindate Café

PRE-GALA MIXER | \$8,000 (SOLD)
1 ALL-ACCESS PASS INCLUDED

Set the tone for the evening by sponsoring this stylish gathering held just before the Awards of Excellence Gala. Includes personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide, plus the opportunity to welcome guests with beverages.

October 21 7:00PM-7:30PM | Main Stage

ELEVATED MEAL ACTIVATION | \$6,000 (4 AVAILABLE)
1 ALL-ACCESS PASS INCLUDED

Transform a standard meal into a standout moment. This sponsorship brings your brand into the heart of the attendee experience through curated enhancements such as chef-led stations, themed tasting elements, or a branded café-style zone within the dining area. Includes logo placement on onsite and digital signage, logo exposure in the Show Guide, and co-development of a custom activation concept. All elements will be pre-approved by IBAO.

October 21 or 22 | Grand Foyer



LANYARD | \$15,000 (SOLD)
2 ALL-ACCESS PASSES INCLUDED

Get up close and personal with attendees by branding the lanyards worn throughout IBAOcon. Includes logo printed on the Convention lanyard, logo on onsite and digital signage, as well as logo exposure in the Show Guide.

October 21 + 22 | Registration

1/2 PAGE AD | \$750 (20 AVAILABLE)

Promote your brand in the official Show Guide seen by every attendee. It features the full agenda, floorplans, speaker lineup, venue maps, and special events—all in one handy guide! Make your mark on a 1/2 page ad. Sponsors to provide artwork (vertical/ horizontal). Ad placements in the Show Guide are randomized; there will be no option to select specific placement.

BANNER AD | \$500 (10 AVAILABLE)

Promote your brand in the official Show Guide seen by every attendee. It features the full agenda, floorplans, speaker lineup, venue maps, and special events—all in one handy guide! Stay piece of mind with a banner ad. Sponsors to provide artwork. Ad placements in the Show Guide are randomized; there will be no option to select specific placement.



**CONVENTION TOTE BAG | \$11,000 (1 AVAILABLE)
2 ALL-ACCESS PASSES INCLUDED**

A perfect way to make a first impression with the always popular convention bags! Attendees will receive a convention tote bag as they walk into the tradeshow, ready to collect all the fantastic items exhibitors give away. Includes brand on the tote bag, logo on onsite and digital signage, logo exposure in the Show Guide.

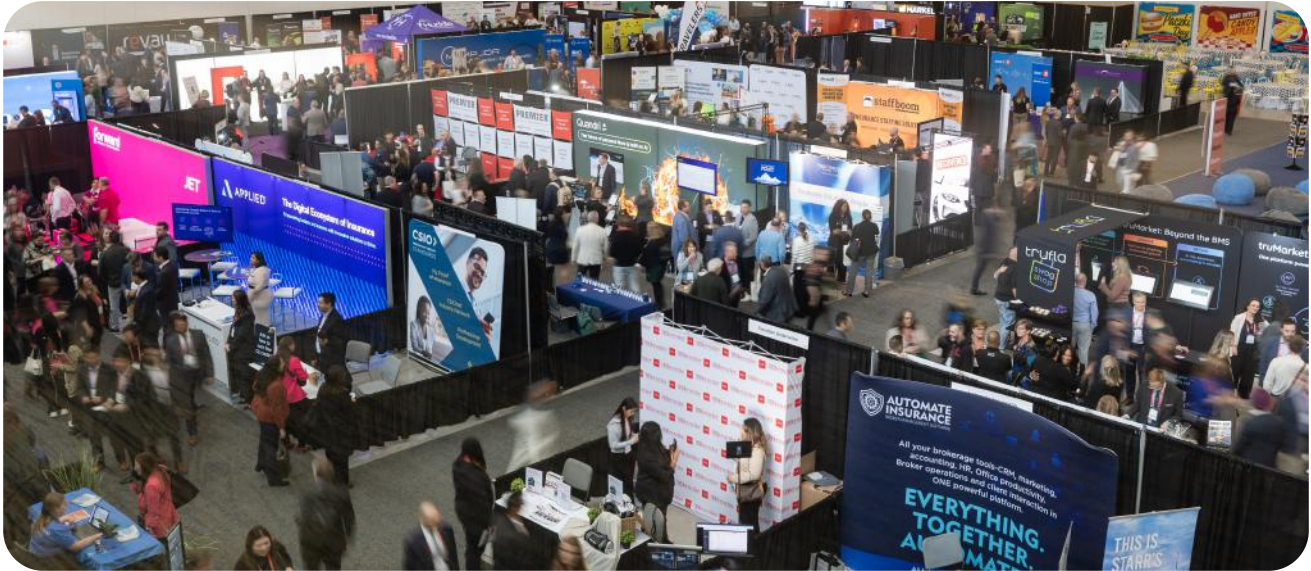
October 21 + 22, during tradeshow hours | Tradeshow

EXPO LIVE | \$2,000 (60 AVAILABLE)

On-the-Floor Coverage at IBAOcon. Showcase your brand with a relaxed, in-the-moment video feature filmed right at your booth or activation. Our roaming hosts Pete and Curt from The Insurance Podcast capture a fun, authentic snapshot of your team and presence on the show floor — perfect for social sharing and post-event amplification. Includes 10-Minute on-site Expo Live feature, professional edited video clip, personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide.

October 21 + 22, during tradeshow hours | Tradeshow





SINGLE BOOTH | \$6,000 (90 AVAILABLE)
4 EXHIBITOR PASSES INCLUDED

Get in the mix with a single-space booth—perfect for connecting with attendees on the bustling tradeshow floor. Includes a 8x10 booth space, 4 exhibitor passes, brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage.

October 21 + 22, during tradeshow hours | Tradeshow

DOUBLE BOOTH | \$15,000 (10 AVAILABLE)
6 EXHIBITOR PASSES INCLUDED

Double your impact with twice the space to engage attendees and showcase your brand in style. Includes a 8x20 booth space, 6 exhibitor passes, brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage.

October 21 + 22, during tradeshow hours | Tradeshow

DEBUT SHOWCASE | \$4,000 (16 AVAILABLE)
2 EXHIBITOR PASSES INCLUDED

Your first impression, perfected—A turnkey 5' x 5' kiosk in a prime pavilion location, complete with 2 exhibitor passes, a branded 3' back wall, an info counter, and 2 bar stools. Everything is pre-set, so you can simply show up, stand out, and get started with ease.

October 21 + 22, during tradeshow hours | Tradeshow

**HOSPITALITY SUITE | \$8,000 (4 AVAILABLE)
4 INDUSTRY NIGHT PASSES INCLUDED**

Host a Hospitality Suite during our highest-attended event. Small and large spaces available. Sponsor responsible for food, beverage, décor. Limited opportunities available. Includes personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide.

October 22 7:00PM-10:00PM | 2nd Floor / Mezz Level

CAIB GRAD CEREMONY & RECEPTION SPONSOR | \$10,000 (1 AVAILABLE)

Celebrate professional achievement and support the next generation of industry leaders by sponsoring the CAIB Grad Ceremony & Reception. This meaningful event honours newly designated CAIB graduates and brings together peers, mentors, and senior leaders to recognize their accomplishment. As the sponsor, your brand is featured across digital and printed signage, with the opportunity to deliver a 1-2 minute on-stage welcome during the ceremony. Includes logo exposure in the Show Guide and integration across onsite and digital signage.

October 20 5:00PM-7:00PM | Provincial Ballroom

**SIDEWALK BAR | \$4,000 (3 AVAILABLE)
2 INDUSTRY NIGHT PASSES INCLUDED**

Entertain a smaller presence at Hospitality Night with a Sidewalk Bar. Located in between Suites throughout the Sheraton Centre Toronto. Bars and signage only, no food permitted. Sponsor responsible for beverage and signage. Includes personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide.

October 22 7:00PM-10:00PM | 2nd Floor / Mezz Level





**AFTER PARTY | \$35,000+ (5 AVAILABLE)
5 INDUSTRY NIGHT PASSES INCLUDED**

Keep the energy going after hours with an exclusive branded celebration. Get your brand and team in front of the #OntarioBroker community. Includes personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide, plus the opportunity to welcome guests with beverages. \$35K each / \$150K full activation (inquire to secure)

October 22 10:00PM | Osgoode Ballroom

**AWARDS OF EXCELLENCE GALA | \$40,000 (1 AVAILABLE)
10 GALA TICKETS INCLUDED**

Help us host a night of celebration in honour of #OntarioBrokers. A night to dress up and recognize our peers for their outstanding achievement. Includes personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide, plus the opportunity to announce winners.

October 21 7:30PM-10:00PM | Grand Ballroom