



ibaoCon

Sponsorship Opportunities

October 22-23, 2025 | Niagara Falls

Welcome to IBAOcon 2025!

We’re gearing up for another unforgettable conference—and we’d love to have you in the spotlight. Join us October 22–23 in Niagara Falls for the biggest insurance event in Canada, featuring our largest tradeshow to date. This is your chance to connect directly with #OntarioBrokers and showcase your product, service, and brand through standout sponsorship opportunities.

Discover exclusive ways to elevate your presence. Please note 2024 IBAOcon Sponsors will be given priority for individual sponsorships. All remaining opportunities will be allocated on a first come, first served basis.

We look forward to partnering with you to make IBAOcon 2025 exceptional.



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CONTENT

KEYNOTE SPONSOR: RAINN WILSON | \$25,000

Align your brand with one of the most high-profile sessions of IBAOcon. Includes brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage, an opportunity to introduce the keynote speaker and have logo prominent during the meet and greet following session.

October 22, 2:00PM–3:00PM | Main Stage, Niagara Falls Convention Centre

MAIN STAGE DJ/EMCEE | \$10,000

Sponsor the high-energy Main Stage experience with a live DJ and emcee to keep the crowd engaged. Includes brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage.

October 22 & 23, during programming | Main Stage, Niagara Falls Convention Centre

BIP TALKS SPONSOR | \$5,000

Support BIP Talks—an afternoon of educational and inspirational broker-focused sessions. Includes brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage. Multiple sponsorships available.

October 22, 12:30PM–2:00PM | Main Stage & Next Stage, Niagara Falls Convention Centre

STATIC AD | \$1,000

Maximize visibility with a branded static ad placement on the Convention Centre's digital board, rotating 24 hours/day for the entire length of the conference. Includes logo on onsite and digital signage, one (1) static ad on digital board rotating 24 hours/day for duration of IBAOcon.

October 22 & 23 | Niagara Falls Convention Centre

APP NOTIFICATIONS | \$500

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.

EXPERIENCE

RIDE & REACH SHUTTLE | \$20,000

Gain eye-catching exposure with your brand featured on shuttle buses circling Niagara Falls. Includes branding on the shuttles, personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide, plus the opportunity to welcome guests with beverages.

October 22 & 23 | Shuttles between the Hilton Fallsview and Niagara Falls Convention Centre

LANYARD | \$15,000

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

IBAOCON APP | \$14,000

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.

POP-UP ENGAGEMENT | \$12,500

Own a high-traffic space with a custom pop-up experience like photo ops or immersive activations. Includes custom experience design, logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 22 & 23 / Niagara Falls Convention Centre

HOTEL ROOM KEYCARD | \$12,000

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

WI-FI | \$10,000

Keep attendees connected by sponsoring event Wi-Fi. Includes a custom password, logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 22 & 23 / Niagara Falls Convention Centre

CHARGING STATION | \$7,500

Connect your brand with attendees by sponsoring charging stations in high-traffic areas. Includes branded stations where guests power up their devices, logo on digital signage as well as logo exposure in the Show Guide.

October 22 & 23 / Niagara Falls Convention Centre

PHOTOBOOTH | \$7,500

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 22 & 23, during Tradeshow hours / Exhibit Hall BC, Niagara Falls Convention Centre

PRIVATE MEETING POD | \$6,500

Provide attendees a quiet, branded space for meetings or calls by sponsoring a meeting pod. Includes custom pod design, logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 22 & 23, during Tradeshow hours / Exhibit Hall BC, Niagara Falls Convention Centre

COAT CHECK | \$5,000

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 22 & 23 / Niagara Falls Convention Centre

DIGITAL SCANNING | \$3,500

Add innovation to the attendee journey with branded self-service scanners for session check-in. Includes scanner branding and digital/print promotion, logo on digital signage as well as logo exposure in the Show Guide.

October 22 & 23 | Niagara Falls Convention Centre

RESTROOM TAKEOVER | \$3,500

Make a subtle yet clever brand impact with mirror and door decals. Includes option to provide bathroom essentials for added attendee delight at sponsor's own cost. Includes logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 22 & 23 | Niagara Falls Convention Centre

EVENT SPONSOR | \$1,750

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

CUSTOMIZABLE OPPORTUNITY

Explore a customizable sponsorship tailored to your unique vision.
Contact us to create a personalized opportunity.

FOOD & BEVERAGE

DAY 2 TRADESHOW LUNCH | \$15,000

Maximize brand visibility with signage at food stations and personalized push notifications during the Day 2 lunch. Includes logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 23, 12:30PM-2:30PM | Exhibit Halls BC, Niagara Falls Convention Centre

DAY 1 NETWORKING LUNCH | \$10,000

Facilitate dynamic connections by sponsoring lunch on Day 1, with branding across food stations and personalized push notifications. Includes logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 22, 11:30AM-12:30PM | Exhibit Hall A, Niagara Falls Convention Centre

PRE-GALA MIXER | \$8,000

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 22, 7:00PM-7:30PM | Grand Ballroom Foyer, Fallsview Casino Resort

TRADESHOW RECEPTION | \$8,000

Activate attendee engagement by sponsoring the Tradeshow reception featuring branded bars and high-energy gathering zones. 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 22, 3:00PM–5:30PM | Exhibit Halls BC, Niagara Falls Convention Centre

BAR CAFÉ | \$7,500

Create an inviting coffee experience by branding cups, signage, and an opportunity to collaborate on a signature drink. Includes logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 22 or 23 | Niagara Falls Convention Centre

DAY 1 MEMBERS ONLY BREAKFAST | \$6,000

Kick off Day 1 with an exclusive breakfast experience tailored for IBAO members, featuring branded visibility and recognition at morning meal stations. Sponsorship includes personalized push notifications, logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 22, 8:30AM–9:00AM | Exhibit Hall A, Niagara Falls Convention Centre

DAY 2 NETWORKING BREAKFAST | \$6,000

Start Day 2 on an energizing note by sponsoring breakfast with branded presence, recognition at morning meal stations and personalized push notifications. Includes logo on onsite and digital signage as well as logo exposure in the Show Guide.

October 23, 8:30AM–9:00AM | Exhibit Hall A, Niagara Falls Convention Centre

RECRUITMENT

NEXT GEN LUNCH | \$7,500

Host a branded lunch for aspiring brokers and interact with college students enrolled in insurance programs across Ontario, fostering connections that can shape the next generation of insurance professionals. Includes brand recognition across print and digital platforms—including microsite, app, social media, newsletter, and magazine.

October 22, 12:00PM–12:30PM | The Lounge, Niagara Falls Convention Centre

NEXT GEN PANEL | \$4,000

Sponsor a thought-provoking panel session for our next generation of insurance professionals. This session will shape students' vision of the industry and provides an exclusive opportunity to introduce panelists and interact with college students directly. Includes brand recognition across print and digital platforms—including microsite, app, social media, newsletter, magazine and digitally during session.

October 22, 1:00PM–2:00PM | The Lounge, Niagara Falls Convention Centre

SPECIAL EVENTS

AFTER PARTY (DAY 1 OR 2) | \$50,000

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.

October 22 or 23, 10:00PM | Wildflower, Hilton Fallsview

AWARDS OF EXCELLENCE GALA | \$40,000

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 22, 7:30PM-10:00PM | Grand Ballroom, Fallsview Casino Resort

HOSPITALITY SUITE | \$7,500

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 23, 7:00PM-10:00PM | Fallsview Casino Resort

SIDEWALK BAR | \$4,000

Entertain a smaller presence at Hospitality Night with a Sidewalk Bar. Located in between Suites throughout the Fallsview Casino Resort. 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 23, 7:00PM-10:00PM | Fallsview Casino Resort

TRADESHOW

LOUNGE SPONSOR: DRIVE-THRU DISTRICT | CONTACT US FOR SIZE & PRICING

Be the exclusive sponsor of our food court on the tradeshow floor. A stylized “drive-in diner” with food stations, seating, and a projector wall looping sponsor ads, IBAOcon highlights, or even retro commercials.

Opportunity for this to be co-sponsored. Includes carpet, furniture, personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide. Opportunity to bring in food & entertainment at your own cost. Foot print is 40x90 (subject to change).

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

LOUNGE SPONSOR: MARKET PULSE | CONTACT US FOR SIZE & PRICING

Home to our Spotlight Stage, Be the exclusive sponsor of our Market Pulse Lounge. Opportunity for this to be co-sponsored. Includes carpet, furniture, personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide. Opportunity to bring in food & entertainment at your own cost. Foot print is 50x50 (subject to change).

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

LOUNGE SPONSOR: FAIRWAY CONNECT ZONE | CONTACT US FOR SIZE & PRICING

This golf-themed zone brings brokers together over friendly competition—featuring a golf simulator and a mini putt course, sponsors can have some fun as they build connections. Includes brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

LOUNGE SPONSOR: TRANQUILITY PARK | CONTACT US FOR SIZE & PRICING

Be the exclusive sponsor of this lounge area on the tradeshow floor. A calm, green space for reflection, quiet meetings, and recharging. Opportunity for this to be co-sponsored. Includes carpet, furniture, personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide. Opportunity to bring in food & entertainment at your own cost. Foot print is 40x50 (subject to change).

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

TOTE BAGS | \$11,000

A perfect way to make a first impression with the always popular tote bags! Attendees will receive an IBAOcon 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 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

TASTES OF NIAGARA KIOSK | \$7,500

Sponsor a branded tasting kiosk that spotlights local wineries, breweries, and bites with a one-hour sampling experience. Includes custom kiosk branding, personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide and the option to expand service at your expense.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

ENCORE IN THE AISLE | \$3,500

Sponsor one hour of roaming entertainment in the main entrance aisle of the tradeshow floor—designed to spark curiosity, create photo-worthy moments, and drive foot traffic. Includes premium visibility through performer costuming, personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

SPOTLIGHT STAGE | \$2,000

Join us on the Spotlight Stage at IBAOcon for a 15-minute live interview with Pete and Curt from The Insurance Podcast—a high-profile opportunity to elevate your brand and connect with brokers in a meaningful way. Includes 15-Minute Live Interview—Hosted by Pete & Curt, access to Video Recording, personalized push notifications, logo on onsite and digital signage, logo exposure in the Show Guide. Limited opportunities available.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

COMMERCIAL BREAK | \$500

Want to get in on the action of the Spotlight Stage? Provide a 10 second verbal ad for the Insurance Podcasters to highlight in-between interviews. Includes verbal recognition at the Spotlight Stage.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

SHOW GUIDE

HALF PAGE AD | \$500

Only Available to Exhibitors and Sponsors. 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 | \$350

Only Available to Exhibitors and Sponsors. 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.

EXHIBITORS

SINGLE BOOTH | \$5,500

Get in the mix with a single-space booth—perfect for connecting with attendees on the bustling tradeshow floor. Includes a 10x10 booth space, 2 exhibitor passes, brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

DOUBLE BOOTH | \$12,500

Double your impact with twice the space to engage attendees and showcase your brand in style. Includes a 10x20 booth space, 5 exhibitor passes, brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

TRIPLE BOOTH | \$20,000

Go big with a triple booth that positions your brand as a major player among 140+ exhibitors. Includes a 10x30 booth space, 7 exhibitor passes, brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre

QUAD BOOTH | \$30,000

Claim premium real estate with a quad booth—the ultimate setup for immersive activations and high-footprint visibility. Includes a 20x20 or 10x40 booth space, 10 exhibitor passes, 2 full passes, brand recognition across print and digital platforms including microsite, app, social media, Show Guide and on-site print and digital signage.

October 22 & 23, during Tradeshow hours | Exhibit Hall BC, Niagara Falls Convention Centre