

2025

Sponsorship

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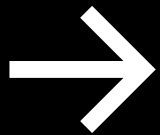
This year brings exciting opportunities as we advance major initiatives like Ontario auto reform and move into our next strategic planning cycle. Our association continues to thrive, maintaining a 15% increase in membership in the past five years. We have an engaged community, with up to 60% open rates on our enewsletters and 150% growth in our LinkedIn presence over the same period.

Last year we celebrated significant milestones—IBAOcon attendance hit a record high with 3,280 attendees, and our eLearning platform generated over 35,000 course registrations. These achievements are possible because of your sponsorship and support.

Partnering with IBAO demonstrates your commitment to Ontario's broker channel and its future success. This document outlines key aspects of our mandate, highlighting results and opportunities for collaboration. We welcome your ideas and look forward to working with you in the year ahead.

A handwritten signature in black ink, appearing to read 'Norah Black'.

**Norah Black
VP, Marketing & Communications**



Membership

The Insurance Brokers Association of Ontario is the largest provincial broker association in the country, representing over 15,000 brokers and thousands more staff. Our members are active in every region of the province, from the smallest communities to our nation's capital. They include brokerages with a single licensed broker, and they include international brokerages employing thousands of brokers. We're proud to represent this diverse group of businesses.

5



Numbers

17,216

Members

+15%

Membership Growth in 5 Years

1,247

Member Office Locations

20

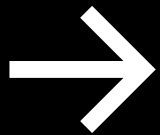
M&A Transactions Reported to IBAO

410

Member Brokerages

10

New Member Brokerages



Advocacy

A key function of the Association is communicating with government on behalf of Ontario Brokers and consumers. By explaining the complexities of insurance-related issues, we can help guide decision makers, to the benefit of the public. Issues stretch beyond our province—issues like climate change—so we've expanded our advocacy efforts to include a federal focus and help connect the dots between regulatory, provincial and national initiatives.

9

Provincial

Provincial Advocacy Day | Queen's Park

70

MPP Meetings

24

Broker Volunteers

→ Key Meetings

Honourable Graham McGregor
—Associate Minister of Auto Theft
and Bail Reform

Honourable Nina Tangri—Associate
Minister of Small Business

Honourable Todd McCarthy—Ministry
of Public and Business Service Delivery

→ Key Topics

Putting consumers first in Ontario
Auto reform, ensuring an informed and
educated public

Working to reduce auto theft for the
benefit of Ontarians

Protecting consumers against natural
catastrophes through funding and
policy recommendations

Collaborating with the Federal
Government on their National Flood
Insurance program

Incentivizing Ontario businesses to
reduce their cyber exposure

→ Key Initiatives

Creating OPCF 49 changes to DCPD
training and supporting documentation

Providing support and reference
materials on RIBO Disclosure guidance

Commenting on FSRA's Embedded
Insurance Solutions in a Test & Learn
Environment

Formalizing a position on Managing
General Agents regulation

Commenting on FSRA's Review of Health
Service Providers Framework and Health
Claims for Auto Insurance Systems

Collaborating cross industry on Fair
Treatment of Consumers regulation

Offering training materials and reference
guides for IBC's Dash



Provincial Advocacy Day, Queen's Park—November 18

Top Row, Left to Right

Don Clipperton, CAIB
W.N. Atkinson Insurance
Cindy Foster, CAIB
MHI Insurance Group
Taurien Daley, CAIB
Rai Grant Insurance Brokers
Chuck Ellison
Strong Roots Insurance Brokers
Jaimie Mulder, CAIB
NFP Canada
Baljit Gosal
JSP Insurance & Financial
Services

Second Row, Left to Right

Crystal Underhill, CIP
Reith & Associates Insurance and
Financial Services
Suzanne Pountney, CIP
Ontario West Insurance Brokers
Shara Bierman, FCIP, CAIB
Strong Roots Insurance Brokers
Scott Sleightholm, CAIB
Kenny Insurance Brokers
Debbie Joubert, CAIB
Mitch Insurance Brokers
Darlene Embury, CAIB
VLG Insurance Group
Greg Melanson, CIP
Darling Insurance & Realty
Colin Simpson
IBAO

Third Row, Left to Right

Jake Scrivens, CAIB
W.H. Scrivens & Son
Brett Boardway
IBAO
Katie Commisso, CAIB
Insurance Store
Dorothy Renzi, CAIB
KRGinsure
Mackenzie Steele
C.M. Steele Insurance Brokers

Fourth Row, Left to Right

Brian Erwin
McDougall Insurance & Financial
Laura Higgins, CIP, CPIB
Meadwell Mowat & Fennell Insurance
& Financial Services
Nicky Burns, CAIB
Sentinel Risk Insurance Group
Dario Battista, CAIB
isure Insurance
Cassandra Backhouse, CIP
Nacora Insurance Brokers

Not Pictured

Shawna Kozak, CAIB
Aon Reed Stenhouse
Dan Ayotte
PAIB Insurance

Ontario Auto Reform

→ Ongoing Consultation

Supporting open dialogue and continuous resolution of issues to the Ministry of Finance

Shifting focus to broaden dialogue and market direction incorporating FSRA, RIBO, IBC and OMIA

Leading one-on-one insurer meetings to understand their future auto product strategies and obtain alignment on broker challenges

Communicating with technology providers on product and regulatory progress and controls

Acting as key subject matter expert, driving timelines and outcomes of Ontario Auto reform

Participating in industry communication development and educational committees

Leading the Technology Working Group within FSRA's implementation plan

Highlighting to government that if brokers are supported through reform, consumers will be better supported through reform

→ Ontario Auto Committee

Applied Systems Canada

Cassels Brock & Blackwell LLP

Chris Mellor Insurance Brokers

Dawson & Keenan Insurance

HUB International

isure Insurance

L.J. Walters Insurance Brokers

Meadwell Mowat & Fennell Insurance & Financial Services

Ontario West Insurance Brokers

OTIP/RAEO Insurance Brokers

Reith & Associates Insurance and Financial Services

R. Robertson Insurance Brokers Gallagher

Strong Roots Insurance Brokers

Taylor Forder Insurance Brokers

Youngs Insurance Brokers

May	IBAO meets with the Ministry of Finance to discuss proposed changes to Ontario's Insurance Act. Following the meeting, IBAO creates an Ontario Auto Committee representing brokers, technology vendors and legal counsel for insight and feedback moving forward.
June	With the support of its Ontario Auto Committee, IBAO sends a formal response to the Ministry of Finance on proposed changes. Key concerns include product cost, reduced choice, a weakened small business community and increased red tape.
July	The Ontario Government publishes proposed amendments to Ontario's Insurance Act. IBAO and its Ontario Auto Committee assess recommended changes and call for member feedback before submitting collective recommendations back to the Ministry of Finance.
September	After further consultation with brokers, legal counsel, technology providers and insurers, IBAO submits a second response to the government outlining potential unintended consequences to consumers within its proposed reform of Ontario's auto product.
October	With a focus on technology, IBAO sends a third submission to the Ministry of Finance stressing concerns around timing, product complexity and consumer choice. Implications to broker technology are highlighted including concerns around manual processing and potential exposure.
November	Following the government's release of final product amendments, IBAO shares insight with MPPs at its Provincial Advocacy Day at Queen's Park. Automation delivery times and simplified product options for consumers are at the forefront.
December	IBAO continues its collaboration with FSRA, RIBO, IBC and industry partners to ensure a smooth rollout of product amendments in 2026. Steering Committees and Working Groups are established, with IBAO at the table.
July 1, 2026	Implementation of Ontario Auto Reform



Federal

Federal Advocacy Day | Parliament Hill

13

MP Meetings

6

Broker Representatives

→ Key Meetings

Honourable Steven Guilbeault—Minister of the Environment and Climate Change

MP Bryan May—Parliamentary Secretary to the Minister of Small Business

MP Francesco Sorbara—Member of the Standing Committee on Finance

→ Key Topics

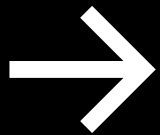
Affirming Consumer Protection in the Bank Act, separating the pillars of Banking and Insurance

Investing in a National Flood Insurance Program to protect Canadians from a changing climate

Providing a backstop for earthquake to help Canadians in catastrophic circumstances

Requesting an exemption from Capital Gains tax changes to safeguard generational brokerage businesses

Driving the CCIR/CISRO Natural Catastrophe initiative to ensure industry collaboration and cohesion



Initiatives

Through our many ongoing projects, we offer varied services and lead the conversation on important topics. From confronting the generational talent gap to adopting a DEI lens to collecting benchmarking data, we deliver solutions for the broader issues all brokers face, but may not be resourced to solve on their own. We share the latest news and success stories through our various publications and platforms to keep our membership connected and engaged.

17

Recruitment



→ Highlights

Developed a new brand, inclusive messaging and recruitment materials to attract next gen brokers

Participated in college job fairs throughout the year to put the spotlight on Ontario's broker channel

Provided a RIBO Level 1 Bursary program to cover the cost of L1 exams for college students in Insurance Management programs

Offered a College Mentorship Program to match students with brokers and brokerages across Ontario

Hosted IBAO NextGen Talent Expo for college students in Insurance Management programs

Partnered on a co-op program with the University of Waterloo to connect students to the broker channel

Offered a Commercial Account Manager Certificate Program in Partnership with Humber College

→ Post-Secondary Partnerships

Centennial College
Conestoga College
Fanshawe College
Humber College
Mohawk College
Seneca College
University of Waterloo



120+

IBAO NextGen Talent Expo Students

80+

College Mentorship Program Matches

Diversity, Equity & Inclusion



→ New Scholarship & Initiatives

Developed the Lyall Bell Scholarship for Broker Advancement in partnership with CABIP to support the Black insurance professional community

Sponsored Pride Toronto in partnership with LINK Canada; supplied a booth and recruitment materials in an effort to expand Ontario's broker channel

→ Submissions & Sponsorship

Made a formal submission to FSRA—Strengthening Protection of Vulnerable Consumers—with a focus on insurer use of gender markers

Applied for a FSRA grant to improve insurance literacy for New Canadians

Created and distributed a DEI Calendar highlighting cultural celebrations throughout the year

Sponsored the Women in Insurance conference hosted by Insurance Business Canada

Sponsored CCIPA's Chinese New Year celebration

Supported the Women in Insurance Cancer Crusade with advertising and marketing support to help promote their local events and initiatives

Contributed to the Gord Downie Wenjack Fund in honour of National Truth & Reconciliation Day

Donated to the LGBT YouthLine to help amplify youth voices, drive impactful campaigns and advocate for the rights and well-being of 2SLGBTQ+ youth across Ontario



DEI Committee

Amanda Deimert, CIP
M-Jak Insurance Brokers

Andrea Castillo Garcia, CAIB
Ontario West Insurance Brokers

Angela Barham
K&K Insurance Canada

Bettina Urban
Collectivfide Insurance Brokers

Bianca Florio
Westland Insurance

Crystal Underhill, CIP, AIPC
Reith & Associates Insurance and
Financial Services

Eris Van Mayhem
PrimeService Insurance

Jaimie Mulder, CAIB
NFP Canada

Khadisha Thornhill
HB Group Insurance Management

Melissa Bajwa
ProLink Insurance

Melissa Forward, CAIB
RIBO

Peter Lee, CAIB, CIP
Chat Insurance Services

Shani Campbell-Francois, CIP, CRM
Selective Insurance Group

Suzanne Pountney, CIP
Ontario West Insurance Brokers

Trevor McIntosh
Coverboo



Partners

Canadian Association of Black
Insurance Professionals

Canadian Chinese Insurance
Professionals Association

LINK Canada — 2SLGBTQ+
Insurance Network

Communication

→ Social Media

15,320+

LinkedIn Followers

2,180+

Instagram Followers

2,830+

Facebook Followers

+152%

LinkedIn Growth in 5 Years



eNewsletter

20,245+

eNewsletter Distribution

64%

Highest eNewsletter Open Rate



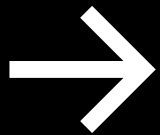
Digital TOB Magazine

10,150+

Active Digital Magazine Readers

80+

Digital Magazine Articles Published



Education

IBAO is the premiere destination for broker education. With best-in-class offerings across licensing, designations and continuing education, we support brokers at every career phase, from first getting licensed to ownership and everything in between. Members enjoy discounted pricing, access to free eLearning across all accreditation categories and free webinars throughout the year. We help brokers in their pursuit to continuously expand their knowledge and skill set to better serve their clients.

25

Continuing Education

Released a second foundational eLearning course—Property Foundations: Residential Risk—highlighting electrical, solid fuel heating appliances, waterlines and drains. Foundational courses give novice brokers a comprehensive understanding of key concepts and topics.

37,258

eLearning Registrations

441

E&O Participants

2,970

Registrations in Top eLearning Course—Conversations on Conduct

333

New Broker Essential Participants



Featured Courses

Auto Foundations: SABS for PL & CL Brokers

Commercial Lines Certificate

DCPD Changes & Introduction of OPCF 49

Equivalency Prep Courses - RIB Act,
Regulations & Bylaws, Ontario Auto

130

eLearning Accreditation Hours

79

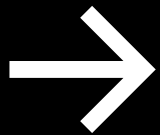
eLearning Courses

8

Free Webinars



IBAO Grad Reception Keynote, Trevor McIntosh—October 22



Events

We host several large events throughout the year, culminating in our annual conference—IBAOcon—the largest insurance event in the country. These events provide a forum for brokers to meet and make new connections with insurers, vendors and industry partners. We bring together leaders and guest speakers to share their expertise, inspiring brokers to discover new ideas while earning required education hours.

29



Principal Broker Calls

771

Attendees

AGM

336

Attendees

Grad Reception

152

Attendees



Young Brokers Conference

100%

Rated their Experience as Excellent

150

Attendees

23

Speakers

99%

Would Recommend the Event

47

Exhibitors

22

Sponsors



Highlights

Focus on leadership development and practical strategies to apply at your brokerage

In-depth workshops and practical skill-building sessions

Networking and team building opportunities to increase collective and community focus

Interactive tradeshow featuring insurer partners and industry vendors



Featured Sessions

Generational Harmony in Today's Workplace

Technology's Role in Brokerage Success

Communicating Industry Change

Leading Ahead of the Curve



IBAOcon

"Surrounded by brokers, regulators, insurance carriers and technology partners, #IBAOcon24 is a strong reminder of how much potential we have when we gather as an industry, and how we have to constantly evolve and adapt to shape the future of insurance brokers in Ontario."

—IBAOcon Attendee

3,281

Attendees

1,257

App Downloads

25%

First Time Attendees

112

Exhibitors

42

Speakers

33

Sponsors



\$50,000

Donated to MusiCounts

IBAOcon





IBAOcon

→ Featured Sessions

AI as a Thought Partner
Relentless Transformation
Driving Data & Broker Technology
Strategy Through Pattern Recognition
Is Business Competition Dead?
Implications of Intangible Risk
A True Story from a Hotter World
Navigating a Wildfire Crisis
Practical Applications of Climate Change
Macro Regulatory Trends
Regulators in the House
Ontario Auto Power Panel
Hacking the Rockstar Attitude

96%

Rated a Good Experience

95%

Plan to Attend Next Year

94%

Would Recommend the Conference

→ New Features

Sponsor Marketplace, a dynamic hub showcasing products, services and Executive Teams of top insurer sponsors

Personal & Commercial Lines Panels highlighting key themes, trends and topics in the broker channel space

Spotlight Stage featuring 20+ company products, demos and Q&As during Tradeshow hours, hosted by the Insurance Podcast

Synergy Lounge, a quiet space to connect with colleagues, grab lunch, coffee or mocktails, and enjoy DJ Steph Honey

Sponsor Zone, a dedicated space for top insurers including CAA, Definity, Intact Insurance, Travelers Canada and Wawanesa

Broker's Rock After Party featuring broker musicians performing hit songs for an audience of 1,000+ brokers



IBAOcon Commercial Lines Panel—October 24

Awards of Excellence





Award Winners

Affiliate Award
Insurance Brokers of Durham Region

DEI Award
Christopher Aloussis, LINK Canada

InsurTech Award
ProNavigator

Small Brokerage Award
Jones Insurance

Rising Talent Award
Dorothy Renzi, KRGinsure

Large Brokerage Award
PetleyHare Insurance Brokers



Corporate Benefits

	\$100,000	\$75,000	\$50,000	\$25,000	\$15,000
IBAOcon OCT 22-23 NIAGARA	MAGENTA	PLATINUM	GOLD	SILVER	BRONZE
Executive Panel Participation	•				
Personal or Commercial Panel Participation	•				
Spotlight Stage Time Slot and Video	•				
Sponsor Marketplace Suite	•	•			
Sponsor Lounge Double Booth (Inside Tradeshow)	•	•			
Guaranteed Hotel Room Block	15	10	5		
Hospitality Night Suite	•	•	•		
Hospitality Night Passes	20	15	10		
Day 2 Passes	20	15	5		
Full Access Passes	20	10	10	5	2
NEW Show Guide Advertising	HALF PAGE	HALF PAGE	BANNER	BANNER	BANNER
Brand Presence on IBAOcon Site	•	•	•	•	•
Brand Presence on IBAOcon App	•	•	•	•	•
Multimedia Presentation	•	•	•	•	•
On-Site Branded Signage	•	•	•	•	•
Ongoing Event Promotions	•	•	•	•	•
Member Rate for IBAOcon Passes	•	•	•	•	•
Opportunity to Include Delegate Bag Inserts	•	•	•	•	•
Single Tradeshow Booth			•	•	•

YOUNG BROKERS CONFERENCE | JUNE | TORONTO

Executive Panel Participation	•				
Tradeshow Tickets	5	2	2	2	2
Tradeshow Booth	DOUBLE BOOTH	SINGLE BOOTH	SINGLE BOOTH	SINGLE BOOTH	SINGLE BOOTH
Brand Presence in Digital & Event Program	•	•	•	•	•
Brand Presence on YBC Conference Site	•	•	•	•	•
Multimedia Presentation at YBC Conference	•	•	•	•	•
On-Site Branded Signage	•	•	•	•	•
Member Rate for YBC Conference Passes	•	•	•	•	•
Opportunity to Include Delegate Bag Inserts	•	•	•	•	•

PRESS & PROMOTION

Exclusive Video Message (Produced by IBAO)
2025 Sponsorship Announcement
NEW Website in 2025 Presence on IBAO Website
Company Updates Included in Weekly eNewsletter
Company Updates Featured on IBAO Social Platforms
Company Logo Featured in 2025 Annual Report
Opportunity to Recognize your Affiliation with IBAO

TOB MAGAZINE

Premium Digital Advertising Options (January-June)
Editorial Opportunity in IBAOcon Print Issue (Aug 29 Deadline)
Advertising Opportunity in IBAOcon Print Issue (Aug 29 Deadline)
Digital Advertising (January-June)
Subscription

EDUCATION

Grad Reception Tickets
Contribute eLearning Content to My IBAO Learning Path

CORPORATE

Touch Points with IBAO Leadership Team
Invitation to Discuss Broker Channel Trends, Insights and Benchmarking
Broker Channel Communication Opportunities

2025 IBAO Events

\$100,000	\$75,000	\$50,000	\$25,000	\$15,000
MAGENTA	PLATINUM	GOLD	SILVER	BRONZE
•				
•	•	•	•	•
•	•	•	•	•
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•	•	•	•	•

•				
•	•			
1 FULL PAGE	1 FULL PAGE	1 HALF PAGE	1 HALF PAGE	1 HALF PAGE
3 MONTHS	2 MONTHS	1 MONTH	1 MONTH	1 MONTH
•	•	•	•	•

2				
•	•	•		

•	•	•	•	•
•	•	•	•	•
•	•	•	•	•

IBAOcon

We continue to evolve this conference based on attendee and sponsor feedback. This year we have the opportunity to grow our tradeshow and sponsorship opportunities across our three venues in Niagara Falls. We'll be keeping new elements from last year's conference that worked well, and continuing to tweak those that didn't.

SPONSOR LOUNGE | DAY 1 + 2

- Specific area for Magenta and Platinum sponsors to set up a double booth or lounge
- Located on the Tradeshow Floor
- Open during Tradeshow hours
- Signage and promotion provided by IBAO to increase awareness and hype

SPONSOR MARKETPLACE | DAY 2

- Exclusive to Magenta and Platinum sponsors
- Opportunity to create a unique experience, bringing your brand to life
- Could include:
 - Welcome experiences as brokers arrive
 - Tradeshow booth or lounge experiences to brand the space
 - Content experiences including micro talks or videos
 - Formal experiences including meet and greets or one-on-one meetings
 - Competitive experiences including prizes or competitions
 - Interactive experiences including activations or gamification
 - Parting experiences like swag or giveaways
- Basic AV and seating provided by IBAO as required
- *Restrictions—no food & beverage, musical guests or celebrity appearances*

SPOTLIGHT STAGE | DAY 1 + 2

- Spotlight Stage hosted by the Insurance Podcast
- Located outside the Tradeshow floor in a dedicated, high traffic area
- Interview style presentations
- Opportunity for audience Q&A and engagement
- Signage and promotion provided by IBAO to increase awareness and hype
- Presentations will be recorded and shared post conference for added engagement

Hospitality Night | Day 2 7:00-10:00PM

- Exclusive opportunity to create a unique experience for brokers
- Suite (branded by sponsor) to host Ontario Brokers
- Of note—there will be an IBAOcon After Party from 10:00PM-12:00AM

NEW Conference Show Guide

- Print program distributed to all conference attendees featuring event highlights, locations, details, speakers, etc.
- Exclusive opportunity to advertise and promote your company's participation at IBAOcon

Young Brokers Conference

We're transforming this long-standing event into a more accessible, dynamic and value-packed experience. For the first time, the conference will take place in Toronto, offering greater opportunities to boost attendance, enhance tradeshow participation and attract top-tier sponsorships. Stay tuned for exciting updates including a complete rebrand and new direction for this event.

2025

Sponsorship