SHOW GUIDE SHOW GUIDE SHOW GUIDE SHOW GUIDE SHOW GUIDE SHOW GUIDE SHOW GUIDE

## Thank You



































































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#### Plan. Explore. Connect.



Download the IBAOcon App

#### **Badge Pickup**

#### **Hilton Niagara**

Tuesday, October 21 2:00PM-7:00PM

#### **Convention Centre**

Wednesday, October 22 8:00AM-5:30PM

Thursday, October 23 8:00AM-5:00PM

#### **Fallsview Casino**

Wednesday, October 22 6:30PM-8:00PM

Thursday, October 23 6:30PM-9:00PM

#### **Wi-Fi Access**

#### **Hilton Niagara**

Network: Hilton Honors Meeting

Password: events

#### **Convention Centre**

Network: IBAOcon25

Password: Connect2IBAO







#### **Welcome Back to IBAOcon**

IBAOcon is the highlight of my year. It truly is our industry's Christmas (or whatever holiday you celebrate)—the chance to come together, share ideas and build the kind of connections that make this profession so special.

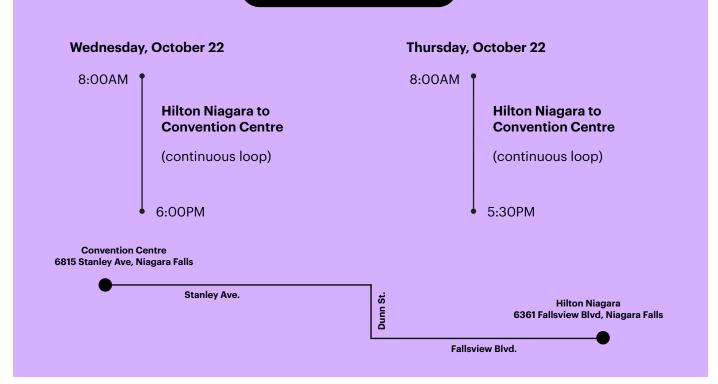
This event is more than just a reunion of colleagues and friends; it's the opportunity to grow our network and strengthen our industry. I encourage you to step outside your circle, meet new people and help others feel connected. That sense of inclusivity is what makes our broker community so extraordinary. A simple introduction or conversation can create lasting impact—for you and the person you reach out to.

There's a lot to look forward to at IBAOcon this year: engaging panels, inspiring keynotes and the chance to hear directly from executives shaping the future of insurance. And of course, a few fun surprises along the way—like the #BrokersCare t-shirt pop-up, so you can wear your broker pride loud and proud.

I couldn't be more excited about the days ahead. IBAOcon is our moment to celebrate who we are, what we've achieved and where we're headed as an industry. Let's make the most of it, together.

Shara Bierman IBAO President

#### **Shuttle Schedule**





#### We would like to thank our brokers for your continued partnership and support.

While our Personal, Business and Specialty Insurance operations will be acquired by Definity in the coming months, we will retain our Canadian Bond business, keeping our standing as the largest surety writer in North America. Our goal is to ensure that the transition is as smooth as possible for you and your customers. We look forward to maintaining and growing our relationship for many years to come.

We look forward to seeing you at the tradeshow!



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#### **Badge Access**

#### **Badge & ID Requirements for IBAOcon Delegates**

At IBAOcon 2025, your conference badge is essential for accessing all events and sessions. Each badge features a colored stripe indicating your access level. Please wear your badge visibly at all times to ensure smooth entry to all areas.

Many IBAOcon events are held within the Fallsview Casino venue, where strict age verification policies are enforced. To enter and participate in associated events, you must be 19 years of age or older and may be asked to present valid, government-issued photo identification on premises.

#### Find it. Win it.

Make the most of your IBAOcon experience with our in app challenge. Throughout the venue, you'll find hidden codes. Enter each code in the IBAOcon 2025 App under *Find it*. *Win it*. to collect points.

- · Each code has a point value
- The more you explore, the more you score
- Climb the leaderboard and secure your spot at IBAOcon 2026
- Prizes for brokers only

Start here: enter this Show Guide code for 100 points: GRH518

Keep exploring, keep entering, and you could be one of the top three winners heading back to IBAOcon next year—on us.

#### **Access Levels**



**All Access** 



Wednesday



Thursday



**Tradeshow** 



Hospitality

#### CSIO>

#### **Enhancing Broker Connectivity**

Learn more about CSIO and our library of free CE accredited courses



Insurance for Business

Just say the word





Come see us at IBAOcon to talk about your commercial opportunities

#### Think bigger, think Intact.

#### Stop by and connect with us





Booth 209. Exhibit Hall B Oct. 22: 3:00 PM - 5:30 PM

Oct. 23:12:30 PM - 5:00 PM



#### **Commercial Lines Panel** 9:30 AM - 10:30 AM

Alyson Paisley

Deputy Senior Vice President, Ontario Commercial and National Distribution Teams



#### Sponsor Marketplace

10:30 AM -12:30 PM

Exhibit Hall A



#### **Executive Panel** 2:30 PM - 4:00 PM

Peter Janzen

Senior Vice President, Ontario Division and National Distribution Teams



#### **#BrokersCare**

Created in 2021 by the Insurance Brokers Association of Saskatchewan, #BrokersCare shines a light on the meaningful ways brokers support their communities. What began as a local initiative has sparked national conversations about giving back, strengthening connections and celebrating the values at the heart of the broker profession.

This year, IBAO is honoured to support the campaign in partnership with Wawanesa, with 100% of proceeds from #BrokersCare t-shirt sales at IBAOcon supporting Earth Rangers. The charity empowers Ontario children and families to protect the environment through hands-on conservation and climate education.

Our sincere gratitude to Wawanesa for supporting this campaign, to IBAS for their leadership and inspiration, and to broker associations across Canada for strengthening the collective voice.



#### In Support Of



Earth Rangers is a Canadian registered charity dedicated to transforming children's concern for the environment into meaningful action.

Through free national programs, in-school outreach, and digital engagement, Earth Rangers empowers children (and their communities) to become active conservationists—whether organizing shoreline cleanups, planting pollinator gardens, or reducing waste at home.

Their Wildlife Adoptions program lets supporters symbolically adopt an animal; every adoption directly funds species protection projects across Canada.

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Learn more at **bmo.com/canadianbusiness** 



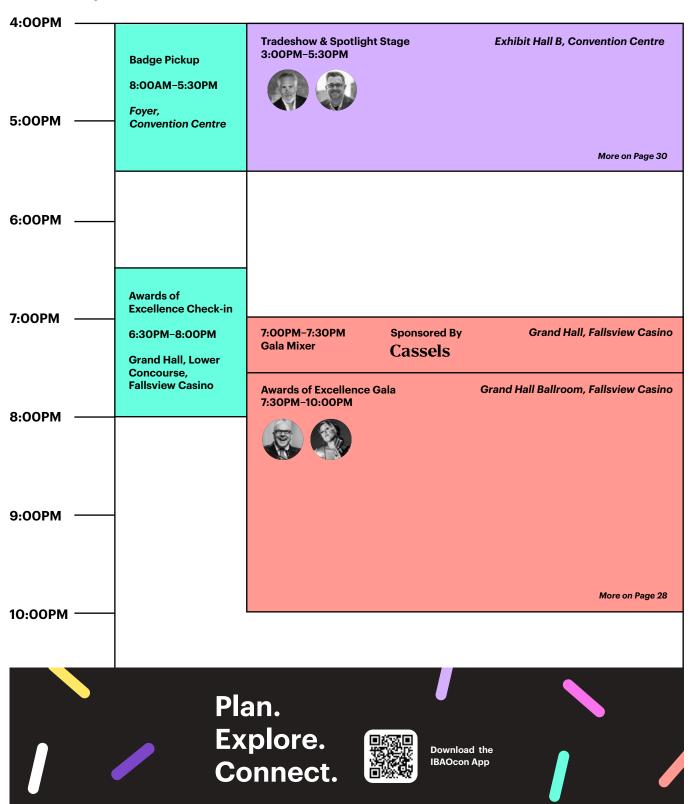
#### Day 1 Agenda

#### Wednesday, October 22

8:00AM ———			
2 2244		8:30AM-9:00AM Networking Breakfast	Food Hall, Convention Centre
9:00AM ———		9:00AM-10:00AM Members' Meeting	Main Stage, Convention Centre
10:00AM ——			
		10:00AM-10:30AM Networking Break	Foyer, Convention Centre
		Opening Keynote 10:30AM-11:00AM	Main Stage, Convention Centre
11:00AM ———		Ontario Auto Panel 11:00AM-12:00PM	Main Stage, Convention Centre
	Badge Pickup 8:00AM-5:30PM		
12:00PM ———	Foyer, Convention Centre	Networking Lunch 12:00PM-12:30PM	Food Hall, Convention Centre
1:00PM ——		BIP Talks 12:30PM-2:00PM	Main Stage, Convention Centre
I:OOPMI			
2:00PM			More on Page 18
2.001 111		Keynote	Main Stage Convention Contro
		2:15PM-3:00PM	Main Stage, Convention Centre
3:00PM ——			More on Page 17
		Tradeshow & Spotlight Stage 3:00PM-5:30PM	Exhibit Hall B, Convention Centre

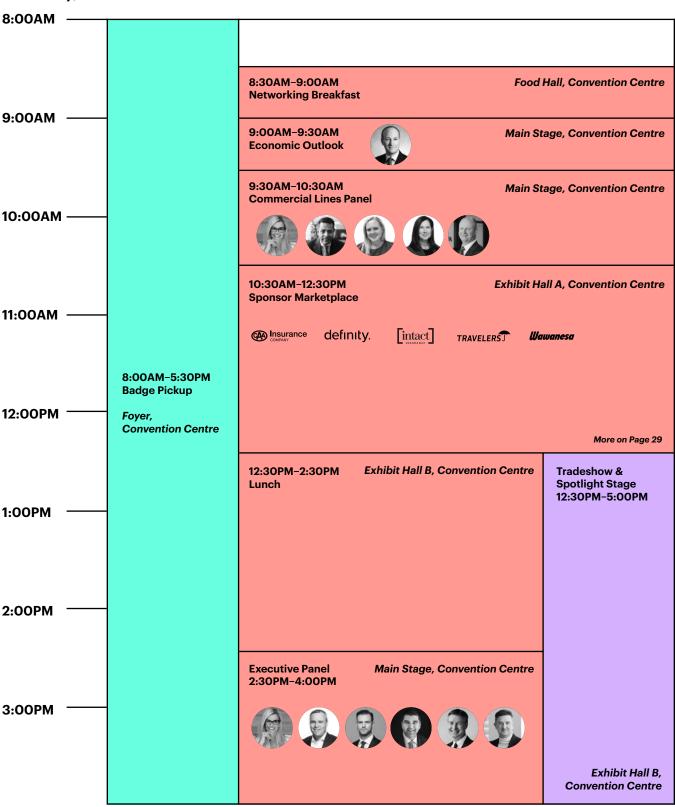
#### Day 1 Agenda

#### Wednesday, October 22



#### Day 2 Agenda

#### **Thursday, October 23**



#### Day 2 Agenda

#### Thursday, October 23

4:00PM —		
	8:00AM-5:00PM Badge Pickup Foyer,	Tradeshow & Spotlight Stage Exhibit Hall B, Convention Centre 12:30PM-5:00PM
	Convention Centre	More on Page 31
5:00PM —		
6:00PM —		
7:00PM —		
7.001 W	Hospitality Night Registration	7:00PM-10:00PM Fallsview Casino Hospitality Night
	6:30PM-9:00PM	2 <sup>nd</sup> Floor
8:00PM —	Grand Hall,	definity. R5 Lounge
5.551 III	Fallsview Casino	Concourse
		PEM BRIDGE" TRAVELERS Ontario mutuals "
		Bar Barista Lucky's Restaurant & Bar Niagara Brewing Company Taproom
9:00PM —		Lower Concourse
		MARKEL STARR Insurance Wawanesa  Grand Hall C Maple A Grand Hall E Grand Hall A
		Grand nail C mapie A Grand nail E Grand nail A
		More on Page 32
10:00PM —		10:00PM Wildflower Social, Hilton Niagara After Party
11:00PM —		
		More on Page 37



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#### WE'RE BACK,

and we can't wait to see you!

#### **NIAGARA FALLS CONVENTION CENTRE**

**OCT** 3 - 5:30 pm Booth #113 Tradeshow Floor **22** 3:45 - 4pm Spotlight Stage - Ft. Philip Kitchen & Carri Kram Market Pulse Lounge 9:30 - 10:30am Commercial Lines Panel – Ft. Obaid Rahman Peller Estate Ballroom OCT 10:30am - 12:30pm Sponsor Marketplace Exhibit Hall A **23** 12:30 - 5pm Tradeshow Floor Booth #113 Peller Estate Ballroom 2:30 - 4pm Executive Panel - Ft. Paul MacDonald

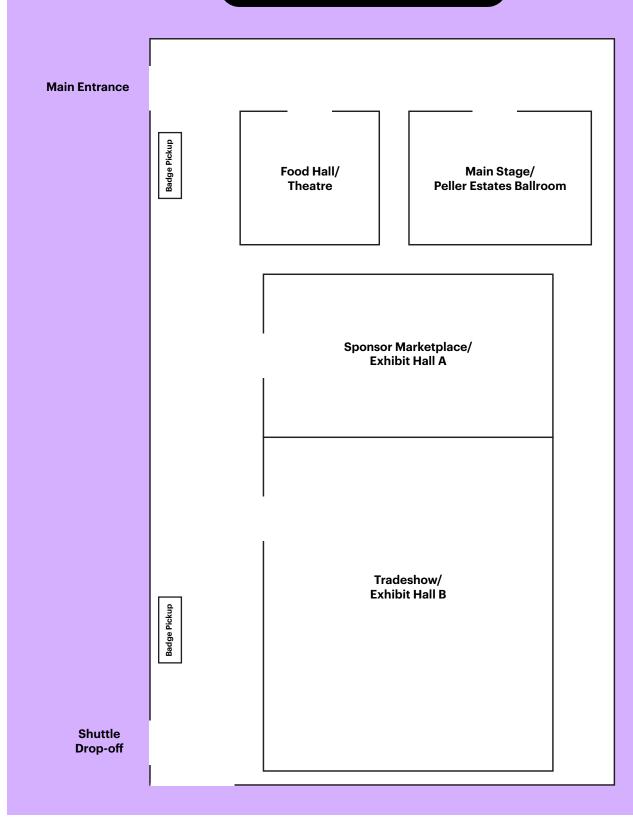
#### **FALLSVIEW CASINO**

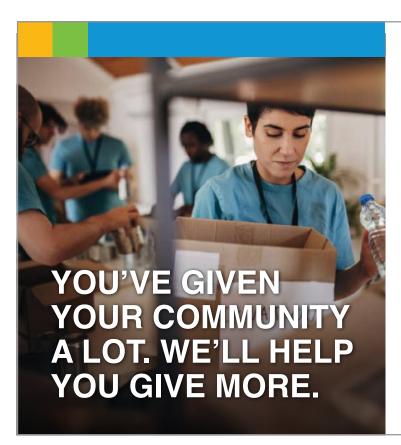
7 - 10pm **R5** Lounge Hospitality Night





#### **Convention Centre Map**





You've invested time and energy into building a business that serves your community. We're doing the same.

Our **2025 Impact Report** shows how we're making a difference in Commonwell Country. Our **L.E.A.F.** grants give funds to learning and engagement programs... and our **SEEDit** program helps boost local food security. These are investments that your customers can actually see happening where they live.

When you partner with The Commonwell, you're showing your clients that you care about who they are and where they come from. That together we're reinvesting their premiums right back into the places they call home.

See the Impact across Commonwell Country:

thecommonwell.ca/impact







#### Wednesday, October 22

2:15PM-3:00PM-Main Stage, Convention Centre

#### The Resilient Side of Funny

Join us for a dose of Canadian humour with comedian, actor and host Gerry Dee, known for his hit sitcom Mr. D and Family Feud Canada. Blending standup with candid conversation, Dee shares behind-the-scenes stories from the classroom, the set and the stage, reflecting on the reality of stepping into new roles and navigating the unexpected. Dee reminds us that finding humour in everyday chaos isn't just entertaining—it might be the key to staying grounded, connected and resilient.

Moderated by Teddy Wilson, TV Host & Writer.



#### It's 6:00 am

A Top 10 insurer just announced a bold acquisition

#### You knew before your first coffee

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#### **BIP Talks Lineup**

#### Wednesday, October 22

12:30PM-2:00PM-Main Stage, Convention Centre

#### What's Your Brokerage Worth?



Kenneth Pan Managing Director & Partner Dowling Hales

Brokerage M&A trends are evolving, driven by shifting market conditions, investor appetite and changing deal dynamics. In this session, gain insights on current transaction activity, valuations and deal structures, what's driving buyer interest, and what these trends mean for brokers considering growth, succession or strategic partnerships.

#### **The Rising Cost of Climate Change**



Denise Balkissoon Executive Editor The Narwhal

From property damage to business disruption, weather-related losses are rising, and your clients are feeling it. Join one of Canada's most respected environmental authorities for a timely look at how climate realities are reshaping risk across the country—what's happening on the ground, what do brokers need to know and where can the industry lead with solutions, insight and expertise.

#### **Politics & Policies**



Paul Wells
Political Journalist

How do shifting political landscapes, regulatory changes and broader market forces impact Ontario Brokers? Join a prominent voice in Canadian political journalism for a candid exploration of where politics meets insurance. From election-year uncertainty to evolving government priorities and the long-term effects of public policy, this session will provide the insight and context you need to navigate what's next.

#### Mind the Machine: Navigating AI Risk



Nevina Kishun CEO, MSA Research (Moderator)



Marisa Coggin Partner Dentons LLP



Rick Da Costa
Partner | National Leader
Corporate & Regulatory
Insurance & Reinsurance
RI G



Lauren Nickerson AI & Litigation Associate Torys LLP

Al is reshaping the way brokers work, but with that comes new challenges. Our legal panel examines risks around privacy, regulation, biased outputs and vendor contracts, offering practical advice on governance, negotiating liability and staying aligned with evolving standards. Learn how to adopt AI responsibly while safeguarding your clients and your business.

#### **Global View, Canadian Stage**



Graeme Trudgill CEO, British Insurance Brokers Association



Peter Braid CEO, Insurance Brokers Association of Canada

What can we learn from across the pond? Join an exclusive interview with the CEO of the British Insurance Brokers Association for global insights that hit close to home. From broker-MGA dynamics to AI to building influence, catastrophe response, broker consolidation and independence, this is your chance for fresh perspective and practical ideas in a shifting landscape.



#### Lounges

#### **Tranquility Park**

Step away from the buzz of the Tradeshow floor and recharge in Tranquility Park. This serene lounge offers a calm, comfortable space to take a break, catch up on messages, or enjoy a quiet chat with fellow delegates. Surrounded by soft seating and relaxing ambiance, it's your perfect mid-conference reset zone.

#### **Market Pulse**

Stay in the know at Market Pulse, where industry insights meet real-time conversation. Drop in to connect with partners, discuss emerging trends, and get the latest updates shaping the insurance landscape. It's a vibrant hub for our Spotlight Stage Featuring Pete and Curt from *The Insurance Podcast*, sharing ideas and sparking innovation on the Tradeshow floor.

#### Fairway Connect Zone

Network, relax, and have some fun at the Fairway Connect Zone sponsored by Paul Davis Property Restoration. Meet new contacts, reconnect with industry peers, or test your swing in one of our golf-themed activities. Every great business relationship starts with a good conversation—and maybe a good drive.

#### **Tradeshow Map**



Magenta

**Sponsors** 

Sponsors

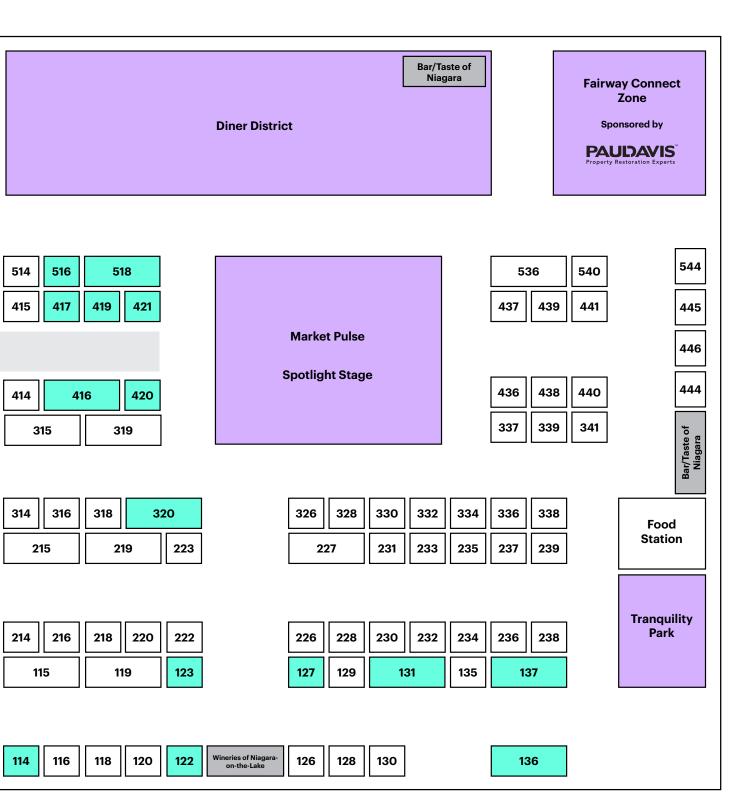
**Event** 

#### Wednesday, October 22

Convention Centre 3:00PM-5:30PM

#### Thursday, October 23

Convention Centre 12:30PM-5:00PM



#### **Exhibitor Listing**

#### A

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#### **Awards of Excellence**

#### Wednesday, October 22

7:00PM-10:00PM—Grand Hall Ballroom, Fallsview Casino

Get ready to celebrate in style! Leah Canali will be performing live at the IBAOcon Awards of Excellence on Wednesday evening. Known for her captivating voice and dynamic performances, Leah brings a mix of soulful melodies and energetic tunes that are sure to set the perfect mood for the evening.

Leah Allyce Canali is a Torontobased, multi-genre vocalist and songwriter renowned for her powerful, soulful voice and impressive whistle tones. Since the age of 19, she has captivated audiences worldwide, performing on stages from Fenway Park to Massey Hall. Her dynamic range and emotive delivery have earned her comparisons to artists like Adele, Amy Winehouse, and Mariah Carey.

Join us for an unforgettable night of recognition, celebration, and live music as we honor the achievements of Ontario's insurance brokers.





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#### **Sponsor Marketplace**

#### **Thursday, October 23**

10:30AM-12:30PM-Exhibit Hall A, Convention Centre

Back by popular demand, this hub for connection and conversation is so much more than a tradeshow booth (sponsors have those too!). This year, five top insurers are participating, each bringing something unique to the table. From interactive experiences to engaging presentations, this is your chance to connect directly with industry leaders, explore new opportunities and kickstart meaningful collaborations. Attendees will have two hours to make the rounds, engage with our five sponsors and capitalize on the moment.



definity.





Wawanesa

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#### Meet Your Spotlight Stage Hosts: Pete Tessier & Curt Wyatt





We're thrilled to have Pete Tessier and Curt Wyatt, hosts of *The Insurance Podcast*, leading our Spotlight Stage 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.

Join us during tradeshow hours at the Spotlight Stage for a series of compelling talks and interviews curated by Pete and Curt. It's an opportunity to gain valuable insights and stay ahead in the ever-evolving insurance landscape.

#### **Spotlight Stage**

#### **Wednesday October 22**

3:15PM IBAO

Shara Bierman, IBAO President

#BrokersCare

3:30PM ARAG Legal Solutions

Peter Dempster, CEO + Alex Manning, VP Sales &

Corporate Strategy

Why Legal Expense Insurance Matters

3:45PM Definity

Carri Kram, Manager Business Development, Small

Business + Philip Kitchen, Assistant VP Small Business

SME Pathway Commercial Quote and Bind

4:00PM Beal Business Brokers & Advisors

Steven Beal, Principal

How to Plan a Successful Exit or Succession

4:15PM CAA Insurance

Pierre Bourdeau, Director P&C Insurance Marketing

Guiding Brokers Into the AI (Marketing) Era

4:30PM Vertafore Canada

Dimitrios Argitis, General Manager & VP + Stacey Miranda,

Senior Director Product Management

Powering the Next Generation of Insurance Brokers

4:45PM Paul Davis Canada

Cortney Young, Senior VP Business Development + David Corvers, VP Business Development Helping Brokers Prepare, Respond and Rebuild



#### **Thursday, October 23**

12:45PM Feathery

Peter Dun, Co-Founder & CEO

Automating the Future of Insurance Operations

1:00PM Hagerty

Todd Hutcheson, VP Business Development

Connecting Car Culture & Coverage

1:15PM Wawanesa

Brandon Zehr, Director Business Development Ontario

Investing in Ontario's Future

1:30PM KYCS Global

Jay Lyall, VP Special Markets

The Impact of Tracking Tech on Auto Theft

1:45PM TAG Tracking

Freddy Marcantonio, VP Business Development

+ Jerry Kontarini, Liaison Officer Rewriting the Auto Theft Playbook

2:00PM HSB Canada

Stephanie Banning, AVP Cyber Practice Strategies for a Safer Digital Future

2:15PM ServiceMaster Restore of Canada

Maureen Catania, Director Growth Strategy

+ David Mercer, VP

Helping Brokers Strengthen Client Trust



Hosted by Pete Tessier and Curtis Wyatt, *The Insurance Podcast* is a leading industry show that dives into the trends, challenges, and people shaping the world of insurance in Canada and beyond.

With candid interviews and thoughtful commentary, the podcast offers listeners valuable insights on topics like insurtech, regulation, leadership, brokerage growth, and the future of the industry.

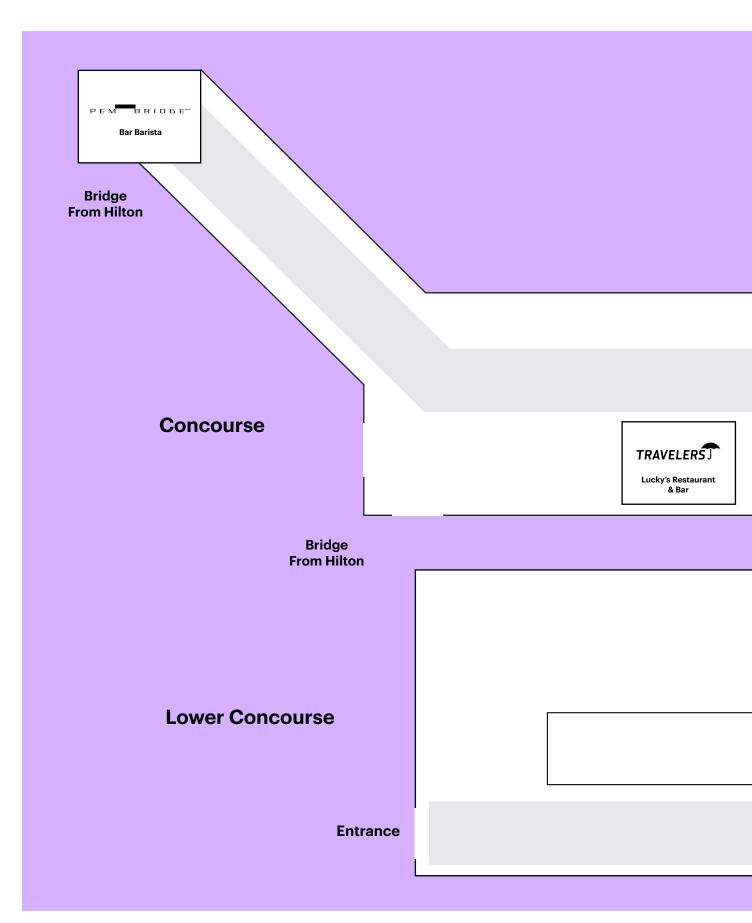
Whether you're a broker, underwriter, executive, or tech entrepreneur, The Insurance Podcast delivers real conversations with real impact—keeping you informed, inspired, and connected.

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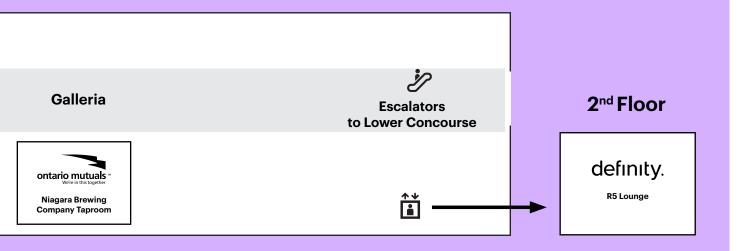


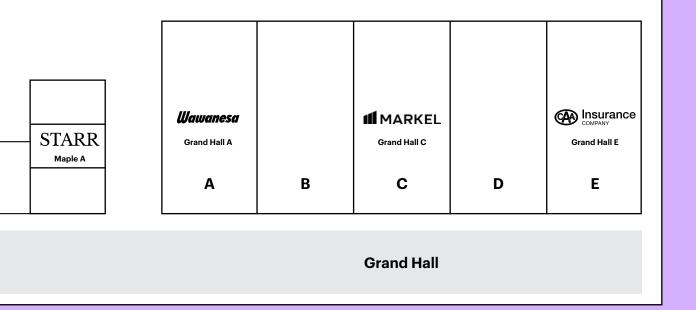


#### **Hospitality Night Map**

Thursday, October 23

7:00PM-10:00PM-Fallsview Casino







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We blend AI precision with human intelligence to deliver:

■ Business Optimization

■ AI-Led Automation

■ Scalable Workforce



#### Meet up at booth #421

To connect and see what's new.



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From initial consultation to closing the deal, we're with you every step of the way.

#### **SCAN TO LEARN MORE**



#### **Tastes of Niagara**

Experience the flavours of Ontario wine country at IBAOcon Tradeshow



3:30-5:00PM Wednesday, October 22

12:30-1:30PM Thursday, October 23

Discover the flavours of Ontario's renowned wine country without leaving the conference. Wineries of Niagara-on-the-Lake, home to some of the province's most celebrated vineyards, are bringing their finest selections straight to you.

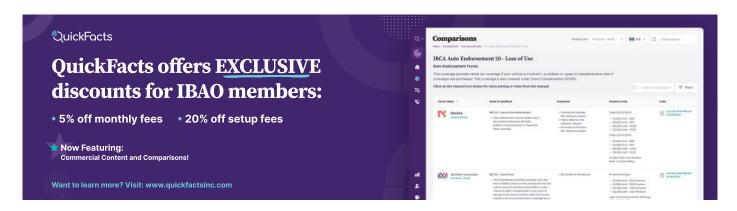
Enjoy an exclusive tasting experience featuring exceptional wines and local craft beers during Tradeshow hours.

Presented in partnership with Wineries of Niagara-on-the-Lake.

#### **Featured Selections**

Riverview - Sauvignon Blanc & Baco Noir

Lakeview Wine Company - White & Eastdell Black Cab



#### Thursday, October 23

10:00PM—Wildflower Social, Hilton Niagara



Close out IBAOcon in style with a video dance party and musical journey through the '80s, '90s and 2000s. Host Rob Pagetto brings his trademark energy while DJ General Eclectic keeps the floor moving with legendary throwback sets. The perfect way to close out your experience.





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## Without coverage?

\$25,000\*

## With ARAG?

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\* Average litigation cost in Canada (lawyer + court + time)





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## See You Next Year

October 21–22, 2026
Toronto

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