

Sponsorship Sponsor

2026 Sponsorship

Sponsorship

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Numbers



Ontario's broker channel continues to grow—and so does our community.

17,308

Members

Membership has reached 17,308, marking a 14% increase in the last five years. This upward trend demonstrates both the resilience of Ontario's broker channel and the value members place in the resources and support we provide. Continued growth in IBAO membership, even as brokerages consolidate, reinforces our role as a central voice for brokers province-wide.

1,217

Member Office Locations

391

Member Brokerages

21

M&A Transactions Reported to IBAO

17

New Member Brokerages



→ Broker Advocacy

Represented broker interests as a key stakeholder and influential voice in the industry

Engaged government decision-makers to secure support for broker and consumer priorities

Shaped regulatory approaches, influencing dependencies, communication practices and distribution considerations

→ Regulatory & Product

Drove changes to renewal processes, ensuring coverage and limits consistency for consumers

Championed improvements to the quotation process, addressing TAC implications

Expanded implementation timelines from 12 to 18 months, supporting operational readiness across the channel

→ Industry Education

Hosted an Ontario Auto Panel at IBAOcon, preparing brokers for 2026 reforms and exploring their impact on coverage, compliance and client communications

Developed Ontario Auto 101: Intro to Changes with the Insurance Institute of Ontario and the Ontario Mutual Insurance Association to unify the industry's knowledge base and streamline training

Strengthened brokers' understanding of 2026 auto insurance reforms, promoting consistent adoption across the industry



IBAOcon Ontario Auto Panel—October 22

Political Engagement

→ Broker & Consumer Advocacy

Hosted our largest Queen's Park Advocacy Day to date, bringing brokers together from across the province to meet with government officials and advocate for broker and consumer priorities; engaged elected officials and political staff through a meet-and-greet reception

Reaffirmed sponsorship of the Ontario Legislature Internship Program, supporting the development of future policy leaders, building awareness of brokers' contributions to consumers and communities

Educated policymakers on brokers' role serving Ontarians, advocating on key issues

Highlights

60

In Person Meetings

40

Reception Attendees

35

Broker Representatives



Key Issues

→ **Consumer Protection & Auto Reform**

Highlighted the growing importance of consumer-focused auto reform initiatives

Advocated for an implementation solution that enables consumers to obtain the best advice, supporting informed decisions through practical and valuable interactions with brokers

Emphasized the need for brokers to guide and support the most vulnerable—one in three Ontarians are facing serious health, financial or life vulnerabilities

→ **Natural Catastrophe Preparedness**

Led a national effort with the Canadian Council of Insurance Regulators and the Canadian Insurance Services Regulatory Organization to address consumer education concerns

Encouraged provincial support in establishing a National Flood Insurance Program, raising awareness of the increasing financial burden of natural disasters on Ontarians

Advocated for increased coordination with municipalities to enhance homeowners' risk mitigation fund options, addressing flood, wildfire and severe weather exposure

→ **Auto Theft Prevention**

Advocated provincially and federally for continued collaboration between government, law enforcement and industry partners with a focus on community safety through coordinated, multi-stakeholder efforts

Re-emphasized ongoing concerns that theft rates, while declining, remain significantly above historic levels

→ **Labour Mobility & Regulatory Efficiency**

Urged regulators and politicians to reduce unnecessary licensing barriers across provinces

Supported efforts to streamline cross-provincial licensing for a more flexible and competitive industry



“Productive discussion with IBAO as our government builds on a plan to protect Ontario. As the voice for over 17,000 brokers serving 7 million policyholders, it was insightful to hear about the ways they’re building confidence, improving services and supporting communities.”

—The Honourable Doug Downey,
Attorney General of Ontario

***Top Row, Left to Right***

Scott Sleightholm
Kenny Insurance Brokers

Brian Purcell
James Purcell Insurance Broker

Jake Scrivens
W.H. Scrivens & Son

Laura Higgins
Meadwell Mowat & Fennell Insurance & Financial Services

Nicky Burns
Sentinel Risk Insurance Brokers

Richard Pereira
Jones Deslauriers Insurance Management

Peter Lee
Chat Insurance Services

Chuck Ellison
Acera Insurance

Second Row, Left to Right

John McClelland
McClelland Insurance

Brooke Hunter
Hunters International Insurance

Angela Barham
K&K Insurance Canada

Adrian Dacanay
Ai Insurance Organization

Dorothy Renzi
KRGInsure

Giovanna Costa Fazari
Brokers Trust Insurance

Brenda Rose
FCA Insurance Brokers

Jay Regimbal
Youngs insurance

Greg Melanson
Darling Insurance

Saqib Mehmood
InsureLine

Third Row, Left to Right

Crystal Kaustinen
Acera Insurance

Shani Campbell-Francois
Selective Insurance Group

Trevor McIntosh
coverboo Insurance Brokers

Tim Wylie
Wylie Insurance Brokers

Colin Simpson
IBAO

Cassandra Backhouse
Covalen

Brian Erwin
McDougall Insurance & Financial

Baljit Gosai
JSP Insurance & Financial

Mark Preston
Preston Insurance

Gabriela Bejarano
IBAO

Marlene Morrison Nicholls
EQU Consulting

National Advocacy

Queen's Park Advocacy Day | November 16



→ Banking & Insurance Oversight

Defended the separation of banking and insurance under the Bank Act, now postponed until 2033

Advocated for regulatory approaches that protect consumer choice and maintain a competitive marketplace

Engaged MPs to ensure brokers' perspectives are represented in upcoming federal reviews



→ National Disaster & Insurance Programs

Supported the creation of a National Flood Insurance Program and a future earthquake backstop to protect families and businesses

Promoted federal funding programs for retrofits and upgrades that increase property resiliency and reduce disaster impact

Highlighted the importance of affordable coverage options to enhance protection for Canadians in times of crisis



→ Cybersecurity, AI & SME Protection

Advocated for a national program to support small and medium-sized enterprises in defending against cyber threats and raised awareness among MPs about the importance of proactive government action

Facilitated member engagement with IBAC's AI education series through distribution and marketing

Worked to ensure SMEs have access to tools, resources and guidance for cyber resiliency

Grassroots Initiatives

→ Local Engagement & Impact

Delivered meet-and-greet reception across six Affiliate regions including Windsor & Essex, St. Thomas & London, Niagara South, Ottawa, Mississauga and Durham

Fostered productive dialogue on key issues like auto reform, natural catastrophes and consumer protection, amplifying broker presence and influence

Created opportunities for elected officials to hear firsthand the impact brokers have on families, small business and local economies

Enhanced broker visibility and BIP brand presence with social media amplification



Regulatory & Industry Leadership

→ Policy, Compliance & Market Insight

Served as a key resource for government, regulators and stakeholders, contributing to advisory committees and policy development at provincial and national levels

Developed frameworks for brokerage Information Security Plans (ISP) and Privacy Default Protocols (PDP), helping members meet MTO/CGI ARIS requirements

Assessed draft regulations, market guidance and developments including TAC guidelines, FSRA's Auto Dealer Test & Learn environment, referral fees, supervisory requirements, M&A activity and new insurance company entrants, while keeping members informed of emerging trends and regulatory changes

Reviewed insurance company and MGA contracts, many national in scope, to support informed member decision-making





Recruitment

→ Key Initiatives & Programs

Highlighted brokerage career opportunities at college job fairs and the Student Life Expo, Canada's largest education and lifestyle event for graduating high school students

Supported aspiring brokers through the RIBO Level 1 Bursary program, covering exam and training costs for Insurance Management students

Offered a Commercial Account Manager Certificate with Humber College, equipping students with in-demand industry skills

Hosted a NextGen Expo at IBAOcon, connecting college students with industry leaders and career pathways

4,250

Student Life Expo Attendees

115

Next Gen Expo Participants



“I want to extend sincere thanks to the IBAO for the incredible opportunity provided to our students at IBAOcon. This wasn’t just a conference—it was a transformative experience.”

—Insurance Management Professor



Diversity, Equity & Inclusion



Lyall Bell Scholarship Presentation | October 21

Highlights**1,167**Getting Started with DEI
Registrations**615**Hiring Practices
Registrations**465**How to Start DEI
Registrations**446**The Code and AODA
Registrations→ **Leadership**

Maintained an active DEI Committee to guide strategy and embed inclusion across IBAO programs

Ensured DEI Committee representation at Queen's Park Advocacy Day, bringing diverse perspectives into advocacy discussions

→ **Education**

Expanded engagement across IBAO's DEI education offerings, reflecting growing awareness and sustained momentum among members

Continued to position DEI learning as a practical resource for brokers and their teams

→ **Community**

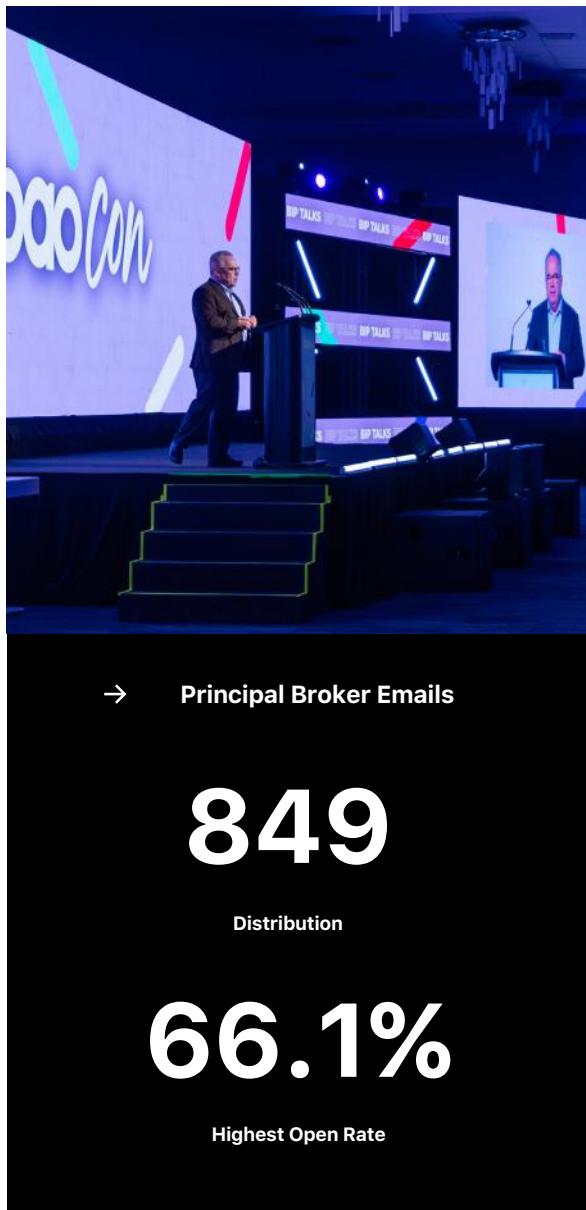
Awarded the Lyall Bell Scholarship for Broker Advancement, in partnership with the Canadian Association of Black Insurance Professionals, to Abdiadir Khalif of Ottawa

Sponsored industry and community initiatives including the Women in Insurance Conference

→ **Partnerships**

Supported the National Centre for Collaboration on Indigenous Education (NCCIE) and its 4 Seasons of Reconciliation course adopted by leading organizations across the sector

Continued partnerships with the Canadian Association of Black Insurance Professionals, Canadian Chinese Insurance Professionals Association and LINK Canada—2SLGBTQ+ Insurance Network



→ IBAO Updates

20,229

Distribution

60.6%

Highest Open Rate

31.9%

Average Open Rate

21%

Highest Click Rate



→ Video

54,014

Social Video Views

+219%

Social Video Growth Over 5 Years

→ Channels

+83%

Growth Across Channels Over 5 Years

16,842

LinkedIn Followers

2,848

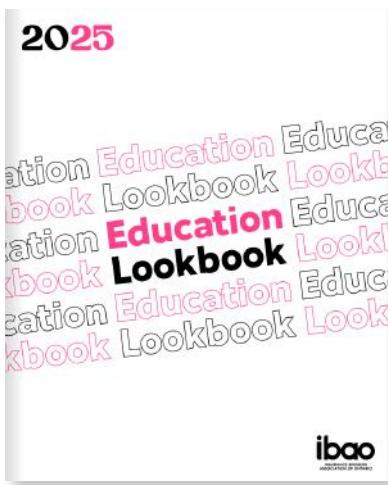
Facebook Followers

2,345

Instagram Followers

Publications

→ **Education Lookbook**



Launched a new promotional resource featuring courses and learning tracks, giving brokers fresh opportunities to build expertise and stay ahead

Promoted year-round across email, social media, web and key events, achieving broad reach and establishing the Lookbook as our most visible educational resource

→ **Ontario Broker Magazine**



Delivered a dynamic, multi-platform publication that informs, educates and celebrates Ontario Brokers

Published in print and online, the magazine covers regulatory updates, market trends and broker success stories, keeping members engaged and up-to-date

→ **IBAOcon Show Guide**



Produced a comprehensive resource featuring session schedules, maps and exhibitor information, designed to help attendees navigate the conference

Distributed to attendees, promoted through campaigns and featured at key touchpoints throughout IBAOcon



YBCcon Executive Panel | June 11

Continuing Education

→ New Content

Expanded eLearning offerings, providing brokers with accessible, accredited coursework to support ongoing professional growth

Maintained strong member uptake, demonstrating the value and impact of convenient, accessible learning

46,068

eLearning Registrations

→ New Courses

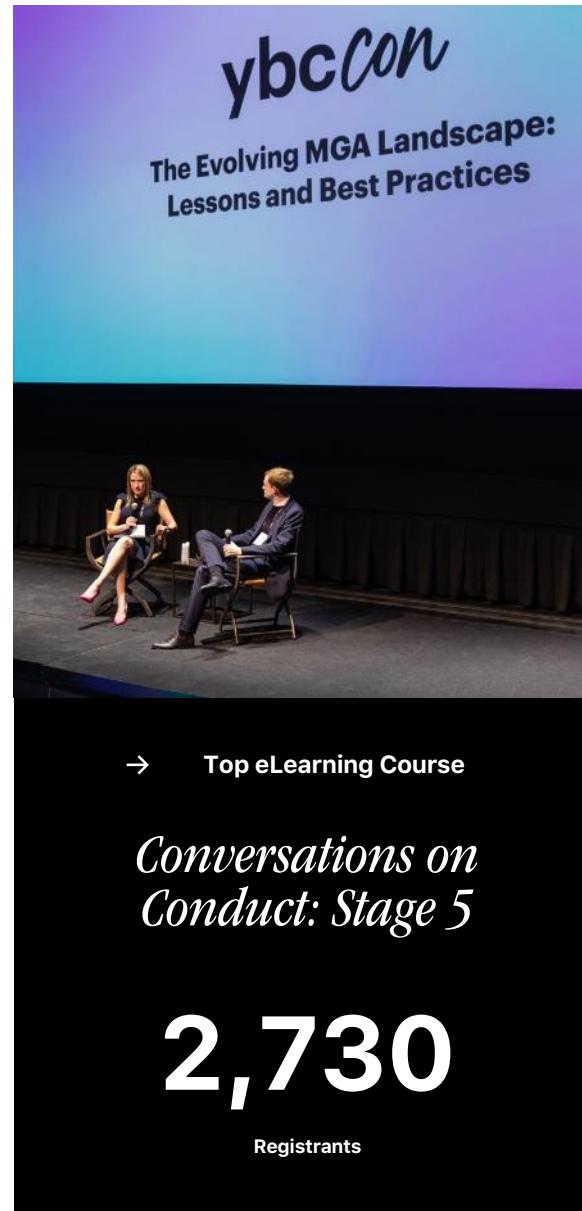
Farm Foundations: Introduction to Farm Insurance

From Client Support to Sales Strategy: Unlocking the Renewal Meeting

Introduction to Equipment Breakdown

Conversations on Conduct Stage 5

Introduction to Watercraft Insurance



“This course was amazing, literally prepared us for exactly what we needed on the exam and I passed with flying colours. The DiSC has been invaluable for our team as well.”

—Principal Pathway Registrant



→ [Top Webinar](#)

Note Taking to Protect Your E&O

172

Registrants

Member Events



753

Principal Broker Call Attendees

334

AGM Attendees

87

Grad Ceremony Attendees



*“Thank you for hosting
a wonderful grad
ceremony, IBAO team!
I’m thrilled to have
walked across the stage
with this inspiring group.
I’m deeply grateful
for the support and
inspiration I’ve received
through my time.”*

—IBAO Grad Student



94%

Would Return to IBAOcon

2,108

Mobile App Downloads

→ Features

Brought together brokers, industry partners and insurance leaders for education, networking and collaboration

Featured a mix of education sessions, keynote presentations and a tradeshow, showcasing relevant products and services

Created opportunities for professional growth and connection, helping attendees stay ahead of emerging trends while celebrating the strength of the community

“We’re proud to be part of a community focused on strengthening resilience, building meaningful relationships, and shaping the future of insurance. Thank you to the IBAO for hosting such a forward-thinking event.”

—IBAOcon Attendee, LinkedIn

2,532

Attendees

130

Exhibitors

33

Sponsors

30

Speakers





63,380

Social Media Impressions

12,996

Instagram Story Views

80%

Agreed Content Provided
Actionable Takeaways

→ **Featured Content**

Capacity, Clarity & Staying Power

New Coverage, New Conversations

What's Your Brokerage Worth

Rising Cost of Climate Change

Politics & Policies

Mind the Machine: Navigating AI Risk

Global View, Canadian Stage

The Resilient Side of Funny

Rate Expectations: Economic Update



→ **Spotlight Stage**

Amplifying Industry Voices

Featured high-impact conversations hosted by Pete Tessier and Curt Wyatt of *The Insurance Podcast*

Showcased 19 speakers from 14 companies, bringing top industry voices together to share insights and spark dialogue



→ #BrokersCare

Highlighted the positive impact brokers have in their communities by supporting this national campaign, created by the Insurance Brokers Association of Saskatchewan, in partnership with Wawanesa

Promoted awareness of broker contributions to local communities and inspired broader industry conversations on giving back

Donated 100% of proceeds from #BrokersCare t-shirt sales to Earth Rangers, supporting hands-on conservation and climate education for children and families



\$50,000

Donated to Earth Rangers





→ Award Winners

InsurTech Award

QuickFacts

Rising Talent Award

Sri Nagumantri, Solutions Insurance Group

Small Brokerage Award

Mackay Insurance

Large Brokerage Award

Nacora Insurance Brokers

DEI Award

Eris van Mayhem, PrimeService Insurance

Rodney Hancock Affiliate Award

Windsor Essex County Insurance
Brokers Association



Corporate Benefits

→ Premier Strategic Partner | Magenta Sponsor — \$100,000

Magenta Sponsorship delivers the highest level of visibility, access, and influence across all IBAO events and platforms. This exclusive partnership includes premium on-site branding, extensive IBAOcon participation, leadership engagement, editorial exposure, and year-round digital promotion. Magenta sponsors are positioned as industry leaders and trusted partners to the broker community.

→ High-Impact Leadership Presence | Platinum Sponsor — \$75,000

Platinum Sponsors receive significant brand exposure and engagement opportunities across IBAO's major events, education initiatives, and communications channels. Benefits include strong IBAOcon presence, print and digital exposure, and meaningful access to members and leadership.

→ Strong Visibility & Engagement | Gold Sponsor — \$50,000

Gold Sponsorship offers a balanced mix of event participation, education involvement, and digital promotion. Sponsors benefit from tradeshow presence, half-page print advertising and consistent visibility across IBAO platforms, making this an ideal level for broad brand awareness.

→ Consistent Brand Presence | Silver Sponsor — \$25,000

Silver Sponsors gain reliable exposure across IBAO events and communications, including on-site branding at IBAOcon, tradeshow participation, digital recognition, and promotional inclusion. A cost-effective option for maintaining visibility within the broker community.

→ Foundational Exposure | Bronze Sponsor — \$15,000

Bronze Sponsorship provides essential brand recognition across select events and digital channels. This level includes event acknowledgment, tradeshow participation, and ongoing promotional visibility, ideal for organizations seeking an entry-level presence with IBAO.

	\$100,000	\$75,000
PRESS & PROMOTION	MAGENTA	PLATINUM
Exclusive Video Message (Produced by IBAO)	•	
2026 Sponsorship Announcement	•	•
Presence on IBAO Website	•	•
Company Updates Included in Weekly eNewsletter	•	•
Company Updates Featured on IBAO Social Platforms	•	•
Company Logo Featured in 2026 Annual Report	•	•
Opportunity to Recognize your Affiliation with IBAO	•	•

TOB MAGAZINE

Q&A Opportunity in IBAOcon Print Issue (Sept 4 Deadline)	•	•
Advertising Opportunity in IBAOcon Print Issue (Sept 4 Deadline)	1 FULL PAGE	1 FULL PAGE
Print Issue Subscription	•	•

EDUCATION

Contribute eLearning Content to My IBAO Learning Path	•	•
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CORPORATE

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

ANNUAL GENERAL MEETING | APRIL 16

Lunch Reception Access	5	4
Digital Visibility	•	•
Presentation Recognition	•	•
On-site Visibility	•	•



\$50,000	\$25,000	\$15,000
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GOLD	SILVER	BRONZE
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MEMBER ENGAGEMENTS | MARCH, MAY, JULY, DEC

Brand Visibility & Recognition	•	•	•	•	•
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\$100,000	\$75,000	\$50,000	\$25,000	\$15,000
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MAGENTA PLATINUM GOLD SILVER BRONZE

GRAD CEREMONY | OCT 20 | TORONTO

Event Access	4	3	2		
Presentation Recognition	•	•	•	•	•

IBAOcon | OCT 21-22 | TORONTO

Session Participation OR Sponsor	•				
Expo Live	•	•			
Tradeshow Booth	DOUBLE BOOTH	DOUBLE BOOTH	SINGLE BOOTH	SINGLE BOOTH	SINGLE BOOTH
Guaranteed Sheraton Hotel Room Block (Wed and Thurs Night)	15	10	5		
Hospitality Night Suite	•	•	•		
Hospitality Night Passes	20	10	5		
All Access Passes	40	20	15	5	2
Show Guide Advertising	HALF PAGE	HALF PAGE	BANNER	BANNER	BANNER
Digital Visibility	•	•	•	•	•
Presentation Recognition	•	•	•	•	•
On-site Visibility	•	•	•	•	•
Access to Member Rate	•	•	•	•	•
Swag Display Case Access	•	•	•	•	•

NEXTGEN | OCT 21 | TORONTO

Networking Lunch Access	4	3	2		
Presentation Recognition	•	•	•	•	•

AWARDS OF EXCELLENCE | OCT 21 | TORONTO

Event Access	20	20	10	5	2
Presentation Recognition	•	•	•	•	•



