

APRIL 7 - APRIL 9, 2026

# TREASURED PAST BRILLIANT FUTURE

## SPONSORSHIP OPPORTUNITIES



BROKERCON 2026 sponsorship is an investment in relationships, leadership, and the future of the broker distribution channel—during a milestone year for IBAM.

## **DELEGATE SNAPSHOT**

### **Audience Size**

300–500 insurance professionals from across Manitoba

### **Who Attends**

- Brokerage Owners & Principals
- Branch Managers & Senior Leaders
- Licensed Personal & Commercial Lines Brokers
- Emerging Industry Leaders
- Insurance Company & Industry Partners
- Provincial Reach
- Urban, rural, and northern representation — reflecting a broad provincial footprint

### **Influence & Impact**

- Trusted advisors to thousands of Manitoba individuals, families, and businesses
- Key decision-makers within their brokerages and communities
- Influencers in purchasing, partnerships, and operational strategy
- Strong professional networks extending across the province

### **Why This Audience Matters**

A concentrated gathering of Manitoba’s insurance distribution network — offering sponsors direct access to industry leaders, relationship builders, and community influencers in one setting.



## CELEBRATING 75 YEARS OF INDEPENDENT INSURANCE LEADERSHIP

For 75 years, IBAM has represented, supported, and advanced Manitoba's independent insurance broker community. BROKERCON 2026 marks a milestone moment—bringing together brokers, executives, and industry partners to celebrate the past, engage the present, and shape the future of the broker distribution channel.

BROKERCON is Manitoba's largest and most influential insurance event, offering sponsors direct access to decision-makers in an environment built on trust, professionalism, and long-standing relationships.

## WHY SPONSOR BROKERCON 2026

### **Direct Access to Decision-Makers**

Connect with independent brokers, principals, managers, and industry leaders who influence placement, partnerships, and purchasing decisions.

### **Alignment with a Trusted 75-Year Legacy**

IBAM's longevity signals credibility, stability, and leadership—values sponsors benefit from by association.

### **High-Engagement Brand Visibility**

Sponsorship opportunities are tied to moments of peak attendance and attention, not passive exposure.

### **Relationship-Driven ROI**

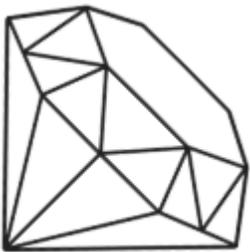
BROKERCON is designed for meaningful interaction, not transactional marketing.

### **Leadership Positioning**

Sponsorship demonstrates commitment to the broker channel and the long-term health of the industry.

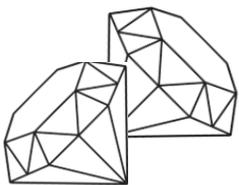


# SPONSORSHIP LEVELS



## PREMIER PARTNER

As a Premier Partner, your brand will gain unparalleled visibility, connecting directly with industry leaders and enhancing your reputation within the independent insurance community.



## SIGNATURE PARTNER

You will gain exclusive access to key networking opportunities with broker principals, industry leaders, and other decision-makers.



## SUPPORT PARTNER

Gain targeted marketing advantages and enhanced logo placement, ensuring your brand reaches decision-makers and key stakeholders during the event.



## PREMIER PARTNER OPTION ONE

# SAFE RIDE PARTNER | \$12,000 WEDNESDAY, APRIL 8 & THURSDAY, APRIL 9

*Insurance and road safety are inherently linked. This sponsorship promotes sober, responsible transportation and demonstrates a commitment to preventing impaired driving, reducing claims, and keeping Manitobans safe.*

- Exclusive designation as “Safe Ride Sponsor” in conference promotion, mobile app, website, and on-site signage
- Prominent logo placement on all Safe Ride signage
- High-value exposure to the insurance broker community
- Company representatives may ride on shuttles to engage with brokers
- 10 complimentary tradeshow and hospitality suite tickets





## PREMIER PARTNER OPTION TWO

# PRESIDENT'S DINNER & ENTERTAINMENT PARTNER | \$10,000 WEDNESDAY, APRIL 8 | 6:30PM-10:30PM

- Verbal recognition during dinner
- Company banner on podium
- Wine sponsor recognition on tables
- Recognition on program and presentation slides
- Brand recognition on IBAM website, social media posts, conference schedule
- Company logo displayed on all event promotional material
- Complimentary table (10 people)





## PREMIER PARTNER OPTION THREE

# TRADESHOW PARTNER | **\$8,500** THURSDAY, APRIL 9 | 4:30PM-8:00PM

- Opportunity to include one branded item and one printed item for tradeshow attendees
- Brand recognition at food stations
- Company banner at tradeshow entrance
- Recognition on the IBAM website, social media posts, conference schedule
- Company logo displayed on all event promotional material, conference schedule
- 25 complimentary tradeshow and hospitality suite tickets



## NETWORKING LUNCH SPONSOR | \$5,000 WEDNESDAY, APRIL 8 | 12:15PM-1:00PM

- Company logo displayed on all lunch tables
- Branded banner visible during lunch
- Opportunity to include promotional material at each place setting
- Recognition on the IBAM website, social media, printed materials, conference schedule and in MC remarks
- Naming rights to the Fairmont's famous 'Backdoor Burger' feature for lunch



## PRESIDENT'S DINNER RECEPTION | SOLD WEDNESDAY, APRIL 8 | 5:30PM-6:00PM

- Company logo displayed on cocktail tables
- Branded banners visible in reception space
- Recognition on the IBAM website, social media, printed materials, conference schedule and MC remarks
- Opportunity to name a featured drink offered during reception



## COFFEE SPONSOR | **SOLD** WEDNESDAY, APRIL 8 & THURSDAY, APRIL 9

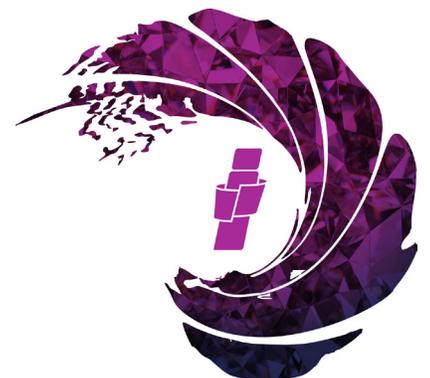
- Company logo displayed at the coffee station
- Opportunity to include a company banner next to coffee station
- Recognition on the IBAM website, social media, printed materials



## SIGNATURE PARTNER OPTION FOUR

## TRADESHOW BOOTH SPONSOR | **\$2,850** WEDNESDAY, APRIL 8 | 4:00PM-8:00PM

- 8' X 8' booth with 8' skirted table and two chairs
- Access to the Hospitality Suite networking opportunities following the event



## GEORGE E. WILSON CAIB HIGHEST MARK AWARD | **SOLD** TUESDAY, APRIL 7 | 10:30AM-12:00PM

- Two complimentary tickets to the Graduate Awards Brunch
- The opportunity to present the award and take a photo with the winner
- Recognition on the printed program given to all attendees
- Recognition on the IBAM website, social media



## FOI HIGHEST MARK AWARD | **SOLD** TUESDAY, APRIL 7 | 10:30AM-12:00PM

- Two complimentary tickets to the Graduate Awards Brunch
- The opportunity to present the award and take a photo with the winner
- Recognition on the printed program given to all attendees
- Recognition on the IBAM website, social media



## E&O SEMINAR | \$1,500

### TUESDAY APRIL 7 | 1:00PM-4:30PM

- Company logo displayed outside of seminar room and on welcoming slide
- Verbal recognition
- The opportunity to give a 2-minute presentation at the beginning of the seminar
- Recognition on the IBAM website, social media, printed materials



## SUPPORTING PARTNER OPTION FOUR

## IBAM ANNUAL GENERAL MEETING | \$1,500

### WEDNESDAY APRIL 8 | 8:30AM-9:45AM

- Company logo displayed outside of AGM room and on welcoming slide
- The opportunity to give a two-minute presentation prior to the start of the meeting
- Recognition on the IBAM website, social media, printed materials

*\*AGM attendance is limited to IBAM members only.*

