



# SPONSORSHIP OPPORTUNITIES

2025 IBAM Brokercon: There's No Place Like Home

April 23-24, 2025



# 2025 SPONSORSHIP OPPORTUNITIES



## **BREAKFAST SPONSOR | \$4,500 WEDNESDAY | \$4,500 THURSDAY | \$8,000 BOTH DAYS**

Be the first touchpoint for most of the industry by sponsoring the morning breakfast! Day one includes an assortment of tasty Fairmont-made breakfast bite treats and day two will feature a continental breakfast for convention goers. Sponsorship includes branding at the station and brand exposure on digital and print promotions.

## **COFFEE STATION | \$5,000**

Become an instant favourite by sponsoring the coffee station throughout the convention. Set out at peak times throughout the 2 days, the coffee station is a well frequented spot. Sponsorship includes the opportunity to include small promotional items at the coffee stand and brand exposure through signage at the stand and in digital and print promotions.

## **HYDRATION SPONSOR | \$5,000**

Be an integral part of the Convention by sponsoring the water stations throughout the 2 days. Sponsorship includes the opportunity to include small promotional items at the water station and brand exposure through signage at the stand and in digital and print promotions.

## **CONVENTION NETWORKING LUNCH | \$4,500**

**Wednesday, April 23**

The Fairmont is known for its excellent food – get great brand exposure through sponsoring one of the Convention Networking Lunches – a combination of tasty cuisines to help convention goers re-fuel for the afternoon. Sponsorship includes branding at the station and brand exposure in digital and print promotions.



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## TRADESHOW NETWORKING LUNCH | \$4,500

Thursday, April 24

Take advantage of this new opportunity. Attendees will be able to attend a Tradeshow Networking Lunch which allows attendees more time in front of the booths. Sponsorship includes branding at the food stations and seating areas and brand exposure in digital and print promotions.

## TRADESHOW DINNER SPONSOR | \$8,500

Help attendees fuel up for the last evening by sponsoring the tradeshow food stations. The greatest attended event throughout convention, this year, the IBAM Tradeshow will feature several options for attendees. Sponsorship includes branding at the stations and seating area, and brand exposure in digital and print promotions.

# SESSIONS



## IBAM AGM SPONSOR | \$7,500

A true IBAM member-only event, get your brand in front of the IBAM membership through sponsoring the Annual General Meeting (AGM). Sponsorship includes brand exposure in digital and print promotions, and the opportunity to give a short presentation at the beginning of the session.

## INSURANCE PANELS SPONSOR | \$10,000

A favourite of many, the Insurance Panels are well-attended events, with a variety of industry partners present to hear the latest insurance industry trends and tidbits. Sponsorship includes brand exposure in digital and print promotions, and the opportunity to give a short company statement and introduce the moderator of the panel.



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## WELLNESS KEYNOTE SPEAKER | \$XX,XXX

Speaker TBA

## LEADERSHIP KEYNOTE SPEAKER | \$XX,XXX

Speaker TBA

## COMPANY BREAKOUT SESSIONS | \$7,500

A well-attended series, get your name in front of brokers and industry partners looking to advance their education through company breakout session attendance. These sessions feature a variety of titillating industry topics, all while giving brokers the opportunity to gain CECs. Sponsorship includes branding in digital and print promotions, and company acknowledgement at the start of each session by the session emcee.

## TRADESHOW SPONSOR | \$12,000

IBAM's highest-attended Convention event, you do not want to miss your brand being included with this fun, high-energy atmosphere, attended by over 1,200 people last year! Sponsorship includes branding at the stations and brand exposure in digital and print promotions, the opportunity to supply a small branded item for guests on the IBAM registration table and the opportunity to provide one print item for guests at the IBAM registration table.



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## **PRESIDENT'S DINNER TABLE SPONSOR | \$2,350**

Become part of the “in-crowd” with an IBAM President’s Dinner table sponsorship. IBAM President’s Dinner is an elegant affair that celebrates IBAM’s incoming president and brings together the local business and national insurance industry for a night of networking, food, and fun. Sponsorship includes a table of 10 seats and recognition on the IBAM President’s Dinner PPT.

## **TABLE WINE SPONSOR OR CENTERPIECE SPONSOR | \$4,500 EACH**

Make your brand known at the IBAM President’s Dinner, the Conventions’ most esteemed event, with sponsorship of the table wine or centerpiece. A selection of white and red bottles is chosen each year, and the centerpiece is usually of subtle elegance. Sponsorship includes brand exposure in digital and print promotions, branding on the each of the dinner tables and recognition on the IBAM President’s Dinner PPT.

## **TRANSPORTATION SPONSOR | \$5,000**

Align your brand with safety through becoming the IBAM President’s Dinner transportation sponsor. Critical to transport convention guests between the hotel and dinner, the IBAM transportation sponsor aligns well with insurance. Sponsorship includes brand exposure in digital and print promotions, branding on each of the President’s Dinner tables and recognition on the IBAM President’s Dinner PPT.

## **PRESIDENT'S DINNER PHOTO BOOTH SPONSOR | \$7,500**

A favourite, the President’s Dinner photo booth is a great way to help become an integral part of convention by getting brand exposure on dinner-goers keepsakes. In addition, brand exposure is amplified by attendees who post their photos on social media. Sponsorship includes brand exposure in digital and print promotions, co-branding on the digital photo frame and recognition on the IBAM President’s Dinner PPT.

## **ENTERTAINMENT SPONSOR | \$30,000**

Be the leader of IBAM’s best-kept secret – the IBAM President’s Dinner Entertainment Sponsor! Sponsorship includes brand exposure in digital and print promotions and the opportunity to introduce the entertainment the night of the event.



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## OTHER

### **IBAM CONVENTION APP | TAKEN**

A prominent convention feature, the IBAM Convention App is the go-to to know what is happening throughout the two days of convention! IBAM's convention app features the daily schedule, profiles on all speakers, alerts for convention goers so they don't miss one bit of the action, and more! Sponsorship includes custom branding on the convention app, logo recognition throughout the convention, inclusion in all 'reminder' promotions for event goers to download the app and brand exposure in digital and print promotions.

### **TRADESHOW BOOTH SPONSOR | TAKEN**

A can't-miss affair, register your booth early to guarantee your spot at this annually sold-out, high attendance event. Booths include one 6-foot table and 2 chairs. Meet and reconnect with people from all over the industry, from front-line staff to insurance executives and stakeholders. This sponsorship also includes access to the Hospitality Suite networking opportunities following the event.

### **TRADESHOW CHARGING STATION | \$4,500**

Staying connected is important – become a Convention-attendee-favourite by sponsoring the Tradeshow phone charging station. Sponsorship includes brand exposure in digital and print promotions, and branding on the charging station screens.

### **HEADSHOT LOUNGE SPONSOR | \$5,000**

New this year and guaranteed to be a hit with convention attendees. Your company can sponsor the headshot lounge where a professional photographer will capture a new (and free) headshot for any convention goer who chooses to partake. The headshot lounge will be open for several hours following the Graduate Awards Brunch on Tuesday, April 22.



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## PRE-CONVENTION

### **GRADUATE AWARDS BRUNCH | TAKEN**

Hosted the day before Convention, come down and be a part of this joyous event by sponsoring the IBAM Graduate Awards Brunch! This event will feature all of the successful CAIB and CPIB Graduates walking across stage to accept their scroll and have their moment. This accomplishment is well cherished by graduates and IBAM Members and is a great way to show your support of continued education. Sponsorship includes brand exposure in digital and print promotions, and the opportunity to award one lucky graduate with a custom prize and four (4) seats to the event.

### **E&O SEMINAR SPONSOR | \$5,000**

Errors & Omissions insurance is a critical part of the industry, and this members-only event is a great way to show your support of safe practices within brokerages. Sponsorship includes brand exposure in digital and print promotions, and the opportunity to give a small speech introducing the session.

### **FOI HIGHEST MARK AWARD SPONSOR | \$1,000**

Be a part of the honour of the Graduate Awards Event by sponsoring the FOI Highest Mark Award. Sponsorship includes brand exposure in digital and print promotions, the opportunity to get your photo taken with the award winner and two tickets to the event.

### **GEORGE E. WILSON CAIB GRADUATE HIGHEST MARK AWARD SPONSOR | \$1,500**

Show the world your support of continued education and designation through sponsorship of the George E Wilson CAIB Graduate Highest Mark Award. Sponsorship includes brand exposure in digital and print promotions, the opportunity to get your photo taken with the award winner and two tickets to the event.

**CONTACT:** Alexa Loewen | [alexa@ibam.mb.ca](mailto:alexa@ibam.mb.ca) | 204-488-1857, ex. 1

