



5TH ANNUAL

Insurance-Canada.ca

Executive FORUM

**Tuesday, August 29, 2017
Sheraton Centre Toronto**

2017

Sponsor Prospectus



Insurance-Canada.ca
Where insurance and technology meet



Insurance: Connected

Tuesday, August 29, 2017 • Sheraton Centre Toronto

Last year's Executive Forum posed the question, ***“Will digital insurance (InsurTech) disrupt traditional insurance processes and products in the next 5 years?”***

The unequivocal answer is ***“No - it's happening now.”***

Large insurers have segregated digital teams from core IT to roll out new processes. New entrants, who operate exclusively on digital platforms, are offering new, custom products and services.

Millennial and Gen Z consumers run their personal and professional lives off mobile platforms. Their message to insurers is simple: *“Insurance must be as connected as we are.”*

The 2017 Insurance-Canada.ca Executive Forum will share invaluable experience and expertise to help industry practitioners respond to this unprecedented environment.

Who Should Attend:

- CEOs and COOs, to understand business model implications of new technologies;
- CIOs, CFOs, CROs, for planning, prioritization, and risk management;
- Underwriting, claims and actuarial officers for quantification of technology impacts;
- Marketing officers for planning segmentation, targeting and engagement strategies;
- Broker principals and partners for strategic and operational planning.

If your company can provide an executive level perspective on the impact of emerging technologies on business plans, and, potentially, business models, then the Executive Forum is designed for you.

Showcase your thought leadership, meet and mingle with senior industry executives and increase your company's visibility, while building and strengthening relationships.

For more information, please contact:

Kathryn Bertsch: kathryn.bertsch@insurance-canada.ca, 416-244-4361

Doug Grant: doug.grant@insurance-canada.ca, 416-921-7756

Patrick Vice: patrick.vice@insurance-canada.ca, 416-540-3008

PRESENTED BY

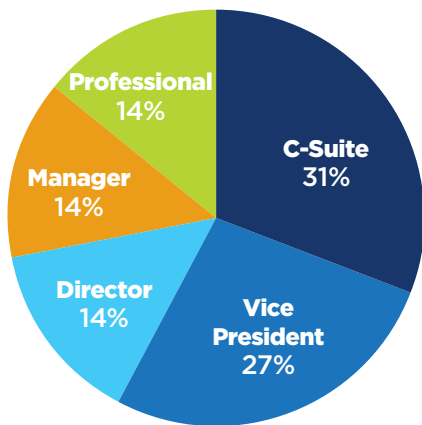


Insurance-Canada.ca
Where insurance and technology meet

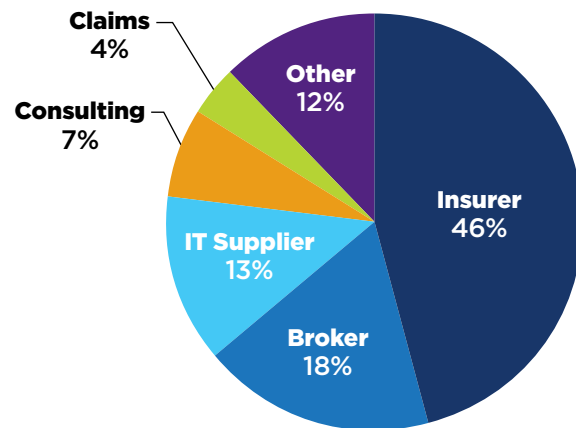


The Executive Forum Audience

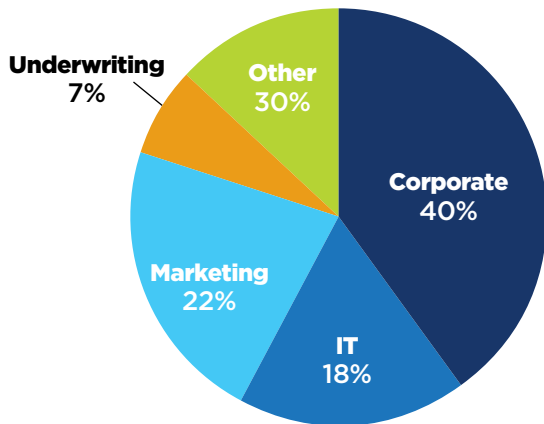
ICEF 2016
Delegate Job Level



ICEF 2016
Delegates by Type of Firm



ICEF 2016
Delegate Job Function



PRESENTED BY

Note: the above charts do not include sponsor delegates.





Sponsor Packages

| ITEM | Limited opportunities at these levels | | | |
|--|---------------------------------------|-----------------|-------------------|-------------------|
| | PLATINUM \$8,500 | GOLD \$6,325 | SILVER \$4,350 | BRONZE \$3,000 |
| Company logo on all promotional materials & delegate kit | ✓ | ✓ | ✓ | ✓ |
| Delegate registrations | 3 | 3 | 3 | 2 |
| Sponsor a Leadership Session | ✓ | | | |
| Sponsor a Strategy Session | | ✓ | | |
| Participate in a panel discussion | | | ✓ | |
| Blog post on Insurance-Canada.ca | ✓ | ✓ | | |
| Elective Dollars to customize your sponsor package | \$2,500 | \$1,750 | \$1,250 | \$1,000 |

Electives

- **\$750** - Meal/coffee break sponsor (maximum 2 sponsors)
- **\$750** - Registration Desk sponsor (maximum 2 sponsors)
- **\$750** - Reception sponsor (maximum 2 sponsors)
- **\$750** - Sales flyer (2-page maximum) in delegate kit
- **\$750** - Additional registration
- **\$750** - Delegate lanyard (1 sponsor only - lanyard supplied by sponsor) **SOLD**
- **50% off** any marketing services offered by Insurance-Canada.ca (up to \$2,500 in electives)*

*must be used by December 31, 2017

For more info, please call 437-222-4222 or 1-844-550-4222

Kathryn Bertsch

Business Development Manager

kathryn.bertsch@insurance-canada.ca
Extension 244

Doug Grant

Partner

doug.grant@insurance-canada.ca
Extension 242

Patrick Vice

Partner

patrick.vice@insurance-canada.ca
Extension 243

For complete details, please visit www.insurance-canada.ca/icef





Media Planner

If you elect to use your sponsor dollars for advertising, below are details of what we can offer you. Contact your sales representative with any questions.

LEADERBOARD (BANNER) OR TEXT AD IN INSURANCE-CANADA.CA E-NEWSLETTER

The *Chronicle* is a weekly electronic newsletter delivered directly to the inboxes of over 4,000 P&C insurance industry personnel, every Tuesday morning. This e-newsletter provides high visibility for your brand, as well as direct response through a direct link to your website or contact person.

Leaderboards should measure 728 pixels wide X 90 pixels deep. Text ads should consist of a maximum of 75 words of text along with your company logo. For both ads, please provide hyperlinks.

ONLINE ADVERTISING ON INSURANCE-CANADA.CA

Insurance-Canada.ca offers three sizes of ads on its website:

- Top Leaderboard (banner) measures 728 pixels wide X 90 pixels deep
- Big Box measures 300 pixels wide X 250 pixels deep
- Rectangle measures 180 pixels wide X 150 pixels deep

Please note these ads may be in rotation with other advertiser ads.

Company Listing - You may also elect to list your company as a featured provider - targeting either the consumer or professional market, or both. For details on what to include in your listing, please visit www.insurance-canada.ca and click on Ad Specs.

EMAIL BLAST

You may elect to send a proprietary message to the Insurance-Canada database of over 4,500 insurance industry professionals. We can accept your html-ready file with your company logo/colours or can send out your message under the Insurance-Canada.ca banner.

GUEST BLOG

Do you have an interesting viewpoint to present to the insurance industry? Provide your 400 word POV to our blog editor for posting on our website and appearing in our weekly e-newsletter the *Chronicle*.

ONLINE SURVEY

Curious as to the industry's take on a specific issue? Want more information to include in your presentation? You can survey the insurance professionals in our database to get that data. Contact your Insurance-Canada.ca representative for more details.

WEBINAR

Get your message out to insurance industry professionals who are interested in hearing it! We can provide turnkey service for your online event, or promote your event to our database. Contact your Insurance-Canada.ca representative for more details.

For more info, please call 437-222-4222 or 1-844-550-4222

Kathryn Bertsch

Business Development Manager

kathryn.bertsch@insurance-canada.ca
Extension 244

Doug Grant

Partner

doug.grant@insurance-canada.ca
Extension 242

Patrick Vice

Partner

patrick.vice@insurance-canada.ca
Extension 243

For full, up-to-date information, please go to www.insurance-canada.ca/icef

