



## 2026 Sponsorship Opportunities

### Connect with the next generation of insurance professionals.

NextGen at IBAOcon brings together students, emerging professionals, brokerages, insurers, and industry leaders for a day dedicated to learning, networking, and career exploration within Ontario's insurance industry.

By sponsoring NextGen, your organization will play an active role in supporting future insurance professionals while increasing brand visibility among students and emerging talent beginning their careers.

#### 2026 Launch Pricing

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### Be part of the inaugural year of NextGen sponsorship opportunities.

For 2026, IBAO is introducing a dedicated sponsorship program designed specifically for the NextGen experience. To celebrate the launch, sponsorship opportunities are being offered at special introductory pricing.

These launch rates provide exceptional value while allowing brokerages to establish an early presence within a growing program that connects future industry professionals with Ontario's insurance community.

As the NextGen program continues to expand, sponsorship opportunities and investment levels will be reviewed annually.

#### Why Sponsor NextGen?

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Sponsoring NextGen provides the opportunity to:

- Showcase your organization's commitment to developing future insurance professionals.
- Increase brand visibility before, during, and after the event.
- Build awareness among students exploring careers in insurance.
- Strengthen your organization's presence within Ontario's insurance community.
- Support meaningful networking and industry engagement.

## 2026 Sponsorship Opportunities

### NextGen Presenting Sponsor (Exclusive) – \$2,500

#### **Become the premier supporter of the NextGen experience.**

As the exclusive Presenting Sponsor, your organization will receive the highest level of visibility before, during, and after the event while demonstrating your commitment to developing the next generation of insurance professionals.

#### **Before the Event**

- Exclusive pre-event promotional email sent to registered students
- Featured logo on student registration emails
- Featured logo on the IBAO NextGen webpage
- Top logo placement in the NextGen promotional video

#### **During the Event**

- Recognition as the NextGen Presenting Sponsor during event remarks
- Premium logo placement on student name badges
- Premium logo placement in the student agenda (digital and/or printed)
- Brand visibility throughout the NextGen experience
- Opportunity to include one branded item in student welcome bags or sponsor welcome bag distribution
- Opportunity to provide a branded student giveaway or prize
- Featured recognition in the IBAOcon Show Guide and The Ontario Broker magazine

#### **After the Event**

- Recognition in post-event thank-you communications
- Social media recognition
- Extended NextGen brand exposure

### Student Experience Sponsor (Exclusive) – \$1,100

#### **Support every student's journey throughout the day.**

This sponsorship keeps your organization visible throughout the student experience while demonstrating your commitment to developing future industry talent.

#### **Includes**

- Logo on student name badges
- Logo in the student agenda (digital and/or printed)
- Inclusion in promotional flyer emailed to students before the event
- Recognition during opening remarks
- Opportunity to include one promotional item in student welcome bags
- Recognition in post-event communications

### Lunch & Networking Sponsor (Exclusive) – \$1,000

Be part of one of the day's most valuable networking experiences.

The Lunch & Networking Sponsor supports meaningful conversations between students and industry professionals while keeping your brand front and center during one of the event's networking opportunities.

#### Includes

- Recognition as the Lunch & Networking Sponsor
- Signage displayed throughout the lunch area
- Logo displayed during lunch presentation slides
- Recognition during the lunch program
- Opportunity to provide branded table cards
- Opportunity to include promotional materials in student welcome bags
- Logo in the student agenda

### NextGen Supporting Sponsor – \$500

Be part of one of the day's most valuable networking experiences.

The Lunch & Networking Sponsor supports meaningful conversations between students and industry professionals while keeping your brand front and center during one of the event's networking opportunities.

#### Includes

- Recognition as the Lunch & Networking Sponsor
- Signage displayed throughout the lunch area
- Logo displayed during lunch presentation slides
- Recognition during the lunch program
- Opportunity to provide branded table cards
- Opportunity to include promotional materials in student welcome bags
- Logo in the student agenda

## Sponsorship Opportunities Comparison

| Sponsorship Benefit                               | Presenting Sponsor<br>\$2,500 | Student Experience<br>\$1,100 | Lunch & Networking<br>\$1,000 | Supporting \$500  |
|---------------------------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------|
| Exclusive sponsorship                             | ✓                             | ✓                             | ✓                             | —                 |
| Recognition during event remarks                  | ✓                             | ✓                             | ✓                             | ✓                 |
| Featured logo on student registration email       | ✓                             | —                             | —                             | —                 |
| Featured logo on IBAO NextGen webpage             | ✓                             | —                             | —                             | —                 |
| Promotional flyer emailed to students             | ✓                             | ✓                             | —                             | —                 |
| NextGen promotional video                         | ✓ Top placement               | —                             | —                             | ✓                 |
| Student name badge logo                           | ✓ Premium placement           | ✓                             | —                             | —                 |
| Student agenda (digital/printed)                  | ✓ Premium placement           | ✓                             | ✓                             | Brokerage listing |
| Lunch area signage                                | ✓                             | —                             | ✓                             | —                 |
| Logo on lunch presentation slides                 | —                             | —                             | ✓                             | —                 |
| Brand visibility/signage throughout NextGen       | ✓                             | —                             | Lunch area only               | ✓                 |
| Promotional item in student welcome bag           | ✓                             | ✓                             | ✓                             | —                 |
| Opportunity to sponsor welcome bag display        | ✓                             | —                             | —                             | —                 |
| Branded table cards                               | —                             | —                             | ✓                             | —                 |
| Recognition in IBAOcon Show Guide                 | ✓                             | —                             | —                             | —                 |
| Recognition in <i>The Ontario Broker</i> magazine | ✓                             | —                             | —                             | —                 |
| Post-event thank-you communications               | ✓                             | ✓                             | —                             | —                 |
| Social media recognition                          | ✓                             | —                             | —                             | —                 |
| Extended NextGen brand exposure                   | ✓                             | —                             | —                             | —                 |

### Why Get Involved?

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By supporting NextGen at IBAOcon, your brokerage is investing in the future of Ontario's insurance industry while strengthening your brand among students, emerging professionals, and industry leaders.

**2026 sponsorship opportunities are available at special introductory launch pricing.** As the program continues to grow, sponsorship opportunities and investment levels will evolve to reflect the expanding reach and impact of NextGen.

### Reserve Your Sponsorship

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Sponsorship opportunities are limited and offered on a first-come, first-served basis. For additional information or to reserve your sponsorship opportunity, please contact:

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