

## There's strength in numbers.



Each of these Broker symbols represents 1,000 insurance brokers, every one a member of their local Brokers Association, and every one of them drawing on the professionalism and efficiency of Canada's highest calibre insurance carriers to serve millions of insurance buyers across the country, earning their trust and loyalty.

Since its inception in 1988, the Broker Identity Program has served to dramatically raise the profile and enhance the professional reputation of our insurance brokers, and thereby reinforce, and assure the perpetuation of, the broker distribution channel in Canada.

In that time, consumers have come to readily recognize the broker logo championed by IBAC and its 11 member associations. Seen by millions of consumers to represent trust and peace of mind, and by hundreds of politicians and legislators as the embodiment of "people power" in every community across the country, the campaign goes from strength to strength each year. And 2011 is no exception.

Without your active support and cooperation as our friends and business partners in this quest for customer satisfaction and loyalty, it would be a different story. So it is with heartfelt thanks that we pay tribute to you and the partnerships we mutually enjoy.

## And together, we're stronger than ever.

### 2011 Full Partners



Proud Supporter of Brokers  
Displaying this Symbol



### Participants

Underwriters, Lloyd's England