

EXHIBIT AND SPONSORSHIP OPPORTUNITIES 2016



Ontario
Long Term Care
Clinicians

CONFERENCE

**CONTROVERSIES
IN LONG TERM
CARE**

OCTOBER 21—23, 2016
TORONTO, ONTARIO

SHERATON CENTRE
TORONTO HOTEL



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 @OnLTCC

WHO IS OLTCC?

ONTARIO LONG TERM CARE CLINICIANS is a not-for-profit organization founded in 2016 to serve Medical Directors, Attending Physicians, Nurse Practitioners and Physician Assistants working in long term care homes in Ontario.



Ontario Long Term Care Clinicians

WHAT WE DO?

EDUCATION AND QUALITY

Organize a highly respected **annual clinical conference** targeting physicians working in LTC homes and co-facilitate a conjoint conference day with the Long Term Care Medical Directors Association of Canada (LTCMDAC) focused on leadership, medical direction and system issues with a national lens.

Offer a comprehensive Medical Director Curriculum covering quality improvement, medical direction, safety and risk management, ethics and other topics relevant to the Medical Director role.

PEER SUPPORT AND NETWORKING

The ability to **network and discuss issues with peers** working in LTC has been a highly valued component of the annual conference and ongoing work of the OLTCC throughout the year. Our focus on evidence-based medical care for residents of LTC homes is particularly important with the ongoing transformation the sector is experiencing.

ADVOCACY

OLTCC represents its members at **LTC stakeholder committees and working groups**. Our presence helps inform government and LTC sector stakeholders on issues related to quality and system transformation, from the particular viewpoint of the primary care providers at the bedside.

BENEFITS OF PARTNERING

1. **OLTCC is a leader** in capacity building and sharing of best practices for medical services in LTC homes.
2. Partnering offers an opportunity for physician engagement through **enhanced visibility** and acknowledgements.
3. **Engage with over 400 Medical Directors**, attending **Physicians** and others providers at the annual LTC Physician Conference "**Controversies in Long Term Care**".
4. **Connect** with LTC Physicians and other medical providers through networking and acknowledgements.
5. **Collaborate** with OLTCC membership and the Board in addition to the conference, dependent on the level of sponsorship.

WHY EXHIBIT?

1. **Generate sales leads**
2. **Build your brand**
3. **Showcase your products & services to those that use them!**
4. **Network with over 400 Medical Directors, Physicians and others!**



EXHIBIT OPPORTUNITIES

- \$1,850—One Booth—10' wide x 8' deep
- \$3,800—Two Booths—20' wide x 8' deep
- \$5,400—Three Booths—30' wide x 8' deep

Included in your Exhibit Space:

- Back wall draping—8', Sidewall draping—3'
- 6-foot draped table and 2 chairs
- 2 days of exhibit time with attendees
- Meals during the exhibit hours
- Two complimentary badges per booth
- Security during closed hours
- Listing and 25 word corporate description in the onsite guide
- Listing and link on the OLTC website as a confirmed exhibitor
- Identification on staff badges as an exhibitor

**2016
Pricing!!**

NOTE: Exhibitor fees do not include entry to any sessions.
A Delegate fee must be purchased in order to attend any sessions.

TO PURCHASE EXHIBIT SPACE

- Identify which booth you would like.
- Complete the contract and email or fax to the office.
- Once received your space will be confirmed.
- Process the contract for the payment and send to the OLTC office.
- An exhibitor kit will be provided with all information you will need to set up your space.

FRIDAY OCTOBER 21, 2016

Move In: 7:00 am—10:00 am
AM Break: 10:15 am—10:45 am
Buffet Luncheon: 12:30 pm—1:45 pm
PM Break: 3:15 pm—3:45 pm
Reception: 4:45 pm—6:30 pm

SATURDAY OCTOBER 22, 2016

AM Break: 10:30 am—11:00 am
Buffet Luncheon: 12:00 pm—1:00 pm
PM Break: 3:00 pm—3:30 pm

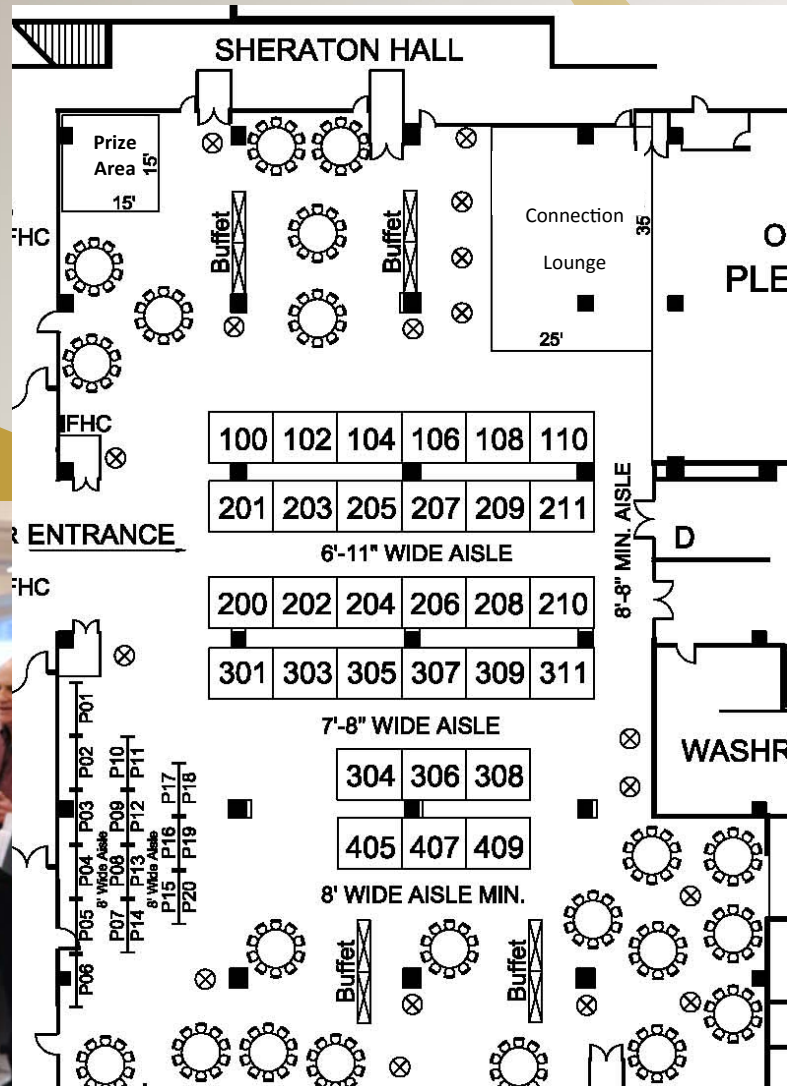
EXHIBIT HALL SCHEDULE

Times to be confirmed

Ontario Long Term Care Clinicians

This Conference draws 400+ Long Term Care Physicians, Medical Directors, Nurse Practitioners, Pharmacists and others from across Canada!

Floor Plan



SPONSORSHIP OPPORTUNITIES

2016 Pricing!!!



Ontario Long Term Care Clinicians

The Sponsorship Partnering Program engages the sponsor at the conference and offers the opportunity to partner with OLTC for future conferences. This program has been developed with the Sponsor in mind—offering innovative ways of engaging with OLTC members not only at the conferences, but throughout the whole year. All sponsorships follow accreditation guidelines and specifications.

GOLD LEVEL

Three Years: (2016, 2017, 2018) **\$50,000**; Two Years: (2016, 2017) **\$40,000**; One Year (2016) **\$20,000**

What you Receive!

- Three booths each year
- Full page ad in the applicable guides and marketing e-tools
- Full color 2 page PDF flyer on the conference mobile app
- Logo and recognition on the opening screen each day
- Chairperson to recognize sponsorship at the opening remarks each day
- Prominent recognition in applicable guides
- Email acknowledgement to attendees recognizing your sponsorship
- Logo on main signage
- Company listing in applicable guides
- Industry support sign at your booths
- Sponsor identification on staff badges
- Listing and link on the OLTC website
- Four complimentary conference registrations
- Advertising and recognition in the OLTC Newsletter
- Recognition as a year-round sponsor on OLTC website and material throughout the year

SILVER LEVEL

Three Years: (2016, 2017, 2018) **\$35,000**; Two Years: (2016, 2017) **\$30,000**; One Year (2016) **\$15,000**

What you Receive!

- Two booths each year
- Half page ad in the applicable guides and marketing e-tools
- Full color 2 page PDF flyer on the conference mobile app
- Logo and recognition on the opening screen each day
- Chairperson to recognize sponsorship at the opening remarks each day
- Prominent recognition in applicable guides
- Email acknowledgement to attendees recognizing your sponsorship
- Logo on main signage
- Company listing in applicable guides
- Industry support sign at your booth
- Sponsor identification on staff badges
- Listing and link on the OLTC website
- Two complimentary conference registrations
- Recognition as a year-round sponsor on OLTC website and material

BRONZE LEVEL

Three Years: (2016, 2017, 2018) **\$25,000**; Two Years: (2016, 2017) **\$20,000**; One Year (2016) **\$10,000**

What you Receive!

- One booth each year
- Quarter page ad in the applicable guides and marketing e-tools
- Full color 1 page PDF flyer on the conference mobile app
- Logo and recognition on the opening screen each day
- Email acknowledgement to attendees recognizing your sponsorship
- Chairperson to recognize sponsorship at the opening remarks each day
- Logo on main signage
- Company listing in applicable guides
- Industry support sign at your booth
- Sponsor identification on staff badges
- Listing and link on the OLTC website
- One complimentary conference registration
- Recognition as a year-round sponsor on OLTC website



EDUCATIONAL GRANTS

Educational Grants are available at various levels. Educational Grants are used towards the conference educational program as per the accreditation guidelines from the College of Family Physicians of Canada.

\$10,000—LEVEL ONE

What you Receive!

- Listing in applicable guides & marketing e-tools
- Logo in applicable guides
- Logo on main sponsorship sign
- Company listing and link on the OLTC website as an Educational Grant supporter
- Sponsor identification on staff badges
- Industry support sign at your booth
- \$1,300 discount on booth space (per booth)

\$8,000—LEVEL TWO

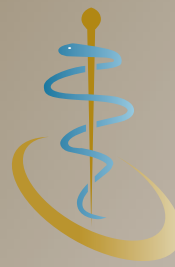
What you Receive!

- Listing in applicable guides & marketing e-tools
- Logo in applicable guides
- Logo on main sponsorship sign
- Company listing and link on the OLTC website as an Educational Grant Supporter
- Sponsor identification on staff badges
- Industry support sign at your booth
- \$900 discount on booth space (per booth)

\$5,000—LEVEL THREE

What you Receive!

- Listing in applicable guides & marketing e-tools
- Listing in the onsite guide
- Logo on main sponsorship sign
- Company listing and link on the OLTC website as an Educational Grant supporter
- Sponsor identification on staff badges
- Industry support sign at your booth
- \$300 discount on booth space (per booth)



Ontario Long Term Care Clinicians

GREAT IDEA!!

SPONSORSHIP OPPORTUNITIES *Continued*

**\$2,500
CONNECTION LOUNGE**
Friday, Saturday & Sunday!

Be the host of the Connection Lounge! Signage, Announcements, Logo, Website Links, Guide Listings, and half price booth or one conference registration!

**\$3,500
MOBILE APP**
Throughout the conference and after the event

- Logo displayed on non-educational pages of the app
- Full page ad in applicable guides and in the app
- Full color 2 page PDF flyer on the app
- Recognition of sponsorship at the beginning of each day with logo
- Logo on main sponsorship signage
- Recognition on the OLTC website with listing and logo

- Two complimentary conference registrations
- Reduced fee for exhibit space (\$1,300 fee per booth)
- Company listing in applicable guides & marketing e-tools
- Logo in applicable guides
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

**\$3,000
OPENING WINE & CHEESE RECEPTION**
Friday October 21, 2016

- Listing & logo in applicable guides & marketing e-tools
- Company listing in applicable guides
- Logo on complimentary drink tickets
- Logo on main sponsorship sign
- Full color 1 page PDF flyer on the conference mobile app

- Listing and link on the OLTC website
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)
- Four complimentary tickets to attend the reception
- Logo and signage at the Reception

**\$1,900
HOT BUFFET LUNCHEON**
Saturday October 22, 2016

- Listing & logo in applicable guides & marketing e-tools
- Company listing in applicable guides
- Logo on main sponsorship sign
- Signage at the luncheon

- Verbal recognition by Emcee during lunch
- Listing and link on the OLTC website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

**\$1,400
SOUP & SANDWICH BUFFET**
Friday October 21, 2016 or
Sunday October 23, 2016

- Company listing in applicable guides & marketing e-tools
- Logo on main sponsorship sign
- Signage at the luncheon
- Verbal recognition by Emcee during lunch
- Listing and link on the OLTC website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

**\$1,200
HOT BUFFET BREAKFAST**
Sunday October 23, 2016

- Company listing in applicable guides & marketing e-tools
- Logo on main sponsorship sign
- Signage at the breakfast
- Listing and link on the OLTC website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

**\$995
CONTINENTAL BREAKFAST**
Friday October 21 or
Saturday October 22, 2016

- Company listing in applicable guides & marketing e-tools
- Logo on main sponsorship sign
- Signage at the breakfast
- Listing and link on the OLTC website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

**\$495
REFRESHMENT BREAKS**
Friday October 21 (AM or PM) Or
Saturday October 22 (AM or PM) Or
Sunday October 23 (AM)

- Company listing in applicable guides & marketing e-tools
- Logo on main sponsorship sign
- Signage at the break
- Listing and link on the OLTC website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)



EXHIBIT & SPONSORSHIP CONTRACT, 2016



Ontario Long Term Care Clinicians

CANCELLATION CLAUSE

By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 1, 2016 and are subject to a 50% cancellation fee. Cancellations after September 1, 2016 are subject to full payment.

ORGANIZATION INFORMATION

Company: _____

Address: _____

City: _____ Province: _____ Postal: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

Web: _____

For meals—Please provide any allergies or special requests: _____

BOOTH CHOICE

1st Choice: _____ 2nd Choice: _____

Booths and Sponsorships that include a booth as a benefit are HST applicable

- | | |
|---|---|
| <input type="checkbox"/> One Booth \$ 1,850 | <input type="checkbox"/> Connection Lounge \$2,500 |
| <input type="checkbox"/> Two Booths \$ 3,800 | <input type="checkbox"/> Hot Buffet Luncheon, October 22 \$1,900 |
| <input type="checkbox"/> Three Booths \$ 5,400 | <input type="checkbox"/> Soup & Sandwich Buffet, \$1,400 |
| <input type="checkbox"/> Gold Level (Three years) \$50,000 | <i>Circle one (Friday or Sunday)</i> |
| <input type="checkbox"/> Gold Level (Two years) \$40,000 | <input type="checkbox"/> Hot Buffet Breakfast, October 23 \$1,200 |
| <input type="checkbox"/> Gold Level (One year) \$20,000 | <input type="checkbox"/> Continental Breakfast \$ 995 |
| <input type="checkbox"/> Silver Level (Three years) \$35,000 | <i>Circle one (Friday or Saturday)</i> |
| <input type="checkbox"/> Silver Level (Two years) \$30,000 | <input type="checkbox"/> Break, Friday October 21, AM \$ 495 |
| <input type="checkbox"/> Silver Level (One year) \$15,000 | <input type="checkbox"/> Break, Friday October 21, PM \$ 495 |
| <input type="checkbox"/> Bronze Level (Three years) \$25,000 | <input type="checkbox"/> Break, Saturday October 22, AM \$ 495 |
| <input type="checkbox"/> Bronze Level (Two years) \$20,000 | <input type="checkbox"/> Break, Saturday October 22, PM \$ 495 |
| <input type="checkbox"/> Bronze Level (One year) \$10,000 | <input type="checkbox"/> Break, Sunday October 23, AM \$ 495 |
| <input type="checkbox"/> Level One Educational Grant \$10,000 | |
| <input type="checkbox"/> Level Two Educational Grant \$ 8,000 | |
| <input type="checkbox"/> Level Three Educational Grant \$ 5,000 | |
| <input type="checkbox"/> Mobile App \$ 3,500 | |
| <input type="checkbox"/> Opening Wine & Cheese Reception . . . \$ 3,000 | |

TOTAL OF ALL CHOICES: \$ _____

13% HST on Booths & Sponsorships that include booth space (Educational Grants are not HST applicable) #783327893RT0001: \$ _____

TOTAL: \$ _____

PAYMENT

1. Fax or email the completed contract to the OLTCC office. Fax: 1-905-404-3727 Email: office@oltcc.ca
2. Payment by mail: Make cheque payable to **Ontario Long Term Care Clinicians** and mail to 1143 Wentworth St. W. #202, Oshawa, ON L1J 8P7
3. Payment by credit card: Please complete the following and fax to 1-905-404-3727 or email to office@oltcc.ca

Choose Credit Card: VISA MASTERCARD AMEX

Credit Card Number: _____

Expiry date: _____ CVN _____

Name on card: _____

Signature: _____

QUESTIONS

Ellen Maracle-Benton, OLTCC Office Manager

Elyssa Cody, Conference Coordinator

T: 905-404-9545

office@oltcc.ca