

Conference 2018
Practical Pearls
in Long Term Care



Ontario
Long Term Care
Clinicians

**EXHIBIT AND
SPONSORSHIP
OPPORTUNITIES**

**OCTOBER 19—21, 2018
TORONTO, ONTARIO**

**SHERATON CENTRE
TORONTO HOTEL**



Ontario Long Term Care Clinicians
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 @OnLTCC

WHO IS OLTC?

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. *OLTC represents the clinical expertise in Long Term Care.*

WHAT DO WE DO?

EDUCATION AND QUALITY

Organize a highly respected **annual clinical conference** targeting physicians working in LTC homes. Practical Peals in Long Term Care is the largest conference for long term physicians in Canada

Offer a comprehensive Medical Director Course covering quality improvement, medical directorship, 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 is a highly valued component of the annual conference and ongoing work of the OLTC 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

OLTC 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 WITH OLTC

1. **OLTC 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 Conference "Practical Pearls in Long Term Care".
4. **Connect** with LTC Physicians and other medical providers through networking and acknowledgements.
5. **Collaborate** with OLTC membership and the Board.

REASONS TO EXHIBIT AND/OR SPONSOR

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!**
5. **Position your company as a LEADER in LTC!**



VISION:

All Ontarians in Long Term Care will receive excellent care.

MISSION:

1. Promotes education, advocacy and engagement.
2. Provides an annual conference, "Practical Pearls in Long Term Care.
3. Advocates for the residents who living in LTC facilities through dialogue with the Ministry of Health and Long Term Care and other stakeholders in Long Term Care.

EXHIBIT OPPORTUNITIES

\$1,950—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

NOTE: Exhibitor fees do not include entry to any sessions.

A Delegate fee must be purchased in order to attend any sessions.

Prices Held
at 2017
Rates



Ontario
Long Term Care
Clinicians

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

TO PURCHASE EXHIBIT SPACE

- Identify which booth you would like.
- Complete the contract and email or fax to the office
F: 1-905-404-3727; Email: office@oltcc.ca
- Once received your space will be confirmed.
- Process the payment and send to the OLTC office.
- An exhibitor kit will be provided with all information you will need to set up your

FRIDAY OCTOBER 19, 2018

Move In: 12:00 pm—4:00 pm

SATURDAY OCTOBER 20, 2018

AM Break: 9:30 am—10:30 am

Buffet Luncheon: 12:00 pm—1:00 pm

PM Break: 3:00 pm—3:30 pm

NEW! Option to attend Sit-Down Dinner and Entertainment!

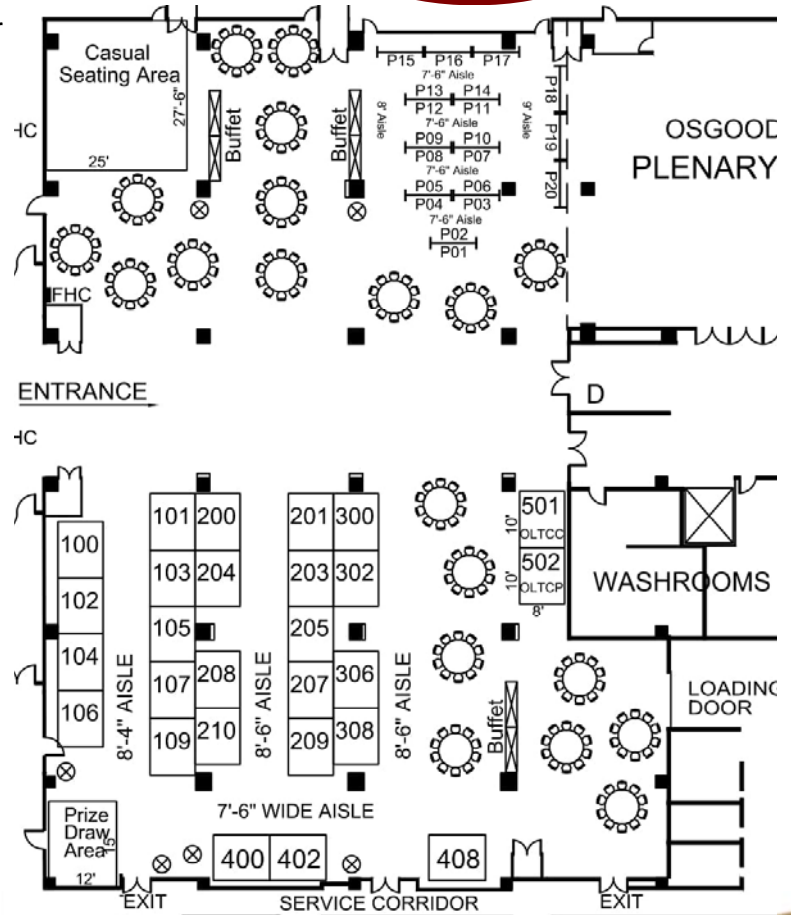
SUNDAY OCTOBER 21, 2018

AM Break: 10:45 am—11:30 am

Buffet Luncheon: 12:30 pm—1:30 pm

Move Out: 1:30 pm—4:00 pm

EXHIBIT HALL SCHEDULE



SPONSORSHIP OPPORTUNITIES

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.

LEVEL ONE—BEST VALUE!

Three Years: (2018, 2019, 2020) **\$35,000;**

Two Years: (2018, 2019) **\$30,000;**

One Year (2018) **\$25,000**

What you Receive!

- Two booths each year
- Full page ad in the applicable guides and marketing e-tools
- Full color 2 page PDF flyer on the 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

LEVEL TWO—STAY CONNECTED

Three Years: (2018, 2019, 2020) **\$20,000;**

Two Years: (2018, 2019) **\$15,000;**

One Year (2018) **\$10,000**

What you Receive!

- One booth 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 throughout the year

SYMPOSIUMS

Saturday October 20—Breakfast—**\$20,000**

Sunday October 21—Breakfast—**\$20,000**

Symposiums are not accredited through the conference program. This allows the organization to label products, services and distribute material to the audience.

What you Receive!

- Standard AV (1 projector, 2 screens, 1 laptop, sufficient sound, lapel microphone, podium microphone)
- Two booths in the exhibit area
- Full color 1 page PDF flyer on the conference mobile app
- Dedicated time in the program
- Logo and recognition on signage and opening slides
- Placement of marketing material on all chairs
- One full page ad as a promotion item distributed to attendees
- Listing and link on the conference OLTC website
- 2 complimentary conference registrations
- Sponsor identification on staff badges
- Recognition as a year-round sponsor on OLTC website

THE SPONSOR IS RESPONSIBLE FOR:

1. Meal costs for attendees.
2. Any Audio Visual equipment outside of the standard equipment included.
3. All speakers costs including travel, honourarium, accommodations





SPONSORSHIP OPPORTUNITIES

Continued



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EDUCATIONAL

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

\$8,000

What you Receive!

- Listing & Logo 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
- \$800 discount on booth space (per booth)

\$5,000

What you Receive!

- Listing in applicable guides & marketing e-tools
- Listing in the onsite guide
- Listing 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
- \$500 discount on booth space (per booth)

MORE OPPORTUNITIES!

DINNER AND ENTERTAINMENT EVENING—\$4,500

Saturday October 20, 2018

LEGENDS - A TRIBUTE TO THE SUPERSTARS

Incredible live recreations of the rock and roll superstars featuring megahit after megahit. These talented look-a-like/sound-a-like entertainers recreate the high energy performances of their namesakes. Performances by “Michael Jackson”, “Elvis”, “Tina Turner” and “Rod Stewart”.

- Three complimentary dinner tickets
- 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
- Logo and exclusive signage at the Dinner
- Recognition on the OLTC website with listing and logo
- One complimentary conference registration
- 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)

MOBILE APP SPONSOR—\$3,000

- 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)

AUDIO VISUAL SPONSOR—\$3,000

- Logo displayed on opening screens
- 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)





SPONSORSHIP OPPORTUNITIES

Continued

WELCOME RECEPTION

October 19, 2018—\$3,000

- Logo displayed on the Mobile app as Event Sponsor
- Two complimentary tickets for attending the event
- Signage at the event
- Half 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
- One complimentary conference registration
- 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)

DELEGATE BAG SPONSORSHIP—\$2,800

- Logo displayed on the Mobile app as the sponsor
- Recognition of sponsorship at the beginning of each day with logo
- Logo on one side of the Delegate Bags
- Half page ad in applicable guides and in the app
- Full color 2 page PDF flyer on the app
- Logo on main sponsorship signage
- Recognition on the OLTC website with listing and logo
- One complimentary conference registration
- 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)



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ESPRESSO CAFÉ SPONSOR—\$2,500

- Logo displayed on the Mobile app as the sponsor
- Recognition of sponsorship at the beginning of each day with logo
- Logo on main sponsorship signage
- Exclusive signage at the Espresso Café
- Recognition on the OLTC website with listing and logo
- One complimentary conference registration
- 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)

BADGE LANYARDS—\$2,500

- Logo displayed on the Mobile app as the sponsor
- Recognition of sponsorship at the beginning of each day with logo
- Logo on all Delegate badge lanyards
- Half page ad in applicable guides and in the app
- Full color 2 page PDF flyer on the app
- Logo on main sponsorship signage
- Recognition on the OLTC website with listing and logo
- One complimentary conference registration
- 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)

REGISTRATION DESK SPONSOR—\$2,000

- Logo displayed on the Mobile app as the sponsor
- Recognition of sponsorship at the beginning of each day with logo
- Exclusive signage at the Registration Desk
- Half page ad in applicable guides and in the app
- Full color 2 page PDF flyer on the app
- Logo on main sponsorship signage
- Recognition on the OLTC website with listing and logo
- 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)





SPONSORSHIP OPPORTUNITIES

Continued



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LUNCHEON SPONSOR—\$1,800

Friday October 19, 2018
Saturday October 20, 2018
Sunday October 21, 2018

- Listing displayed on the Mobile app as the sponsor
- Logo on main sponsorship signage
- Exclusive signage at the Luncheon
- Recognition on the OLTC website with listing and logo
- Verbal recognition at the luncheon as the sponsor
- Company listing in applicable guides website & marketing e-tools
- Logo in applicable guides
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

BREAKFAST SPONSOR—\$1,500

Choose one:
Friday October 19, 2018
Saturday October 20, 2018
Sunday October 21, 2018

Please note: If there is a Symposium Sponsor on either Saturday or Sunday, this sponsorship is then shared

- Listing on the Mobile app
- Half page ad in applicable guides and in the app
- Logo on main sponsorship signage
- Signage at the Breakfast
- Company listing in applicable guides website & marketing e-tools
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

REFRESHMENT BREAK SPONSOR—\$550

Choose one:
Friday October 19, 2018—AM OR PM
Saturday October 20, 2018—AM OR PM
Sunday October 21, 2018—AM

- Listing on the Mobile app
- Logo on main sponsorship signage
- Signage at the Refreshment Break
- Company listing in applicable guides website & marketing e-tools
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

ADVERTISING OPPORTUNITIES

Ads must be generic in nature. Following accreditation guidelines, no product may be promoted.

Choose between the Registration Guide and/or the Onsite Guide

FULL PAGE—\$250.00

HALF PAGE—\$175.00

QUARTER PAGE—\$100.00

- Listing on the Mobile app as a sponsor
- Logo on main sponsorship signage
- Company listing in applicable guides website & marketing e-tools
- Sponsor identification on staff badges



EXHIBIT & SPONSORSHIP CONTRACT, 2018

CANCELLATION CLAUSE

By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 1, 2018 and are subject to a 50% cancellation fee. Cancellations after September 1, 2018 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 \$ 1,950 | <input type="checkbox"/> Mobile App\$3,500 |
| <input type="checkbox"/> Two Booths \$ 3,800 | <input type="checkbox"/> AV Sponsor\$3,000 |
| <input type="checkbox"/> Three Booths \$ 5,400 | <input type="checkbox"/> Opening Reception Exclusive.....\$3,000 |
| <input type="checkbox"/> Level One (Three years) \$35,000 | <input type="checkbox"/> Delegate Bags.....\$2,800 |
| <input type="checkbox"/> Level One (Two years) \$30,000 | <input type="checkbox"/> Espresso Cafe.....\$2,500 |
| <input type="checkbox"/> Level One (One year) \$25,000 | <input type="checkbox"/> Badge Lanyards.....\$2,500 |
| <input type="checkbox"/> Level Two (Three years)..... \$20,000 | <input type="checkbox"/> Registration Desk.....\$2,000 |
| <input type="checkbox"/> Level Two (Two years) \$15,000 | <input type="checkbox"/> Luncheon (Oct 19 or 20 or 21)\$1,800 |
| <input type="checkbox"/> Level Two (One year) \$10,000 | <input type="checkbox"/> Breakfast (Oct 19 or 20 or 21).....\$1,500 |
| <input type="checkbox"/> Symposium, Saturday Oct 20..... \$20,000 | <input type="checkbox"/> Refreshment Break, (Oct 19, 20, or 21)\$ 550 |
| <input type="checkbox"/> Symposium, Sunday Oct 21.....\$20,000 | <input type="checkbox"/> Full Page Ad (Reg Guide or Onsite)\$ 250 |
| <input type="checkbox"/> Educational Grant.....\$ 8,000 | <input type="checkbox"/> Half Page Ad (Reg Guide or Onsite)\$ 175 |
| <input type="checkbox"/> Educational Grant.....\$ 5,000 | <input type="checkbox"/> Quarter Page Ad)Reg Guide or Onsite).....\$ 100 |
| <input type="checkbox"/> Dinner & Entertainment.....\$ 4,500 | <input type="checkbox"/> Dinner & Entertainment # ____ x \$75.....\$ _____ |

TOTAL OF ALL CHOICES: \$ _____

13% HST on Tickets, 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

Krista Hook, Conference Coordinator

T: 905-404-9545

office@oltcc.ca