

Conference 2019  
*Practical Pearls*  
in Long Term Care



Ontario  
Long Term Care  
Clinicians

# EXHIBIT AND SPONSORSHIP OPPORTUNITIES

OCTOBER 25-27, 2019  
TORONTO, ONTARIO

SHERATON CENTRE  
TORONTO HOTEL

The largest conference for LTC Physicians in Canada for the past 40 years!



Ontario Long Term Care Clinicians  
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 [www.oltcc.ca](http://www.oltcc.ca)  
 @OnLTCC

## 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 350+ Medical Directors, Physicians and others!**
5. **Position your company as a *Leader* in LTC!**

## 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?

### 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.

### EDUCATION AND QUALITY

**Organize** a highly respected **annual clinical conference** targeting physicians working in LTC homes. Practical Pearls 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.

## 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 350 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.

### 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 are living in LTC facilities through dialogue with the Ministry of Health and Long Term Care and other stakeholders in Long Term Care.

# EXHIBIT OPPORTUNITIES

Prices Held at 2018 Rates!

**\$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 in the onsite guide and Mobile App
- Listing and link on the OLTC website as a confirmed exhibitor
- Identification on staff badges as an exhibitor
- **NEW!** Product/Service Demo opportunity

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

**New This Year!** An opportunity to Showcase your Product/Service during Breaks/Lunches in a Demo Area inside the Exhibit Area! All AV, screens, etc. are included—Book your time slot Now! No extra charges or commitments. Added Bonus for Exhibitors and Sponsors as specified.  
 See Page 7

**This Conference draws 350+ Long-Term Care Physicians, Medical Directors, Nurse Practitioners, Pharmacists and others!**

## TO PURCHASE

- 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 booth.

## EXHIBIT HALL SCHEDULE

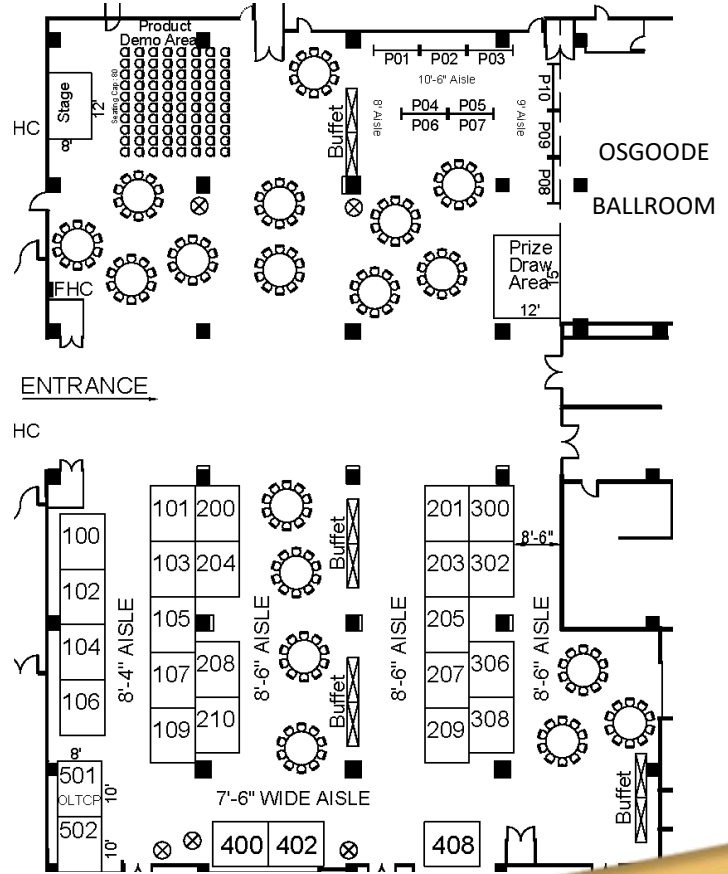
**FRIDAY OCTOBER 25, 2019**  
 Move In: 12:00 pm—4:00 pm

**SATURDAY OCTOBER 26, 2019**  
 AM Break: 10:15 am—11:15 am  
 Buffet Luncheon: 12:15 pm—1:00 pm  
 PM Break: 2:00 pm—2:30 pm

**SUNDAY OCTOBER 27, 2019**  
 AM Break: 11:00 am—11:30 am  
 Buffet Luncheon: 12:30 pm—1:30 pm  
 Move Out: 1:30 pm—4:00 pm



## Floor Plan





## SPONSORSHIP OPPORTUNITIES

**New This Year!** An opportunity to Showcase your Product/Service during Breaks/Lunches in a Demo Area inside the Exhibit Area! All AV, screens, etc. are included—Book your time slot Now! No extra charges or commitments. Added Bonus for Exhibitors and Sponsors as specified.

See Page 7

### LEVEL ONE—BEST VALUE!

**\$10,000**

**What you Receive!**

- Two booths in the exhibit area
- First right of refusal for 2020
- 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
- Two complimentary conference registrations
- Advertising and recognition in the OLTC Newsletter
- Recognition as a year-round sponsor on OLTC website and material throughout the year
- Product/Service Demo opportunity

### LEVEL TWO—STAY CONNECTED

**\$7,500**

**What you Receive!**

- One booth the exhibit area
- First right of refusal for 2020
- 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
- One complimentary conference registration
- Recognition as a year-round sponsor on OLTC website and material throughout the year
- Product/Service Demo opportunity



**Symposium Start Time Now Later!**

8:15 am—9:15 am—Saturday

8:00 am—9:00 am—Sunday

## SYMPOSIUMS

Saturday October 26—Breakfast—\$20,000

Sunday October 27—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
- 3 complimentary conference registrations
- Sponsor identification on staff badges
- Recognition as a year-round sponsor on OLTC website
- Product/Service Demo opportunity

**THE SPONSOR IS RESPONSIBLE FOR:**

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





## SPONSORSHIP OPPORTUNITIES

*Continued*



# Ontario Long Term Care Clinicians

### 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.

#### **\$5,000**

##### **What you Receive!**

- Listing & Logo in applicable guides & marketing e-tools and Mobile App
- 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
- One complimentary booth
- Product/Service Demo opportunity

#### **\$3,000**

##### **What you Receive!**

- Listing in applicable guides & marketing e-tools and Mobile App
- 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
- Reduced fee for exhibit space (\$1,200 fee per booth)
- Product/Service Demo opportunity

### MORE OPPORTUNITIES!



#### DINNER AND ENTERTAINMENT EVENING

October 26, 2019—\$4,500

- Exclusive Sponsor of the Evening
- Two complimentary tickets the Evening
- Exclusive Signage at the event with Logo
- Full page ad in applicable guides and in the Mobile 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
- Company listing in applicable guides & marketing e-tools
- Logo in applicable guides and Mobile App
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)
- Product/Service Demo opportunity

#### DELEGATE BAG SPONSORSHIP—\$2,800

- Logo on all Delegate Bags
- Recognition of sponsorship at the beginning of each day with logo
- Half page ad in applicable guides and in the Mobile App
- Full color 2 page PDF flyer on the Mobile 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 and Mobile App
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)
- Product/Service Demo opportunity

#### MOBILE APP SPONSOR—\$3,500

- 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
- One complimentary conference registration
- One complimentary banquet ticket
- Reduced fee for exhibit space (\$1,200 fee per booth)
- Company listing in applicable guides & marketing e-tools
- Logo in applicable guides and Mobile App
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)
- Product/Service Demo opportunity

#### BADGE LANYARDS—\$2,500

- Logo on all Delegate badge lanyards
- Recognition of sponsorship at the beginning of each day with logo
- Half page ad in applicable guides and in 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 and Mobile App
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)
- Product/Service Demo opportunity



# SPONSORSHIP OPPORTUNITIES

*Continued*

## **AUDIO VISUAL SPONSOR—\$2,000**

- Logo displayed on all opening screens in all rooms
- Quarter page ad in applicable guides and in the Mobile App
- Logo on main sponsorship signage
- Recognition on the OLTCC website with listing and logo
- Reduced fee for exhibit space (\$1,300 fee per booth)
- Company listing in applicable guides & marketing e-tools
- Logo in applicable guides and Mobile App
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)
- Product/Service Demo opportunity

## **REGISTRATION DESK SPONSOR—\$2,000**

- Exclusive signage at the Registration Desk
- Quarter page ad in applicable guides and in the Mobile App
- Logo on main sponsorship signage
- Recognition on the OLTCC 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)
- Product/Service Demo opportunity

## **LUNCHEON SPONSOR—\$1,800**

**Friday October 25, 2019**

**Saturday October 26, 2019**

**Sunday October 27, 2019**

- Exclusive signage at the Luncheon
- Two complimentary Luncheon Tickets
- Quarter page ad in applicable guides and Mobile App
- Logo on main sponsorship signage
- Recognition on the OLTCC 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 and Mobile App
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

## **BREAKFAST SPONSOR—\$1,350**

**Choose one:**

**Friday October 25, 2019**

**Saturday October 26, 2019**

**Sunday October 27, 2019**

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

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

## **REFRESHMENT BREAK SPONSOR—\$550**

**Choose one:**

**Friday October 25, 2019—AM OR PM**

**Saturday October 26, 2019—AM OR PM**

**Sunday October 27, 2019— AM**

- Listing on the Mobile App
- Logo on main sponsorship signage
- Exclusive 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)







# SPONSORSHIP OPPORTUNITIES

*Continued*



# Ontario Long Term Care Clinicians

## 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



## NEW OPPORTUNITY! AN OPPORTUNITY TO DEMO YOUR PRODUCT AND/OR SERVICE DURING EXHIBIT TIMES!

**Stage inside the Exhibit area. AV, screen, sound and seating—all included**

This is included in the fees for all Exhibitors and Sponsors as specified! Choose your time here: (Check with the office on available times)

### Saturday October 26

- |   |   |                                       |
|---|---|---------------------------------------|
| <input type="radio"/> 10:20 am—10:30 am | <input type="radio"/> 12:30 pm—12:40 pm | <input type="radio"/> 2:10 pm—2:20 pm |
| <input type="radio"/> 10:30 am—10:40 am | <input type="radio"/> 12:40 pm—12:50 pm | <input type="radio"/> 2:20 pm—2:30 pm |
| <input type="radio"/> 10:40 am—10:50 am | <input type="radio"/> 12:50 pm—1:00 pm  |                                       |
| <input type="radio"/> 10:50 am—11:00 am |   |                                       |
| <input type="radio"/> 11:00 am—11:10 am |   |                                       |

### Sunday October 27

- |   |   |
|---|---|
| <input type="radio"/> 11:10 am—11:20 am | <input type="radio"/> 12:40 pm—12:50 pm |
| <input type="radio"/> 11:20 am—11:30 am | <input type="radio"/> 12:50 pm—1:00 pm  |
|   | <input type="radio"/> 1:00 pm—1:10 pm   |
|   | <input type="radio"/> 1:10 pm—1:20 pm   |
|   | <input type="radio"/> 1:20 pm—1:30 pm   |





OCTOBER 25—27, 2019  
 TORONTO, ONTARIO  
 SHERATON CENTRE  
 TORONTO HOTEL



# EXHIBIT & SPONSORSHIP CONTRACT, 2019

## CANCELLATION CLAUSE

By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 1, 2019 and are subject to a 50% cancellation fee. Cancellations after September 1, 2019 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 are HST applicable. Only Sponsorships that come with a booth are HST applicable. Stand-alone Sponsorships are Not HST applicable*

- |   |   |
|---|---|
| <input type="checkbox"/> One Booth..... \$ 1,950                | <input type="checkbox"/> AV Sponsor .....\$2,000                          |
| <input type="checkbox"/> Two Booths ..... \$ 3,800              | <input type="checkbox"/> Registration Desk.....\$2,000                    |
| <input type="checkbox"/> Three Booths ..... \$ 5,400            | <input type="checkbox"/> Luncheon (Oct 25 or 26 or 27) .....\$1,800       |
| <input type="checkbox"/> Level One ..... \$10,000               | <input type="checkbox"/> Breakfast (Oct 25 or 26 or 27) .....\$1,350      |
| <input type="checkbox"/> Level Two ..... \$ 7,500               | <input type="checkbox"/> Refreshment Break, (Oct 25, AM).....\$ 550       |
| <input type="checkbox"/> Symposium Saturday Oct 26.....\$20,000 | <input type="checkbox"/> Refreshment Break, (Oct 25, PM)).....\$ 550      |
| <input type="checkbox"/> Symposium Sunday Oct 27 .....\$20,000  | <input type="checkbox"/> Refreshment Break, (Oct 26, AM).....\$ 550       |
| <input type="checkbox"/> Educational Grant ..... \$ 5,000       | <input type="checkbox"/> Refreshment Break, (Oct 26, PM).....\$ 550       |
| <input type="checkbox"/> Educational Grant ..... \$ 3,000       | <input type="checkbox"/> Refreshment Break, (Oct 27, AM).....\$ 550       |
| <input type="checkbox"/> Dinner & Entertainment .....\$ 4,500   | <input type="checkbox"/> Full Page Ad (Reg Guide or Onsite) .....\$ 250   |
| <input type="checkbox"/> Mobile App.....\$ 3,500                | <input type="checkbox"/> Half Page Ad (Reg Guide or Onsite) .....\$ 175   |
| <input type="checkbox"/> Delegate Bags.....\$ 2,800             | <input type="checkbox"/> Quarter Page Ad (Reg Guide or Onsite).....\$ 100 |
| <input type="checkbox"/> Badge Lanyards.....\$ 2,500            |   |

**TOTAL OF ALL CHOICES:** ..... \$ \_\_\_\_\_

**13% HST on Tickets, Booths & Sponsorships that include booth space (Educational Grants are not HST applicable) #783327893RT0001.** \$ \_\_\_\_\_

**TOTAL:** ..... \$ \_\_\_\_\_

## PAYMENT

- Fax or email** the completed contract to the OLTC office. Fax: 1-905-404-3727 Email: office@oltcc.ca
- Payment by mail:** Make cheque payable to **Ontario Long Term Care Clinicians** and mail to 1143 Wentworth St. W. #202, Oshawa, ON L1J 8P7
- 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, OLTC Office Manager  
 Krista Hook, Conference Coordinator  
 T: 905-404-9545  
 office@oltcc.ca