

Conference 2023  
*Practical Pearls*  
in Long Term Care



Ontario  
Long Term Care  
Clinicians

# SPONSORSHIP OPPORTUNITIES 2023

**OCTOBER 20-22, 2023  
TORONTO, ONTARIO**

## **HILTON HOTEL**

145 Richmond Street West  
Toronto, ON M6H 2L2

OLTCC represents the clinical expertise in Long-Term Care



**The largest conference for LTC Physicians in Canada for the past 45+ years!**

Ontario Long Term Care Clinicians  
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Oshawa, ON L1G 8B2  
office@oltcc.ca

T: 905-404-9545  
F: 905-404-3727

 [www.oltcc.ca](http://www.oltcc.ca)  
 @OnLTCC

## REASONS TO 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 and Fundamentals of Long-Term Care Practice 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:

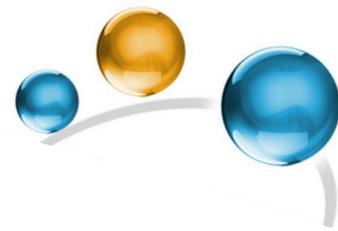
1. Promotes education, advocacy and engagement.
2. Provides an annual conference, "Practical Pearls in Long-Term Care".
3. Advocates for the residents who are living in LTC facilities through dialogue with the Ministry of Health and Long-Term Care and other stakeholders in Long-Term Care.



*The Ontario Ministry has now mandated all Medical Directors take the OLTC Medical Director Course. The OLTC has on a 5-year business plan to ensure the course provides Medical Directors access to the course and updating.*

Funded by:





## SPONSORSHIP OPPORTUNITIES

### SYMPOSIUMS

An excellent vehicle to get you directly in front of your target audience! Symposiums offer you the flexibility of choosing your topic (vetted by the OLTCC) and marketing your product and/or service. Symposiums are placed outside of the Educational Program, so are not structured by the guidelines of the College of Family Physicians of Canada. These opportunities are very well received. Now with more offerings including pre and post Virtual options, plus a Table Top Display area provided, you have the opportunity to market, network and showcase your product/service.

#### \$15,000

**Virtual Pre-Conference Symposium**—Thursday October 12, 2023—5:00 pm—6:00 pm  
(All conference registrants plus OLTCC Members)

#### \$20,000

**In-Person Conference Symposium**—Friday October 20, 2023—4:15 pm—5:15 pm  
(Also streamed out live to virtual conference attendees)

#### \$20,000

**In-Person Conference Symposium**—Saturday October 21, 2023—8:15 am—9:15 am

#### \$20,000

**In-Person Conference Symposium**—Saturday October 21, 2023—4:30 pm—5:30 pm

#### \$20,000

**In-Person Conference Symposium**—Sunday October 22, 2023—8:15 am—9:15 am

#### \$15,000

**Virtual Post-Conference Symposium**—Thursday October 26, 2023—5:00 pm—6:00 pm  
(All conference registrants plus OLTCC Members)

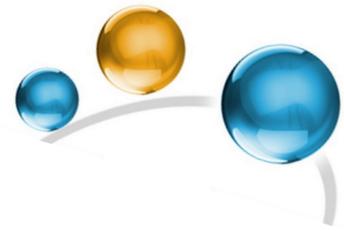
#### What you Receive!

- Standard AV (1 projector, 2 screens, 1 laptop, sufficient sound, lapel microphone, podium microphone)
- One table top display in the main Conference foyer 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 (sponsor supplies & places)
- One full page ad as a promotion item distributed to attendees
- Listing and link on the conference OLTCC website
- 3 complimentary conference registrations
- Sponsor identification on staff badges
- Recognition as a year-round sponsor on OLTCC website, emails and Newsletters

#### 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*

### LEVEL ONE—BEST VALUE!

#### \$10,000

##### What you Receive!

- One table-top display in the Conference foyer area
- First right of refusal for 2024
- 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 table-top display
- 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 the OLTC website

### LEVEL TWO—STAY CONNECTED

#### \$7,500

##### What you Receive!

- First right of refusal for 2024
- 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
- One table-top display in the Conference foyer – consisting of one draped 6 foot table, 2 chairs and access to power
- Two complimentary staff badges – access to food and beverage during exhibit hours
- Exhibit staff do not have access to the Conference Program – They would need to register as a delegate to attend any of the program.
- Industry support sign at your table-top
- Sponsor identification on staff badges
- Listing and link on the OLTC website
- One complimentary conference registration

### EDUCATIONAL GRANTS

*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

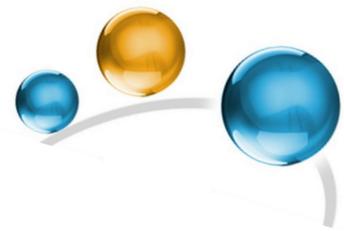
##### What you Receive!

- Listing and 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 Sponsor
- Sponsor Identification on staff badges
- Industry support sign at your table top display
- One table-top display in the Conference foyer – consisting of one draped 6 foot table, 2 chairs and access to power
- Two complimentary staff badges – access to food and beverage during exhibit hours
- Exhibit staff do not have access to the Conference Program – They would need to register as a delegate to attend any of the program.

#### \$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



## **SPONSORSHIP OPPORTUNITIES** *Continued*

### **MOBILE APP SPONSOR** **\$3,500**

**SOLD**

- Logo displayed on non-educational pages of the App
- One table top display in Conference foyer area
- 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 wine and cheese reception ticket
- Company listing in applicable guides & marketing e-tools
- Logo in applicable guides and Mobile App
- Sponsor identification on staff badges

### **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 Mobile 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

### **DELEGATE BAG SPONSORSHIP ON MOBILE APP** **\$2,500**

All conference material will be housed on the Mobile App

- Logo on Delegate Bag Icon
- 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
- Company listing in applicable guides & marketing e-tools
- Logo in applicable guides and Mobile App
- Sponsor identification on staff badges



### **AUDIO VISUAL SPONSOR** **\$2,000**

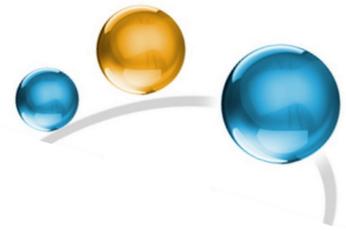
- Logo displayed on all opening screens in all rooms
- Quarter page ad in applicable guides and in the Mobile App
- Logo on main sponsorship signage
- Recognition on the OLTC website with listing and logo
- Company listing in applicable guides & marketing e-tools
- Logo in applicable guides and Mobile App
- Sponsor identification on staff badges

### **LUNCHEON SPONSOR** **\$2,000**

**Choose One: Friday October 20, 2023; Saturday October 21, 2023; Sunday October 22, 2023**

- 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 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 and Mobile App
- Sponsor identification on staff badges





## SPONSORSHIP OPPORTUNITIES *Continued*



### 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 OLTC website with listing and logo
- Company listing in applicable guides & marketing e-tools
- Logo in applicable guides
- Sponsor identification on staff badges

### BREAKFAST SPONSOR

**\$1,500**

**Choose One: Friday October 20, 2023; Saturday October 21, 2023  
Sunday October 22, 2023**

- 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

### WINE AND CHEESE RECEPTION, FRIDAY OCTOBER 20, 2023 OR COCKTAIL HOUR SATURDAY OCTOBER 21, 2023

**\$1,500**

- Listing on the Mobile App
- Two complimentary tickets to the Wine & Cheese Reception
- Quarter page ad in applicable guides and in the Mobile App
- Logo on main sponsorship signage
- Exclusive signage at the Reception
- Company listing in applicable guides & marketing e-tools
- Sponsor identification on staff badges

**FRIDAY SOLD**

### REFRESHMENT BREAK SPONSOR

**\$950**

**Choose One: Friday October 20, 2023 (AM OR PM); Saturday October 21, 2023 (AM OR PM); Sunday October 22, 2023 (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



### ADVERTISING OPPORTUNITIES

#### Onsite Guide OR Mobile App

*(To follow accreditation guidelines, ads will be placed at the back of the guide or Mobile App along with information on sponsors and exhibits)*

**FULL PAGE—\$300.00**

**HALF PAGE—\$250.00**

**QUARTER PAGE—\$150.00**



OCTOBER 20-22, 2023  
 HILTON HOTEL  
 145 Richmond St. West  
 Toronto, ON M5H 2L2



# SPONSORSHIP CONTRACT, 2023

## CANCELLATION CLAUSE

By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 1, 2023 and are subject to a 50% cancellation fee. Cancellations after September 1, 2023 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: \_\_\_\_\_

- |   |  |
|---|--|
| <input type="checkbox"/> Virtual Symposium October 12 ..... \$15,000    | <input type="checkbox"/> AV Sponsor ..... \$2,000                          |
| <input type="checkbox"/> In-person Symposium, October 20 ..... \$20,000 | <input type="checkbox"/> Luncheon (Oct 20 or 21 or 22 ..... \$2,000        |
| <input type="checkbox"/> In-person Symposium, October 21 AM.. \$20,000  | <input type="checkbox"/> Registration Desk..... \$2,000                    |
| <input type="checkbox"/> In-Person Symposium, October 21 PM . \$20,000  | <input type="checkbox"/> Breakfast (Oct 20 or 21 or 22) ..... \$1,500      |
| <input type="checkbox"/> In-person Symposium, October 22 ..... \$20,000 | <input type="checkbox"/> Wine & Cheese Reception ..... \$1,500             |
| <input type="checkbox"/> Virtual Symposium October 26..... \$15,000     | <input type="checkbox"/> Refreshment Break, (Oct 20, AM)..... \$ 950       |
| <input type="checkbox"/> Level One Sponsorship..... \$10,000            | <input type="checkbox"/> Refreshment Break, (Oct 20, PM))..... \$ 950      |
| <input type="checkbox"/> Level Two Sponsorship ..... \$ 7,500           | <input type="checkbox"/> Refreshment Break, (Oct 21 AM)..... \$ 950        |
| <input type="checkbox"/> Educational Grant ..... \$ 5,000               | <input type="checkbox"/> Refreshment Break, (Oct 21, PM) ..... \$ 950      |
| <input type="checkbox"/> Educational Grant ..... \$ 3,000               | <input type="checkbox"/> Refreshment Break, (Oct 22, AM)..... \$ 950       |
| <input type="checkbox"/> Mobile App..... \$ 3,500                       | <input type="checkbox"/> Full Page Ad (Mobile App or Onsite)..... \$ 300   |
| <input type="checkbox"/> Delegate Bag on Mobile App..... \$ 2,500       | <input type="checkbox"/> Half Page Ad (Mobile App or Onsite) ..... \$ 250  |
| <input type="checkbox"/> Badge Lanyards..... \$ 2,500                   | <input type="checkbox"/> Quarter Page Ad (Mobile Ad or Onsite)..... \$ 150 |
|   | <input type="checkbox"/> Exhibitor Only Option . . . . . \$ 700            |

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

*13% HST on Sponsorships that include table-top space (Educational Grants are not HST applicable) #783327893RT0001.* \$ \_\_\_\_\_

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

## PAYMENT

- Email** the completed contract to the OLTC office. office@oltcc.ca
- Payment by mail:** Make cheque payable to **Ontario Long Term Care Clinicians** and mail to 1288 Ritson Rd. North, Suite 333, Oshawa, ON L1G 8B2
- Payment by credit card:** Please complete the following and email to office@oltcc.ca

Choose Credit Card:  VISA  MASTERCARD  AMEX

Credit Card Number: \_\_\_\_\_

Expiry date: \_\_\_\_\_ CVN \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

## QUESTIONS

Krista Hook, Conference Management & Registration  
 Karin Podolyak, Conference Coordinator  
 T: 905-404-9545; office@oltcc.ca