



# Ontario Long Term Care Clinicians

**OCTOBER 25-27, 2024  
TORONTO, ONTARIO**

**Conference 2024**  
***Practical Pearls***  
in Long Term Care



## **HILTON HOTEL**

145 Richmond Street West  
Toronto, ON M6H 2L2

OLTCC represents the  
clinical expertise in  
Long-Term Care

## **SPONSORSHIP & EXHIBIT OPPORTUNITIES 2024**



**Committed to**  
**Excellence**  
**In LTC**

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

@OnLTCC



## Ontario Long Term Care Clinicians

### 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.

Funded by:



*Since April 2022, The Ontario LTC Ministry has mandated all Ontario Medical Directors take the OLTC Medical Director Course. New Medical Directors are to take the course within the first year and other Medical Directors, who have already been working in field are required to complete it.*

*There is no cost for Ontario Medical Directors to complete the course. The Ministry has generously funded this program until March 2025.*

## REASONS TO SPONSOR/EXHIBIT

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. **OLTCC represents the clinical expertise in Long-Term Care.**

## WHAT 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

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.

### EDUCATION AND QUALITY

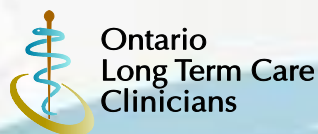
Organize a highly respected annual clinical conference targeting physicians working in LTC homes. Practical Pearls in Long-Term Care is the largest conference for Long-Term Physicians in Canada

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.

# 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 OLTC) 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 17, 2025—5:00 pm—6:00 pm  
(All conference registrants plus OLTC Members)

**\$20,000**

**In-Person Conference Symposium**—Friday October 25, 2024—4:00 pm—5:00 pm

**\$20,000**

**In-Person Conference Symposium**—Saturday October 26, 2024—8:00 am—9:00 am

**\$20,000**

**In-Person Conference Symposium**—Sunday October 27, 2024—8:00 am—9:00 am

**\$15,000**

**Virtual Post-Conference Symposium**—Thursday November 7, 2024—5:00 pm—6:00 pm  
(All conference registrants plus OLTC Members)

## Evaluations from 2023

96.36% liked the 2023 Symposiums!

*Some Comments:*

*From an information perspective they were excellent*

*Excellent!*

*Symposiums were excellent and considering the timing extremely valuable for our practice*



## What you Receive!

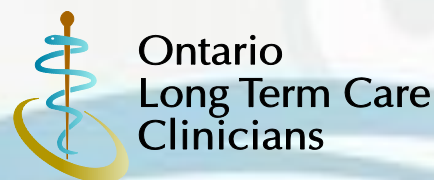
- Standard AV (1 projector, 2 screens, 1 laptop, sufficient sound, lapel microphone, podium microphone)
- One table top display in the main Conference foyer area
- Full color 1 page PDF flyer on the conference Mobile App
- Dedicated time in the program
- Logo and recognition on signage and opening slides
- 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 OLTC website
- 3 complimentary conference registrations
- Sponsor identification on staff badges
- Recognition as a year-round sponsor on OLTC 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 OLTCC website
- Two complimentary conference registrations
- Advertising and recognition in the OLTCC Newsletter
- Recognition as a year-round sponsor on the OLTCC website

## LEVEL TWO—STAY CONNECTED

**\$7,500**

### What you Receive!

- One table-top display in the Conference foyer area
- 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
- Industry support sign at your table-top
- Sponsor identification on staff badges
- Listing and link on the OLTCC website
- One complimentary conference registration
- Recognition as a year-round sponsor on OLTCC website

## 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 & Logo in applicable guides & marketing e-tools and Mobile App
- Logo on main sponsorship sign
- Company listing and link on the OLTCC website as an Educational Grant Supporter
- Sponsor identification on staff badges
- Industry support sign at your table top display
- One table-top display in the Conference foyer
- Sponsor identification on staff badges

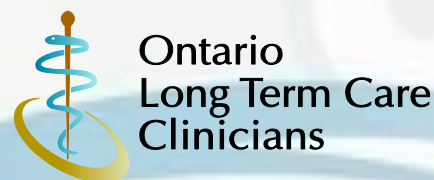
**\$3,000**

### What you Receive!

- Listing in applicable guides & marketing e-tools and Mobile App
- Logo on main sponsorship sign
- Company listing and link on the OLTCC website as an Educational Grant supporter
- Sponsor identification on staff badges



# SPONSORSHIP OPPORTUNITIES *Continued*



## MOBILE APP SPONSOR \$3,500

- 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 \$2,500

- 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 \$2,500

Choose One: Friday October 25, 2024; Saturday October 26, 2024; Sunday October 27, 2024

- 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

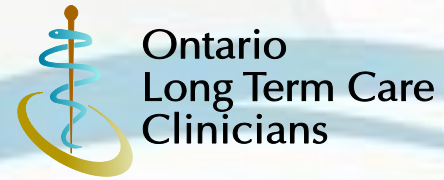
## REGISTRATION DESK SPONSOR \$2,000

- 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





# SPONSORSHIP OPPORTUNITIES *Continued*



## BREAKFAST SPONSOR

**\$1,500**

**Choose One: Friday October 25, 2024; Saturday October 26, 2024  
Sunday October 27, 2024**

- 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 25, 2024 or COCKTAIL HOUR SATURDAY OCTOBER 26, 2024

**\$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

## ADVERTISING OPPORTUNITIES

### Onsite Guide AND Mobile App

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

**FULL PAGE—\$300.00**

**HALF PAGE—\$250.00**

**QUARTER PAGE—\$150.00**

## REFRESHMENT BREAK SPONSOR

**\$950**

**Choose One: Friday October 25, 2024 (AM OR PM); Saturday October 26, 2024 (AM OR PM); Sunday October 27, 2024 (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

## TABLE-TOP EXHIBIT OPTION \$900

Centered in the heart of the Conference, Table Top Exhibits are open throughout the 3-day event. An opportunity to engage with the attendees and promote your product/service to those that are engaged with LTC daily!

### TABLE-TOP INCLUDES:

***Please note: Does not include entry to any conference sessions. A conference registration is required to attend any of the programming.***

- 6-foot draped table and 2 chairs
- Access to power
- Meals during the exhibit hours (does not include breakfast)
- Two complimentary badges per booth
- Security during closed hours
- Listing and 25-word corporate description in the mobile app
- Listing and link on the OLTCC website as a confirmed exhibitor
- Badge identification on staff badges as an exhibitor

### EXHIBIT OPEN HOURS

#### Friday Oct. 25, 2024

11:00 am – 1:30 pm Move In  
2:30 pm – 2:45 pm Refreshment Break & Exhibits  
5:00 pm – 6:00 pm Welcome Wine and Cheese Reception

#### Saturday October 26, 2024

10:15 am – 10:45 am Refreshment Break & Exhibits  
11:45 am – 12:45 pm Buffet Luncheon & Exhibits  
3:00 pm – 3:30 pm Refreshment Break & Exhibits  
5:30 pm – 6:30 pm The Cocktail Hour

#### Sunday October 27, 2024

10:15 am – 10:45 am Refreshment Break & Exhibits  
12:30 pm – 1:15 pm Buffet Luncheon & Exhibits  
1:15 pm—Move Out



# Conference 2024 Practical Pearls in Long Term Care



OCTOBER 25-27, 2024  
HILTON HOTEL  
145 Richmond St. West  
Toronto, ON M5H 2L2



Ontario  
Long Term Care  
Clinicians

## SPONSORSHIP & EXHIBITOR CONTRACT, 2024

### 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, 2024 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: \_\_\_\_\_

- ☐ Virtual Symposium October 17 ..... \$15,000
- ☐ In-person Symposium, October 25 ..... \$20,000
- ☐ In-person Symposium, October 26 AM.. \$20,000
- ☐ In-Person Symposium, October 26 PM . \$20,000
- ☐ In-person Symposium, October 27 ..... \$20,000
- ☐ Virtual Symposium November 7 ..... \$15,000
- ☐ Level One Sponsorship..... \$10,000
- ☐ Level Two Sponsorship ..... \$ 7,500
- ☐ Educational Grant ..... \$ 5,000
- ☐ Educational Grant ..... \$ 3,000
- ☐ Mobile App..... \$ 3,500
- ☐ Delegate Bag on Mobile App..... \$ 2,500
- ☐ Badge Lanyards..... \$ 2,500

- ☐ AV Sponsor .....\$2,500
- ☐ Luncheon (Oct 25or 26 or 27)..... \$2,500
- ☐ Registration Desk.....\$2,000
- ☐ Breakfast (Oct 25 or 26 or 27) .....\$1,500
- ☐ Wine & Cheese Reception .....\$1,500
- ☐ Refreshment Break, (Oct 25, AM).....\$ 950
- ☐ Refreshment Break, (Oct 25, PM)).....\$ 950
- ☐ Refreshment Break, (Oct 26 AM).....\$ 950
- ☐ Refreshment Break, (Oct 26, PM) .....\$ 950
- ☐ Refreshment Break, (Oct 27, AM).....\$ 950
- ☐ Full Page Ad (Mobile App or Onsite).....\$ 300
- ☐ Half Page Ad (Mobile App or Onsite).....\$ 250
- ☐ Quarter Page Ad (Mobile Ad or Onsite).....\$ 150

☐ EXHIBITOR ONLY ..... \$ 900

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

13% HST #783327893RT0001. .... \$ \_\_\_\_\_

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

### PAYMENT

1. **Email** the completed contract to the OLTCC office. office@oltcc.ca

2. **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

3. **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