

Conference 2021
Practical Pearls
in Long Term Care



VISION

All Ontarians in Long Term Care will receive excellent care.

**EXHIBIT AND
SPONSORSHIP
OPPORTUNITIES
CONFERENCE
2021**

OLTCC



ONTARIO LONG TERM CARE CLINICIANS

VIRTUAL _____

CONFERENCE

October 15, 20, 22 & 29, 2021

#PPLTC21

www.oltcc.ca



Ontario Long Term Care Clinicians is a not-for-profit organization of Doctors and other clinicians who work in Long-Term Care Facilities.

VALUE STATEMENT

We believe a dedicated, collaborative, inter-professional team with Physician leadership provides the highest quality, comprehensive evidence-based medical care for LTC residents.

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.

WHY EXHIBIT?

Advances in virtual trade show software have paved the way for the exceedingly popular movement towards all-virtual sales experiences.

Exhibitors everywhere are championing virtual trade shows for their relatively low costs and substantial ROI.

Why? The ability to generate qualified leads directly from your office without having to run up expensive travel bills makes virtual trade shows extremely attractive. Lower barriers to entry also mean that virtual trade shows attract more diverse exhibitors and attendees, creating massive online audiences for companies to share their innovations with.

Virtual events rank as the 2nd most important source of information considered by big business decision-makers when it comes time to invest in new technologies, according to Forrester's research.



CHECK OUT THE ONAIR EXHIBITOR VIDEO BY CLICKING BELOW!

But Wait! This video will be updated when they release the next phase of 3D virtual elements! Exhibitors will be able to design their own 3D stand and also create Live Presentation Schedules to deliver either Interactive or Webinar style presentations!

[EXHIBITOR VIDEO](#)



ABOUT THE CONFERENCE

The Ontario Long Term Care Clinicians Conference is the largest LTC Conference in Canada, and has been running for over 40+ years! It draws Physicians, Medical Directors, Nurse Practitioners, Pharmacists and others from Ontario– and across Canada.

The program features topics that are relevant and informative and are chosen based on current practices and now the current COVID-19 pandemic. It hosts Keynote Speakers, Plenaries, Concurrent Workshops, Exhibits, Meeting Hub, Networking, Poster Presentations, Gamification for attendees and more! Designed to flow over 4 days, approximately 3 pm to 6 pm, October 15, October 20, October 22 and October 29, there will be something for everyone!

OLTCC is dedicated to the teams that have made Long-Term Care their priority and provides walk-away tools and information for all attendees.

The Virtual Program for 2021 is the responsible way to maintain the annual event and helps to keep all attendees, exhibitors, speakers and others safe.

Please join us as an Exhibitor and reach out to those that need your services and products, especially during this most difficult time for the Long-Term Care Sector.

PEER SUPPORT

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 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.

EDUCATION

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 and recommended by the LTC Inquiry that all Physicians and Medical Directors take this course.

Offer a new Fundamentals in Long-Term Care Practice Course (complimentary to members).

WHY PARTNER WITH OLTCC?

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 300+ Medical Directors, Physicians, Nurse Practitioners, Pharmacists and others virtually at the "Practical Pearls in Long Term Care" Virtual Conference over the course of 4 days!
4. Collaborate with OLTCC membership and the Board.

EXHIBIT OPPORTUNITIES, 2021

Each booth \$1500.00 

- Now virtual—giving you more time and exposure to all attendees over 4 days!
- Your booth can staff *as many sales reps* as you would like to have available
- **Complimentary conference registration** for 2 exhibit staff
- Qualified leads from those wanting information on your products and services.
- **Lead retrieval** after the Conference
- Arrange **one-on-one video** meetings with attendees
- **Visit virtually with attendees** who are in queue waiting to talk to you!
- **Live Chat!** FAQ Widget, Video Link Brochures and Video Gallery!
- **Logo** displayed on your information page
- Brochure posting for download by attendees
- Information about your products/services on the Exhibition page

- **Exhibit Booths and the Conference is going 3D!** Upgrades to the current OnAIR Platform has been launched with more enhancements expected by October! For a more life-like experience for both exhibitors and attendees!
- Design your own 3D booth!
- Exhibitors can schedule and hold group presentations at their booth for up to 40 attendees.

PLUS! - Attendees will now have badges, as like in-person. Name and organizations will be clearly labelled for easy identification!



NEW

EXHIBIT HALL SCHEDULE (Dependent on the final program)

Friday October 15, 2021

4:45 pm—5:15 pm

Wednesday October 20, 2021

4:30 pm—5:15 pm

Friday October 22, 2021

4:30 pm—5:15 pm

Friday October 29, 2021

4:30 pm—5:00 pm

SPONSORSHIP OPPORTUNITIES, 2021

- Designed to fit into the Virtual program before the start of the official program opening
- Topic and speaker is your choice (*Note: Speaker costs, honourarium and other costs are the sponsors responsibility*)
- Offering 3 dates to choose from—October 15, October 22, October 29
- 2:15 pm—3:00 pm
- Prominent Logo placement in virtual program and on Timeline page
- Opportunity to pre-record information on your company/products/services to attendees prior to the Symposium
- Symposium promotion through communication tools via OLTC
- Acknowledgement of sponsorship via Twitter
- Opportunity to exhibit virtually, complimentary
- Verbal recognition by the Emcee at the Opening Remarks
- Email acknowledgement to attendees recognizing your sponsorship
- Listing and link on the OLTC website
- Four complimentary conference registrations
- Advertising and recognition in the OLTC Newsletter each month
- Recognition as a year-round sponsor on OLTC website, webinars and regular member notices
- Registration list provided after the event
- Recognition on post-conference white papers

- Prominent Logo placement in virtual program and on Timeline page
- Sponsorship promotion through communication tools via OLTC
- Promotional pre-recorded video played after the close of the program each day
- Acknowledgement of sponsorship via Twitter
- Opportunity to exhibit virtually, complimentary
- Verbal recognition by the Emcee at the Opening Remarks
- Email acknowledgement to attendees recognizing your sponsorship
- Listing and link on the OLTC website
- Three complimentary conference registrations
- Advertising and recognition in the OLTC Newsletter for 6 issues
- Registration list provided after the event
- Recognition on post-conference white papers

- Prominent Logo placement in virtual program and on Timeline page
- Sponsorship promotion through communication tools via OLTC
- Acknowledgement of sponsorship via Twitter
- Opportunity to exhibit virtually, complimentary
- Verbal recognition by the Emcee at the Opening Remarks
- Email acknowledgement to attendees recognizing your sponsorship
- Listing and link on the OLTC website
- Two complimentary conference registrations
- Advertising and recognition in the OLTC Newsletter for 4 issues
- Registration list provided after the event



SYMPOSIUMS

\$15,000

PREMIER

\$10,000

PARTNER

\$8,000

SUPPORTER

\$6,000

- Logo placement in virtual program and on Timeline page
- Sponsorship promotion through communication tools via OLTC
- Opportunity to exhibit virtually, complimentary
- Verbal recognition by the Emcee at the Opening Remarks
- Email acknowledgement to attendees recognizing your sponsorship
- Listing and link on the OLTC website
- One complimentary conference registrations
- Advertising and recognition in the OLTC Newsletter for 2 issues
- Registration list provided after the event

SWAG BAG

SPONSOR

\$4,500

(Minimum of 3 sponsors required)

- Logo on give-away (up to 3 sponsors) - Box of items delivered to the first 200 registrants
- Your logo on your choice of one of three products
- Opportunity to exhibit virtually, complimentary
- Logo on main agenda page and exhibit/sponsorship pages
- Listing and link on the OLTC website
- Registration list provided after the event



VIRTUAL

EVENT

SPONSOR

\$3,500

OPPORTUNITY TO BE THE HIGHLIGHT OF THE EVENT!

- Opportunity to exhibit Virtually, complimentary
- Logo on main agenda page and exhibit/sponsorship pages
- Verbal recognition by the Emcee at the Opening Remarks
- Email acknowledgement to attendees recognizing your sponsorship
- Listing and link on the OLTC website

SOLD

BE THE ONE SUPPORTING ATTENDEES THROUGH GETTING NOTICED WITH YOUR TECH SUPPORT SPONSORSHIP!

- Opportunity to exhibit Virtually, complimentary
- Logo on sponsorship pages
- Logo and recognition on Live Support Virtual pages
- Verbal recognition by the Emcee at the Opening Remarks
- Email acknowledgement to attendees recognizing your sponsorship
- Listing and link on the OLTC website

TECHNICAL

SUPPORT

SPONSOR

\$3,000

**GAME
 SPONSOR**
 \$2,500

- Sponsor a prize for the gamification part of the event! (Sponsor would purchase and send to the winner)
- Acknowledgement of your sponsorship in all emails and instructions to attendees and during the game!
- Acknowledgement on the virtual platform for the gamification
- Sponsorship promotion through communication tools via OLTC
- Email acknowledgement to attendees recognizing your sponsorship
- Listing and link on the OLTC website
- Registration list provided after the event

**NETWORKING
 BREAK
 SPONSOR**
 \$2,500

- Sponsor a Tim Horton's Digital Tim Card for the Networking Break (Choose Friday October 15, Wednesday October 20, Friday October 22 or Friday October 29)
- OLTC will send the digital card to the first 200 registrants
- Acknowledgement of your sponsorship at the beginning of the break
- Acknowledgement of your sponsorship via email to all participants
- Listing and link on the OLTC website



**PRINTED
 PROGRAM
 OR
 THANK-YOU
 CARDS**
 \$2,000

- Logo printed on the back of the short-version printed program mailed to attendees, or on the back of the "Thank you for Attending" printed cards mailed to attendees
- Acknowledgement of your sponsorship via email to all participants



EXHIBIT & SPONSORSHIP CONTRACT, 2021



CANCELLATION CLAUSE: By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 15, 2021 and are subject to a 50% cancellation fee. Cancellations after September 15, 2021 are subject to full payment.

ORGANIZATION INFORMATION

Company: _____

Address: _____

City: _____ Province: _____ Postal: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

Web: _____

CHOOSE YOUR EXHIBIT SPACE AND/OR SPONSORSHIP LEVEL

Exhibitor	\$ 1,500	Swag Bag Sponsor	\$ 4,500
Symposium Sponsor	\$ 15,000	Virtual Platform Sponsor	\$ 3,500
Premier Sponsor	\$ 10,000	Tech Support Sponsor	\$ 3,500
Partner Sponsor	\$ 8,000	Game Sponsor	\$ 2,500
Supporter Sponsor	\$ 6,000	Break Sponsor	\$ 2,500
		Program/Thank you card Sponsor	\$ 2,000

TOTAL OF ALL CHOICES: \$ _____

13% HST #783327893RT0001 \$ _____

TOTAL: \$ _____

PAYMENT

- Email** the completed contract to the OLTCC office—Email: office@oltcc.ca
- Payment by mail:** Make cheque payable to **Ontario Long Term Care Clinicians** and mail to 1288 Ritson Road 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: _____