

EXHIBIT AND SPONSORSHIP OPPORTUNITIES 2017



Ontario
Long Term Care
Clinicians

CONFERENCE

CLINICAL PEARLS
IN LONG TERM
CARE

OCTOBER 20—22, 2017
TORONTO, ONTARIO

SHERATON CENTRE
TORONTO HOTEL



Ontario Long Term Care Clinicians
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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.

VISION:

All Ontarians in Long Term Care will receive excellent care.

MISSION:

1. Promotes education, advocacy and engagement.
2. Provides an annual conference, "Long Term Care for the Practicing Clinician".
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.

WHAT DO WE DO?

EDUCATION AND QUALITY

Organize a highly respected **annual clinical conference** targeting physicians working in LTC homes
Offer a comprehensive Medical Director Curriculum covering quality improvement, medical direction, 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 has been 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

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 Physician Conference "**Clinical 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.



WHY 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**

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 2016
Rates



Ontario Long Term Care Clinicians

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

TO PURCHASE EXHIBIT SPACE

- Identify which booth you would like.
- Complete the contract and email or fax to the office.
- Once received your space will be confirmed.
- Process the contract for the payment and send to the OLTC office.
- An exhibitor kit will be provided with all information you will need to set up your space.

FRIDAY OCTOBER 21, 2017

Move In: 2:00 pm—8:00 pm

SATURDAY OCTOBER 21, 2017

AM Break: 9:45 am—10:45 am

Buffet Luncheon: 12:00 pm—1:00 pm

PM Break: 2:00 pm—2:30 pm

SUNDAY OCTOBER 22, 2017

AM Break: 10:45 am—11:15 am

Buffet Luncheon: 12:15 pm—1:00 pm

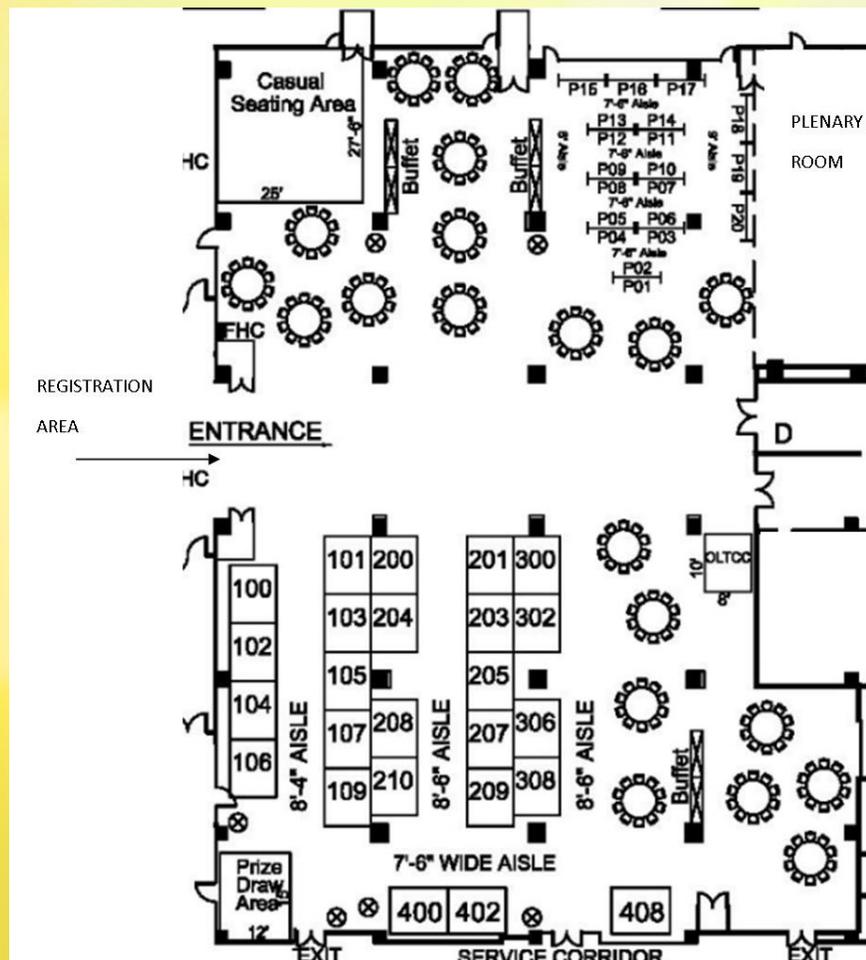
Move Out: 1:00 pm—3:00 pm

EXHIBIT HALL SCHEDULE

Times to be confirmed



Floor Plan



SPONSORSHIP OPPORTUNITIES

Prices Held at 2016 Rates



Ontario Long Term Care Clinicians

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.

GOLD LEVEL

Three Years: (2017, 2018, 2019) **\$50,000**; Two Years: (2017, 2018) **\$40,000**;
One Year (2017) **\$20,000**

What you Receive!

- Three booths each year
- Full 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 booths
- Sponsor identification on staff badges
- Listing and link on the OLTC website
- Four complimentary conference registrations
- Advertising and recognition in the OLTC Newsletter

BRONZE LEVEL

Three Years: (2017, 2018, 2019) **\$25,000**; Two Years: (2017, 2018) **\$20,000**;
One Year (2017) **\$10,000**

What you Receive!

- One booth each year
- Quarter page ad in the applicable guides and marketing e-tools
- Full color 1 page PDF flyer on the conference mobile app
- Logo and recognition on the opening screen each day
- Email acknowledgement to attendees recognizing your sponsorship
- Chairperson to recognize sponsorship at the opening remarks each day
- 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

SILVER LEVEL

Three Years: (2017, 2018, 2019) **\$35,000**; Two Years: (2017, 2018) **\$30,000**;
One Year (2017) **\$15,000**

What you Receive!

- Two booths 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

SYMPOSIA

Saturday October 21—Breakfast—**\$25,000**
Sunday October 22—Breakfast—**\$25,000**

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 in the registration guide and onsite guide
- 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

THE SPONSOR IS RESPONSIBLE FOR:

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



SPONSORSHIP OPPORTUNITIES *Continued*



Ontario Long Term Care Clinicians

EDUCATIONAL GRANTS

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

\$10,000—LEVEL ONE

What you Receive!

- Listing 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
- \$1,000 discount on booth space (per booth)

\$8,000—LEVEL TWO

What you Receive!

- Listing 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—LEVEL THREE

What you Receive!

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

\$3,500

MOBILE APP

Throughout the conference and after the event

- 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)

\$2,500

CONNECTION LOUNGE

Saturday & Sunday!

Be the host of the Connection Lounge! Signage, Announcements, Logo, Website Links, Guide Listings, and half price booth or one conference registration!

\$1,800

LUNCHEON

Saturday October 21, 2017
OR Sunday October 22, 2017

- Listing & logo in applicable guides & marketing e-tools
- Company listing in applicable guides
- Logo on main sponsorship sign
- Signage at the luncheon
- Verbal recognition by Emcee during lunch
- Listing and link on the OLTC website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

\$1,200

BREAKFAST

Saturday October 21, 2017
OR Sunday October 22, 2017

- Company listing in applicable guides & marketing e-tools
- Logo on main sponsorship sign
- Signage at the breakfast
- Listing and link on the OLTC website as a Sponsor
- Sponsor identification on staff badges

\$495

REFRESHMENT BREAKS

Saturday October 21 (AM or PM) Or
Sunday October 22 (AM)

- Company listing in applicable guides & marketing e-tools
- Logo on main sponsorship sign
- Signage at the break
- Listing and link on the OLTC website as a Sponsor
- Sponsor identification on staff badges



EXHIBIT & SPONSORSHIP CONTRACT, 2017



Ontario Long Term Care Clinicians

CANCELLATION CLAUSE

By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 1, 2017 and are subject to a 50% cancellation fee. Cancellations after September 1, 2017 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"/> Level One Educational Grant\$10,000 |
| <input type="checkbox"/> Two Booths \$ 3,800 | <input type="checkbox"/> Level Two Educational Grant\$ 8,000 |
| <input type="checkbox"/> Three Booths \$ 5,400 | <input type="checkbox"/> Level Three Educational Grant.....\$ 5,000 |
| <input type="checkbox"/> Gold Level (Three years) \$50,000 | <input type="checkbox"/> Mobile App\$ 3,500 |
| <input type="checkbox"/> Gold Level (Two years).....\$40,000 | <input type="checkbox"/> Connection Lounge.....\$ 2,500 |
| <input type="checkbox"/> Gold Level (One year) \$20,000 | <input type="checkbox"/> Luncheon, October 21\$ 1,800 |
| <input type="checkbox"/> Silver Level (Three years) \$35,000 | <input type="checkbox"/> Luncheon October 22\$ 1,800 |
| <input type="checkbox"/> Silver Level (Two years) \$30,000 | <input type="checkbox"/> Breakfast October 21\$ 1,200 |
| <input type="checkbox"/> Silver Level (One year) \$15,000 | <input type="checkbox"/> Breakfast October 22\$ 1,200 |
| <input type="checkbox"/> Bronze Level (Three years).....\$25,000 | <input type="checkbox"/> Refreshment Break, Saturday Oct 21, AM\$ 495 |
| <input type="checkbox"/> Bronze Level (Two years)\$20,000 | <input type="checkbox"/> Refreshment Break, Saturday Oct 21, PM\$ 495 |
| <input type="checkbox"/> Bronze Level (One year).....\$10,000 | <input type="checkbox"/> Refreshment Break, Sunday Oct 22, AM.....\$ 495 |
| <input type="checkbox"/> Symposium, Saturday Oct 21.....\$25,000 | |
| <input type="checkbox"/> Symposium, Sunday Oct 22\$25,000 | |

TOTAL OF ALL CHOICES: \$ _____

13% HST on Booths & Sponsorships that include booth space (Educational Grants are not HST applicable) #783327893RT0001 \$ _____

TOTAL: \$ _____

PAYMENT

1. Fax or email the completed contract to the OLTC 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, OLTC Office Manager

Krista Maracle, Conference Coordinator

T: 905-404-9545

office@oltcc.ca