



Ontario
Long Term Care
Clinicians



**CORPORATE AND CONFERENCE
SPONSORSHIP OPPORTUNITIES
2025**

CONFERENCE DATES 2025:

Friday October 24—Sunday October 26

Hilton Hotel, Toronto, Ontario

Ontario Long Term Care Clinicians
1288 Ritson Road North, Suite 333
Oshawa, ON L1G 8B2
office@oltcc.ca

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F: 905-404-3727



www.oltcc.ca

@OnLTCC

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 400+ 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. Current membership is 400+.

OLTC 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

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—averaging 300+ registrants!

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. This OLTC course is now mandated by the Ministry of LTC for all Ontario Medical Directors to take the course within one year of taking on the position.

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 400+ Medical Directors, attending Physicians and others provider through Membership and an average of 300+ 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 of Directors.

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.

YEAR ROUND CORPORATE OPPORTUNITIES

OUR BEST OPPORTUNITY! **\$15,000 (Maximum 4 sponsors)** **NEW!**

Become a Corporate Year-Round sponsor of the Ontario Long Term Care Clinicians and received repeated exposure throughout 2025 by having the opportunity to engage with members directly and offer your products / services to this targeted market!

- Logo and link placement on Home Page and the Membership section of the website
- Three direct emails to the membership throughout the year
- Discounted exhibit space at the annual Conference
- Automatic corporate exposure through ad placement in the onsite guide at the annual Conference
- Advertising and recognition in the monthly Newsletter
- Signage at the annual Conference showcasing your Corporate Sponsorship
- Two complimentary Conference registrations
- Logo and Recognition on Opening Slides at the Conference and Breakout Rooms

CONFERENCE 2025 OPPORTUNITIES—OCTOBER 24-26

SYMPOSIUMS

NEW! Friday and Saturday Luncheon Time Slots!



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.

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 in the virtual delegate bag
- 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.

IN-PERSON OPTIONS

\$25,000

In-Person Conference Symposiums—Over Lunch

Friday October 24, 2025—12:15 pm—1:00 pm

Saturday October 25, 2025—12:15 pm—1:00 pm

\$20,000

In-Person Conference Symposium

Saturday October 26, 2024—8:00 am—9:00 am

Sunday October 26, 2025—8:00 am—9:00 am

VIRTUAL OPTIONS

\$15,000

Virtual Pre and Post-Conference Symposium

Thursday October 16, 2025—5:00 pm—6:00 pm

Thursday November 6, 2025—5:00 pm—6:00 pm

(All conference registrants plus OLTC Members)

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.

LEVEL ONE—BEST VALUE!

\$10,000

What you Receive!

- One table-top display in the Conference foyer area
- First right of refusal for 2026
- Full page ad in the applicable guides and marketing e-tools
- Logo and recognition on the opening screen each day
- 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
- One complimentary conference registration

LEVEL FOUR—BE INVOLVED

\$5,000

What you Receive!

- Listing & 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 table top display
- Sponsor identification on staff badges

LEVEL TWO—STAY CONNECTED

\$7,500

What you Receive!

- One table-top display in the Conference foyer area
- First right of refusal for 2026
- Half page ad in the applicable guides and marketing e-tools
- Logo and recognition on the opening screen each day
- Recognition in applicable guides
- 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 OLTC website

LEVEL FOUR—CONTRIBUTE

\$3,000

What you Receive!

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



MORE OPPORTUNITIES

VIRTUAL DELEGATE BAG SPONSORSHIP

NEW!

\$4,000—Attendees access through QR code or website

- Logo in the virtual delegate bag
- Recognition of sponsorship at the beginning of each day with logo
- Half page ad in applicable guides
- Full color 2 page PDF flyer in the virtual bag
- Sponsorship give away opportunities in virtual bag
- One complimentary conference registration
- 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)

WINE AND CHEESE RECEPTION, FRIDAY OCTOBER 24 OR COCKTAIL HOUR SATURDAY OCTOBER 25

\$3,000

- Two complimentary tickets to the Wine & Cheese Reception
- Quarter page ad in applicable guides and virtual bag
- Logo on main sponsorship signage
- Exclusive signage at the Reception
- Company listing in applicable guides & marketing e-tools

AUDIO VISUAL SPONSOR

\$2,500

- Logo displayed on all opening screens in all rooms
- Quarter page ad in applicable guides and virtual bag
- 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

REFRESHMENT BREAK SPONSOR

\$1,500

Choose One: Friday October 24, 2025 (AM OR PM); Saturday October 25 2025 (AM OR PM); Sunday October 26, 2025 (AM)

- Notice in the virtual delegate bag
- 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

BADGE LANYARDS

\$3,500

- Logo on all Delegate badge lanyards
- Recognition of sponsorship at the beginning of each day with logo
- Half page ad in applicable guides and virtual bag
- 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

LUNCHEON SPONSOR *(Please note a Symposium may run over lunch)*

\$3,500

Choose One: Friday October 24, 2025; Saturday October 25, 2025

- Exclusive signage at the Luncheon
- Two complimentary Luncheon Tickets
- Quarter page ad in applicable guides and virtual bag
- 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

BREAKFAST SPONSOR

\$2,500

**Choose One: Friday October 24, 2025; Saturday October 25, 2025
Sunday October 26, 2025**

- Logo on main sponsorship signage
- Exclusive signage at the Breakfast
- Company listing in applicable guides & marketing e-tools
- Two complimentary Breakfast Tickets
- Sponsor identification on staff badges

REGISTRATION DESK SPONSOR

\$2,500

- Exclusive signage at the Registration Desk
- Quarter page ad in applicable guides
- 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

ADVERTISING OPPORTUNITIES—Onsite Guide

FULL PAGE—\$400.00

HALF PAGE—\$300.00

QUARTER PAGE—\$200.00

TABLE TOP DISPLAY OPPORTUNITIES—\$1200

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 link in the Virtual Delegate bag
- Listing and link on the OLTCC website as a confirmed exhibitor
- Badge identification on staff badges as an exhibitor

EXHIBIT OPEN HOURS—Please note—Exact times may change dependent on final program

Friday Oct. 24, 2025

7:00 am – 10:00 am—Move In
 10:00 am—10:30 am—Refreshment Break
 12:00 pm—1:00 pm—Buffet Luncheon & Exhibits
 2:30 pm – 2:45 pm—Refreshment Break & Exhibits
 5:00 pm – 6:00 pm—Welcome Wine and Cheese Reception

Saturday October 25, 2025

10:15 am – 10:45 am—Refreshment Break & Exhibits
 12:00 pm – 1:00 pm—Buffet Luncheon & Exhibits
 3:00 pm – 3:30 pm—Refreshment Break & Exhibits
 5:30 pm – 6:30 pm—The Cocktail Hour

Sunday October 26, 2025

10:15 am – 10:45 am—Refreshment Break & Exhibits
 12:00 pm—1:00 pm—Sandwich Grab & Go & Exhibits
 1:00 pm—2:00 pm—Move Out





OCTOBER 23-25, 2025
 HILTON HOTEL
 145 Richmond St. West
 Toronto, ON M5H 2L2



SPONSORSHIP & EXHIBITOR CONTRACT, 2025

CANCELLATION CLAUSE

By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 1, 2025 and are subject to a 50% cancellation fee. Cancellations after September 1, 2025 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: _____

- Corporate Year-Round Sponsor _____ \$15,000
- In-person Lunch Symposium, October 24 _____ \$25,000
- In-person Lunch Symposium, October 25 _____ \$25,000
- In-Person AM Symposium, October 25 _____ \$20,000
- In-Person AM Symposium, October 26 _____ \$20,000
- Virtual Symposium October 16 _____ \$15,000
- Virtual Symposium November 6 _____ \$15,000
- Level One Grant _____ \$10,000
- Level Two Grant _____ \$ 7,500
- Level Three Grant _____ \$ 5,000
- Level Four Grant _____ \$ 3,000
- Virtual Delegate Bag _____ \$ 4,000
- Badge Lanyards _____ \$ 3,500

- Luncheon (Oct 24 or 25) _____ \$3,500
- Wine & Cheese Reception Oct 24 _____ \$3,000
- Cocktail Hour Oct 25 _____ \$3,000
- Breakfast (Oct 24 or 25 or 26) _____ \$2,500
- AV Sponsor _____ \$2,500
- Registration Desk _____ \$2,500
- Refreshment Break, (Oct 24, AM) _____ \$1,500
- Refreshment Break, (Oct 24, PM) _____ \$1,500
- Refreshment Break, (Oct 25 AM) _____ \$1,500
- Refreshment Break, (Oct 25, PM) _____ \$1,500
- Refreshment Break, (Oct 26, AM) _____ \$1,500
- Full Page Ad _____ \$ 400
- Half Page Ad _____ \$ 300
- Quarter Page Ad _____ \$ 200

TABLE TOP EXHIBITOR \$ 1,200

TOTAL OF ALL CHOICES: \$ _____

13% HST #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 285 Taunton Road East, Suite 4501, Oshawa, ON L1G 3V2
- 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: 905-288-7376; office@oltcc.ca