

*This is  
Long Term Care*  
2019

SEPTEMBER 17-19  
Beanfield Centre  
Toronto, Ontario  
CANADA

# 2019 Sponsorship

## SPONSORSHIP INCLUDES:

- ✓ Recognition on all promotional materials (i.e. website, e-promos, AV, signage)
- ✓ One complimentary delegate registration
- ✓ Recognition from the podium throughout conference
- ✓ Opportunity to introduce or thank session speaker(s)  
(Keynote and plenary session sponsors)
- ✓ A copy of the full conference delegate list one week prior to event date  
(with contact information where applicable)
- ✓ Invitation to attend the Conference Kick-off Reception and OLTC's 60th  
Anniversary Party at Liberty Commons, Big Rock Brewery

\*Sponsorships do not include exhibit space unless specified in the selected sponsorship package.

## WHY SPONSOR?

- ✓ Increase your profile with owners, operators and key decision makers
- ✓ Expose your company to a variety of networking events and opportunities
- ✓ Build relationships across the national and international long-term care  
& aged care communities
- ✓ Creative and customized sponsorship to meet your specific goals
- ✓ New global audience for ample exposure and market growth

## AWARDING OF SPONSORSHIP

Awarding of Sponsorship is done on a first-come, first-served basis. Sponsorship requests must include the completed Sponsorship Agreement before it is awarded to the respective sponsor.

First Right of Refusal will be offered to *This is Long Term Care* 2018 sponsors. First Right of Refusal closes Tuesday, May 21, after which time (if 2018 sponsors do not confirm interest by this specified date) the opportunity to sponsor first right of refusal items will become available to the public.



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## 2019 Sponsorship Opportunities

### Pre-Conference Sponsorships

FEE \$

#### Monday, September 16

#### OLTCA, Global Ageing Network and LeadingAge Board of Directors' Dinner\*

Join the Board of Directors from the Ontario Long Term Care Association, Global Ageing Network and LeadingAge for an exclusive dinner under the stars. Hosted at Hotel X's rooftop space, appropriately named *The View*, this intimate dinner will bring together aged care leaders from around the world. The sponsoring organization is eligible to bring three representatives to attend the dinner. Dinner will also include OLTCA's CAP, SAP and 60th Anniversary sponsors.

\*Sponsor subject to approval

SOLD  
\$10,000



#### Tuesday, September 17

#### Start-Up Innovators' Den

SOLD  
\$5,000

#### International Innovators' Den

Year-after-year the Innovators' Den is rated as THE "must-attend" session. Sign up to sponsor one of the best features of the conference! This year's session is designed to showcase revolutionary products or services from across the globe that will improve the quality and/or efficiency of care in LTC homes and aged care services.

SOLD  
\$5,000

#### Conference Kick-Off Reception + 60th Anniversary Birthday Party

SOLD  
\$20,000



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## 2019 Sponsorship Opportunities

Main-Conference Sponsorships		FEE \$
<b>Wednesday, September 18 - Thursday, September 19</b>		
<b>Thursday Networking Breakfast Sponsor</b>	Host a healthy start to the day with a hot breakfast for delegates before the morning sessions begin. Brand the first meal of the day and make a great first impression!	1 @ \$4,000
<b>Opening Keynote</b>		<b>SOLD</b> \$8,500
<b>Networking Breaks in Exhibit Hall &amp; Second Floor</b>	Treat the delegates to well deserved breaks! Coffee and tea included.  Sponsorship includes the morning and afternoon Delegate Breaks on Wednesday and Thursday.	\$4,500
<b>Wednesday, September 18 Oral Presentation Sessions Sponsor</b>	As the exclusive sponsor of all oral presentation sessions on the first day of the conference (Wednesday, September 18), you will be featured in front of a highly engaged audience with maximum interest in the content being presented. A great opportunity to be front and centre of this year's global conference with cutting edge sessions from around the world. Oral presentations consist of multiple presenters and perspectives on a given topic that will run concurrently during three different hour long time slots. To view a full list of workshop sessions on Wednesday, September 18, visit: <a href="http://thisisltc2019.com/program">thisisltc2019.com/program</a>	<b>SOLD</b> \$7,500
<b>Wednesday, September 18 Workshop Sessions Sponsor</b>	As the exclusive sponsor of all Workshop sessions on the first day of the conference (Wednesday, September 18), you will be featured in front of a highly engaged audience with maximum interest in the content being presented. A great opportunity to be front and centre of this year's global conference with cutting edge sessions from around the world. Workshops are one hour long, interactive sessions that will run concurrently during three different hour slots.  To view a full list of workshop sessions on Wednesday, September 18, visit: <a href="http://thisisltc2019.com/program">thisisltc2019.com/program</a>	<b>SOLD</b> \$7,500



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Main-Conference Sponsorships		FEE \$
CEO-Series	Sit down with the Ontario Long Term Care Association's new CEO at our exclusive CEO Series for Commercial and Affiliate members who are exhibiting, sponsoring or attending <i>This is Long Term Care</i> .	<b>SOLD</b> \$3,000
Networking Lunch Sponsor	This is an excellent time to showcase your company to all delegates while they enjoy a healthy lunch throughout the Exhibit Hall! The lunchtime break provides ample branding opportunity for you to feature your company as the official sponsor of the delicious food served to delegates.	1 @ \$4,500 2 @ \$7,500
Day Two Opening Plenary- Keynote		<b>SOLD</b> \$6,500
Thursday, September 19 10:30 – 12:00 noon Sub-Plenary Session A: That's Debatable – Challenges for Aged Care Providers of the Future	Join our panel of international thought leaders as they pitch and debate about the key issue that they believe will be the most challenging for us on a global scale. In this engaging session, audience members and panelists will have the opportunity to vote on the greatest challenge aged care providers will face in the next 10 years.  For more information on session panelists, <a href="#">click here</a> .  *Sponsor eligible to introduce or thank the sub-plenary speakers. *Note, there are a total of three concurrent sessions for this sub-plenary time slot, providing you access to one-third of the conference delegates!	<b>SOLD</b> \$5,000
Thursday, September 19 10:30 – 12:00 noon Sub-Plenary Session B: Promoting a Human Rights- Based Approach to Dementia	This panel will explore innovative opportunities for aged care providers and their care teams to push the boundaries of the role we can play in the broader health system. Panelists will explore how expanding the options for seniors care and housing could relieve growing pressures on the health system while improving resident and family experience, system integration and access to care. Panelists will also discuss our need as operators to evolve, with a focused discussion on evolving our financial and human resources models.  For more information on session panelists, <a href="#">click here</a> .  *Sponsor eligible to introduce or thank the sub-plenary speakers. *Note, there are a total of three concurrent sessions for this sub-plenary time slot, providing you access to one-third of the conference delegates!	<b>SOLD</b> \$5,000



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## 2019 Sponsorship Opportunities

Main-Conference Sponsorships		FEE \$
<p>Thursday, September 19 10:30 – 12:00 noon Sub-Plenary Session C: Aged Care for the Future: Optimizing Models of Care</p>	<p>This panel will explore innovative opportunities for aged care providers and their care teams to push the boundaries of the role we can play in the broader health system. Panelists will explore how expanding the options for seniors care and housing could relieve growing pressures on the health system while improving resident and family experience, system integration and access to care. Panelists will also discuss our need as operators to evolve, with a focused discussion on evolving our financial and human resources models.</p> <p>For more information on session panelists, <a href="#">click here</a>.</p> <p>*Sponsor eligible to introduce or thank the sub-plenary speakers.</p> <p>*Note, there are a total of three concurrent sessions for this sub-plenary time slot, providing you access to one-third of the conference delegates!</p>	<p>SOLD \$5,000</p>
<p>Thursday, September 19 Concurrent Session Sponsor (excluding Sub-Plenary Panels)</p>	<p>As the sponsor of all concurrent programming on day 2, you will have primary access to a highly engaged, audience with maximum interest in the content being presented. This is an exceptional opportunity to be front and centre of This is Long Term Care cutting edge sessions from around the world. Concurrent programming includes both oral presentations and workshop sessions that will run concurrently to one another.</p> <p>To view a full list of concurrent oral and workshop sessions on Thursday, September 19, visit: <a href="http://thisisltc2019.com/program">thisisltc2019.com/program</a>.</p>	<p>SOLD \$7,500</p>
<p>Closing Keynote</p>		<p>SOLD \$5,000</p>



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## 2019 Sponsorship Opportunities

### Champagne and Diamonds Awards Gala Sponsorships

FEE \$

To celebrate the Ontario Long Term Care Association's *Awards Gala Dinner and Ceremony* and to welcome our international delegates, we will be celebrating in style with champagne and diamonds!

#### Champagne and Diamonds Awards Gala Toast Sponsor

Join us as the official Awards Gala Toast Sponsor in celebration of the many achievements across the sector!

**SOLD**  
**\$6,000**

\*Includes one glass of champagne per delegate.

#### Champagne and Diamonds Awards Gala Wine

Showcase your brand at the Awards Gala Dinner and offer delegates a great evening!

**SOLD**  
**\$6,000**

\*Includes one bottle of red and white wine per table.

#### Champagne and Diamonds Awards Gala Centrepiece

Make your brand front and centre of every table at the *Awards Gala Dinner!*

**SOLD**  
**\$6,000**

\*One flower arrangement per table with company logo displayed.

#### Champagne and Diamonds After Party

The champagne and diamonds celebration continues at the after party!

**SOLD**  
**\$7,500**

\*Includes 200 drink tickets and entertainment.

#### Late Night After Party Eats

Be remembered as the sponsor of the late night banana nutella empanadas station!

**\$3,500**

Delegates will thank you for providing a delicious snack after an evening of dancing and libations.

### Other Sponsorships

FEE \$

#### Private VIP Delegate Registration Lounge + Refreshment Station

Delegates will experience the VIP treatment as they skip the line and check-in to the Hotel X via your private sponsor lounge. Delegates will be able to sit by the fire, enjoy a refreshment and be treated like a VIP.

**\$7,000**

#### Hotel Key Cards

This is the brand every delegate sees first thing in the morning, last thing at night and every other time they enter their hotel room with their branded key card! With over 1,000 room nights sold to conference delegates, your logo will be seen time-and-time again for ample exposure!

**SOLD**  
**\$7,000**





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Other Sponsorships		FEE \$
<b>Hotel X Item Room Drop</b>	Sponsor to provide their own delegate item and let us do the rest! Suggestions are: branded socks or slippers, box of chocolates, pre-packaged snack with your logo.	<b>SOLD</b> \$5,000 per item
<b>Delegate Registration Desk</b>	Be the first brand delegates see when they arrive! The Delegate Registration Desk is guaranteed a visit by all conference delegates!	<b>SOLD</b> \$3,000
<b>Delegate Name Badge Pouch</b>	Don't miss out on one of the best branding opportunity for delegates to see your logo all conference!	 <b>SOLD</b> \$6,500
<b>Conference Delegate Tote Bags</b>	One of the best visual branding opportunities available. Your logo is featured on this jumbo canvas jumbo tote bag and given out to each delegate when they arrive at registration! Showcase your logo on everyone's most used conference takeaway!	 <b>SOLD</b> \$6,500
<b>Conference WiFi</b>	WiFi is one of the most appreciated features of any conference - your company can provide it for all by being the exclusive sponsor of the Beanfield Centre.	<b>SOLD</b> \$4,000
<b>Audio Visual</b>	Technology is the heart of <i>This is Long Term Care</i> . Gain major profile with the entire audience by becoming the official audio visual sponsor!	<b>SOLD</b> \$3,000
<b>Full page printed program ads</b>	A NEW opportunity to purchase an advertisement in the printed program - read by all delegates throughout the conference. *price is for the ad only, <u>does not include</u> any sponsor benefits.	<b>SOLD</b> \$1,500/each (limited number of ads available)



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## 2019 Sponsorship Opportunities

Exhibit Booth + Sponsorship Packages		FEE \$
Canadian Exhibit Hall Feature		SOLD \$7,500
Keys to Riches Sponsor Feature- Game, Prize and 10x10 Corner Booth #80	<p>Will your key be the one to unlock the prize inside? Participants get a chance (1 in 300) to pull the winning key from the attached covered pouch. The winning key will open the door and cause lighting to flash and siren to sound. Great way to draw delegates to your booth and engage with them with a chance to win one of two \$250 Visa Gift Cards.</p> <p>*Sponsorship includes two \$250 Visa Gift Cards to give to your lucky winners.</p>	 <p>SOLD \$7,500</p>
Money Grab Sponsor Feature- Game, Prize and 10x10 Corner Booth #90	<p>The money grab machine has 100 bill capacity and allows your audience to stick their arm in and grab as many bills as they can. This feature is an amazing way to keep the crowd engaged and interested in your booth. Included in the sponsorship are 400 stuffed bears wearing a t-shirt with your logo t-shirt!</p>	 <p>SOLD \$7,500</p>
Virtual Reality Experience- Sponsor Feature	<p>See how Virtual Reality and music is reaching inside dementia and alzheimers patients with the latest research conducted by Dr. Karen Campbell from Western University, and her study's colleagues from Crosswater Digital Media and PrimaCare Living Solutions.</p> <p>In this exhibit, delegates will be transported into an immersive projection experience that makes you feel like you're actually on a dairy farm, in a Cherry blossomed park, riding in a truck, and more.</p>	<p>SOLD \$2,500</p>
Electronic Poster Booth	<p>A new exhibit feature that comes with a big impact. Be the exclusive sponsor of the electronic poster booth! <a href="#">Click here</a> to view the poster schedule, where delegates will be able to sit and hear from each poster presenter on a plasma screen in the dedicated poster booth.</p>	<p>SOLD \$2,500</p>





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Exhibit Booth Extras		FEE \$
Feature Swag	Add this awesome aluminum mug with your company log to your booth for an extra incentive to meet and network with delegates!	SOLD \$7,500



Post-Conference Long-Term Care Home Tours		FEE \$
<b>Friday, September 20</b>		
*A minimum of 10 registrants are required to run each tour and a maximum of 50 registrants are eligible to participate. Round trip transportation to and from Beanfield Centre included (Kensington Home Tour one-way transportation only).		
To learn more about the Post-Conference Home Tours, visit <a href="http://thisisltc2019.com/program/ltc-home-tours/">thisisltc2019.com/program/ltc-home-tours/</a>		
Baycrest Health Sciences Home Tour Sponsor	<p>Baycrest Health Sciences is a global leader in geriatric residential living, healthcare, research, innovation and education, with a special focus on brain health and aging.</p> <p>Participants will take part in a full day tour, showcasing residential living, education and innovation programs.</p>	SOLD \$7,500
Schlegel RIA Home Tour Sponsor	<p>Participants will tour and learn about the Schlegel-UW Research Institute for Aging, an innovation institute that incubates new ideas through applied research, accelerates their development across the 19 Schlegel Villages, and catalyzes change for everyone through practice development, training, and knowledge mobilization.</p> <p>Participants will meet Schlegel Research Chairs, Schlegel Villages senior team members, and RIA senior team members for a full day tour.</p>	\$7,500
Kensington Health Home Tour Sponsor	<p>Kensington Health is one of the most unique, non-profit, health and community care organizations in Canada. Providing a diverse range of services including long-term, hospice and community care, cancer screening, diagnostic imaging, eye exams, eye surgery and eye tissue processing for transplant.</p> <p>Participants will take part in half day tour, showcasing many of the diverse and innovative programs.</p>	SOLD \$4,000



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# 2019 Sponsorship Agreement

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Sponsorship Item: \_\_\_\_\_

Amount of Sponsorship: \$ \_\_\_\_\_

+13% HST \$ \_\_\_\_\_

**TOTAL FEE** \$ \_\_\_\_\_

**COMPLIMENTARY DELEGATE:**

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

Please check the appropriate payment category and include payment with your registration.

Full payment due upon booking and no refunds.

Visa  MC  AMEX  **Cheque enclosed made payable to Ontario Long Term Care Association**

Card No: \_\_\_\_\_ Expiry Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ CVV# (security code): \_\_\_\_\_

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

**Send completed Sponsorship Registration form to:**  
Fax: 519-263-2936 or [rebecca@bayleygroup.com](mailto:rebecca@bayleygroup.com)

Cheques payable to:  
Ontario Long Term Care Association  
c/o The Bayley Group, PO Box 39, Hensall, ON, N0M 1X0  
[rebecca@bayleygroup.com](mailto:rebecca@bayleygroup.com)



*Thank you for your generous support!*