



This is Long Term Care

Monday, November 27 – Wednesday, November 29, 2017
Westin Harbour Castle • Toronto, ON



ONTARIO
LONG TERM CARE
ASSOCIATION

Exhibitor Manual

The **OLTCA** is proud to host *This is Long Term Care 2017*, a third year running, must-attend hybrid conference and we are pleased to welcome you as an exhibitor.

BOOTH DETAILS

Each booth space includes 6ft table and two chairs. The exhibit area has wall to wall carpet. Each booth includes 2 Exhibitor Passes (includes lunch, breaks, Welcome Reception and the Awards Gala Reception). Additional passes can be purchased for \$200 plus HST –contact rebecca@bayleygroup.com to purchase.

Please note – exhibitors will NOT be entitled to receive the delegate list with contact information. This is a sponsor only benefit. To discuss sponsorship, please contact rebecca@bayleygroup.com.

Items NOT included in Exhibit (hydro, internet, AV, etc.) must be ordered directly using these links:

[PSAV: Hydro / Electrical Order / Audio Visual Rental / Internet Form](#)
[Stronco Exhibitor Show Services / Shipping](#)

CONFERENCE VENUE

The Westin Harbour Castle

1 Harbour Square, Toronto, ON, M5J 1A6

Phone: 416-869-1600

[Website](#)

Reservations

A special room rate of \$231.00 per single/double room is available for exhibitors. Call [\(416\)-869-1600](tel:416-869-1600) to make your reservation, and reference [OLTCA Fall 2017](#) to receive this special rate.

Parking

There are multiple downtown Toronto parking options available. The hotel offers:

- Valet parking at a fee of \$45 per day
- Self parking (one block away) at a fee of \$35 per day

For further information, please visit the [hotel website](#).

Directions

The loading dock is accessible from Harbour Street (one street north of Queens Quay) just east of Bay Street. Turn right into the Conference Centre laneway. You have gone too far if you get to Yonge Street.

If you have any questions or require assistance with your arrangements, please contact Rebecca Darling at 519-263-6001 or rebecca@bayleygroup.com



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EXHIBITOR MOVE-IN – METROPOLITAN BALLROOM

Monday, November 27, 2017

★ **9:00 am – 4:00 pm** **NEW TIME**

Please note: Exhibitors must be set-up in time for the Welcome Reception

WELCOME RECEPTION – METROPOLITAN BALLROOM

Monday, November 27, 2017

5:00 pm – 7:00 pm

This year the Welcome Reception will take place in the Exhibit Hall/Marketplace. The event is attended by Owners, Operators and Commercial Affiliate Members.

EXHIBIT HALL HOURS - METROPOLITAN BALLROOM

Tuesday, November 28, 2017

10:00 am – 3:30 pm

Exhibitor Lunch

11:30 am – 12:00 noon

Attendee Lunch in the Marketplace

12:00 noon – 2:00 pm

CEO Series (Exhibitors Invited)

3:30 pm – 4:30 pm

The CEO Series Presentation is an exclusive session for exhibiting and sponsoring delegates at the conference. The session will provide updates and insight on key issues facing the Long Term Care sector.

Awards Gala Cocktail Reception

5:00 pm – 6:30 pm

Wednesday, November 29, 2017

10:00 am – 1:30 pm

Exhibitor Lunch

11:30 am – 12:00 noon

Attendee Lunch in the Marketplace

12:00 noon – 1:30 pm

Move out to follow (must be complete by 4:00pm)

Commercialization Innovators' Den

1:30 pm – 3:00 pm

Come be inspired, learn and vote on innovative research, products, concepts, ideas, tools, and products in the Innovators' Den! The Session will feature innovations that are looking to develop further to solve the most challenging issues in Long Term Care.

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Move In / Move Out

No ladders or lifts will be rented out by the hotel to anyone. If you bring your own lift, it must be in good repair, have non-marking tires and is not to be charged on carpeted areas.

Forklifts are not allowed on the loading dock. All exhibitors must provide their own labour for the unloading of trucks and movement of exhibits or displays to and from the exhibit area. The spotting and erecting of the booths is also the responsibility of the exhibitor or a contracted supplier.

Passenger elevators and escalators are not to be used for transporting freight or equipment from level to level. This includes easels, chairs, tables, etc. Access to the Conference Centre service elevator is via the service lane and receiving dock on the east side of the Conference Centre. The floor load capacity throughout the convention floor and exhibits area is 125 pounds per square foot. For equipment in excess of this, special arrangements must be made through The Westin Harbour Castle's Engineering department.

Deliveries & Storage

Conference materials are to be shipped to the hotel in care of the Business Centre and must be clearly labelled, "OLTCA – This is Long Term Care – November 27-29, Metro East & Center Ballroom, [Exhibitor Company Name], and [Exhibitor Contact Name]".

Charges will be applied for using Business Centre services.

Please download the [Shipping & Advance Warehouse Form](#) for more information and pricing.

Fire Protection

All display materials must be flame proof and are subject to inspection by the City of Toronto Fire Department or Ontario Fire Marshall. Exhibits using flame producing devices must be attended at all times and an approved fire extinguisher must be installed in exhibit areas where flame producing devices are used.

Automobile Exhibits

All internal combustion engine vehicles must be $\frac{3}{4}$ full of gas and be fitted with locking gas caps. Vehicles must have seals under carriages or be equipped with ground sheets. Batteries must be disconnected.

Failure to Occupy Exhibit Space

If space is not occupied by one half hour prior to the show opening, this will be considered a no-show and the space will be forfeited by the exhibitor. This space may be resold, reassigned or used by the OLTCA without obligation.

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