



ONTARIO LONG TERM
CARE PHYSICIANS

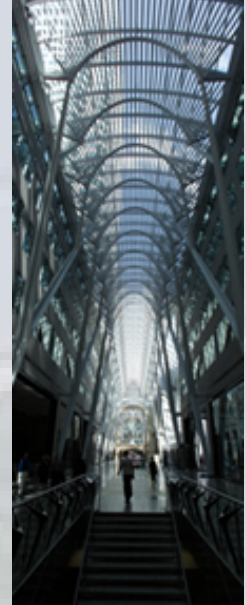
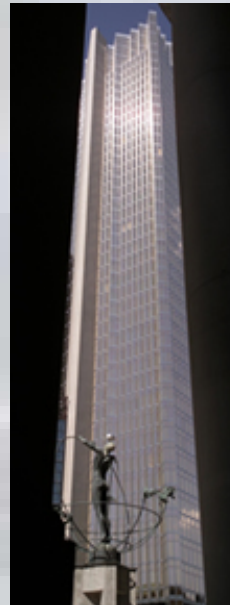
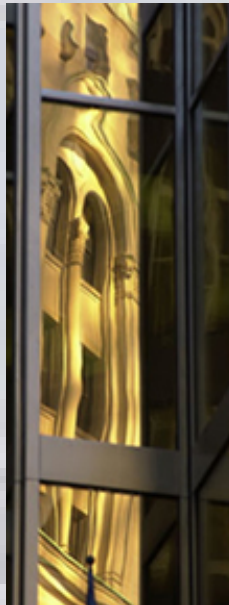
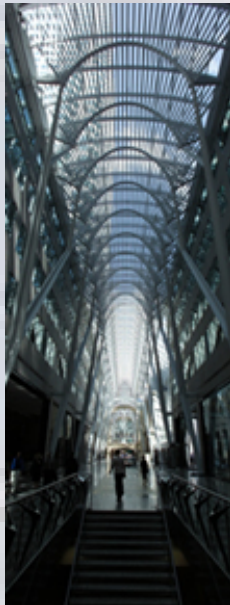
2014

37th ANNUAL
CONFERENCE

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

NOVEMBER 7—9, 2014
TORONTO, ONTARIO

SHERATON CENTRE HOTEL



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Who Is OLTCP

ONTARIO LONG TERM CARE PHYSICIANS, founded in 1978, is a not-for-profit, charitable organization comprised of **Medical Directors & Attending Physicians** working in LTC across the Province of Ontario. **Nurse Practitioners, Pharmacists and Physician's Assistants** are associate members of OLTCP.

OLTCP'S VISION STATEMENT

All Ontarians in Long Term Care will receive excellent medical care.

OLTCP'S MISSION STATEMENT

To support clinicians and Medical Directors working in Long Term Care by providing clinical and administrative education, peer support and advocacy for excellent care.

What We Do

EDUCATION AND QUALITY

- Organize a highly respected **annual clinical conference** targeting physicians working in LTC homes and co-facilitate a conjoint conference day with the Long Term Care Medical Directors Association of Canada (LTCMDAC) focused on leadership, medical direction and system issues with a national lens.
- **Develop and implement** a Medical Director Core Curriculum with a focus on Quality Improvement, Medical Direction, Leadership and Communications, working with teams and safety.

PEER SUPPORT AND NETWORKING

The ability to **network and discuss issues with peers** working in LTC has been a highly valued component of our annual conference and ongoing work of the OLTCP 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

OLTCP has representation 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. **OLTCP 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 other providers at the annual LTC Physician conference — "Geriatrics for the Practicing Physician"
3. **Connect** with LTC Physicians and other medical providers through networking and acknowledgements.
4. **Collaborate** with OLTCP membership and the Board in addition to the annual conference, dependent on the level of sponsorship.

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ONTARIO LONG TERM CARE PHYSICIANS

EXHIBIT OPPORTUNITIES

\$2,500 Per Booth—Booths are 8' deep x 10' wide

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 OLTCP website as a confirmed exhibitor
- Badge identification on staff badges as an exhibitor

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 OLTCP office
- An exhibitor kit will be provided with all information you will need to set up your space.

This Conference draws 400+ Long Term Care Physicians, Nurse Practitioners, Pharmacists and Others from across Ontario!

Exhibit Hall Schedule

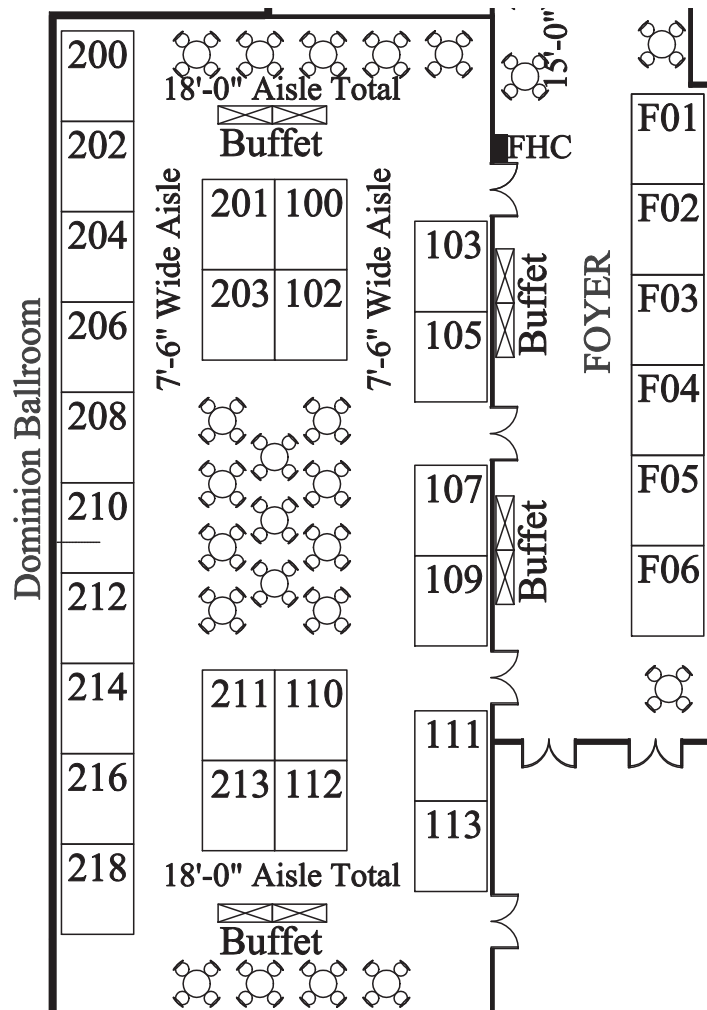
FRIDAY NOVEMBER 7, 2014

Move In: 7:00 am—10:00 am
 AM Break: 10:15 am—10:45 am
 Buffet Luncheon: 12:30 pm—1:45 pm
 PM Break: 3:15 pm—3:45 pm
 Reception: 5:15 pm—7:00 pm

SATURDAY NOVEMBER 8, 2014

AM Break: 10:30 am—11:00 am
 Buffet Luncheon: 12:10 pm—1:15 pm
 PM Break: 2:30 pm—3:00 pm
 Move Out: 3:00 pm—5:00 pm

Floor Plan



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SPONSORSHIP OPPORTUNITIES

The **Sponsorship Partnering Program** was launched 2013. This program engages the sponsor at the annual conference and offers the opportunity to partner with OLTCP for future conferences. This program has been developed with the Sponsor in mind—offering innovative ways of engaging with OLTCP members not only at the conferences, but throughout the whole year. All sponsorships follow accreditation guidelines and specifications.

GOLD LEVEL

Three Years: (2014, 2015, 2016) **\$60,000**
Two Years: (2014, 2015) **\$45,000**
One Year (2014) **\$30,000**

What you Receive!

- Three booths each year
- Full page ad in the applicable guides and marketing e-tools
- 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
- Listing and Logo on main signage
- Industry support sign at your booths
- Sponsor identification on staff badges
- Listing and link on the OLTCP website
- Four complimentary conference registrations
- Advertising and recognition in the OLTCP Newsletter (*coming soon*)
- Recognition as a year-round sponsor on OLTCP website and material throughout the year

SILVER LEVEL

Three Years: (2014, 2015, 2016) **\$45,000**
Two Years: (2014, 2015) **\$35,000**
One Year (2014) **\$25,000**

What you Receive!

- Two booths each year
- Half page ad in the applicable guides and marketing e-tools
- 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
- Listing and Logo on main signage
- Industry support sign at your booth
- Sponsor identification on staff badges
- Listing and link on the OLTCP website
- Two complimentary conference registrations
- Recognition as a year-round sponsor on OLTCP website and material throughout the year

BRONZE LEVEL

Three Years: (2014, 2015, 2016) **\$35,000**
Two Years: (2014, 2015) **\$25,000**
One Year (2014) **\$15,000**

What you Receive!

- One booth each year
- Quarter page ad in the applicable guides and marketing e-tools
- 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
- Listing and Logo on main signage
- Industry support sign at your booths
- Sponsor identification on staff badges
- Listing and link on the OLTCP website
- One complimentary conference registration
- Recognition as a year-round sponsor on OLTCP website

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
- Listing and logo in the onsite guide
- Signage on main sponsorship sign
- Listing and link on the OLTCP website as an Educational Grant supporter
- Sponsor identification on staff badges
- Industry support sign at your booth
- \$1500 discount on booth space

\$8,000—LEVEL TWO

What you Receive!

- Listing in applicable guides & marketing e-tools
- Listing and logo in the onsite guide
- Signage & logo on main sponsorship sign
- Listing and link on the OLTCP website as an Educational Grant Supporter
- Sponsor identification on staff badges
- Industry support sign at your booth
- \$1,000 discount on booth space

\$5,000—LEVEL THREE

What you Receive!

- Listing in applicable guides & marketing e-tools
- Listing in the onsite guide
- Signage on main sponsorship sign
- Listing and link on the OLTCP website as an Educational Grant supporter
- Sponsor identification on staff badges
- Industry support sign at your booth
- \$500 discount on booth space

OPENING WINE AND CHEESE RECEPTION, Friday November 7

\$4,000

What you Receive!

- Listing in applicable guides & marketing e-tools
- Listing in the onsite guide
- Listing in the registration and onsite guide as the sponsor of the reception
- Logo on complimentary drink tickets
- Signage on main sponsorship sign
- Listing and link on the OLTCP website
- Sponsor identification on staff badges
- Industry support sign at your booth

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EXHIBIT AND SPONSORSHIP CONTRACT

CANCELLATION CLAUSE

By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 1, 2014 and are subject to a 50% cancellation fee. Cancellations after September 1, 2014 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: _____

of Booths: _____ x \$2,500 \$ _____

Gold Level (Three years)	\$60,000
Gold Level (Two years)	\$45,000
Gold Level (One year)	\$30,000
Silver Level (Three years)	\$45,000
Silver Level (Two years)	\$35,000
Silver Level (One year)	\$25,000
Bronze Level (Three years)	\$35,000
Bronze Level (Two years)	\$25,000
Bronze Level (One year)	\$15,000
Level One Educational Grant	\$10,000
Level Two Educational Grant	\$ 8,000
Level Three Educational Grant	\$ 5,000
Opening Wine & Cheese Reception	\$ 4,000

TOTAL OF ALL CHOICES: \$ _____

PAYMENT

1. Fax or email the completed contract to the OLTCP office. Fax: 1-905-404-3727 Email: oltcp@eventsinsync.com
2. Payment by mail: Make cheque payable to **Ontario Long Term Care Physicians** 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 oltcp@eventsinsync.com

Choose Credit Card: VISA MASTERCARD AMEX

Credit Card Number: _____

Expiry date: _____ CVN _____

Name on card: _____

Signature: _____

QUESTIONS

Ellen Maracle-Benton
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oltcp@eventsinsync.com