

**NEW
OPPORTUNITIES
FOR 2015!**



**ONTARIO LONG TERM
CARE PHYSICIANS**

2015

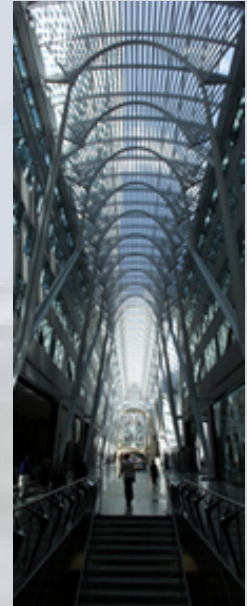
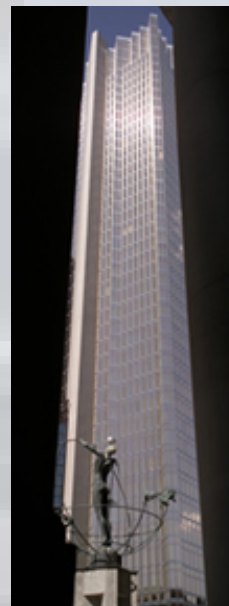
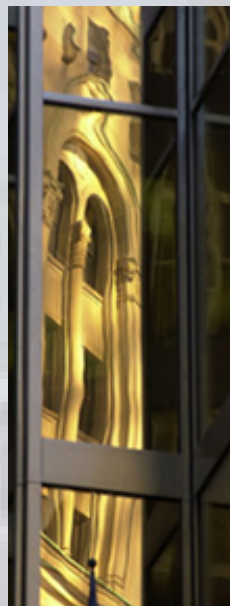
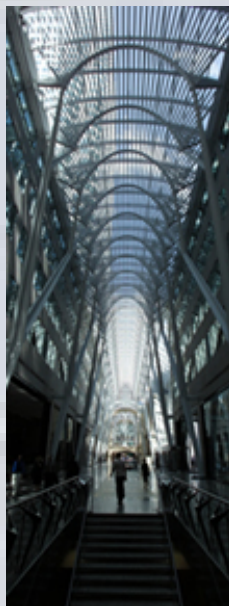
38th ANNUAL
CONFERENCE

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

**LEADERSHIP
IN LONG
TERM CARE**

**OCTOBER 23—25, 2015
TORONTO, ONTARIO**

**SHERATON CENTRE
HOTEL**



Ontario Long Term Care Physicians
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ONTARIO LONG TERM
CARE PHYSICIANS

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 others providers at the annual LTC Physician conference — "Leadership in Long Term Care".
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—One Booth—10' wide x 8' deep**
- \$4,500—Two Booths—20' wide x 8' deep**
- \$6,500—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 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.

Exhibit Hall Schedule

Times not confirmed

FRIDAY OCTOBER 23, 2015

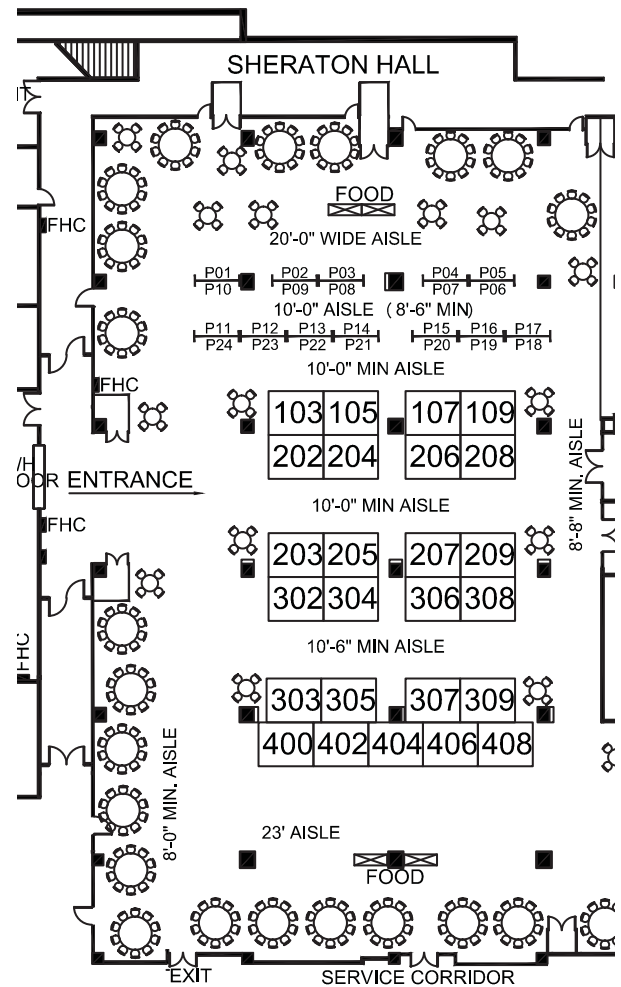
- Move In:** 7:00 am—10:00 am
- AM Break:** 10:15 am—10:45 am
- Buffet Luncheon:** 12:30 pm—1:45 pm
- PM Break:** 3:15 pm—3:45 pm
- Reception:** 4:45 pm—6:30 pm

SATURDAY OCTOBER 24, 2015

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

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

Floor Plan



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ONTARIO LONG TERM
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SPONSORSHIP OPPORTUNITIES

The **Sponsorship Partnering 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: (2015, 2016, 2017)	\$60,000
Two Years: (2015, 2016)	\$45,000
One Year (2015)	\$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: (2015, 2016, 2017)	\$45,000
Two Years: (2015, 2016)	\$35,000
One Year (2015)	\$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: (2015, 2016, 2017)	\$35,000
Two Years: (2015, 2016)	\$25,000
One Year (2015)	\$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

\$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

\$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



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ONTARIO LONG TERM
CARE PHYSICIANS

SPONSORSHIP OPPORTUNITIES, *Continued*

OPENING WINE AND CHEESE RECEPTION, Friday October 23, 2015

\$4,000

- 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
- Logo on main sponsorship sign
- Listing and link on the OLTCP website
- Sponsor identification on staff badges
- Industry support sign at your booth

MEAL SPONSORSHIPS

CONTINENTAL BREAKFAST—\$995 EACH FRIDAY OCTOBER 23 SATURDAY OCTOBER 24

- Listing in applicable guides & marketing e-tools
- Listing in the onsite guide
- Logo on main sponsorship sign
- Signage at the breakfast
- Listing and link on the OLTCP website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

HOT BREAKFAST—\$1500 SUNDAY OCTOBER 25

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

MOBILE APP—\$4,900

- Logo displayed on non-educational pages of the app
- Full page ad in the onsite guide and in the app
- Full color 2 page PDF flyer on the app
- Recognition of sponsorship at the beginning of each day with logo on a slide
- Logo and listing on main sponsorship signage
- Recognition on the OLTCP website with listing and logo
- Two complimentary conference registrations
- Reduced fee for exhibit space (\$2,000 fee)
- Listing in applicable guides & marketing e-tools
- Listing and logo in the onsite guide
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

SANDWICH BUFFET—\$2000 FRIDAY OCTOBER 23

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

HOT BUFFET LUNCHEON—\$2500 SATURDAY OCTOBER 24

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

SOUP AND SANDWICH BUFFET—\$1500 SUNDAY OCTOBER 25

- Listing in applicable guides & marketing e-tools
- Listing and logo in the onsite guide
- Logo on main sponsorship sign
- Signage at the luncheon
- Listing and link on the OLTCP website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)

REFRESHMENT BREAKS—\$495 EACH FRIDAY OCTOBER 23—AM OR PM SATURDAY OCTOBER 24—AM OR PM SUNDAY OCTOBER 25—AM

- Listing in applicable guides & marketing e-tools
- Listing in the onsite guide
- Logo on main sponsorship sign
- Signage at the break
- Listing and link on the OLTCP website as a Sponsor
- Sponsor identification on staff badges
- Industry support sign at your booth (if applicable)



38th ANNUAL CONFERENCE



ONTARIO LONG TERM CARE PHYSICIANS

EXHIBIT AND SPONSORSHIP CONTRACT

CANCELLATION CLAUSE

By submitting this contract, you acknowledge that cancellations will be accepted up to and including September 1, 2015 and are subject to a 50% cancellation fee. Cancellations after September 1, 2015 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: _____

- | | |
|---|--|
| <input type="checkbox"/> One Booth.....\$ 2,500 | <input type="checkbox"/> Breakfast, Friday October 23 \$ 995 |
| <input type="checkbox"/> Two Booths\$ 4,500 | <input type="checkbox"/> Breakfast, Saturday October 24 \$ 995 |
| <input type="checkbox"/> Three Booths.....\$ 6,500 | <input type="checkbox"/> Breakfast, Sunday October 15 \$1,500 |
| <input type="checkbox"/> Gold Level (Three years).....\$60,000 | <input type="checkbox"/> Sandwich Buffet Lunch, October 23 \$2,000 |
| <input type="checkbox"/> Gold Level (Two years).....\$45,000 | <input type="checkbox"/> Hot Buffet Lunch, October 24 \$2,500 |
| <input type="checkbox"/> Gold Level (One year).....\$30,000 | <input type="checkbox"/> Soup & Sandwich Buffet October 25 \$1,500 |
| <input type="checkbox"/> Silver Level (Three years).....\$45,000 | <input type="checkbox"/> Break, Friday October 23, AM \$ 495 |
| <input type="checkbox"/> Silver Level (Two years).....\$35,000 | <input type="checkbox"/> Break, Friday October 23, PM \$ 495 |
| <input type="checkbox"/> Silver Level (One year).....\$25,000 | <input type="checkbox"/> Break, Saturday October 24, AM \$ 495 |
| <input type="checkbox"/> Bronze Level (Three years).....\$35,000 | <input type="checkbox"/> Break, Saturday October 24, PM \$ 495 |
| <input type="checkbox"/> Bronze Level (Two years).....\$25,000 | <input type="checkbox"/> Break, Sunday October 25, AM \$ 495 |
| <input type="checkbox"/> Bronze Level (One year).....\$15,000 | |
| <input type="checkbox"/> Level One Educational Grant.....\$10,000 | |
| <input type="checkbox"/> Level Two Educational Grant.....\$ 8,000 | |
| <input type="checkbox"/> Level Three Educational Grant.....\$ 5,000 | |
| <input type="checkbox"/> Mobile App.....\$ 4,900 | |
| <input type="checkbox"/> 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 office@oltcp.ca

Choose Credit Card: VISA MASTERCARD AMEX

Credit Card Number: _____

Expiry date: _____ CVN _____

Name on card: _____

Signature: _____

QUESTIONS

Ellen Maracle-Benton
OLTCP Office Manager
T: 905-404-9545
office@oltcp.ca