



This is Long Term Care

Wednesday, November 23 – Friday, November 25, 2016

Westin Harbour Castle • Toronto, ON



**ONTARIO
LONG TERM CARE
ASSOCIATION**

Sponsorship Opportunities

This second annual conference focuses on **LTC research, quality and innovation**, with a program that provides **exceptional education and networking** with industry leaders.

Situated in the gorgeous Westin Harbour Castle, *This is Long Term Care* brings together **owners, operators, front line staff, government officials and key opinion leaders**.

This much anticipated program is the perfect place to **promote** your products and services, to **network with industry peers** and end your Q4 on a high note.

Sponsorship	Fee \$
Wednesday, November 23, 2016	
Capital Renewal Café and Lunch	<i>SOLD</i>
OLTCA's Members' Meeting	<i>SOLD</i>
Welcome Reception for Delegates and Exhibitors (<i>co-sponsorship with OLTCA</i>)	<i>SOLD</i>
Thursday, November 24, 2016	
Breakfast	<i>SOLD</i>
Opening Keynote William Charnetski, Chief Innovative Strategist	<i>SOLD</i>
AM & PM Refreshment Breaks (price includes both breaks for one day)	<i>SOLD</i>
Stakeholder Panel: <i>Health System Transformation - How will long-term care be impacted by Patients First?</i> <i>Introduced in the provincial legislature in June, Bill 210, the Patients First Act proposes a number of system-level changes. This includes expanding the role of the Local Health Integration Networks (LHINs) and eliminating the Community Care Access Centres (CCACs), improving access to home and community care, and improving the integration of primary care. But where does long-term care fit into the government's plan for this system-level change? Join us as our panel, including Ministry of Health and Long-Term Care, LHIN and Health Quality Ontario representatives, discuss how the implementation of the Patients First Act will impact the long-term care sector and answer questions about where they see long-term care fitting along the health care continuum moving forward.</i>	\$2,500
Marketplace Lunch	<i>SOLD</i>
Knowledge Exchange Café <i>Join the Knowledge Exchange Café for a truly interactive and engaging learning experience! Five different presenters will briefly share their own innovations that improve quality care and resident experience, including what they've done to successfully implement these initiatives in their homes. Following this, you'll have an opportunity to speak to each presenter directly in a "world café" style breakout. As an added bonus, you'll take home tools and resources to help you support the implementation of these unique quality initiatives in your own home.</i>	\$2,000



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Quality Improvement Stream (click on link for session description) - Improving Staff Satisfaction & Resident Safety - The Blending of Two Lenses: Residential Hospice and Long-Term Care - Leadership and quality improvement: Addressing challenges to make change work for you	\$2,500
Research Stream (click on link for session description) - Change Foundation Session - A Review of Residents' and Family Councils in Ontario's Long-Term Care Homes - I have data ... now what? Connecting the dots with clinical, case mix and financial information	\$2,500
CEO Series Presentation <i>Candace Chartier, Chief Executive Officer of the Ontario Long Term Care Association will host the third session in the Association's exclusive CEO Series for Commercial and Affiliate members exhibiting, sponsoring or attending This is Long Term Care. Moderated by Candace, a panel of small, independent and rural home operators will discuss how their needs, business model and facilities differentiate from the larger or multi-home operators. This session will provide key insight on how to successfully target your conversations with these operators and how to pitch your product or service to meet their specific needs. Take this opportunity to learn, speak and connect with our small, independent and rural home operators at the CEO Series!</i>	SOLD
Cocktail Reception in Marketplace	SOLD
Awards Gala Dinner and Ceremony	SOLD
Awards Gala Hospitality Suite – Piano Bar & Lounge	\$5,000
Friday, November 25, 2016	
Breakfast	\$2,000
Opening Keynote <i>Using Improv to Improve Life with Alzheimer's</i>	SOLD
AM & PM Refreshment Breaks (price includes both breaks for one day)	SOLD
Quality Improvement Stream (click on link for session description) - Embracing Spontaneity and Resident Choice in Recreational Programming - Health Quality Ontario's Quality Standard for Behavioural Symptoms of Dementia: Guiding Evidence-Based, High Quality Care - Improving Care and Learning through Resident Relations Measurement and Reporting	\$3,000
Workshop <i>Changing our Behaviors when Working with Behaviors (Workshop)</i>	\$1,500



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Ontario CLRI Spotlight: Experience three innovative initiatives <i>Join the Ontario Centres for Learning, Research and Innovation (CLRI) in Long-Term Care as they share how they are contributing toward enhancing quality of care through education, research, innovation, evidence-based service delivery and knowledge transfer. This interactive session will begin with the Baycrest CLRI equipping your team with an educational resource to support a collaborative, non-pharmacological approach to caring for residents with responsive behaviours. The next segment will allow delegates to experience a condensed version of one of the Excellence in Resident-Centred Care (ERCC) course modules, developed by the Schlegel CLRI in partnership with Conestoga College. Finally, the Bruyère CLRI will provide tips for homes to assess if requests to participate in research and innovation projects will advance their mandates. Delegates will explore how homes can work with researchers to jointly develop and conduct research for the benefit of the home and the sector.</i>	\$2,000
Marketplace Lunch	\$3,000
3 rd Annual Innovators' Den <i>Watch as five companies showcase their product or service to our esteemed panel of DRAGONS and prove that their wares improves quality, care, operations and efficiency through this year's Innovators' Den! The winner of the 2016 Innovators' Den will receive a complimentary booth at This is Long Term Care 2017.</i>	SOLD
Closing Keynote <i>Christine Elliott, Patient Ombudsman</i>	SOLD
Other Sponsorship Items	
Delegate Namebadge Pouches	SOLD
Delegate Evaluation Sponsor – featured on the post-event delegate survey, with a link to your homepage	\$2,500
Registration Page on the website	\$3,000
Delegate Notebooks	SOLD
Poster Boards (in Marketplace)	SOLD
Marketplace Black Friday Wallet Program	SOLD
Registration Desk	\$2,500
Printed Program	\$3,000

Prices are all plus 13% HST - HST Registration #87467 0920 RT0001

Sponsorships include:

- Recognition on all promotional materials (i.e. website, e-promos, AV, signage)
- One complimentary delegate registration
- Recognition from the podium
- Delegate List (**sponsor benefit only, not available to exhibitors**)
- Sponsorships do not include exhibit space



Sponsorship Agreement:

Company: _____

Contact Name: _____

Tel: _____ Email: _____

Sponsorship Item: _____

Amount of
Sponsorship: _____

13% HST: _____

Total: _____

Name of Complimentary Delegate:

Email of Complimentary Delegate:

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

☐ Cheque enclosed made payable to Ontario Long Term Care Association

☐ Visa ☐ MC ☐ AMEX

Card#: _____ Expiry Date: _____

Name of Card Holder: _____

Send completed Sponsorship Registration form to: **Fax: 519-263-2936**
The Bayley Group, PO Box 39, Hensall, ON, N0M 1X0 rebecca@bayleygroup.com

Thank you for your generous support!
www.oltca.com

Ontario Long Term Care Association