

SPONSORSHIP OPPORTUNITIES

LONG TERM CARE **Applied Research Day**

February 25-26, 2014

Hilton Hotel Toronto

Building Transformation:
Improving Care Transitions



Long Term Care Applied Research Day

Hilton, 145 Richmond St W, Toronto, ON
February 25 & 26, 2014



Building Transformation: *Improving Care Transitions*

SPONSORSHIP OPPORTUNITIES

LOCATION: HILTON TORONTO

GOALS OF THE CONFERENCE

Each year the Ontario Long Term Care Association, in collaboration with a number of other stakeholders and sponsors, presents an Applied Research Education Day to profile new and emerging research and provide a forum for learning, networking and information sharing.

AUDIENCE

Approximately 500 policymakers, researchers, students, aging care leaders, frontline and family caregivers, and innovators in aging care will be in attendance.

VALUE OF YOUR INVESTMENT

Your company name will be in front of key decision makers as a valuable contributor to the promotion and utilization and innovation in long term care.

ALL SPONSORS WILL RECEIVE

- ✓ Sponsorship acknowledgement in all promotional and marketing materials
- ✓ Sponsor logo featured on OLTCA website
- ✓ Onsite signage with sponsor logos displayed in various locations
- ✓ Verbal acknowledgement from the podium
- ✓ List of registered delegates
- ✓ **NEW - Sponsors are welcome to attend the Hospitality Suite on Tuesday evening - this is an opportunity to network with the delegates and other sponsors**

PACKAGES AVAILABLE:

PLATINUM - \$15,000

- ✓ Co-sponsorship of the Innovation Evening Reception
- ✓ 10 complimentary registrations
- ✓ Logo prominence on all promotional and marketing materials
- ✓ OLTCA website - sponsor logo will be highlighted and include a link to your organization's website
- ✓ Company logo featured on delegate materials
- ✓ Opportunity to have organization information included in delegate materials
- ✓ Signage including your logo will be placed near the podium and entrance
- ✓ Acknowledgement from the podium by the chair of the session thanking your company for sponsoring
- ✓ List of delegates
- ✓ Option to display company material at the event, subject to Management approval.
- ✓ Option to have company promotional video featured at the event opening, subject to Management approval.

GOLD - \$10,000

- ✓ Co-sponsorship of one event/session to be determined
- ✓ 5 complimentary registrations
- ✓ Signage including your company logo will be placed at the event/session being sponsored
- ✓ Verbal acknowledgement by the chair of the event/session thanking your company for sponsoring

INNOVATORS' DEN

TUESDAY FEBRUARY 25
RECEPTION AT 5:00 PM
INNOVATORS DEN AT 5:30 PM

**FOR MORE INFORMATION
ABOUT RESEARCH DAY VISIT**

www.oltca.com

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SILVER - \$8,500

- ✔ Co-sponsorship of the Networking lunch event
- ✔ 3 complimentary registrations
- ✔ Signage including your company logo will be placed at the sponsored event
- ✔ Verbal acknowledgement the chair of the event/session thanking your company for sponsoring

BRONZE - \$5,000

- ✔ Co-sponsorship of delegate refreshment breaks
- ✔ 2 complimentary registrations
- ✔ On site signage with sponsor logos to be displayed in main lobby of the venue and all refreshment areas

	A LA CARTE SPONSORSHIP OPTIONS	COST + HST
X	Delegate Bags (distributed at the Registration Desk)	\$2,500.00 SOLD
X	Printed Program – featuring your company logo	\$2,500.00 SOLD
X	Delegate Notepads	\$1,200.00 SOLD
X	Registration Welcome Breakfast	\$2,500.00 SOLD
X	Keynote Speaker	\$1,000.00 SOLD
X	Registration Sponsorship for 5 Residents	\$750.00 SOLD
X	Registration Sponsorship for 5 Students (to support residents & their caregivers for registration, travel & other related expenses)	\$750.00 SOLD
	Refreshment Break	\$2,500.00
	Poster Boards	\$1,500.00
	AM Concurrent Education Sessions: One Session Two Sessions	\$500.00 each or 2 for \$ 750.00
	Lunch	\$5,000.00
	PM Concurrent Education Sessions: One Session Two Sessions	\$500.00 each or 2 for \$ 750.00
X	Closing Plenary Education Session	\$1,000.00 SOLD
X	Reception	\$2,500.00 SOLD
	Audio Visual	\$1,500.00
X	Registration Desk	\$1,500.00 SOLD
X	Hospitality Suite (all sponsors welcome to attend)	\$3,000.00 SOLD

Be sure to confirm your sponsorship by November 30 to be included in pre-event and onsite promotion. Promotional e-blasts to approximately 12,000 contacts will be sent every two weeks starting in November.
The deadline for inclusion in the onsite program is February 5.

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SPONSORSHIP REGISTRATION:

Please send completed sponsorship / registration forms to:

The Bayley Group by
fax: (519) 263-2936,
email: rebecca@bayleygroup.com
mail to: 72924 Airport Line, Hensall, ON NOM 1X0

Name: _____

Title: _____

Company: _____

Address: _____

Contact Phone: _____

E-mail Address: _____

Sponsorship Item: _____

Price (please include 13% HST): _____

PAYMENT DETAILS:

Cheque to follow Corporate cheque enclosed (made payable to OLTCA c/o The Bayley Group)

Visa MasterCard American Express

Card #: _____

Expiry Date: _____

Cardholder Name: _____

HST Registration #87467 0920 RT0001

Please see the OLTCA website for more information about the **Long Term Care Applied Research Education Day** or contact Rebecca Darling at: rebecca@bayleygroup.com or (519) 263-5050.

The Bayley Group
72924 Airport Line
Hensall, Ontario
NOM 1X0

Thank you for your generous support!