



This is Long Term Care
Westin Harbour Castle • Toronto, ON

ONTARIO
LONG TERM CARE
ASSOCIATION

The Ontario Long Term Care Association's fourth annual conference focuses on long-term care research, quality improvement & sector innovation, with a program that provides exceptional education and networking opportunities with industry leaders.

This is Long Term Care brings together owners, operators, senior managers, clinical and quality LTC home 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.

2018 Sponsorship Opportunities

SPONSORSHIP	FEE \$
Wednesday, November 14, 2018	
Board of Directors' Breakfast	SOLD
Pre-Conference Lunch & Breaks	SOLD
Learning Academy Live- Medication Safety: Incident Analysis (Root Cause Analysis) ISMP Canada This full-day workshop provides healthcare practitioners with background theory and hands-on practice in incident analysis (root cause analysis). The workshop curriculum is derived from the Canadian Incident Analysis Framework.	SOLD
OLTCA Members' Meeting	SOLD
Capital Renewal Fast Chats Two-hour "speed dating" style session with 12 LTC operators and 12 Commercial members providing support to homes. *Sponsor will be provided a complimentary spot in this session.	SOLD
Conference Kick-Off Reception Location – Local Pub (TBA) Take this opportunity to network with delegates at this off site location! *Includes 100 drink tickets and light snacks.	SOLD

Thursday, November 15, 2018	
Breakfast	SOLD
Opening Keynote (TBD) *Sponsor eligible to introduce or thank the opening keynote.	SOLD
Marketplace Lunch	SOLD
CEO Series Session "What I Learned about trying to Innovate in LTC" (Co-sponsor with the Centre for Aging and Brain Health Innovation)	SOLD



2018 Sponsorship

SPONSORSHIP	FEE \$
Thursday, November 15, 2018	
Café Sessions	
*Exclusive sponsor of 4 Café sessions. Café themes include:	
→ CABHI Spotlight - Accelerating Solutions in Aging Innovation	SOLD
→ Supporting Diversity and Indigenous Culture in Long-Term Care	
→ Falls Initiative in Long-Term Care	
→ Supporting Our People: Advancing Leadership and Strengthening Teams	
Awards Gala Ceremony	SOLD
Awards Gala Wine	SOLD
*Includes one glass of red or white wine per gala attendee.	
RN, RPN or PSW Recognition Pin for Awards Gala Attendees	
Awards Gala attendees will receive an RN, RPN or PSW Lapel Pin as a way to recognize the outstanding contributions of LTC home staff.	\$5,000
*Sponsor logo included on accompanying thank you card with pin.	
Awards Gala Centerpieces	SOLD
*One flower arrangement per table with company logo displayed.	
After Dinner Hospitality Suite	SOLD
*Includes 200 drink tickets and entertainment.	
Thursday, November 15 & Friday, November 16, 2018	
Thursday AM break in Frontenac Foyer + Friday AM Refreshment Breaks in Marketplace	\$4,000
*Sponsorship includes all breaks	
Workshop Sessions	
*Exclusive sponsor of 6 workshop sessions. Workshop sessions include:	
→ Disrupting through dialogue: Using relational leadership to foster well-being, compassion and collaborative care	SOLD
→ Pharmacist led Medication Reconciliations in LTC transitions	
→ Older Adult Unfocus Group: Using Design Thinking to Build Empathy for Human Centered Innovation	
→ Making Connections: Recommendations to enhance the use of personhood tools to improve person-centred care delivery in long-term care	
→ The Public Inquiry into the Safety and Security of Residents in the Long-Term Care Home System: Moving into Part II	
→ Walking the Tight Rope between Regulations and Resident Care	

2018 Sponsorship

SPONSORSHIP	FEE \$
Thursday, November 15 & Friday, November 16, 2018	
Oral Presentations	SOLD
<p>*Exclusive sponsor of 7 oral presentations. Session themes Include:</p> <ul style="list-style-type: none"> → Emerging Technologies to Support Care and Operations → Revera's Falls Improvement Aim: Driving Innovation and Collaboration → Innovation in Action: Supporting End of Life and Palliative Care for our Residents → Ontario CLRIs - Innovative Approaches to Support an Engaged Workforce → Decision Support: Data to Drive Quality → Tools and Approaches for Managing Behaviours → LTC Plus - Pushing Boundaries in Housing and Care Models 	
Friday, November 16, 2018	
Breakfast	SOLD
<p>Plenary Session "No Longer Relevant?"</p> <p>No Longer Relevant? reveals how insidious ageism is and how it leads to all sorts of ills – fear of aging, withdrawal, systemic prejudice, neglect, depression, self-limitation, and ultimately to elder abuse. It challenges us to consider whether ageism contributes to poor support in health care and long term care (underfunding leading to inadequate staff numbers, lack of gerontologists and geriatricians, etc.).</p> <p>This play is based on several research studies including interviews and focus groups undertaken by CareWatch Ontario, ACT II STUDIO, and researchers at the Sunnybrook Health Centre Nursing Research Unit and York University. In total more than 300 senior citizens ranging in age from 63 to 93 have contributed to informing this play. Other important research material includes the 2009 Canadian Senate Committee Report on Aging, and various Canadian and American reports, articles and studies on health care, aging and eldercare.</p> <p>*Sponsor eligible to introduce and/or thank plenary session speakers.</p>	
OLTCA's Innovators' Den	SOLD
Marketplace Lunch	SOLD
<p>Closing Keynote & Awards Gala MC Bill Carr Communication Expert Award-Winning Humourist</p> <p>For over thirty years, Bill Carr has been making people laugh at what's trivial while helping them think deeply about what counts. His unique blend of humour and insight inspires laughter and offers his audiences a fresh perspective on what they face every day.</p> <p>Carr's career has seen him perform on stages across the country most notably in Nova Scotia at Neptune Theatre, Mermaid Theatre and the Atlantic Theatre Festival. He has written and performed in numerous radio dramas and news programs for CBC and has appeared on countless television programs, several movies and more advertisements than he would care to think about.</p> <p>*Sponsor eligible to introduce or thank closing keynote.</p>	



2018 Sponsorship

SPONSORSHIP	FEE \$
Other Sponsorship Items	
<p>Winter Wonderland Sponsor Feature Booth #101 - 10x20 exhibit Hot Chocolate Bar (with marshmallows, whipped cream, sprinkles, etc.) Treat Bar with one item (examples are Brownies, Blondies, Chocolate Chip Cookies) The sponsorship includes a winter themed promo item with your logo to match what the OLTCa Boutique is giving away (i.e. OLTCa will give away mittens and a scarf, and you could give away a matching toque with YOUR logo)</p>	SOLD
<p>Winter Wonderland Photo Booth - Booth #5A - 10x10 exhibit The winter photobooth will be a feature of the Marketplace during the exhibit hall hours. Delegates will pick up winter swag & clothing at various locations on the floor, then stop at the photobooth for a photo keepsake. Sponsorship includes your logo on the printed pics, social media upload options and a custom winter backdrop. The sponsor can also display brochures and/or have your own giveaway!</p>	SOLD
<p>Delegate Name Badge Pouches *Sponsor logo will be featured!</p>	SOLD
<p>Delegate Evaluation Sponsor *Sponsor logo featured on post-event delegate survey, with company weblink.</p>	\$3,000
<p>Website Registration Page Sponsor Registration opens August 28 and closes November 16. Sponsor will be acknowledged throughout the entire registration period.</p>	\$3,000
<p>Delegate Notebooks</p>	SOLD
<p>Poster Boards *Exclusive sponsor of the Poster Board display in the Frontenac Foyer all day Friday.</p>	\$2,500
<p>Marketplace Engagement Program Prize for delegate program will be a \$2,000 travel voucher. Sponsor can present the prize to the winner. *All ballots will be dropped off at the sponsor booth.</p>	SOLD
<p>Registration Desk & Refreshment Hot Chai Drink for delegates when they pick up their registration package</p>	\$5,000
<p>Audio Visual</p>	SOLD
<p>Hotel Key Cards Branded hotel key cards with event logo and sponsor logo, used for guest hotel room access at the Westin Harbour Castle (2 cards per room).</p>	SOLD
<p>Printed Program *Includes full page ad in program.</p>	\$5,000
Prices do not include 13% HST - (HST Registration #87467 0920 RT0001)	



2018 SPONSORSHIP AGREEMENT

SPONSORSHIPS INCLUDE:

- Recognition on all promotional materials (i.e. website, e-promos, AV, signage)
- One complimentary delegate registration
- Recognition from the podium throughout conference
*For keynote and plenary session sponsors, the opportunity to introduce or thank session speaker(s)
- A copy of the conference delegate list one week prior to event date (sponsor benefit only, not available to exhibitors)

*Sponsorships do not include exhibit space

COMPANY: _____

CONTACT NAME: _____

PHONE: _____ EMAIL: _____

Sponsorship Item: _____

Amount of Sponsorship: \$ _____

+13% HST \$ _____

TOTAL FEE \$ _____

COMPLIMENTARY DELEGATE:

NAME _____

EMAIL _____

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

Full payment due upon booking and no refunds.

☐ Visa ☐ MC ☐ AMEX ☐ **Cheque enclosed made payable to Ontario Long Term Care Association**

Card No: _____ Expiry Date: ____/____/____

Name on Card: _____ CVV# (security code): _____

Signature: _____

Send completed Sponsorship Registration form to:

Fax: 519-263-2936

Cheques payable to:

Ontario Long Term Care Association
The Bayley Group, PO Box 39, Hensall, ON, N0M 1X0
rebecca@bayleygroup.com

Thank you for your generous support!



ONTARIO
LONG TERM CARE
ASSOCIATION

oltca.com