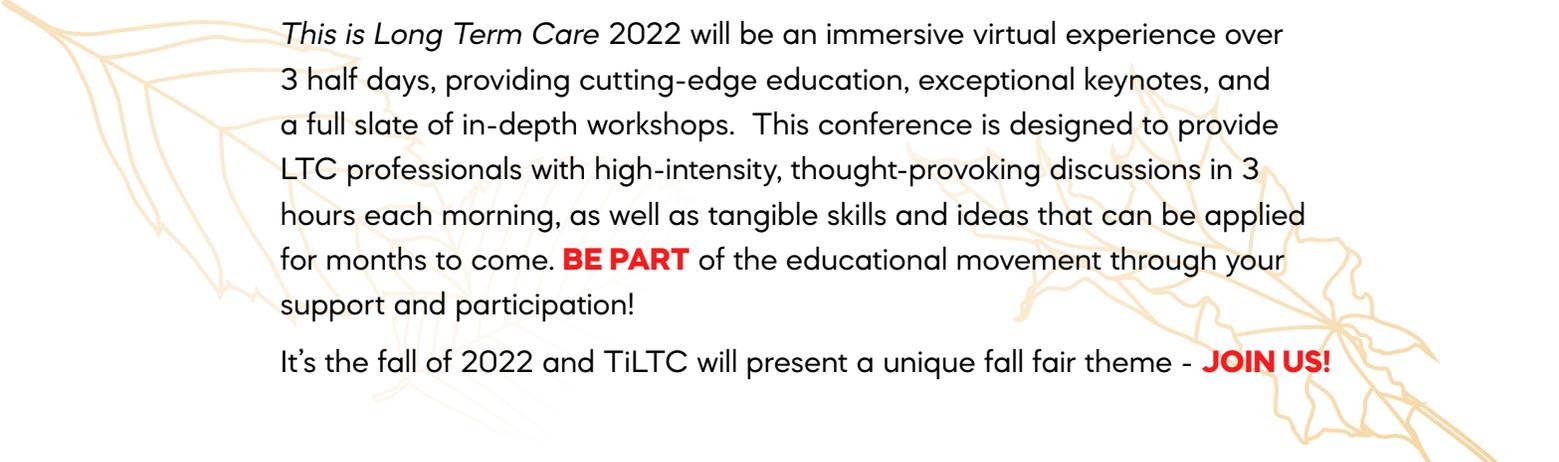




2022 VIRTUAL Sponsorship Opportunities



This is Long Term Care 2022 will be an immersive virtual experience over 3 half days, providing cutting-edge education, exceptional keynotes, and a full slate of in-depth workshops. This conference is designed to provide LTC professionals with high-intensity, thought-provoking discussions in 3 hours each morning, as well as tangible skills and ideas that can be applied for months to come. **BE PART** of the educational movement through your support and participation!

It's the fall of 2022 and TiLTC will present a unique fall fair theme - **JOIN US!**

Broadcast Hours:

Monday 8:30 am - 12 pm
Tuesday 8:30 am - 12 pm
Wednesday 8:30 am - 12 pm

Delegates will have the choice to watch when the conference is live or have access to view on demand.

Festival Hosts - \$10,000

(One Available)

Be one of four exclusive Festival Hosts to gain premium visibility in advance promotions and on the virtual platform. *This is Long Term Care* has won accolades for the creative and innovative virtual events they have hosted over the last 3 years and 2022 will set a new benchmark for attendee satisfaction.

Festival Hosts will be featured front and centre with the attendees. Host sponsorship opportunities are available on a first-come, first-served basis, limited to one company per sector to ensure exclusivity.



This opportunity Includes:

- A custom “fair tent” exhibit with interactive features specific to the conference theme (an exhibit is only available to the four Festival Hosts)
- Your logo will be featured on the home page which clicks out to a webpage with your uploads (headshot, bio, website etc.)
- One space on the Festival Directory page (see Festival Directory deliverables)
- 10 delegate registrations to share with your clients or staff
- Special recognition in the opening and closing remarks
- Logo recognition throughout the virtual platform, website and regular e-promos
- Festival Hosts will be included in Leaderboard gamification, with extra points available for delegates who attend your booth and additional points allocated for opening your collateral
- Post-event attendee list with email addresses (for those who have opted in)
- Festival Hosts will receive comprehensive post-event statistics specific to your booth

Festival Directory - \$1,195

Join us as a vendor at the 2022 Festival!

Your listing includes a 50–100 word description, contact info, website URL, headshot and one pdf or video.

To increase engagement, we encourage you to offer a special promotion, only available to these delegates in Q4.

Your investment in the Festival Directory includes one attendee registration and post-event analytics specific to your listing.

**Do you have other
ideas of engagement?**

Let's chat!

Each of the Sponsorship items below include one listing in the Festival Directory and one attendee registration. Sponsorships valued at \$4,000 and above also receive the attendee list with email addresses (for those who have opted in).

Keynote Sponsorships - \$5,000 each

- ~~DAY ONE OPENING KEYNOTE~~ **SOLD**
Ashton Applewhite
Author of *We Are All Aging* and *This Chair Rocks*, Ashton is the catalyst for change and a pro-aging radical, Ashton's message is beyond thought provoking and her delivery is authentic and powerful.
- ~~DAY TWO OPENING KEYNOTE~~ **SOLD**
Waneek Horn-Miller
The first Canadian Mohawk woman to grace the cover of TIME magazine and the first to compete in the Olympic games, Waneek has battled trauma and PTSD to become one of Canada's most inspiring figures. A unique opportunity to hear her story and share her dreams.
- ~~DAY THREE OPENING KEYNOTE~~

~~Day Three~~ Closing Session - \$5,000 SOLD

Keynote: Deborah Kimmet

Deborah will put a smile on everyone's face as they end Day 3. This award-winning actress, author and comedian will highlight the lighter-side of senior living in her own unique style.

Plenary Sessions - \$4,500 each (Two Available)

OLTCA will curate key plenary/panel sessions with a roster of experts that follow the opening keynote each day. The panels are some of the most well attended sessions at TiLTC and will encourage attendee engagement through live Q&A opportunities. Details regarding these sessions will be available shortly.

~~Main Stage - \$4,500~~ SOLD

Your logo will be featured on the main stage for the duration of the conference. Highly visible every time an attendee is in the room. Please note this sponsorship is for the Main Stage itself and does not include the various speakers who will be individually sponsored.

Breakout Session - \$4,000 SPONSOR BY DAY (Three Available)

This is an exclusive sponsorship for a specific stream in the Breakout Sessions. The stream includes 3 x 20 minute sessions. In addition to logo recognition, this sponsorship includes the opportunity to pre-record a short introvideo to be played before your stream begins.

Registration Sponsor - ~~\$3,000~~ ^{SOLD} \$3,000

Your logo will be featured on the Registration Homepage, the confirmation email and the post-event attendee survey. This is an excellent opportunity to profile your company pre and post conference!

Navigation Video - ~~\$5,000~~ ^{SOLD} \$5,000

When attendees log on to the conference platform, the welcome navigation video is the first thing they see. This gives an opportunity for a sponsor to kick off the event and provide a professionally produced video tutorial on the overall platform, the chat feature, and the Help Desk. The Navigation Video is one of the most talked about features of any virtual conference!

Leaderboard/Gamification Sponsor - ~~\$5,000~~ ^{SOLD} \$5,000

The Leaderboard Sponsor provides attendees with fun throughout the event as they navigate around the Fall Festival. Not only will your logo be featured in the home page of the platform, you will also be featured in a professionally produced tutorial video explaining the games and rules. The Leaderboard/Gamification Sponsor is encouraged to provide sponsored prizes for the top 3 winners. This is a primary opportunity to engage with attendees!

Arcade Video - \$3,000

Create a fun and engaging 90-second commercial to be available on-demand in the Arcade Room. This could be a tour of your office/plant, meeting your staff, enjoying a relaxing moment, learning something new - anything that you think the attendees would enjoy during breaks and downtime.

Arcade Games - \$4,000

2 GAMES PER DAY, 15 MINUTES EACH

An awesome opportunity to get creative and have some fun with the attendees! During the conference, your game will be available during a specific time each day, and played live via the virtual platform. You can select from the following, or we can discuss your ideas!

Corn Maze - Custom created corn maze with great branding opportunities including codeword placement for gamification and Zoom recording of sponsor to welcome players and congratulate them at the end of the maze. Includes option for sponsor links.

Music Bingo - Allows for simultaneous players, including brand customization, ability to play custom playlists curated by the sponsor and many ways to interact with attendees.

Trivia - Here you can host a trivia game with your own list of 10 questions and answers. The platform allows for prominent logo placement while in-game and the sponsor reads out the questions to the audience throughout. This includes a demo and an advance rehearsal.

Pictionary - Participants are divided into 2 teams with one minute to guess their drawing. It's fast and furious fun! Great interaction with the teams as the game progresses.

We can demonstrate the above games to you, and are always open to discuss your ideas!



The below a la carte items are great opportunities for your engagement. These are not considered conference sponsorships.

LTC Spotlight - \$1,850 per issue, or \$5,000 for 3 issues

You can book an exclusive e-promo with distribution to the OLTCA membership of over 3,000 contacts! You provide the content and graphics, and we do the rest. Get in front of key decision makers by participating in the LTC Spotlight! Book early – positions go quickly.

Please note: This promotion is available throughout the year (not in October 2022 or March 2023) and requires a minimum of 2 weeks lead time.

Registration Package - \$3,000 for 10 registrations

Invite your clients to attend *This is Long Term Care 2022*. Education and stimulation have never been more important for the LTC sector, and you can be the catalyst for making this possible. A rewarding investment that will be highly appreciated by your clients.

Resident and Family Councils Package - \$3,000 for 10 registrations

(5 comp registrations per organization)
Provide five complimentary registrations each to the Ontario Association of Residents' Councils and Family Councils Ontario to invite LTC resident, family and organizational leaders to attend *This is Long Term Care 2022*. Through your generous support, this event will be enriched with the inclusion of residents and families in long-term care.



2022 Sponsor & Exhibit Virtual Opportunities Agreement

Company: _____

Contact Name: _____

Phone: _____ Email: _____

Sponsorship Item: _____

Sponsorship Amount: \$ _____

+13% HST \$ _____

Total Fee \$ _____

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

Full payment due upon booking and no refunds.

VISA MC AMEX Cheque enclosed made payable to Ontario Long Term Care Association

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

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

Signature: _____

Send completed Agreement to:

Fax: 519-263-2936 or rebecca@bayleygroup.com

Cheques payable to:

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

HST/GST: 87467 0920 RT0001

*Thank you for your
generous support!*

