



This is Long Term Care 2023 'The Pitch' Application Instructions and Criteria

Submit your 'pitch' today to take part in a must-attend interactive plenary session where you can highlight your products and services directly to long-term care homeowners, decision-makers, and other target audiences. This is a unique opportunity to showcase your innovative solutions and demonstrate how they can make a positive impact on the lives of seniors and long-term care staff. Applicants who are accepted will be invited to present in-person for 4-5 minutes in front of a panel of judges and a plenary audience on **Tuesday, October 24, 2023, from 9:00am -10:15am.**

The winner of 'The Pitch' will receive a complimentary Business Partnership with the Ontario Long Term Care Association in 2024 (a \$985+ value).

To participate, business partners and organizations are invited to submit a proposal outlining your product or service and how it addresses the challenges facing long-term care homes. Your proposal should highlight the key benefits and outcomes of your solution, including how your product or service can benefit both seniors and care providers in improving the quality of care and quality of life.

***** Please note, all participants must be current Business Partners of the OLTC and either an exhibitor or sponsor. To become a Business Partner, please email membership@oltca.com. To learn more about exhibiting, click here. To learn about sponsorship opportunities, click here.***

'The Pitch' Eligibility

To be eligible to apply, companies must have a product or service that can:

- (1) highlight how their product or service improves quality of care/life in LTC
- (2) New to the long-term care market (within the last 48 months); and
- (3) Agree to sign up as an exhibitor or sponsor at *This is Long Term Care*.

Process and Criteria

The TiLTC 2023 Planning Committee will review submissions from various companies and select those to participate in 'The Pitch'. In August/early September, the chosen companies will receive an email notification informing them of their selection to pitch their product or service at the conference. They will also receive further information and logistical details.

Applications will be assessed using the following criteria:

- Value to the sectors/potential impact
- Evidence of impact in current markets
- Cost to customer/feasibility to implement

- Strength of overall pitch

Helpful tips

- Check your application for spelling and grammar errors before sending.
- Ensure your answers are clear and concise.
- The individual email sending the application should be the same as the primary contact in your application.

Session details and format

Tuesday, October 24, 2023

9:00am – 10:15am

Ballroom A, Beanfield Centre, 105 Princes' Blvd, Toronto, ON M6K 3C3

Time	Sample Agenda
15 min	Welcome/opening remarks, session information and Dragon introductions
	The Pitch
4 min	Pitch 1
4 min	Dragons question period
4 min	Pitch 2
4 min	Dragons question period
4 min	Pitch 3
4 min	Dragons question period
4 min	Pitch 4
4 min	Dragons question period
4 min	Pitch 5
4 min	Dragons question period
5 min	Audience voting
5 min	Presentation of the award and closing statements