This is Long Term Care 2025
'The Pitch' Application Instructions & Criteria

Do you have an AI-powered solution that supports the real-world needs of long-term care homes? *'The Pitch'* is your opportunity to present practical, human-centered innovations that align with the challenges care providers face every day—staffing pressures, operational complexity, regulatory compliance, and the ongoing goal of enhancing resident care and wellbeing.

This interactive plenary session invites selected companies to present directly to long-term care homeowners, operators, and sector leaders. Showcase how your AI solution improves care, supports teams, and is ready to implement in today's LTC environment.

Date: Tuesday, October 28, 2025
Time: 9:45 – 11:00 a.m.
Format: 5-minute live pitch to a panel of judges and plenary audience (featuring a 20-minute kickoff keynote by tech expert Amber Mac)
Prize: Complimentary 2026 Business Partnership with the Ontario Long Term Care Association (value: $1,000)

***** Please note, all participants must be current Business Partners of the OLTCA. To become a Business Partner, please email membership@oltca.com***

'The Pitch' Eligibility

To be eligible to apply, companies must have an AI-based product or service that can:
(1) Highlight how their product or service improves the quality of care/life in LTC
(2) New to the long-term care market (within the last 48 months); and
(3) Agree to register your presenter/s as a *This is Long Term Care* full conference delegate **or** sign up as an exhibitor.

Submissions will be reviewed by the *This is Long Term Care 2025* Planning Committee. Selected companies will be invited to participate in *The Pitch* and notified via email in August or early September. Selected participants will also receive detailed instructions and logistical information at that time.

Applications will be evaluated based on:
- Value to the sector and potential impact

- Evidence of success or traction in current markets
- Affordability and feasibility for long-term care homes
- Overall strength and clarity of the pitch

Tips for a Strong Submission:

- Proofread for spelling and grammar
- Keep responses clear, concise, and focused
- Submit your application using the same email listed as your primary contact

Session details and format

Date: Tuesday, October 28, 2025
Time: 9:45 a.m. – 11:00 a.m.
Location: Ballroom A, Beanfield Centre, 105 Princes' Blvd, Toronto, ON M6K 3C3

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