



Long Term & Continuing Care  
Association of Manitoba

## **EXHIBITOR'S PACKAGE**

### **Annual Provincial Conference & Exhibition 2012**

### **“Connecting With Those We Care For”**

*(please complete pages 5 & 6 and fax to 477-9889)*

**HOSTED BY:**

**LONG TERM & CONTINUING CARE ASSOCIATION OF MANITOBA**

**Conference Date:**

Tuesday, May 15, 2012

**Conference Location:**

Victoria Inn Hotel & Convention Centre  
1808 Wellington Avenue,  
Winnipeg, Manitoba R3H 0G3  
(204) 786-4801

**Exhibit Space:**

We have reserved space in the Embassy Ballroom located on the first floor of the Victoria Inn Hotel. Each booth measures an 8'x8' carpeted area. Permission from the Banquet or Sales Department must be obtained prior to taping, tacking or placing any sticky tack on walls or any other surfaces. Signage must not block exit doors.

**Storage Space:**

Limited space is available. Should you wish to ship or store equipment in advance arrangements must be made through the Sales/Catering Department at the Victoria Inn. Please see the attached “Victoria Inn Exhibitor Information Sheet” for details.

A storage fee will be charged if material arrives more than two days prior to the event or remains longer than two days after the event. Items remaining at the hotel 7 days following the event may be disposed of.

**Material Handling:**

Should you wish to use the services of a third-party to ship or store equipment in advance arrangements must be made through Central Display Ltd. Please see the attached “Material Handling Form” for details.

## **Exhibitor Booth Pricing:**

### **Exhibitor Package - \$550.00 plus GST**

1-lunch pass  
1-conference pass  
8' x 8' carpeted area and two chairs  
Skirted table and two chairs

### **Maximize your exhibiting space by purchasing two booths**

Please note that a second booth may be purchased should you require additional space.

### **Electrical Services:**

The Victoria Inn Hotel will supply standard 15 amp – 120 volt double outlet at a cost of \$30.00 or standard 50 amp – 220 volt single outlet at a cost of \$100.00. Please make all arrangements for electrical service directly with the Victoria Inn by using the attached “Electrical Service Order Form”.

### **Hotel Reservations:**

Arrangements have been made with the Victoria Inn Hotel to reserve a block of rooms for our out-of-town guests, at a discounted rate. Please make arrangements with the Victoria Inn directly and use code: 398995

Victoria Inn Hotel & Convention Centre  
1808 Wellington Avenue, Winnipeg, Manitoba R3H 0G3  
(204) 786-4801

### **Floor Plan:**

A copy of the *floor plan* is attached. Register early to ensure the best location!

### **Included:**

Coffee will be provided for all exhibitors.

### **Not Included:**

Prices do not include additional tables or chairs and power. All exhibitors **must** supply their own extension cords. Any damage caused by the exhibitor will be the responsibility of the exhibitor.

### **Hours of Operation:**

Move-In                      Monday, May 14, 2012 between 5:00 p.m. to 8:00 p.m.

**Exhibitors will not be able to set-up earlier than the designated time unless prior arrangements have been made with the Victoria Inn. All requests must be submitted in writing.**

<b>Move In</b>	Monday, May 14, 2012	5:00 p.m. - 8:00 p.m.
<b>Exhibit Hours</b>	Tuesday, May 15, 2012	7:30 a.m. - 4:00 p.m.
<b>Move-Out</b>	Tuesday, May 15, 2012	4:30 p.m. - 7:30 p.m.

**All booths must be set-up the night prior to the event (May 15, 2012)**

**Delegate Contact List:**

LTCAM will begin sharing delegate contact information with participating exhibitors two weeks prior to the conference.

**IMPORTANT DATES TO REMEMBER:**

January 15, 2012	Deadline: Conference Brochure Advertising & completed exhibit space/partnership application form.
May 14, 2012	Move – In
May 15, 2012	Conference Day

**Exhibit Booth Benefits**

- **Direct Marketing Opportunity:** More than 400 health care professionals attend the annual conference. You will have the unique opportunity to present your products and services to a unique target market.
- **Advertising:** Your company will be advertised in the conference brochure\*, LTCAM website in the post event story, and the PowerPoint presentation which will be played throughout the day. *LTCAM website sees more visits than other long term care associations in Canada.*
- **Complimentary Admission to Conference Sessions:** You will receive 1-free admission to all sessions for the day of the conference (value: > \$100.00)
- **Complimentary Continental Breakfast:** Exhibitors are encouraged to take this opportunity to mingle with our delegates.

***Breakfast will be served in the exhibitor hall to maximize time spent with delegates***

- **Complimentary Lunch:** Enjoy one complimentary lunch per booth.
- **Community Spirit:** By purchasing a booth at the conference you are helping the community by supporting educational opportunities that ultimately improve the quality of care for seniors in Manitoba.

*\*Advertising opportunity subject to LTCAM receiving the exhibit space request form and payment on or before January 15, 2012.*

**TERMS AND CONDITIONS**  
**LTCAM 2011 Provincial Conference**

1. Exhibitors will be required to abide by all rules and regulations, as established by Victoria Inn Hotel and/or LTCAM Conference management.
2. Management reserves the right to reject or prohibit exhibits or exhibitors whom management considers do not meet the goals of the Conference, or relocate exhibitors when in management's opinion such moves are necessary to maintain the quality, traffic flow, character and good order of the exhibits.
3. Exhibit space may not be transferred or sublet without written permission of management.
4. Exhibits must be wholly contained within the exhibit space.
5. Exhibitors are not permitted to supply or sell food or beverages within exhibit space.
6. Reasonable security will be provided at all times on the Victoria Inn Hotel premises, primarily to assure public safety. Exhibitor's property is displayed at its own risk and management assumes no liability for loss or damage thereto.
7. Exhibits must comply with fire regulations, and exhibitors will adhere to smoking area restrictions.
8. This contract may be cancelled by either party provided notice in writing is received by the other, at least sixty (60) days prior to move-in day.

**Insurance:**

Exhibitors will provide the Long Term & Continuing Care Association of Manitoba with a Certificate of Insurance issued by your insurance agency/broker. The certificate must certify that the exhibitor has third party general liability insurance for no less than \$1,000,000 stipulating the move-in and move-out dates and location of the event.

**Complete and return  
these forms by  
December 31, 2011  
and do not pay until April, 2012**

**EXHIBIT SPACE APPLICATION**

**We wish to exhibit at the 2012 Provincial Long Term & Continuing Care Conference on May 15, 2012 at the Victoria Inn, Hotel & Convention Centre, 1808 Wellington Avenue, Winnipeg MB**

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Postal Code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Primary Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Contact Email \_\_\_\_\_

Person(s) representing the company during the Conference will be:

1. Name \_\_\_\_\_ Title \_\_\_\_\_

Representative Email \_\_\_\_\_

2. Name \_\_\_\_\_ Title \_\_\_\_\_

Representative Email \_\_\_\_\_

By completing and submitting this contract we agree to all terms and conditions as listed in the 2011 Conference Exhibitors Package.

We will require ( ) booth(s).

***Please note that extension cords will be the responsibility of the exhibitor.***

Booth selection is on a first-come-first-serve basis. Confirmation of booth will be forwarded via email upon receipt of application and registration fee.

**Your booth includes:**

1-lunch pass, 1-conference pass, 8' x 8' carpeted area, a skirted table and two chairs  
**(\$550.00+ GST)**

**PLEASE CHECK HERE IF YOU DO NOT REQUIRE A TABLE**

Select the following additional options:

We wish to purchase \_\_\_\_ booth(s)

**We are interested in the following partnership (see partnership details page 8; partnerships exempt from GST):**

**Gold Partnership Opportunity - \$3,000**

**Silver Partnership Opportunity - \$2,000**

**Bronze Partnership Opportunity - \$1,000**

**Lunch Sponsorship - \$2000**

**Breakfast Sponsorship - \$1500**

**Coffee Break Sponsorship - \$1000 (either morning or afternoon break)**

**Other Sponsorships: Please call for details.**

(Each year we ask for: delegate bags, water, notepads, pens, and lanyards. We would be happy to discuss this option with you.)

Choose one of the following:

**We hereby enclose our registration/partnership fee of \$ \_\_\_\_\_ (CDN) plus 5% GST \$ \_\_\_\_\_ (applicable only to booth and additional options) for a total of: \$ \_\_\_\_\_ to secure our space(s).**

**Please issue invoice.**

Please mail this application and cheque to:

**Long Term & Continuing Care Association of Manitoba, 103 – 1483 Pembina Highway,  
Winnipeg, MB R3T 2C6**

**COMPANY LOGO**

We would like to acknowledge all participating exhibitors throughout the day. Therefore, please forward an electronic copy of your company logo to sverstraete@lcam.mb.ca. For those exhibitors that participated in the 2010 Conference, kindly re-submit your logo so that we ensure a current version is being used.

I have included an electronic copy of the company logo.

I have included a copy of our Certificate of Insurance



Long Term & Continuing Care  
Association of Manitoba

**The Long Term and Continuing Care Association of Manitoba invites you to become a partner and sponsor in its 2012 Annual Provincial Conference**

The Long Term and Continuing Care Association of Manitoba (LTCAM) would like to welcome you as a partner at its Annual Provincial Conference "**Connecting With Those We Care For**" to be held on **Tuesday, May 15, 2012** at the Victoria Inn Hotel and Convention Centre, 1808 Wellington Avenue, Winnipeg, Manitoba.

It is our goal each year to introduce dynamic speakers who will provide informative and thought-provoking presentations to the many delegates who attend. Attendees are exposed to new and innovative strategies and programs to assist them in providing ongoing quality care to the many seniors in the long term care continuum.

In that light, we are proud to welcome several well-known researchers, educators and other experts in the field of the long term care continuum. Please see attached speaker list and brochure.

We are a non-profit association with a limited budget. Our goal is to provide high quality educational presentations with affordable registration costs. To do this, we are asking for your support. We would like to offer you a superb opportunity to create awareness for your organization in return for your support as a partner, as well as in ensuring a high caliber of speakers at our upcoming conference.

We anticipate showcasing 80+ exhibitors and attracting approximately 400+ health and health care related professionals from across Manitoba. As a participant, you will have an opportunity to not only enjoy the presentations, but also to network with key personnel and initiate follow-up contact with those individuals.

If you are interested in supporting enhanced educational initiatives in long term and continuing care, please feel free to contact me directly at (204) 477-9888 or e-mail me at [jlegeros@lcam.mb.ca](mailto:jlegeros@lcam.mb.ca) prior to **December 1, 2012**. Planning for the conference has begun and we are already booking speakers. Please join us by becoming a partner in our learning community!

Thank you. I look forward to speaking with you and having you join us as a partner and sponsor, on May 15, 2012!

Yours truly,

Jan Legeros, Executive Director

## Conference Sponsorships

### ~~Gold Partnership Opportunity – \$3,000.00~~ Partner confirmed

#### **Silver Partnership Opportunity - \$2,000.00**

- Opportunity for your organization to introduce a concurrent speaker
- A 10% discount will be given on your booth at the 2012 conference
- Priority booth selection will be offered
- Your organization will be acknowledged on the conference brochure
- Your organization's logo (banner) will be prominently displayed at the conference
- Acknowledgement of partnership during the conference program
- Acknowledgement on LTCAM website "News and Views" section for six months (until November 2012)
- Your organization's brochure will be included in each delegate package
- You will receive one complimentary conference pass

#### **Bronze Partnership Opportunity – under \$2,000**

- Your organization will be acknowledged on the conference brochure
- Acknowledgement of partnership during the conference program
- Acknowledgement on LTCAM website "News and Views" section for 2 months

#### **Lunch Sponsor - \$2000:**

- Tent cards with your company's logo, slogan and/or website address will be displayed on each table during lunch break during which conference delegates and LTCAM members will be served lunch in the Plenary room.
- Your organization will be acknowledged on the conference brochure
- Acknowledgement of sponsorship during the conference program
- Acknowledgement on LTCAM website "News and Views" section for 6 months
- Your organization's brochure or other information will be included in each delegate package

#### **Breakfast Sponsor - \$1500:**

- Your company's logo will be prominently displayed on the buffet table in the morning, during which time conference delegates, exhibitors and LTCAM members will be partaking in breakfast before the conference in the exhibitor hall
- Your organization will be acknowledged on the conference brochure
- Acknowledgement of sponsorship during the conference program
- Acknowledgement on LTCAM website "News and Views" section for 6 months
- Your organization's brochure or other information will be included in each delegate package

#### **Coffee Break Sponsor - \$1000 (afternoon break):**

- Your company's logo will be prominently displayed on the refreshment table in the afternoon, during which conference delegates, exhibitors and LTCAM members will be partaking in coffee and snacks during the conference in the exhibitor hall
- Your organization will be acknowledged on the conference brochure
- Acknowledgement of sponsorship during the conference program
- Acknowledgement on LTCAM website "News and Views" section for 6 months
- Your organization's brochure or other information will be included in each delegate package

Long Term & Continuing Care Association of Manitoba  
Nurturing the Spirit of Manitoba Seniors for over 50 Years  
Since 1959

*Be recognized for your support for seniors and staff in long term & continuing care  
Become a member today!*

**Commercial or Affiliate Membership Application Form**

-----  
Please complete the following information:

Company Name: \_\_\_\_\_

\*Corporation Legal Name (if different from above) : \_\_\_\_\_

Address: \_\_\_\_\_ City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please list the type of services/products offered and your interest in supporting seniors and staff in long term & continuing care:

---

---

---

Membership fee is \$500.00 (+GST) per year: April 1 – March 31. LTCAM will invoice you a prorated amount depending on your date of application.

\*Name of person to receive invoicing: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

**Upon receipt of invoice, please make your cheque payable to:**

Long Term & Continuing Care Association of Manitoba,  
103-1483 Pembina Highway, Winnipeg, MB R3T 2C6  
Ph: 204-477-9888; Fax: 1-888-820-1647,  
www.ltcam.mb.ca

How did you hear about LTCAM?

Website     Mail/Brochure     Email     Other \_\_\_\_\_



Long Term & Continuing Care  
Association of Manitoba



L'Association de soins continus  
et à long terme du Manitoba

## Commercial/Affiliate Membership Benefits



### Website Exposure

Your company profile will be listed in our Member Profile section, as well as your company name will be listed alongside our Interactive Map feature. Our website boasts more traffic than other provincial long term care associations in Canada. *Ask us about additional advertising on our website.*

**Average Monthly Page Views: 11,000+**

**Average Monthly Visits: 3,300+**



### Networking

Receive invitations to LTCAM events such as the AGM Wine & Cheese, Continental Breakfast at the Annual Provincial Conference, and Christmas Party. There are also opportunities to serve on various sub-committees of the Association.

Our Membership list with contact information will be provided to you allowing you to initiate building relationships with our Active & Associate Members.



### Representation

LTCAM acts as a government & RHA liaison (for example, LTCAM co-chairs the Provincial Aging in Place Committee). Provincial & National Lobbying efforts are made on issues of concern in Manitoba's Long Term & Continuing Care community. Frequent and timely communications on topics relevant to the continuum of care are distributed to our Members. Regular News Releases (in French & English) are issued to over 2000 persons, on topics of interest, raising awareness for Manitoba Seniors and the staff who serve them.



## Media Exposure

Your support for seniors and staff in the long term continuum will be recognized by the Association in the following published media: LTCAM Website, Conference brochures, Membership lists, News Releases, the bi-annual "Seniors Matter" magazine and other Promotional materials.

**50** Over 50 years...  
*years*

The Long Term & Continuing Care Association of Manitoba (LTCAM) is a not for profit corporation with 75 members, representing over 4,300 beds and suites and 4,600 staff across the continuum of care. In 1959, our founding members consisted of a few 'nursing home' owners. Today, we represent non-profit (41%) and private (59%) independent living, supportive housing and personal care home residences, spanning seven of the eleven regional health authorities across Manitoba. Our membership has tripled in the last few years and has become much more diverse. Our primary objective is to advocate on behalf of seniors in Manitoba and the staff at the residences who serve them, throughout the long term care continuum.

## Annual Membership

April 1 – March 31 (Membership fees will be pro-rated). The annual membership fee is \$500.00 plus GST = \$525.00. All members are invoiced annually with payment due after April 1<sup>st</sup> of each year.

*Conference  
Exhibitors Receive  
15% off 3-Year  
Membership Term*