EXHIBITOR’S PACKAGE
14th Annual Provincial Conference & Exhibition May 9, 2017
“Yesterday, Today and Tomorrow”

HOSTED BY:
LONG TERM & CONTINUING CARE ASSOCIATION OF MANITOBA

Conference Date:
Tuesday, May 9, 2017

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

Exhibit Space:
We have reserved the Victoria Inn’s Centennial North conference area located on the first floor. Each booth space measures 10’ wide by 8’ deep and the floors are mostly carpeted. All products and signage must fit in the reserved space. The skirted table is 8 ft. long.

Permission from the Banquet or Sales Department must be obtained prior to taping, tacking or placing sticky tack on walls or any other surfaces. Signage must not block exit doors.

Payment Deadline – April 30, 2017
If payment is not received by April 30th, your booth will not be held. No refunds after March 3, 2017

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.

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 ask and we will forward you a “Material Handling Form” for further details.

Exhibitor Booth Pricing:

Exhibitor Package - $600.00 plus GST – Payment must be received by April 30, 2017

1 - Lunch pass (additional meals can be purchased)
1 - Conference pass
10’ wide x 8’ deep area (most have carpet)
8 ft. Skirted table and two chairs
Coffee and refreshments are available at breakfast and breaks
Hotel Wi-Fi (complimentary)

Maximize your exhibiting space by purchasing two booths
Please note that a second booth may be purchased should you require additional space.

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 refer to group use number #728672. Their phone number is (204) 786-4801.

Floor Plan:
A copy of the floor plan is attached. Register early to ensure a booth, and to reserving your first choice of booth location. Gold and Silver event sponsors/partners receive first choice of booth location then choice is given in the order we receive the applications.

Not Included:
Prices do not include additional tables or request of cocktail tables or additional chairs.
Cocktail tables are available at a cost $40.00
Cost for Electrical: 120 volt is $65.00 plus GST All exhibitors must supply their own extension cords.

Hotel Wi-Fi is free, regular hard wired shared internet is $50.00 and must be ordered in advance. Any damage caused by the exhibitor will be the responsibility of the exhibitor.

Hours of Operation:
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.

<table>
<thead>
<tr>
<th>Move In</th>
<th>Monday, May 8, 2017</th>
<th>To be announced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hours</td>
<td>Tuesday, May 9, 2017</td>
<td>7:00 a.m. - 4:00 p.m.</td>
</tr>
<tr>
<td>Move-Out</td>
<td>Tuesday, May 9, 2017</td>
<td>4:00 p.m. - 7:30 p.m.</td>
</tr>
</tbody>
</table>

All booths must be set-up the night prior to the event (Event date May 9, 2017)
Delegate Contact List:

LTCAM will begin sharing delegate contact information with participating exhibitors two weeks prior to the conference. There are name badges that identify (discreetly) who the decision makers are:

(Regular name badge format)  (Decision Maker name badge format)

<table>
<thead>
<tr>
<th>2017 Conference Delegate</th>
<th>2017 Conference Delegate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Company/Residence</td>
<td>Company/Residence</td>
</tr>
<tr>
<td>Position</td>
<td>Position</td>
</tr>
<tr>
<td>Sessions:</td>
<td>Sessions:</td>
</tr>
</tbody>
</table>

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 page views (16,000 per month) than other similar associations’ websites in Canada.*

- **Complimentary Admission to Conference Sessions:** You will receive 1-free admission to all sessions for the day of the conference (value: $120.00)

- **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. Additional lunches are $30.00. If you request additional lunches less than five days prior to the conference, the hotel charges us $35.00 plus 15% gratuity plus GST so please order ahead.

- **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 application form with payment on or before January 31, 2017*
TERMS AND CONDITIONS
LTCAM 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, before March 3, 2017.

9. If for any reason, payment is not received by LTCAM prior to the conference date, you will not be allowed to exhibit.

10. If for any reason, your payment is found in arrears subsequent to the conference, LTCAM will advise its Board of Directors and Members by letter of this situation.

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.
The Long Term and Continuing Care Association of Manitoba invites you to become a partner or sponsor at its 2017 Annual Provincial Conference

The Long Term and Continuing Care Association of Manitoba (LTCAM) would like to welcome you as a partner at its 14th Annual Provincial Conference to be held on **Tuesday, May 9, 2017** at the Victoria Inn Hotel and Convention Centre, 1808 Wellington Avenue, Winnipeg, Manitoba.

It is our goal each year to draw 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.

We are proud to welcome several well-known researchers, educators and other experts in the field of the long term care continuum. Please look for our brochure on the website.

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 over 90 exhibitors and attracting more than 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@ltcam.mb.ca. 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 9, 2017!

Yours truly,

Jan Legeros, Executive Director
204-477-9888
2017 Conference Partnership Opportunities

Gold Partnership Opportunity - $3,000

- Exhibit booth – one booth with up to two booth representatives included at no extra charge. Any additional delegates are subject to regular rates.
- Showcasing by LTCAM Executive Director at opening of conference
- The Gold Partner is guaranteed first choice of exhibit location, and for any other extra booth purchases, for the early priority placement option (Invaluable!)
- New: Gold Partner representative guaranteed a position on the Annual Conference Committee
- Opportunity to introduce a Keynote Speaker of their choosing
- Gold Partners are showcased by the Master of Ceremonies prior to introducing a speaker of their choosing
- Prominent branded signage directly behind main registration desk
- Company logo displayed on all corporate presentations before and during the conference
- Logo recognition on social media platforms of partnership Twitter, and Facebook
- PREMIUM visibility on home page of conference.
- Premium ad in the conference brochure and logo prominently displayed on the back cover page
- Recognition from the podium
- Recognition on the Annual Conference webpage as a Gold Partner
- Option to insert one branded item into each service provider delegate bag
- New: Guarantee of first right of refusal to be the GOLD Partner at next year’s Annual Conference
Silver Partnership Opportunity - $2,000

- Priority Exhibit booth selection
- Electronic signage featuring partner’s logo
- Opportunity to introduce a Concurrent Speaker of your choosing
- Silver Partners are showcased by the Master of Ceremonies prior to introducing a speaker of their choosing
- Showcasing by LTCAM Executive Director at opening of conference
- HIGH visibility on home page of conference (16,000 page views monthly)
- Premium ad in all conference media and logo prominently displayed on all corporate media during the conference
- Logo recognition on social media platforms Twitter, and Facebook
- Recognition on the Annual Conference webpage as a Silver Sponsor
- New: Guarantee of first right of refusal to be Silver Partner at next year’s Annual Conference
- Option to insert one branded item into each service provider delegate bag (We would need 400 copies by April 30.)

Bronze Partnership Opportunity – $500

- Ad in the conference Brochure and logo prominently displayed
- FREQUENT visibility on home page of conference (16,000 page views monthly)
- Company logo on all corporate media before and during the event
- Recognition on the Annual Conference webpage as a Bronze Partner
- Option to insert one branded item into each service provider delegate bag (We would need 400 copies by April 30.)
Lunch Sponsor - $2,000

- Ad in the conference Brochure and logo prominently displayed
- FREQUENT visibility on home page of conference (16,000 page views monthly)
- Company logo on all corporate media before and during the event
- Recognition on the Annual Conference webpage
- Option to insert one branded item into each service provider delegate bag (We would need 400 copies by April 30.)

- Tent cards with your company’s logo, slogan and/or website address will be displayed on each table during lunch break. Conference delegates and LTCAM members are 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 “Conference” section
- Your organization’s brochure or other information will be included in each delegate package. (We would need 400 copies by April 30.)

Breakfast Sponsor - $1,500

- Your company’s logo will be prominently displayed on the buffet table at the morning breakfast table in the Exhibition Hall. Conference delegates, Exhibitors and LTCAM members will be there!
- Your organization will be acknowledged on the conference brochure
- Acknowledgement of sponsorship during the conference program
- Acknowledgement on LTCAM website “Conference” section
- Your organization’s brochure or other information will be included in each delegate package. (We would need 400 copies by April 30.)

Coffee Break Sponsor - $1000 (morning) Coffee Break Sponsor - $1000 (afternoon)

- 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 “Conference” section
- Your organization’s brochure or other information will be included in each delegate package. (We would need 400 copies by April 30.)