



Long Term & Continuing Care  
Association of Manitoba

2019

On behalf of the Long Term & Continuing Care Association of Manitoba's (LTCAM) Board of Directors, Staff and Members, we invite you to ***"let us do the marketing for you"*** through becoming a ***VIP Partner*** at our May 14, 2019 Annual Provincial Conference and Exhibition at the Victoria Inn, in Winnipeg. Would you like your name and logo to be "front and center" on every delegate table at lunch? Would you be interested in having your organization noticed on all three refreshment tables at breakfast and/or at a Coffee break? Would it be valuable to you to introduce a speaker(s) of your choosing and have you and your company highlighted by the MC? Do not forget, your organization will also be recognized and showcased on our website for an entire year! Our website sees more than 200,000 page views annually. ***And...we anticipate a sold-out crowd again this year!***

It will be our 16<sup>th</sup> anniversary hosting the conference in 2019, and we would be honored if you would consider celebrating with us, by becoming a ***VIP Partner***. There are a number of Partnership Opportunities available and these are attached. Our theme is ***Climate Change in Long Term Care – Embracing Diversity***.

The Long Term and Continuing Care Association of Manitoba's conference sees approximately 600-700 delegates and Industry leaders from across the province and Canada. Over 120 exhibitor representatives attend. It is now the ***largest*** event in Manitoba and the ***only*** event focused on the continuum of care. More than 35% of the delegates are from rural Manitoba. Delegates represent the continuum of care, from acute care to Personal Care Homes, including in-home care & living resources, Independent Living with Services (Assisted Living), Supportive Housing. Our audience includes Administrators, nurses, educators, social workers, OT, PT, rehabilitation specialists, healthcare aids, and home care staff. Last year 47% of attendees were ***decision makers***.

To learn more about the conference, we invite you to visit: <http://www.ltcam.mb.ca/news-conference.htm>

Sincerely,

Jan Legeros  
Executive Director, [jlegeros@ltcam.mb.ca](mailto:jlegeros@ltcam.mb.ca)

## ***Conference & Exhibition Partnership Opportunities***

### **Complete Purchasing Services**

**is both our Gold Partner and our Keynote Speaker Partner for 2019!**

“Our Partners make it possible to bring to Manitoba, an incredible line up of speakers and still ensure that the conference is affordable. In return we offer recognition and thanks to our Partners, as well as in some Partnerships, we offer them the opportunity to introduce the speaker of their choosing.”

**Just One Gold Partnership Opportunity - \$3,000 SOLD!**



**Exhibit booth – one booth with two booth representatives included. Showcased by LTCAM Executive Director at opening of conference**



**The Gold Partner is guaranteed first choice of exhibit location; - the early priority placement option is Invaluable!**

**Gold Partner representative guaranteed a position on the Annual Conference Committee**

- **Opportunity to introduce Speaker (First Choice)**
- **Recognition on the Annual Conference webpage as a Gold Partner**
- **Option to insert one branded item into each service provider delegate bag**

**Glass award acknowledging the gold partnership**

### ***Silver Partnership Opportunities - \$2,000***

- **Buy Two and Double your exposure!!**
- **Sliver Partners are offered Advance Premium Exhibit booth selection**
- **Electronic signage featuring Partner’s logo**
- **Opportunity to introduce a Concurrent Speaker**
- **Silver Partners are showcased by the Master of Ceremonies**
- **Recognition as a Silver Partner on website (200,000 page views annually)**
- **A branded item placed in delegate bag**
- **Glass Award acknowledging the silver partnership**



## Bronze Partnership - \$600

- Recognition in the conference Brochure (200,000 page views annually)
- A branded item placed in delegate bags



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## Two Lunch Partnership Opportunities - \$2500

- **Bronze Benefits PLUS:**
- **Ad** in the conference Brochure and logo prominently displayed
- **HIGH** visibility on Website (200,000 page views annually)
- **Company logo** on all corporate media before and during the event
- **Recognition** on the Annual Conference webpage
- **Large Tent cards** with your company's logo, **DISPLAYED ON EACH LUNCH TABLE!**
- **ACKNOWLEDGEMENT AT THE AWARDS FOR EXCELLENCE CEREMONY**

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## Three Breakfast Partnership Opportunities - \$1,500 each

- **Bronze benefits PLUS:**
- **Your logo prominently displayed on the THREE buffet tables** in the Exhibition Hall.
- **Acknowledgement** of Breakfast Partnership during the conference program

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## Two Coffee Break Partnership Opportunities

Morning or Afternoon \$1,200 each  
Double your exposure! Buy both!!

- **Bronze benefits PLUS:**
- **Your logo will be prominently displayed** on the three refreshment tables in the exhibitor hall
- **Acknowledgement** of Partnership during the conference program

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## Award For Excellence Partnership \$750

- **Bronze benefits PLUS:**
- **Recognition given by Executive Director** during opening remarks
- **Recognition given by Richard Cloutier**, co-host of the Awards Ceremony



