



Meet face-to-face
with your top
prospects online!

AdvantAge Ontario 2021 Convention

Exhibitor and Sponsor Guide

May 5-6, Online

advancingseniorcare.ca



Advant**Age**
Ontario

Advancing Senior Care



About AdvantAge Ontario's 2021 Convention

An online gathering of Ontario's long-term care
and seniors' housing leaders

The AdvantAge Ontario Convention draws hundreds of engaged leaders from across Ontario's long-term care and seniors' housing sector. Each year, our members, supporters, sponsors and experts gather to learn, connect and forge the future of long-term care.

Convention will be held online in 2021 to protect the health of our delegates and the vulnerable communities they serve. We will miss gathering in-person, however, we are grateful for the opportunity to make Convention more accessible and affordable in a time when many working in long-term care settings are overwhelmed and in need of connection, compassion, inspiration and hope.



Our 2021 program will feature uplifting and informative keynote sessions, concurrent workshops, and a host of small group conversations including sector-specific Birds of a Feather discussions, topic-driven Chatterbox discussions, and a Lunch of Champions discussion session featuring popular LTC topics. You can be part of an online trade show designed to give delegates one-stop access to businesses and organizations like yours that support their efforts to deliver high-quality care to Ontario seniors. We'll have some fun, too, with a scavventure hunt and other exciting activities. Visit advancingseniorcare.ca for more details about the Convention program.

About AdvantAge Ontario

AdvantAge Ontario is the only provincial association representing the full spectrum of the senior care continuum and has been a trusted voice for over 100 years. Our more than 400 members are located across the province and include not-for-profit, charitable, and municipal long-term care homes, seniors' housing, assisted living in supportive housing and community service agencies.



Why Sponsor and Exhibit at the 2021 Convention?

The AdvantAge Ontario Convention provides an exceptional opportunity to connect with hundreds of engaged leaders and decision-makers from Ontario's long-term care and seniors' housing sector.



Increase your visibility and brand recognition by positioning your logo and website link on the Convention platform, in delegate emails and on AdvantAge Ontario's social media channels.



Arrange face-to-face video meetings, sales presentations and client receptions in our premium virtual trade show booths.



Get leads delivered to your inbox with our premium lead retrieval solution, which captures contact information for every delegate who visits your virtual booth. Then follow up in real time or after Convention is over!



Identify new prospects by engaging directly with attendees as a thought leader, co-host or presenter at education and discussion sessions.



Show your commitment to the long-term care and seniors' housing sector by sponsoring illuminating keynotes, educational blocks, energizing breaks and our technical support line.



Position your product as a solution, by providing a five-minute video to be played during our *Solutions Based* series.



Send targeted messages directly to delegates during Convention, encouraging them to visit your booth, engage with your educational session, watch your video, and more.



Break the digital barrier and get your best marketing material into attendees' hands by contributing to our Delegate Surprise Swag Bag, delivered directly to 200 delegate doors.



What's New at our 2021 Convention

This year marks our first virtual event, and we're making the most of it by introducing a host of engagement opportunities that are perfectly suited for the digital world we live in today. While the sessions look different, the goal remains the same as it has always been: to bring people together in service of Ontario seniors. Take a look at what we've got in store for you this year!



State of the Art Platform

From streaming and real-time video networking to gamification and exhibit booths, PheedLoop's made-in-Canada virtual event platform offers attendees a top-notch virtual experience.



Solutions Based 5 Minute Video Series

An opportunity for commercial partners to share a pre-recorded video on how they solved a problem with innovative thinking, technology or a best practice.



Virtual Networking Experiences

Our small group networking opportunities will feature sector-specific groups (Birds of a Feather), topic-specific groups (Chatterbox), and long-term care topic groups (Lunch of Champions). These live streamed video groups will allow delegates, speakers and commercial members to connect and talk about timely issues.



Surprise Delivery Swag Bag

Just because we are online this year, doesn't mean we have to lose that "gift" of engagement. Swag is the gift that keeps on giving so why not attach your organization to this unique opportunity. For the first 200 registered delegates, we will deliver them a swag bag filled with promotional items. All you need to do is ship your branded product to our distributor and we will arrange the shipping to the delegates. Cost of branded product and shipping your item to the distributor is not included.



Sponsorship Packages at a Glance



Our goal is to help you connect with people who are looking for the products and services you offer, and all of our exhibitor and sponsorship packages provide exceptional visibility before, during and after Convention. All packages include Convention access and most include one virtual trade show booth, along with a host of opportunities to raise brand awareness and reach with delegates via email, social media and on the Convention platform. Many of our tiered sponsorship packages include event sponsorship opportunities, and companies that select a top-tier option get the opportunity to speak directly with delegates and to present promotional videos at key moments during Convention.

Read on for a brief introduction to each package, and turn to pages [7](#) and [10](#) for a complete list of tiered benefits along with a selection of à la carte sponsorship options.



Titanium Sponsor

1 Spot Available

\$8,000

This premium sponsorship opportunity gives you exceptional visibility and unrivalled access to AdvantAge Ontario's Convention delegates before, during and after the event. Your 60 to 90 second promotional video will play at the pre-show each morning and at the closing of Convention and you'll personally welcome attendees to the conference in a pre-recorded message. Your sales team will have the opportunity to engage face-to-face with attendees as leaders of three Chatterbox discussion sessions and as co-hosts of one Live Learning Lab. Plus, you'll deliver one pre-recorded Learning Lab educational workshop and provide a five-minute video to be played in the Solutions Based video series.

In addition to broad visibility across all platforms, you'll have the opportunity to send four custom, targeted messages to delegates during Convention. Your company will be the featured sponsor of Trish Tutton's keynote talk, and you will also be the presenting sponsor of one Learning Lab educational block. Finally, you will receive a virtual tradeshow booth with a premium upgrade that includes a group video option that allows you to connect with up to 25 clients and prospects at one time, for group conversations, live demonstrations or receptions.

This list is just the beginning of what is included in the package — please turn to the chart on pages [10-14](#) for a detailed list of what you'll get as our exclusive Titanium supporter. There is only one Titanium package available, so act fast!



Platinum Sponsor

2 Spots
Available

\$6,000

As a Platinum supporter, your company representatives will be featured as thought leaders at two of our face-to-face Chatterbox discussion sessions and they will also have a chance to connect with delegates as co-host of one of our Live Learning Labs. You will deliver one of our pre-recorded Learning Lab workshops and submit a five-minute video to be featured in our Solutions Based series. Plus, you will have the opportunity to send two custom, targeted messages to Convention delegates!

Your company will be the featured sponsor of one Daily Morning Anchor Desk with Lisa Levin, CEO of AdvantAge Ontario, and you will also be the sponsor one Learning Lab block. Your logo will be featured on a vast array of Convention communications, including email, social media and on the Convention website and platform, and you will have a virtual trade show booth where attendees can access information about your organization.

The Platinum package offers ambitious companies an opportunity to increase visibility, build brand awareness and connect with key prospects in a low-pressure environment. See the chart on pages [10-14](#) to learn more about what is included in this fantastic option.



Gold Sponsor

3 Spots
Available

\$4,000

The Gold package is designed for companies looking to reach new audiences, build brand awareness and begin connecting with prospects in an online environment.

Your team will be able to network with delegates as leaders of one Chatterbox discussion session, sponsor one Learning Lab educational block, co-host one Live Learning Lab and you will have an opportunity to send two custom, targeted messages to delegates of your choice. In addition, you will deliver a pre-recorded Learning Lab educational workshop and provide a five-minute video to be included in our Solutions Based series.

You will reach Convention delegates on all our digital channels and you will be able to promote your company through your virtual trade show booth. Finally, you can also donate a prize to be featured in our Scaventure Hunt Marketplace, and have a bit of fun with delegates, too! Please visit the chart on pages [10-14](#) to learn more about what is included in this excellent package.



Silver Sponsor

2 Spots
Available

\$3,000

The Silver package offers an excellent opportunity to expand your horizons and reach hundreds of new prospects in the long-term care and seniors housing sector.

Your company representatives will have a chance to meet and speak with delegates as leaders of one Chatterbox discussion session, and you will have the opportunity to send one targeted messages to delegates during the conference. Your company will be the featured sponsor of one of our stretch break sessions, and you can provide a five-minute video to be featured in our Solutions Based series. In addition to a broad presence on all our digital channels, you will have the opportunity to reach prospects with your virtual tradeshow booth. Make 2021 the year you position your company to grow! Turn to the chart on pages [10-14](#) for a complete list of Silver benefits.



Bronze Sponsor

8 Spots
Available

\$1,800

Ready to level-up in 2021? Our Bronze package is an excellent way to introduce yourself and your company to AdvantAge Ontario Convention delegates, all of whom are highly engaged leaders in the long-term care and seniors' housing sector. Connect with delegates as leader of one of our Chatterbox sessions, send one custom message to delegates during Convention, and share information about your organization through your virtual trade show booth. Build your company profile by positioning your logo and website link in our emails, social media and on our website. You will also have the opportunity to provide a five-minute video to be featured in our Solutions Based series! See the chart on pages [10-14](#) for a full list of Bronze benefits.





À La Carte Sponsorship Options at a Glance



Tech Support Sponsor

1 Spot Available

\$3,000

This one-of-a-kind sponsorship option positions your company as the featured sponsor of the tech support line that delegates will use throughout Convention. Your logo and website link will be displayed in a must-read email that shows delegates how to set up their Convention profiles, as well as on the Convention website, in all promotional brochures and on the portal sponsor carousel. You'll receive two Convention passes for your team, and you'll have the opportunity to send one targeted message to delegates of your choice during the conference.

Your logo will also be featured on the virtual lobby banner and on two company social posts on the lobby social media feed on the Convention platform. Finally, when Convention is over, your company will be recognized in a follow-up email sent to delegates, on the Convention platform for 30 days and on the Convention registration website for 30 days.



Exploration Time Activity Sponsor

3 Time Slots Available

\$1,800

This sponsorship package offers the opportunity to align your brand with the fun and active components of our Convention program! As an Exploration Time Activity Sponsor, your company will be the featured sponsor of one of our 45-minute Exploration sessions focused on health, wellness and a fun activity. In addition, you'll receive two Convention passes for your team, and you'll have the opportunity to send one custom, targeted message to delegates.

Your logo and website link will be featured in one Convention-related email, as well as on the Convention website, in all promotional brochures and on the portal sponsor carousel. The logo alone will be showcased on our virtual lobby banner, thanking all sponsors, and you'll receive three company posts on the lobby social media feed on the Convention platform. After the conference, your company will be recognized in a follow-up email sent to delegates, on the Convention platform for 30 days and on the Convention registration website for 30 days.



Delegate Surprise Swag Bag

\$1,100

plus the cost of your promotional item

Are you looking for a unique opportunity to get your company name in front of new prospects? We will deliver a box of swag to our first 200 registered delegates, and this à la carte sponsorship option gives you the opportunity to include one promotional item in the bag! In a time when many leaders are flooded with digital advertising, the Convention gift bag provides an unrivalled opportunity to put your company's message right in the palm of your prospect's hands.

For this sponsorship package you will be responsible to ship your branded product to our distributor and we will arrange the shipping to the delegates. Items will be subject to approval due to size and shipping restrictions. Cost of branded product and shipping your item to the distributor is not included. Please note sponsorships are limited and a minimum number of sponsors are required for this opportunity to move forward. Please contact us for additional information.



Scaventure Hunt Prize Board

Free

plus the cost of your prize

Donate a prize and get your company name featured on our Scaventure Hunt Prize Board! During the 2021 virtual Convention, delegates will be encouraged to collect special codes as they explore the platform. The codes become points which they can then use to "purchase" cool prizes — including yours. Prizes can range from \$25 to \$500 and companies that provide larger prizes will be promoted during conference News Flashes. The number of prizes is limited and conditions apply; contact us for additional information.





Virtual Trade Show Booth

\$795

Secure a spot in our virtual trade show and get three full Convention passes for your sales team! Our cutting-edge virtual booths allow you to build a custom company profile on the Convention platform. With the help of an easy-to-follow instructional video, you'll upload your company logo and banner, provide a company description, add links, share PDFs and even post promotional videos — the sky is the limit! Add on a Premium Booth Upgrade to add video functionality that allows you to host up to 25 people in your booth at one time! See below for details.

Book your booth by February 28, 2021 and receive a free tip sheet: "Top 10 Tips to Manage Your Virtual Booth Successfully." Limited booth space — book today!



Premium Booth Upgrade: Live Group Video, Lead Retrieval and 3D Interactive Floor Plan

+ \$150

The live video booth is a powerful feature that transforms a virtual booth from one-on-one meetings into a group space where you can host up to 25 people in a live video at one time. This is a fantastic option if you are looking to host an online education session, demonstration, reception or even a contest! With this exclusive upgrade your company will also be showcased in the 3D interactive floor plan, a virtual trade show floor where delegates can see real-time activity at your booth, just as they would at a real event! It's super fun to see a packed exhibit hall buzzing with activity again!

This upgrade also includes cutting-edge lead retrieval solution which allows you to capture contact information from delegates who visit your virtual booth, which is terrific for following up in real time or after Convention closes.



Additional Booth Representative

+ \$149

Increase your staffing during peak times! This additional booth representative pass includes full access to Convention for exclusive networking opportunities.



Detailed Sponsorship Packages



Pre-Convention Exposure

	Titanium 1 Spot Available	Platinum 2 Spots Available	Gold 3 Spots Available	Silver 2 Spots Available	Bronze 8 Spots Available
	\$8,000	\$6,000	\$4,000	\$3,000	\$1,800
<i>Exclusive:</i> Your company featured on our Top 5 tips to Get the Most from a Virtual Conference pdf emailed to all delegates	✓				
Social posts on AdvantAge Ontario's social media channels	3	2			
Your linked company logo promoted in Convention-related emails	3	3	2	1	1
Your company logo and website link featured on the Convention website	✓	✓	✓	✓	✓
Your company logo and website link included in all Convention promotional brochures	✓	✓	✓	✓	✓



During Convention

	Titanium 1 Spot Available	Platinum 2 Spots Available	Gold 3 Spots Available	Silver 2 Spots Available	Bronze 8 Spots Available
	\$8,000	\$6,000	\$4,000	\$3,000	\$1,800
Convention passes for your team	6	5	3	2	2
ONE Virtual Trade Show Booth	✓	✓	✓	✓	✓
<i>Exclusive:</i> Upgrade tradeshow booth to premium booth (no fee)	✓				
<i>Exclusive:</i> Your sponsor-provided looped promo reel to be played at the pre-show each morning and at the closing of Convention	✓				
<i>Exclusive:</i> Pre-recorded welcome message on opening day (Anchor Desk)	✓				
Your brand featured in TWO in-app Convention announcements each day	✓				
Your brand featured in ONE in-app Convention announcement each day		✓			



	Titanium 1 Spot Available \$8,000	Platinum 2 Spots Available \$6,000	Gold 3 Spots Available \$4,000	Silver 2 Spots Available \$3,000	Bronze 8 Spots Available \$1,800
<i>Exclusive:</i> Sponsor Keynote Speaker (Trish Tutton) and play your 60-90 second promotional video before the keynote talk begins	✓				
Sponsor ONE Daily Morning Anchor Desk with video roll (choice of one day)		✓			
Deliver ONE Learning Lab Educational Workshop (pre-recorded)	✓	✓	✓		
Sponsor ONE Learning Lab Educational Block which includes sponsor provided looped promo reel to be played prior to the start of each workshop	✓	✓	✓		
<i>Exclusive:</i> Company sponsor of either Lunch of Champions OR Birds of a Feather Discussion		✓			
Company representative presented as a thought leader at Chatterbox Discussion Session(s). Max 25 people per session.	3	2	1	1	1
Act as co-host for ONE Live Learning Lab in your sponsored block	✓	✓	✓		
Provide a video in the Solutions Based 5 Minute Video Series	✓	✓	✓	✓	✓



	Titanium 1 Spot Available	Platinum 2 Spots Available	Gold 3 Spots Available	Silver 2 Spots Available	Bronze 8 Spots Available
	\$8,000	\$6,000	\$4,000	\$3,000	\$1,800
Custom message(s) sent to sponsor-selected targeted delegate groups during Convention	4	2	2	1	1
Opportunity to include a small branded gift in 200 Surprise Delivery Swag Bags. (Note: The sponsor is responsible for the cost of producing 200 gifts and shipping them to our distributor. Also, we need a minimum number of sponsors for this offer to proceed.)	✓	✓			
Donate a prize for the Scaventure Hunt Marketplace	✓	✓	✓	✓	✓
<i>Exclusive:</i> Sponsor ONE of two stretch break sessions				✓	
<i>Exclusive:</i> Your company logo featured on the Convention login page	✓				
<i>Exclusive:</i> Your company logo anchored with event logo on platform	✓				



	Titanium 1 Spot Available	Platinum 2 Spots Available	Gold 3 Spots Available	Silver 2 Spots Available	Bronze 8 Spots Available
	\$8,000	\$6,000	\$4,000	\$3,000	\$1,800
Your company logo featured on our virtual lobby banner, thanking all sponsors	✓	✓	✓	✓	✓
Your company logo and website link featured on our rotating portal header sponsor carousel	✓	✓	✓	✓	✓
Company posts on Lobby Social Media feed on the Convention Platform	5	4	3	3	3

Post-Convention Exposure

	Titanium 1 Spot Available	Platinum 2 Spots Available	Gold 3 Spots Available	Silver 2 Spots Available	Bronze 8 Spots Available
	\$8,000	\$6,000	\$4,000	\$3,000	\$1,800
Your company recognized in Convention-related follow up email sent to delegates	✓	✓	✓	✓	✓
Company logo and link on AdvantAge Ontario Convention Registration website as sponsor for 60 days post event	✓	✓	✓	✓	✓
Company logo and link on Convention Platform website as sponsor for 30 days post event	✓	✓	✓	✓	✓



Take the Next Step



How to Purchase a Tradeshow Booth

- Visit the [exhibitor portal](#).
- Select and purchase your virtual booth, premium upgrade package and extra booth staff tickets. Note that there are a limited number of booths available, so act now!
- Once your purchase is confirmed, you will receive a confirmation letter outlining the steps required to set up your virtual tradeshow booth.

For virtual booth enquiries contact:

Bonny Petrovsky

905-851-8821 x 200

bpetrovsky@advantageontario.ca

How to Become a Sponsor

- Visit the [sponsor portal](#).
- Review and select your preferred sponsorship package or à la carte option.
- Read the agreement and cancellation clauses.
- Submit your sponsorship request and the Event Planner will contact you to confirm.
- Please note Sponsorship packages are on a first come first served basis.
- You will receive a confirmation letter outlining the sponsorship benefits along with a list of items to be sent to AdvantAge Ontario (logos etc.)

Please note that your company must be a commercial member of AdvantAge Ontario to participate in the tradeshow or sponsorship program.

For sponsorship enquiries contact:

Yvonne Sweeney

905-851-8821 x 239

ysweeney@advantageontario.ca



Payment

Once the tradeshow booth order has been received, and/or the sponsorship request has been accepted, an invoice will be generated. Payment is due upon receipt of the invoice and must be received by AdvantAge Ontario within three weeks to guarantee your order. If payment is not received, AdvantAge Ontario reserves the right to resell the space. A 50% non-refundable fee applies to this purchase. All payments must be received by March 31, 2021. Full payment for orders placed after March 31, 2021 will be due immediately.

Cancellation Clause

Cancellations will be accepted up to and including March 31, 2021 and are subject to a 50% cancellation fee. Cancellations after March 31, 2021 are subject to full billing and payment.

Delegate List

A delegate registration list will be provided to all sponsors and exhibitors prior to the virtual convention. This list is provided for information purposes only. It is the responsibility of anyone using this list for the purposes of contacting AdvantAge Ontario members to ensure compliance with Canada's anti-spam legislation (CASL). AdvantAge Ontario takes no responsibility for obtaining members' consent to receive electronic communications from third parties or other members.