

4 out of 5 attendees  
say they would buy from  
Convention sponsors and  
exhibitors!



AdvantAge Ontario 2023 Convention

# Exhibitor and Sponsor Guide

April 19-21, 2023

Sheraton Centre Toronto Hotel

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[advancingseniorcare.ca](http://advancingseniorcare.ca)



Advant**Age**  
Ontario

Advancing Senior Care



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# About the AdvantAge Ontario Convention

The AdvantAge Ontario 2023 Convention draws hundreds of engaged leaders from across Ontario's long-term care and seniors' housing sector. For three days each year our members, supporters, sponsors and experts gather to learn, connect and forge the future of senior care.

**Convention 2023 will be held in-person for the first time in three years!** Our program will feature the inspiring keynote sessions and world-class education our members love, but the highlight in 2023 will be the fantastic in-person networking opportunities designed to help you reconnect with colleagues and business connections after three years. We look forward to seeing you there!



## About AdvantAge Ontario

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





# Why Sponsor and Exhibit at the 2023 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.



**Connect face-to-face with key decision makers** in the long-term care and seniors' housing sector.



**Identify new prospects** and generate sales leads by engaging directly with attendees as an exhibitor or sponsor.



**Position your company as an industry leader**, and educate attendees about your products and services.



**Increase your brand visibility and recognition** by positioning your logo on site and in Convention marketing materials, from napkins and bags to signage and social media.



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



**Get insight into the challenges** and opportunities facing your customers by taking part in educational programming and learning the latest issues in long-term care.

The AdvantAge Ontario Convention draws approximately 450-500 delegates from across Ontario:

- CEOs and Administrators
- Board Members
- DONs, DOCs, RNs, RPNs
- Senior Managers
- Food Service Supervisors and Dietitians
- Departmental Managers
- Environmental and Maintenance Managers



# What's New at Our 2023 Convention?

After two years of meeting online, we're excited to gather together in Toronto to reconnect with colleagues and friends from across the province. Here are just a few of the new options!



## One-Touch Lead Capture

Upgrade your booth to access our one-touch lead capture system, which allows you to scan badges and collect leads with unprecedented ease!



## Marshaled Loading Dock

Your exhibiting experience will be easier than ever with our safe, efficient marshaled loading dock.



## Listing in Convention App

Get a full exhibitor listing in our upgraded Convention app, complete with logo, company description and links to your website and social media channels.



## 10% Discount on Convention Passes

Give your tradeshow staff the flexibility to get out of the booth and into Convention where they can connect with customers and prospects in a more organic way. Get 10% off full and daily passes!



## New Sponsorship Opportunities

You've waited a long time to connect with your prospects in-person again, and we've got a host of new opportunities for sponsors at all price points.



## Complimentary Access to Opening Keynote

Join your customers and prospects Wednesday evening to take in the Opening Keynote, a great conversation-starter when you meet on the trade show floor!



## \$25 off Banquet Tickets

Authentic business relationships often start with casual conversation over dinner or a turn on the dance floor. All trade show staff get \$25 off our 2023 banquet tickets!



# Trade Show Packages at a Glance



# Trade Show

Maximize your exposure and time with qualified buyers. The Convention program includes specific time periods where delegates will participate in activities directly in the trade show.

Trade Show Booth Pricing		
<b>Single Booth</b> Pipe and drape, 8' deep by 10' wide		\$2,430
<b>Double Booth</b> Pipe and drape, 8' deep by 20' wide		\$4,630
<b>Triple Booth</b> Pipe and drape, 8' deep by 30' wide		\$6,570
<b>Quadruple Booth</b> Pipe and drape, 8' deep by 40' wide		\$8,280
Prime Location!	<b>Premium Double (Two Booths)</b> Pipe and drape, Approx. 8' deep by 20' wide	\$5,100
	<b>Premium Double Extended (Two Booths)</b> Pipe and drape, Approx. 8' deep by 25' wide	\$5,250
	<b>Premium Pod (Four Booths)</b> Pipe and drape, Approx. 20' deep by 19' wide	\$10,200
Existing carpet in the ballroom is included.		

## Included in Your Booth Price

- Two complimentary badges per booth (includes reception, breaks and lunch)
- Linked listing on the Convention website and in the Convention App
- Delegate traffic promotion
- Complimentary access to Opening Keynote
- 10% discount on Full Convention Passes or Daily Passes (trade show staff only)
- \$25 discount on banquet tickets (trade show staff only)
- Security during closed hours

Due to CASL compliance obligations, we no longer offer a delegate list to exhibitors. We encourage you to obtain delegate information by upgrading your purchase with our lead retrieval system. See [page 8](#) for details.



## 2023 Trade Show Schedule

### Wednesday, April 19

12:00 pm — 6:00 pm ..... Exhibitor Setup

7:30 pm — 9:00 pm ..... Opening Reception in Trade Show

### Thursday, April 20

10:00 am — 11:00 am ..... Break in Trade Show

12:30 pm — 2:00 pm ..... Lunch in Trade Show

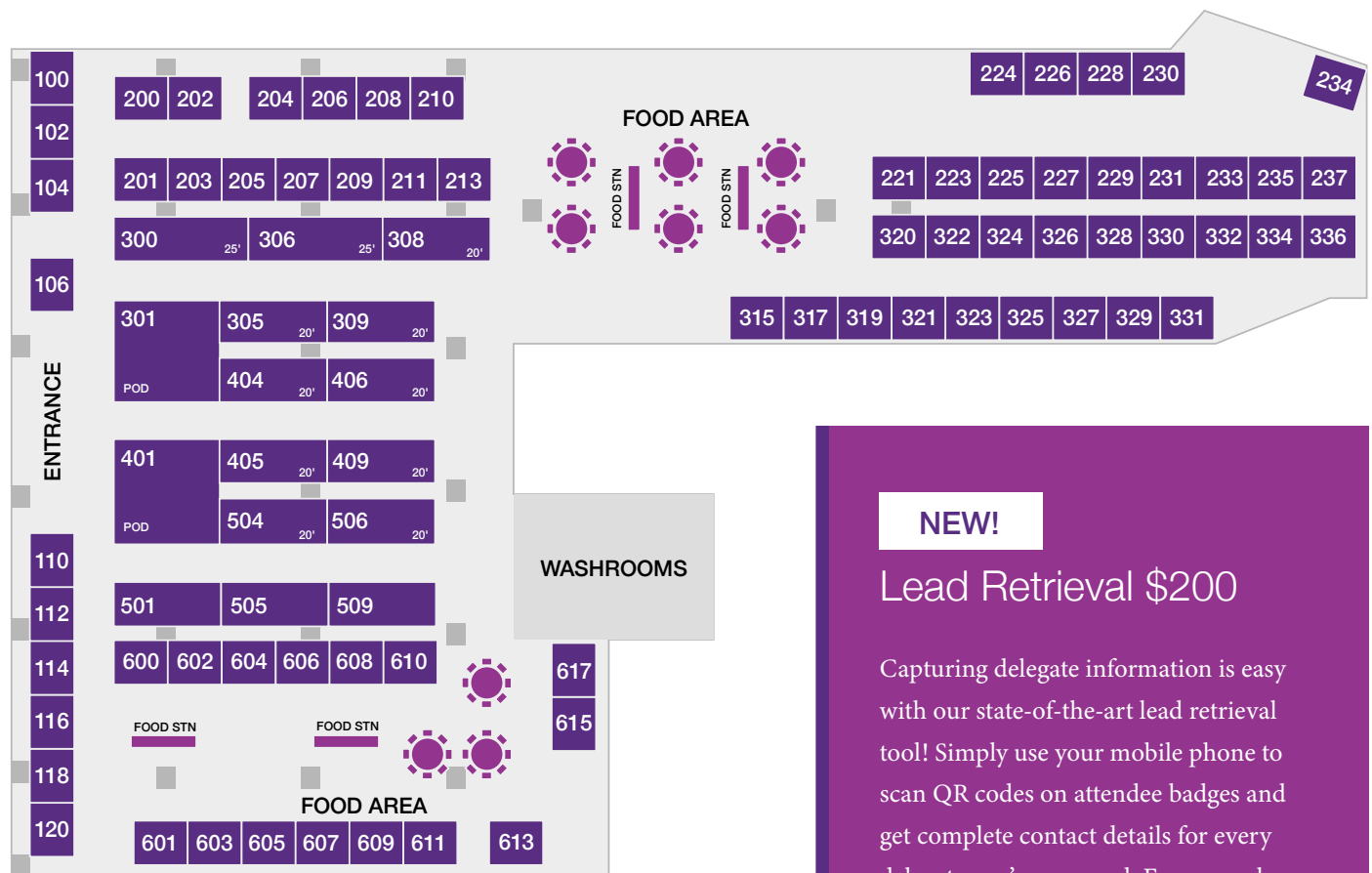
2:00 pm — 4:00 pm ..... Exhibitor Tear Down

## Non-Members

You must be an Advantage Ontario

Commercial Member to participate.

Please email [cnnoone@advantageontario.ca](mailto:cnnoone@advantageontario.ca) for information.



### NEW!

## Lead Retrieval \$200

Capturing delegate information is easy with our state-of-the-art lead retrieval tool! Simply use your mobile phone to scan QR codes on attendee badges and get complete contact details for every delegate you've scanned. For example: "Let me scan your badge to enter you in a contest for a \$100 gift card!"





# 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 of the sponsorship packages listed below include booth space, banquet tickets, logos on badges and more! Read on for a brief introduction to each package, and turn to [page 12](#) for a complete list of tiered benefits along with a selection of à la carte sponsorship options.



Every company that purchases a booth gets complimentary access to our fantastic new Convention app! As an exhibitor you can load in your name, logo and company description along with your booth number, staff names — with photos! — and contact information. Plus: Upload a video, pdfs, and your social media handles!



# Revitalized

1 REMAINING

\$15,500

Our premium sponsorship opportunity, the Revitalized package gives you unrivaled access to AdvantAge Ontario’s Convention delegates. This is the only package that offers the chance to bring greetings and introduce your company to all of our 2023 attendees. In addition to broad visibility throughout the event and online, you’ll also be the sponsor of a keynote speaker and a selected workshop. Take advantage of this opportunity to reconnect with new and existing customers at the AdvantAge Ontario 2023 Convention!

*Please turn to the chart on [page 12](#) for a detailed list of what you’ll get as a Revitalized sponsor!*



## Recharged

1 REMAINING

\$12,500

The Recharged sponsor package offers an unparalleled opportunity to increase your visibility and brand recognition among Ontario's long-term care and senior's housing leaders. In addition to sponsoring a selected workshop and a refreshment break, your logo will be featured on the opening screen daily, on signage throughout the venue and on the event website. You'll also receive a full-page ad in the On-Site Guide and verbal recognition from the emcee each day!

*Please turn to the chart on [page 12](#) for a detailed list of what you'll get as a Recharged supporter!*



## Balanced

3 Available

\$9,500

The Balanced package is designed for companies looking to reach new audiences, build brand awareness and begin connecting with leading prospects in the long-term care and seniors' housing sector. In addition to booth space and banquet tickets, your company will be featured in the On-Site Guide, event website and venue signage, verbal recognition by the emcee each morning!

*Please turn to the chart on [page 12](#) for a detailed list of what you'll get as a Balanced supporter!*



## Restored

8 Available

\$6,500

Ready to level-up in 2023? Our Restored 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. Your booth and banquet ticket will get you in the room with decision-makers, and you'll see your company logo throughout the venue, on the Convention website, and on the screen behind the emcee each morning. Plus, you'll get a half-page ad in the On-Site guide!

*Please turn to the chart on [page 12](#) for a detailed list of what you'll get as a Restored supporter!*



# Detailed Sponsorship Packages

	Revitalized 1 REMAINING	Recharged 1 REMAINING	Balanced 3 Available	Restored 8 Available
	\$15,500	\$12,500	\$9,500	\$6,500
Tradeshow Booths	4	3	2	1
Greet attendees and introduce your company	✓			
Keynote Speaker Sponsorship	✓			
Workshop Sponsorship (Selected)	✓	✓		
Refreshment Break Sponsorship		✓		
Convention Registrations	4	3	2	1
Banquet Tickets	3	2	1	1
Closing Luncheon Tickets	3			
Access Upgraded Convention App	✓	✓	✓	✓
Advertise in the On-Site Guide	Full Page	Full Page	1/2 Page	1/2 Page
Recognition on Convention website, On-Site Guide, and signage	✓ With Logo			



# Detailed Sponsorship Packages

	Revitalized 1 REMAINING	Recharged 1 REMAINING	Balanced 3 Available	Restored 8 Available
	\$15,500	\$12,500	\$9,500	\$6,500
Verbal recognition by the emcee and daily logo rotation on the opening screen	✓	✓	✓	✓
Sponsor identification on badges	✓	✓	✓	✓
Choice of tradeshow space for the 2024 Convention	1st Choice	2nd Choice	3rd Choice	4th Choice
First right of refusal for the sponsorship in 2024	✓	✓	✓	✓
20% discount on any additional full convention registrations for your staff	✓	✓	✓	







# À La Carte Sponsorship Options



Our à la carte sponsorship options are available to all, regardless of whether you've purchased a sponsorship package or exhibitor booth.

Every company that purchases an à la carte sponsorship gets complimentary access to our fantastic new Convention app! As a sponsor, your logo will appear in a rotating logo carousel and will be linked to your sponsor page, which can include your name, logo and company description along with your contact information and social media handles. Plus: Upload pdfs for delegates to share!





## Tier 1 À La Carte Sponsorships



All Tier 1 à la carte sponsorships come with:

- A full-page ad in the On-Site Guide
- Logo recognition on the Convention website, in the On-Site Guide and on venue signage
- Sponsor identification on your badge

### Banquet

\$6,350

The banquet is always a highlight of our annual Convention, but 2023 will be the first time our members have gathered for an evening of fun and entertainment in over three years! Sponsor this event to celebrate the strength, commitment and resilience of those who led our not-for-profit long-term care sector through the pandemic. You'll also receive:

- Verbal recognition by the banquet emcee
- Your logo on-screen occasionally during dinner
- Your logo added to the banquet entertainment graphic
- Five complimentary banquet tickets and a 20% discount on any additional banquet tickets for your direct company staff

### Convention App

\$5,300

Put your brand in the palm of everyone's hand at our 2023 Convention! Sponsor the Convention App and your logo will appear on all pages of the app along with a full banner ad. Plus, you'll get verbal recognition at opening remarks and two complimentary banquet tickets (and 20% off any additional tickets for your direct company staff).



## Opening Reception

Capture everyone's attention by sponsoring the first social event of the 2023 Convention! Your logo will be featured in reception advertising, you'll get verbal recognition during the opening keynote and at the reception itself, and your logo will be featured on signage throughout the event. Plus: Your team will receive eight complimentary reception tickets!

Sold

## Opening Keynote

Everybody comes to the opening keynote, and your brand will be front and centre! This high-profile opportunity puts your logo on every slide presented at the keynote address, plus you'll get verbal recognition from the emcee. Finally, your team will receive eight complimentary tickets to the keynote talk and the reception that follows!

Sold

**NEW!**

## Refresh Kits

We'll put together these lovely kits, and you'll hand them out to 500 delegates as they arrive — an exceptional opportunity to engage directly with long-term care leaders outside your booth! Each Refresh Kit will include a cotton mask, a touch-free tool and a bottle of hand sanitizer, bundled in a classy synthetic burlap bag with your company logo on it. Delegates will receive a coupon for their kit, and they'll come to the table with your logo on it! You'll also receive one complimentary Convention registration.

\$4,200

## Delegate Bags

When delegates arrive at Convention, they'll receive a delegate bag emblazoned with your company logo! You'll also receive one complimentary Convention registration.

Sold

**NEW!**

## How Sweet It Is!

Delegates will stop by your sponsor table in the foyer and pick up a sweet treat package emblazoned with your company logo. You and your team will hand out the bags and engage with delegates — a great way to meet prospective new customers!

\$4,000



## Tier 2 À La Carte Sponsorships



All Tier 2 à la carte sponsorships come with:

- A ½ page ad in the On-Site Guide
- Logo recognition on the Convention website, in the On-Site Guide and on venue signage
- Sponsor identification on your badge

### Badge Lanyards

Sold

Get your company name and logo on every attendee lanyard.

**NEW!**

### Own The Room

6 Available

\$3,500

With this fantastic sponsorship option, you'll "own" a concurrent session room for the entire conference! Decorate the room to highlight your brand, get a designated space to put your collateral, and have your team onsite to greet participants and make that all-important personal connection. A representative of your company can introduce and thank the speakers and your logo and branding will be on the PowerPoint slides. Get in the room with your prospects — literally!

**NEW!**

### Cookie Giveaway

\$3,500

A thoughtful greeting is just a cookie away! Delegates will come to your sponsor table in the foyer to pick up an iced shortbread cookie in a beautiful box with your logo. You and your team can hand these out and engage with Delegates – a fantastic way to meet and greet attendees!



**NEW!**

## Photo Booth

**\$3,300**

Say Cheese! Help delegates make memories with instant print and digital photos, all with your logo on them! Your logo will be featured on signage and in the photo backdrop, so that every picture shared to social media expands your reach to attendees' online networks. What a great way to raise brand awareness and have a little fun!

## Thursday Lunch in the Trade Show

**Sold**

Your logo will be featured on signage throughout the event, and you will receive two complimentary tickets.

**NEW!**

## Closing Awards Lunch

**\$3,000**

Your logo will be featured on signage throughout the event, and you will receive two complimentary tickets.

**NEW!**

## Hotel Door Hanger

**\$2,500**

Welcome delegates to Convention with a branded door hanger on their hotel room doors! Include a custom message and share your booth number.

**NEW!**

## Name Badges

**Sold**

Gain premium visibility with your logo digitally printed in colour on all delegate name badges.

## Hotel Key Cards with Your Logo

**\$2,500**

Put your logo on every delegate keycard.



## Knowledge Exchange Graphic Board

Have a chance to interact directly with delegates. Attendees get the chance to answer a trending question and have a graphic artist translate their response into art on an ever evolving board. Great way to have engagement and interaction with all attendees. Your company logo will also be added to the board.

Sold

## AdvantAge Ontario Lounge

Your logo will be featured on signage throughout the lounge.

Sold

## Registration Desk

Your logo will be featured on signage throughout the registration area.

\$2,000

**NEW!**

## Comfort Level Sponsorship

Support delegates who want limited physical contact with other attendees by sponsoring yellow, green and red wristbands – all with your logo on them! You and your team will engage with delegates at your sponsor table in the foyer and hand these out individually. Great way to show your support and appreciation of their comfort level while at Convention!

\$2,000





## Tier 3 À La Carte Sponsorships



All Tier 3 à la carte sponsorships come with:

- A ¼ page ad in the On-Site Guide
- Logo recognition on the Convention website, in the On-Site Guide and on venue signage
- Sponsor identification on your badge

**NEW!**

**Hospitality Suite**  
(One Sponsor Per Night)

**2** Available

**\$1,950**

Your logo will be featured on exclusive branded signage throughout the hospitality suite.

## Pre-Convention Full-Day Education Sponsor

**Sold**

This full-day education program is designed for long-term members and attracts high-level decision-makers. As sponsor, you'll get verbal recognition by the session emcee along with recognition of your sponsorship on a slide. Take advantage of the opportunity to address attendees for up to three minutes, have two company representatives attend the session, and get a six-foot draped table at the back of the room for your collateral.

## Breakfast Sponsor

**1 REMAINING**

**\$1,750**

You'll get verbal recognition by the event emcee and recognition of your sponsorship on a PowerPoint slide.

**NEW!**

## Exhibition Hall Centrepieces

**\$1,600**

Showcase your brand style, personality and your company colours in 10 centrepieces placed strategically around the exhibit hall, and place a business card with your company information in each arrangement!

## Education Forum

**1 REMAINING****\$1,295**

The Education Forum is an in-depth, half-day session focused on a timely, sector-specific topic. As sponsor, you'll get verbal recognition by the session emcee along with recognition of your sponsorship on a slide. Take advantage of the opportunity to address attendees for up to three minutes, have two company representatives attend the session, and get a six-foot draped table at the back of the room for your collateral.

## Pre-Convention Half-Day Education Sponsor **2** Available

**\$1,295**

At this half-day education workshop, you'll get verbal recognition by the session emcee along with recognition of your sponsorship on a slide. Take advantage of the opportunity to address attendees for up to three minutes, have two company representatives attend the session, and get a six-foot draped table at the back of the room for your collateral.

## Wi-Fi Sponsor

**Sold**

The Wi-Fi access signage in all meeting rooms will bear your company's logo.

**NEW!**

## Scaventure Hunt Leaderboard Sponsor

**\$995**

Everybody loves the Scaventure Hunt! This annual event sends attendees throughout the trade show to gather points so they can enter a draw to win fantastic prizes. As the leaderboard sponsor, you'll provide prizes for the top three delegates and your company will be front and center when all the prizes are given out — everyone will be there! You'll also receive verbal recognition of sponsorship at the closing lunch and recognition of sponsorship on a slide.



## Refreshment Break

4 Available

\$700

Get a sign with your logo at one of our Convention refreshment breaks.

## Hydration Station

3 Available

\$695

When delegates get thirsty, they'll reach for cups with your logo on them! You'll be featured on sponsor recognition signs at every water cooler throughout the Convention meeting area and get your logo on 500 cups.

## Scaventure Hunt Destination

3 Available

\$500

Our extremely popular Scaventure Hunt is back in 2023! Draw more delegates to your booth by becoming one of only seven companies with a QR code that attendees must scan to complete the Scaventure Hunt. Delegates who scan all seven codes are entered to win a host of fantastic prizes — including cash! — and so participating attendees will be highly motivated to search you out. What a fun and easy way to meet new prospects!

## Convention App Push Notifications

8 Available

\$250

Send a timed push notification on the Convention app to all attendees featuring a brief message and a call to action. For example: Visit us at Booth 301 for a free chocolate bar!





# Take the Next Step



# How to Request a Trade Show Booth

- View the [online floor plan](#) to check Trade Show booth availability.
- Login and [complete an application](#) for booth space.
- Indicate competitors you do not wish to be placed near.
- Provide your top 4 booth locations.
- Submit the application after reviewing the terms and conditions.
- *Please note:* Submitting an application for booth space and providing booth choices does not constitute a finalized agreement nor does it guarantee your choices(s) for requested booth space. All applications are reviewed and final booth allocations are assigned by the trade show manager. An invoice with the appropriate booth fees will be sent out to you, along with the confirmed booth space that you have been assigned.

**For booth and sponsorship enquiries,  
contact:**

**Krista Hook**

[krista@eventsinsync.com](mailto:krista@eventsinsync.com)

905-404-9545

# How to Purchase a Sponsorship

- Navigate to the [online application / registration website](#) for trade show booths.
- Login and complete the contact page.
- Review the available sponsorship opportunities, and make your selection(s).
- Read the agreement/cancellation clauses.
- Submit your sponsorship purchase.
- Payment can be made online via credit card, or you can email/print your sponsorship invoice.

Please note that your company must be a commercial member of AdvantAge Ontario to participate in the trade show or sponsorship program. To learn more about membership, please email Chris Noone at [cnoone@advantageontario.ca](mailto:cnoone@advantageontario.ca)

## Payment

Once booth space has been confirmed and assigned by the trade show manager, an invoice will be generated, indicating assigned booth space and costs associated with the space. Upon receipt of the invoice, the payment is due and payable and should be received by AdvantAge Ontario within three weeks to guarantee your spot. 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 8, 2023. Full payment for space purchased after March 8, 2023 is due immediately.



## Cancellation Clause

Cancellations will be accepted up to and including March 8, 2023, and are subject to a 50% cancellation fee. Cancellations after March 8, 2023, are subject to full billing and payment.

## Teardown Policy

Teardown at the show begins at 2:00 p.m. on Thursday, April 20, 2023. Early teardown or dismantling of booths by exhibitors is strictly prohibited. Early teardown or dismantling disrupts the integrity of the show and endangers attendees still in the exhibit hall. By signing the booth space agreement, exhibitors agree to remain on the exhibit hall floor with their booths fully in place until the official close of the trade show, as stated above.

## Delegate List

Due to CASL compliance obligations, we no longer offer a delegate list. We encourage you to obtain delegate information by upgrading to our lead retrieval system.

## First Right of Refusal

2022 Convention exhibitors and sponsors will be approached first to see if they would like to renew selected sponsorships.

## Respect and Professionalism

Commercial members participating at Convention agree to follow fair, ethical and professional guidelines. When attending a sponsored session, please do not promote your product or services. Please be respectful to one another.

## Confirmation

A detailed confirmation will be sent to you once orders are confirmed.