



Knowledge and Inspiration 2009

Les connaissances et l'inspiration

Exhibit, Sponsorship & Advertising Prospectus

Join us at our next conference!

Westin Harbour Castle Hotel Toronto
Conference and Exhibition Dates:
June 3, 4, & 5, 2009



Dear Exhibitors and Sponsors:

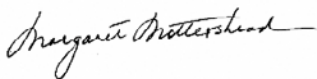
On behalf of the CCACs of Ontario, we invite you to join us as an Exhibitor and Sponsor at our annual OACCAC Knowledge and Inspiration 2009 Conference, June 3 – 5, 2009, Westin Harbour Castle Hotel.

The advantages to our conference exhibitors and sponsors include:

- Aligning your company with Ontario's CCACs who are mandated to be responsible and accountable for ensuring quality home and community care in Ontario
- Increased exposure to CCACs of Ontario and other healthcare providers
- Opportunities to build relationships and create connections with community health care leaders
- Increasing your corporate visibility and showcasing your innovations and expertise
- Access to conference educational and training programs

We look forward to sharing our knowledge and innovations with you at our conference in June 2009!

Sincerely,



Margaret Mottershead
CEO, OACCAC



Did you know?.....

CCACs are the “go-to place” for home and community health care services in Ontario. With their community health care partners, CCACs are committed to providing the highest quality of care and service to their clients! Over 185,000 people in Ontario receive support from CCACs each day!

IF YOU ARE IN COMMUNITY HEALTH CARE – YOU NEED TO BE PART OF THE CONFERENCE EXPERIENCE!

The Ontario Association of Community Care Access Centres Knowledge and Inspiration 2009 Conference will attract over 1000 participants from throughout Ontario.

Delegates represent:

- CCAC Boards of Directors and CCAC Staff
- LHIN Staff
- Community Services Agencies
- Health Service Providers
- Ministry of Health and Long Term Care, and other Provincial Ministries
- Researchers
- Primary Health Care Providers
- Provincial and National Associations
- IT/IM/IS Hardware & Software Providers
- Insurance, Legal, Procurement and Privacy Experts and many others!

What delegates are saying:

“Excellent variety of vendors.”

“Loved the networking and seeing how others are doing things.”

“Every aspect was great. I have attended hundreds of conferences in my 30 year career. This was one of the best. Congratulations on a job well done.”

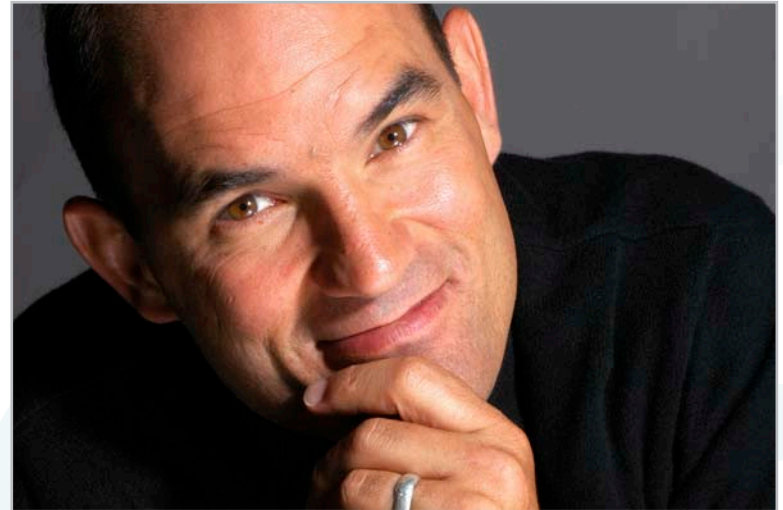


Second City Communications

The Second City is North America's temple of political and social satire, and has been the world leader in improvisation for the theatre for nearly 50 years. The Canadian company, headquartered in Toronto, launched the careers of such luminaries as Mike Myers, John Candy, Martin Short, Gilda Radner, Catherine O'Hara, Dan Aykroyd and dozens of others.

At Second City Communications, they've learned that improvisation is at the heart of business, and in nearly 20 years of communications consultancy, have developed industry-leading programs in innovation, collaboration, communication and customer service.

Second City Communications comes to Knowledge and Inspiration 2009 Conference with important messages about innovative leadership and client service. The program will speak specifically to shared experiences in client care, and offer useful tools attendees can take to their practices. The same skills that Second City actors use every day to create innovative new theatre become a roadmap for innovation.



Dr. J.P. Pawliw-Fry

Dr. J.P. Pawliw-Fry is an author, columnist and performance coach to Olympic athletes and business leaders. He melds state-of-the-art research with powerful inspiration to create thought-provoking and moving keynote presentations. An expert in emotional intelligence, he is one of the world's most highly sought-after speakers on the topic.

Dr. Pawliw-Fry has trained at Harvard Medical School's Mind Body Medical Institute, and the Stress Clinic at the University of Massachusetts Medical Center. He delivers high performance programs, focused on emotional intelligence, to Fortune 500 companies, the world's top business schools, Olympic and professional athletes as well as educators, sales professionals, business and government leaders throughout North America.

Using cutting edge research and personal stories from the world of sports and business, Dr. Pawliw-Fry teaches his audiences the principles of emotional intelligence and high performance, and inspires them to take their careers, businesses and personal lives to the next level.

New Innovations for 2009

Feedback from last year's conference has resulted in new advertising opportunities!

- ✓ Conference Exhibitors will be given the opportunity to provide a description of their prizes with their Booth Number in a special conference on-site program insert "HOW TO WIN A PRIZE"
(Prizes must be over \$200 in value to be listed).
A - In order for delegates to be eligible for one of these prizes, they will need to drop off their business card at participating exhibitor booths.
B - Exhibitors will select the winning delegate.
C - Prizes will be awarded in the Exhibit Hall at specific times throughout the conference.
- ✓ Platinum Sponsors will have an opportunity to provide a demonstration or presentation that will included in the concurrent conference program schedule.
- ✓ Gold Sponsors will have their logo or commercial on the NEW electronic video bulletin boards that are placed at high traffic locations. The bulletin board will highlight the conference schedule and events.
- ✓ Silver Sponsors will have the opportunity to deliver a welcome to delegates at a conference concurrent session.
- ✓ Bronze and Copper sponsors will have the opportunity to have their sponsorship customized to include "in-kind" contributions to the conference.



Conference Exhibitors can provide a description of their prizes in a special insert



Platinum sponsors can provide a presentation or demonstration



Silver sponsors can welcome a conference concurrent session



Gold Sponsors will have their logo or commercial on a electronic video bulletin board



Items included in each 10' x 10' exhibit space:

- Clean and unfurnished exhibit space
- Draped exhibit space (8ft back wall with 3ft side walls)
- Four Complimentary Exhibitor Name Badges which serves as the Lunch pass
- Discounted entry to the Conference
- Promotion/advertising in Conference On-site Program
- Exhibitor Meeting/Hospitality Area where you can bring your clients to talk and conduct further business off the busy tradeshow floor
- Exhibitor Information Service Center where exhibitor questions can be addressed
- Annual Conference logo to use in OACCAC Pre-Conference marketing materials
- Increased Networking possibilities as Lunch is provided with delegates
- Two complimentary copies of the on-site conference program

For each 10' x 10' of exhibit space: \$1,650 + 5% gst = \$1,749.00*

For each additional corner exposure: \$200 + 5% gst = \$212.00

Number of 10' x 10' exhibit spaces available: 100

Friday, May 1st, 2009 is the deadline for registration and payment as an exhibitor. Cancellations before this date are subject to a \$100.00 CDN administration fee. All exhibitor payments are non-refundable after May 1st, 2009.

Reservations will be accepted in order of receipt. In the event of a conflict the next available booth will be provided. The floor plan is subject to change. Exhibitors will be notified of changes in writing.

* Pricing in Canadian Funds

Additional Services/Benefits that can be purchased:

- Exhibit supplies/furnishings from the official exhibit suppliers
- Wired Internet



Best Tradeshow Booth, Closing the Gap Healthcare Gold Sponsor

Exhibitor Award

Best Tradeshow Booth Award

All exhibitors that attend the OACCAC Conference are eligible for the Best Tradeshow Booth Award. This award is given out every year to one tradeshow booth that meets the criteria listed below. As the number of exhibitors increases the competition increases.

Criteria

- Relevance to conference agenda
- Clear communication of the program and services
- Any outstanding attributes
- Booth staffs' availability to discuss products and services
- Availability and relevance of handouts

Judges

All delegates are provided with a ballot on which they can select a booth for the award.

Pre-Conference

- Promotion/advertising in the Delegate On-site Program
- Annual OACCAC Conference logo to use in your company's on-site marketing materials
- Opportunity to have postcards/flyers created to assist in inviting clients to an event at your booth
- Increase company exposure through advertising and sponsorship opportunities

During Conference

- Exhibitor Meeting/Hospitality Area where you can bring your clients to talk and conduct further business off the busy tradeshow floor
- Interact directly with attendees
- Develop key relationships with your prime customers
- Access to an exhibitor help desk/service center where you can have your questions answered and have access to a computer and printer
- Company name and description in delegate package
- Lunch with delegates to increase visibility and networking
- Discounted entry to the conference

Post-Conference

- Company listing on the OACCAC Conference website
- Access to the list of attending delegates for post-show marketing

We encourage you to review the NEW sponsorship opportunities available for 2009!

Types of Sponsorship: Copper – Honorary Sponsorship, Bronze – Promotional Items Sponsorship, Silver – Exhibit Floor Sponsorship, Gold – Session Sponsorship, Platinum – Show Sponsor

Sponsorship Entitlements

	Copper	Bronze	Silver	Gold	Platinum
Complimentary post show delegate mailing addresses			*	*	*
Sponsorship logo in OACCAC conference communication materials	*	*	*		
Visual Recognition on select Conference Signage		*			
Joint Sponsorship of OACCAC promotional Items		*			
10' x 10' booth in a prime location			*	*	
20' x 10' booth in a prime location					*
Sponsorship logo on OACCAC website	*	*	*		
Sponsorship logo on OACCAC website and link to your company's website				*	*
Quarter page colour ad in the On-site Program		*			
Half page colour ad in the On-site Program			*	*	
One full page colour ad in the On-site Program					*
Directional signage including your company logo will be placed near the entrance of the exhibit floor			*		
Two Complimentary tickets to the Conference			*		
Four Complimentary tickets to the Conference				*	
Six Complimentary tickets to the Conference					*
Sponsorship Ribbons to identify your staff name badges			*	*	*
Four Complimentary tickets to the Awards for Excellence Banquet				*	
Complimentary table for 8 at the Awards for Excellence Banquet					*
Opportunity to deliver remarks before a Conference Stream concurrent session				*	
Opportunity to deliver remarks from the Plenary Podium					*
Sponsorship logo in selected conference session rooms				*	
Sponsorship logo on conference delegate kit bags				*	*
Sponsorship logo in highly visible places throughout the conference areas					*
Verbal acknowledgment and thanks during the educational sessions					*
OACCAC Video Steams of Sponsored Conference presentations on the website					*
Sponsorship logo on event registration forms and e-mails					*
One Complimentary item can be put in the delegate kit bag					*
Sponsorship logo or commercial on an electronic video bulletin board				*	*
Demonstration or presentation included in conference program schedule					*

Honorary Sponsorship: Copper - \$3,000

- Sponsorship logo on OACCAC website with a link to your company's website
- Sponsorship logo in OACCAC Conference Communication Materials
- Joint Sponsorship of Delegate Luncheon with recognition during Luncheon
- **NEW** Opportunity to provide a customized "in-kind" sponsorship

Promotional Item Sponsorship: Bronze - \$5,000

- Sponsorship logo on OACCAC website with a link to your company's website
- Sponsorship logo in OACCAC Conference Communication Materials
- Complimentary quarter-page colour ad in the On-site Program
- Visual Recognition on select conference signage
- Joint sponsorship of OACCAC promotional items such as lanyards, coffee mugs, mouse pads, and recognition in delegate kit bag

Exhibit Floor Sponsorship: Silver - \$10,000

- Sponsorship logo on OACCAC website with a link to your company's website
- Interactive Area which could include exhibits such as shoe shining, masseuses, coffee stations, etc.
- Technology Zone which is an area supported and based on technology
- Poster Display Area highlights posters selected from OACCAC Conference Call for Papers submissions

For each Exhibit Floor Sponsorship you receive:

- 10' x 10' booth in a prime location in your sponsorship area or signage at the Registration Desk
- Sponsor logo on OACCAC communication material
- Two Complimentary tickets to the conference
- Sponsorship Ribbons to help identify your staff
- Sponsorship logo on OACCAC website
- Half page colour ad in the On-site Program
- Complimentary post show delegate mailing addresses
- Directional signage including your company logo will be placed near the entrance of the exhibit floor
- **NEW** Opportunity sponsors can deliver welcome to a conference concurrent sessions to delegates

Information Service Center Sponsorship

The Information Service Center is designed for delegates that have any questions or concerns that need to be addressed throughout the duration of the conference. This center will be located in the exhibition area to ensure maximum exposure.

- Sponsor logo on OACCAC communication material
- Two Complimentary tickets to the conference
- Sponsorship Ribbons to help identify your staff
- Sponsor logo on OACCAC website
- Half page colour ad in the On-site Program
- Complimentary post show delegate mailing addresses
- Directional signage including your company logo will be placed near the entrance of the exhibit floor
- Signage including your company logo will be placed in the Information Service Center



General Session Sponsorship: Gold - \$15,000

- Sponsorship logo in OACCAC conference communication materials, including monthly e-newsletters
- Half page colour ad in the On-site Program
- Sponsorship logo on OACCAC website with a link to your company's website
- 10' x 10' booth in a prime location or signage in a high traffic area of the conference
- Four Complimentary tickets to the Conference
- Sponsorship Ribbons to identify your staff name badges
- Four Complimentary tickets to the Awards for Excellence Banquet
- Sponsorship logo in selected conference session rooms
- Opportunity to deliver remarks for a conference stream concurrent session
- Complimentary post show delegate mailing addresses
- Sponsorship Logo on conference delegate kit bags
- **NEW** Logo on Electronic Bulletin Board at high traffic areas

Show Sponsor: Platinum - \$25,000

- **NEW** opportunity to prepare a session demonstration that will be scheduled as part of the conference program
- **NEW** Logo on Electronic Bulletin Board at high traffic areas
- OACCAC Video Streams of Sponsored Conference presentations on the OACCAC website
- Sponsorship logo on all OACCAC conference communication materials, including monthly e-newsletters
- One full page colour ad in the On-site Program (excluding covers, see next page for upgrading to covers based upon availability)
- Sponsorship logo on OACCAC website with a link to your company's website
- 20' x 10' booth in a prime location or significant signage at high-traffic area of conference as well as electronic bulletin board
- Six Complimentary tickets to the Conference
- Sponsorship Ribbons to identify your staff name badges
- Complimentary table for 8 at the Awards for Excellence Banquet
- Opportunity to deliver remarks from the Plenary Podium
- Verbal acknowledgment and thanks during the educational sessions
- Visible sponsorship logo on conference delegate kit bag
- Complimentary post show delegate mailing addresses
- Sponsorship logo on event registration forms and e-mails
- One Complimentary item can be put in the delegate kit bag



On-site Delegate Program Advertising

Layout Options

Premium Colour Ads on On-site Delegate Program reserved for our Platinum Sponsors:

- Full Page on Outside Back Cover \$1,650.00
- Full Page on Inside Front Cover \$1,650.00
- Full Page on Inside Back Cover \$1,650.00

Additional Colour Ad Locations in On-site Delegate Program

- Full Page ad located in the OACCAC On-site Delegate Program \$1,500.00
- Half Page ad located in the OACCAC On-site Delegate Program \$800.00
- Quarter Page ad located in the OACCAC On-site Delegate Program \$600.00

Advertising Sizes

- Full Page (10" wide x 7.5" tall)
- Half Page (5" wide x 7.5" tall)
- Quarter Page (5" wide x 3.75" tall)

Exhibitor Information Page - \$150.00

- Exhibitors could increase their visibility by having their company logo (0.5" x 0.5") placed beside their company name on the Exhibitor Information page in the On-site Delegate Program

Full-Page Ad 10" wide x 7.5" tall

Sample Half-Page Ad
5" wide x 7.5" tall

Sample Quarter-Page Ads
5" wide x 3.75" tall

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Quality Healthcare Network Booth 305
790 Bay Street, 9th Floor
Toronto, ON M5G 1N8
(416) 351.3760
The Quality Healthcare Network (QHN) is a non-profit organization dedicated to fostering the development and adoption of best practices by its members through education and shared improvement projects. The Network is also the Ontario lead of the Safer Healthcare Now! (SHN) campaign, an ambitious pan-Canadian

"Free Draw", and receive a Discount Certificate.

Exhibitor Listing Sample



Hope to see you at our Conference in 2009!

Contact Us Today

Exhibition and Advertising

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