

CommunityConnect 2018

Tradeshow & Sponsorship Information Package

October 16-18, 2018
Hilton Suites, Markham

About CommunityConnect

Each year, the Ontario Community Support Association (OCSA) hosts the province's leading and most representative home and community support conference and pre-event day for Personal Supporter Workers (PSWs). Last year was a particularly special one as we celebrated OCSA's 25th anniversary.



October 16, 2018 Pre-Conference Event: Capacity Builders Training Day for PSWs & PSW Supervisors

Capacity Builders, OCSA's training division, is proud to lead Ontario's largest one-day event designed specifically for the professional development of personal support staff in home care, long term care, community care, hospitals and supportive housing. We expect nearly 500 PSWs and supervisors to attend from across the province. PSWs provide frontline care for people of all ages in a variety of settings, with a direct influence on the quality of care people receive.

October 17, 2018: CommunityConnect, OCSA's Annual Conference

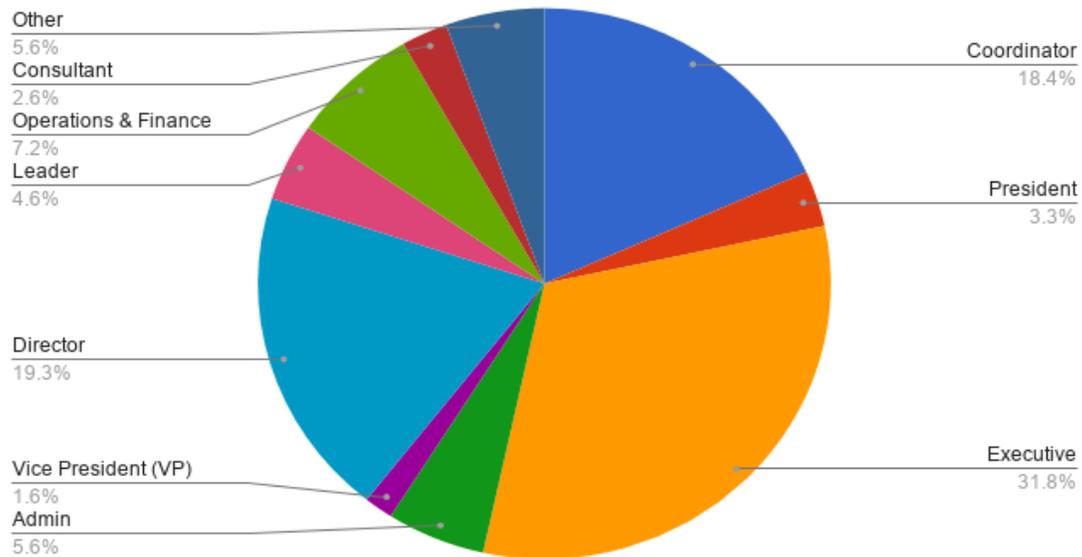
This unique opportunity will allow you to connect with CEOs and Executive Directors from the home and community support sector, as well as senior staff from allied health organizations, the LHINs and the Ministry of Health and Long-Term Care. The OCSA conference is the one place where you can find political, managerial and executive decision-makers invested in home and community support. We expect 400-500 delegates and speakers to attend, from across the province.

Our Attendees

Our conference hosts over 500 attendees from across the province; they are largely the decision-makers and senior leaders of their organizations.



This information is depicted in the chart below, which organizes our 2017 attendees by their position within their agencies.



Exhibitor & Sponsorship Opportunities

At OCSA, we truly appreciate the contributions our sponsors and exhibitors make to our conference, and the home and community support sector. We take every opportunity to recognize your support, in addition to the following exhibitor benefits:

- ✓ Direct access to **leaders and decision-makers** at the largest home and community support conference in Canada;
- ✓ Invaluable **connections and conversations** with providers from across Ontario, with traffic driven to your booth using a fun, engaging scavenger hunt contest;
- ✓ **2 complimentary** exhibitor registrations (no access to workshops) including breakfast, lunch and breaks with our delegates (additional exhibitor registrations can be purchased for \$200 each);
- ✓ A great tradeshow layout that features your product or service front and centre for **maximum exposure**;
- ✓ Your company's name or logo branded on conference materials **reinforces your brand**;
- ✓ A first-rate marketing opportunity to demonstrate your goodwill and alignment with OCSA's vision to strengthen and promote home and community support as the foundation of a sustainable health care system.

The 2017 OCSA conference was a terrific opportunity for (our company) CommForms to publicly launch our online forms and to hear firsthand the needs of the community support sector. Based on the great feedback we received at the conference from both potential and existing customers, CommForms has developed a new platform to address the needs identified by the sector regarding online service requests and enhancing communication with clients. We look forward to attending the 2018 conference and connecting again with the sector!

- Hill Issenman, President & CEO
CommsForms
2017 Exhibitor

Exhibitor Opportunities

Exhibitors have the option of purchasing either a 10x10 booth or 6x3 table, on our PSW Training Day (October 16); the OCSA Conference (October 17), or can purchase space for both days as the best value option. We work hard to drive traffic to your booth, which includes a fun and engaging scavenger hunt for our delegates.

Display Type	PSW Training Day Tuesday, October 16	OCSA Conference Wednesday, October 17	Both Days (Best Value!)
10 x 10 Pipe & Drape Booth	\$1,095	\$1,995	\$2,495
6 x 3 Table	\$595	\$1,395*	\$1,595

*eligible nonprofits receive a discounted table rate at \$595.

Exhibitor Schedule

Event	Setup	Exhibition Hours	Teardown
PSW Training Day	Mon. October 15 5:00pm – 9:00pm	Tues. October 16 7:30am – 1:30pm	Tues. October 16 3:00pm – 4:00pm
OCSA Conference	Tues. October 16 5:00pm – 9:00pm	Wed. October 17 7:30am – 4:00pm	Wed. October 17, 3:00pm – 4:00pm

Spaces sell out quickly - reserve your spot today!

Kim Prince
Senior Manager, OCSA Conference Tradeshow
Ontario Community Support Association

kim@capacitybuilders.ca | 416-256-3010 or toll free 1-800-267-OCSA ext. 227

Sponsorship Opportunities

We offer a number of fantastic options for our sponsor participation on both the PSW Training Day (October 16) and the OCSA conference (October 17). The table below includes the sponsorship options currently available (subject to change).

Levels	PSW Training Day, October 16	
Platinum	Presenting Sponsor	\$10,000
Gold	Delegate Bag (featuring your company logo) SOLD - VON	\$3,000
Silver	Networking Lunch	\$2,500
	Refreshment Breaks (both breaks)	\$1,500
	Refreshment Breaks (both breaks)	\$1,500
	Breakfast	\$1,500

Levels	OCSA Conference, October 17-18	
Platinum \$5000 to \$15,000	Presenting Sponsor SOLD - LBCG	\$15,000
	Dinner Sponsor	\$7,500
	Wireless Internet Sponsor	\$5,000
Gold \$2500 to \$4995	Name Badge (featuring your company logo) SOLD - NESDA	\$3,000
	Delegate Bag (featuring your company logo) SOLD - VON	\$3,000
	Conference Dinner Beverage Sponsor	\$3,500
	Registration Desk Sponsor SOLD - Caredove	\$2,500
	Conference Kick-Off VIP Reception SOLD - AlayaCare	\$2,500
	Breakfast (Day 1) SOLD - OASSIS	\$2,500
	Keynote Speaker (Day 1)	\$2,500
	Keynote Speaker (Day 2)	\$2,500
	Cocktail Hour Reception SOLD - Miller Thomson	\$2,500
	Networking Lunch (Day 1) SOLD - JLT	\$2,500
Refreshment Breaks (Day 1 & 2)	\$2,500	
Silver \$500 to \$2495	Breakfast (Day 2)	\$2,000
	Networking Lunch (Day 2)	\$2,000
	Promotional Material Insert to Conference Tote Bags	\$500

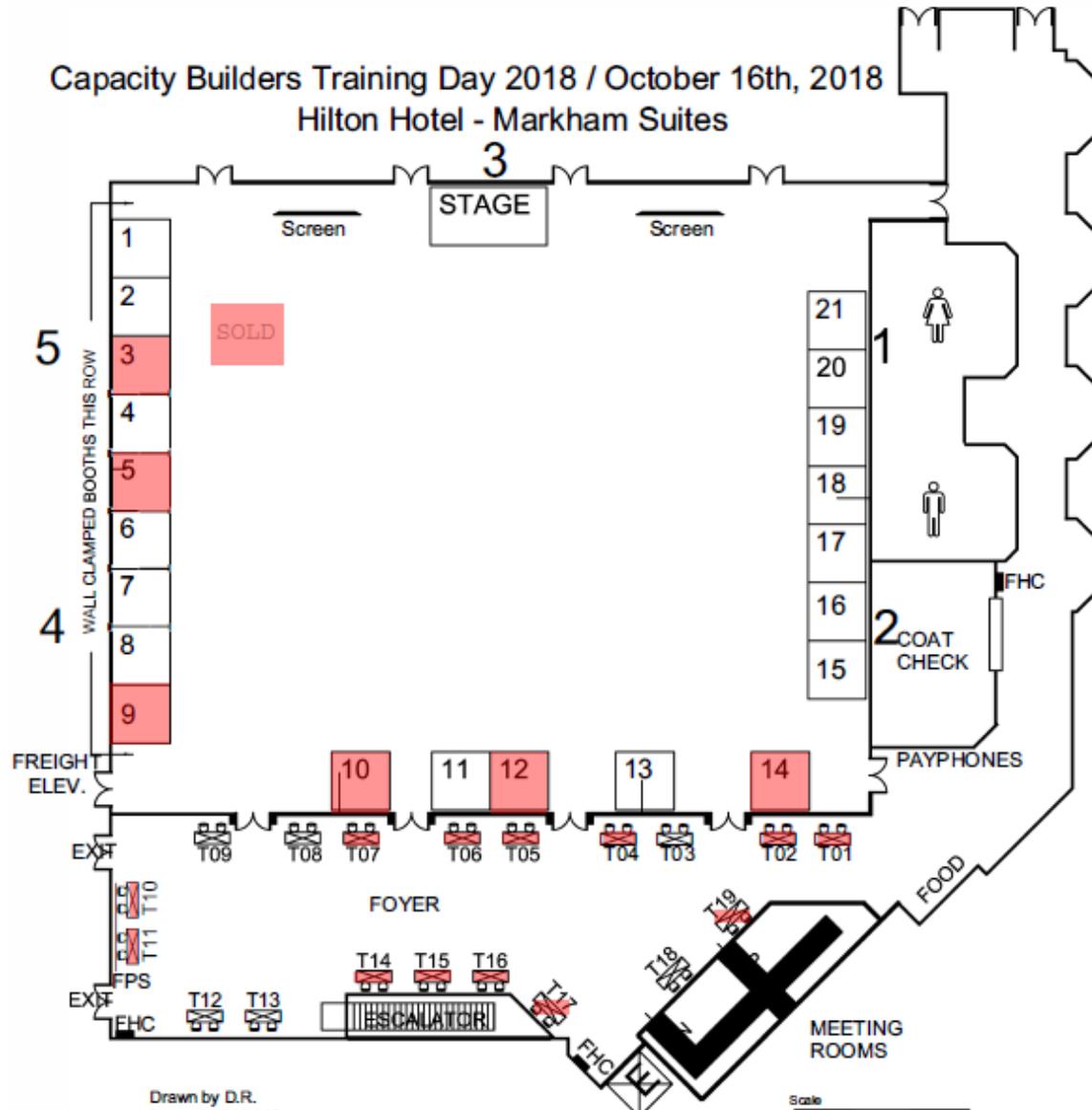
Sponsor Recognition

We know that we couldn't do it without the contributions of our sponsors, which is why we take every opportunity to recognize your support. The table below details this information (subject to change).

Sponsor Level Details	Silver (\$500–\$2,495)	Gold (\$2,500–\$4,995)	Platinum (\$5,000 –\$15,000)
Recognition on OCSA conference website	✓	✓	✓
Logo in OCSA conference e-blasts	✓	✓	✓
Promotion through OCSA's social media channels	✓	✓	✓
Logo on on-site conference signage	✓	✓	✓
Logo on conference slide show, acknowledging sponsors	✓	✓	✓
Recognition from the podium (on stage)		✓	✓
Introduce keynote speaker (applicable to Speaker Sponsor only)		✓	
Promotion in OCSA public and members-only bulletins		✓	✓
Booth/Table discount		25%	50%
Special acknowledgement from CEO at conference			✓
Deliver remarks (2 mins max) to delegates promoting your organization and/or its services/products			✓
Complimentary registration (up to \$750 value)			1x
Complimentary delegate bag insert of promotional item (\$500 value)			1x

Floor Plans

Sept 05, 2018



Drawn by D.R.
Date : 15/05/2018
Rev #1: 31/05/2018
Total # of Booths: 21
All arranged as 10'x10'
6'x2' Tables: 19
SUBJECT TO ON SITE
VERIFICATION.

CLIENT APPROVAL: _____
DATE: _____
FACILITY APPROVAL: _____
DATE: _____



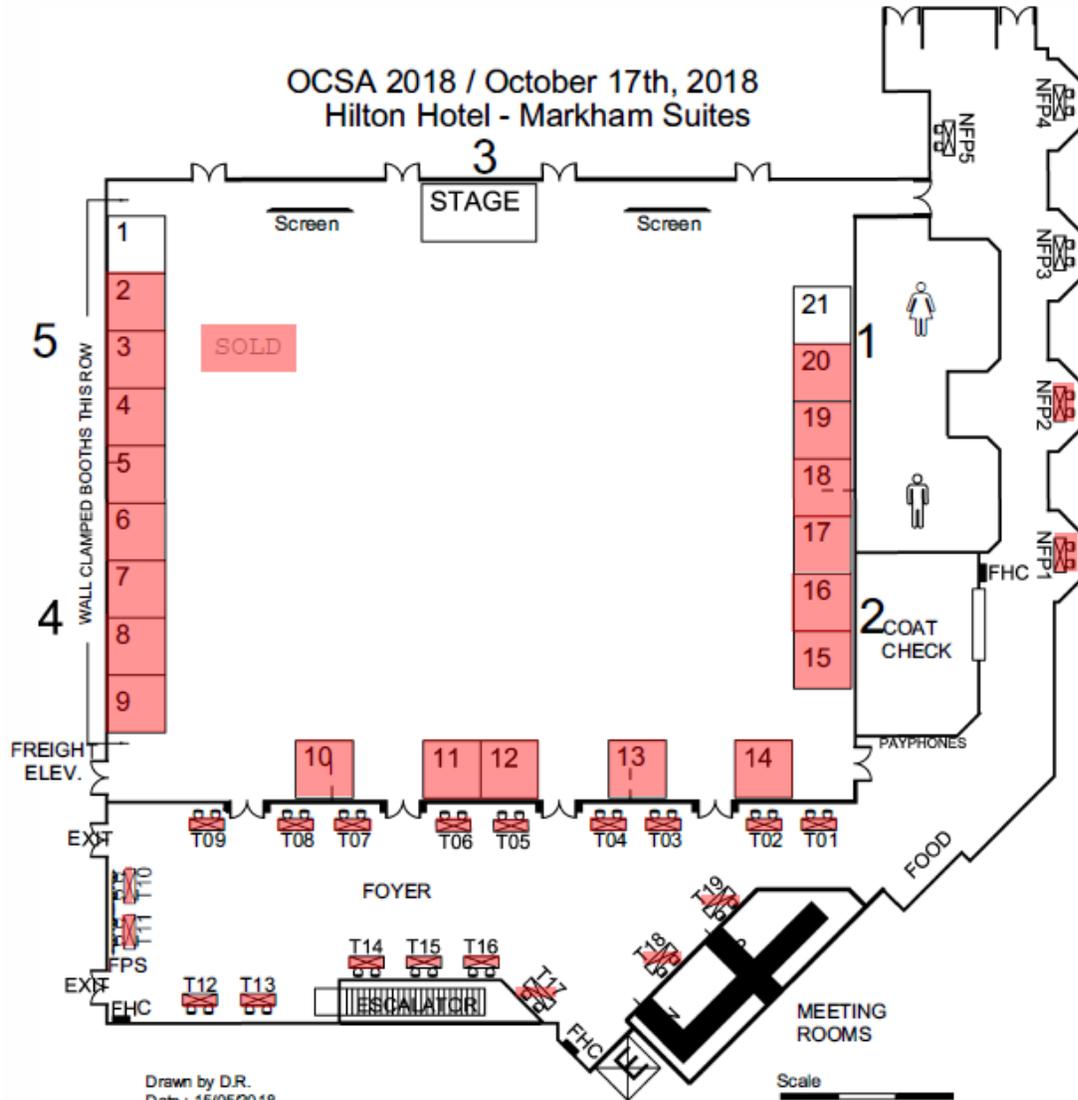
STRONCO
SHOW SERVICES

T: 905.270.6769 F: 905.270.6771

Floor Plans (Continued)

Sept 19, 2018

OCSA 2018 / October 17th, 2018
Hilton Hotel - Markham Suites



Drawn by D.R.
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Scale
0 10 20 30ft

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SHOW SERVICES

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Contact

For any questions, or to reserve your exhibitor or sponsorship spot today, please contact us!

Kim Prince
Senior Manager, OCSA Conference Tradeshow
Ontario Community Support Association
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About OCSA

Across the province each year, over one million people receive home care and community support services – and the need is growing. The Ontario Community Support Association (OCSA) champions a strong, sustainable home and community support sector for all Ontarians.

A respected leader for over 25 years, OCSA advocates on behalf of our members and their clients, to government and other stakeholders. OCSA also creates partnerships, facilitates knowledge sharing, and offers training, resources and benefits that enable our members to continue to provide vital services to seniors and people with disabilities.

Our Mission

The mission of the Ontario Community Support Association is to strengthen and promote home and community support as the foundation of a sustainable health care system.

Our Vision

The vision of the Ontario Community Support Association is a strong, sustainable health system that ensures personalized care when and where you need it.

Our Strategic Directions

Our strategic plan includes four key strategic directions which will help us transform home and community care across Ontario.

- **Achieve system and policy change** to improve Ontarians' health and wellness in the community and at home.
- **Strengthen linkages** with sectors within and outside of health care to improve quality of care, client and family experience and population health.
- **Engage and strengthen OCSA's membership**
- **Optimize OCSA's capacity** as the voice for the home and community support services sector.

