



October 20 – 22, 2009
Sheraton Parkway North
Richmond Hill, ON

Sponsorship and Tradeshow Prospectus

TABLE OF CONTENTS

WELCOME	1
CONFERENCE AT A GLANCE.....	2
SPONSORSHIP OPPORTUNITIES.....	3
Opening Ceremonies - \$3,000	3
Delegate Bags - \$3,000 (or in-kind donation).....	3
Conference Learning Journal - \$3,000.....	4
Delegate Evening Social (Wednesday, October 21) - \$2,500.....	4
Day 2 Delegate Breakfast - \$2,000.....	4
Tradeshow Luncheon (Wednesday, October 21) - \$1,500	5
Conference Name badges and Lanyards – RESERVED - \$800 (or in-kind donation)...	5
Delegates Luncheon (Thursday, October 22) - \$750.....	5
Café Connect (October 21 & 22) - \$750.....	6
Great Ideas Labs (5) - \$500 per session	6
Refreshment Breaks (4) - \$300	6
Companion Sponsor - \$100 (Sponsor or Exhibitor); \$300 (not Sponsor or Exhibitor)	7
In-Kind Products and Services.....	7
Other Sponsorship Opportunities.....	7
TRADESHOW INFORMATION.....	8
Tradeshow Hours.....	8
Tradeshow Fees.....	8
Not Included in Tradeshow Registration.....	8
SPONSORSHIP, ADVERTISING AND TRADESHOW REGISTRATION FORM...9	
Tradeshow Exhibitor Registration	10
Sponsorship Opportunities	11
Final Payment.....	12
HOTEL RESERVATIONS.....	13

WELCOME

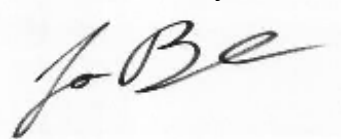
**Increase Your Organization's Visibility and Recognition
With Over 400 Highly-Qualified Community Health Decision-Makers
Who Directly Influence
Over \$100 Million in Annual Spending**

Participate in Ontario's largest and most representative home and community care Conference and Tradeshow. Meet highly qualified community health managers and executives you will not reach through normal business channels. The OCSA Conference in Richmond Hill, Ontario – October 20 - 22, 2009 is the one place where political, managerial and executive officials from home and community care come together. This will be our biggest and most exciting Conference ever!

Gain access to conference delegates through speaking opportunities, seminars or customized networking sessions. Create awareness and branding for your company by sponsoring delegate events, services and products.

Please complete and return the attached Sponsorship, Advertising and Tradeshow Registration Form to Joni Brunton at OCSA, or contact me at 416-256-3010 x247 or email: joni.brunton@ocsa.on.ca

Yours sincerely,



Joni Brunton
Manager, Events and Projects

CONFERENCE AT A GLANCE

Date: October 20-22, 2008

Location: Sheraton Parkway Toronto North Hotel, Richmond Hill, Ontario

Theme: Growing from Good to Great

Delegate Profile: More than 400 senior community health decision makers from every region in Ontario who serve the elderly, seniors, people with disabilities, and their caregivers.

Who's Coming?

Executive Directors

Chief Executive Officers

Directors, Supervisors

Program and Department Managers

Board of Directors

Ministry of Health and Long Term Care Representatives

Local Health Integration Network Representatives

Marketplace

Community Support Services purchase up to \$156 million a year in products and services from the public and private sector every year. All industry sectors service the community health marketplace.

Community Support Services include:

Home Care

Transportation

Supportive Housing

Meals on Wheels

Adult Day Programs

Social and Recreational Programs

And many more!

SPONSORSHIP OPPORTUNITIES

Targeted sponsorship packages are available to meet your sales, marketing and communications objectives. Gain access to community health officials through speaking opportunities, seminars, or customized networking sessions. Create awareness and branding for your company by sponsoring Delegate events, services and products.

OPENING CEREMONIES - \$3,000

Details...

- * Opening Ceremony and Keynote Address
- * Targeted profile to the entire Conference delegation of 400
- * Buffet-style breakfast for Delegates and invited guests

Benefits...

- Company recognition by Emcee
- Exclusive name and logo recognition on event signage
- Full Page Ad in On-Site Program
- Seat at Head Table at Opening Ceremonies
- One One-Day Conference registration
- Booth at Tradeshow, if desired (Including additional Tradeshow Registration)
- Promotional material prominently placed on tables at the keynote session (subject to approval by OCSA)
- Corporate logo recognition with link on the Conference website
- Recognition in all on-line marketing
- Logo and name recognition on the sponsor Thank You slide in the plenary room.
- Opportunity for one email blast to OCSA membership.

DELEGATE BAGS - \$3,000 (OR IN-KIND DONATION)

Details:

- * 500 high-quality Delegate bags
- * Bags will be distributed to all Delegates and VIPs
- * Sponsor receives exclusive identification on bags

Benefits:

- Opportunity to choose the colour of the bag
- Exclusive corporate logo opportunity on the Delegate bag
- One item of corporate promotional material to be included in Delegate Conference bags
- Corporate logo recognition with link on OCSA's Conference website
- 1/2 Page Ad in On-Site Program
- One complimentary Tradeshow Registration

CONFERENCE LEARNING JOURNAL - \$3,000

Details:

- * 500 high-quality Delegate learning journals
- * Journals will be distributed to all Delegates, VIPs and tradeshow exhibitors
- * Sponsor receives exclusive identification on learning journals

Benefits:

- Exclusive corporate logo opportunity on the Delegate learning journal
- Promotional materials to be included in Delegate Conference bag
- Corporate logo recognition with link on the Conference website
- Booth at Tradeshow, if desired (Including additional Tradeshow Registration)
- 1/2 Page Ad in On-Site Program
- One complimentary Tradeshow Registration

DELEGATE EVENING SOCIAL (WEDNESDAY, OCTOBER 21) - \$2,500

Details...

- * Social Reception delegates and invited guests including entertainment on Wednesday, October 21 in the main ballroom.

Benefits:

- Exclusive name and logo recognition on event signage
- 1/2 Page Ad in On-Site Program
- Two (2) tickets to the Evening Social
- One One-Day Conference registration
- Booth at Tradeshow, if desired (including additional Tradeshow Registration)
- One item of corporate promotional material to be included in Delegate Conference bags
- 4 complimentary tickets to attend banquet
- Corporate logo recognition, with link on OCSA's Conference website
- Recognition in all on-line marketing
- Opportunity for one email blast to OCSA membership

DAY 2 DELEGATE BREAKFAST - \$2,000

Details...

- * Buffet-style breakfast
- * Targeted profile to the entire Conference delegation of 400
- * A guest speaker may address the Delegates for up to 2.5 minutes at the start of the Plenary session

Benefits:

- Opportunity to address Conference at breakfast for 2 - 3 minutes
- Prominent signage in the dining room during the meal
- 1/2 page Ad in the On-Site Program
- Corporate promotional materials to be included in Delegate Conference bags
- One (1) One-Day Conference registration
- Recognition in all on-line marketing
- 2 complimentary meal tickets
- Complimentary Tradeshow booth
- Logo and name recognition on the sponsor Thank You slide in the plenary room.

TRADESHOW LUNCHEON (WEDNESDAY, OCTOBER 21) - \$1,500

Details...

- * Luncheon for 400 Delegates
- * Targeted profile to the entire Conference delegation who will sit down for lunch adjacent to the Tradeshow area

Benefits:

- Exclusive corporate invitation to tradeshow distributed in Delegates Conference Journals.
- Exclusive corporate name and logo recognition on event signage
- Recognition in all on-line marketing
- 1/2 Ad in On-Site Program
- Company recognition by Emcee
- One item of corporate promotional material to be included in Delegate Conference bags
- 2 complimentary meal tickets
- Emcee the tradeshow draw for prizes at the end of the tradeshow
- Logo and name recognition on the sponsor Thank You slide in the plenary room.

CONFERENCE NAME BADGES AND LANYARDS – RESERVED - \$800 (OR IN-KIND DONATION)

Details:

- * 500 name badges and lanyards required
- * Sponsor receives exclusive identification on badges (and lanyards, if donated)

Benefits:

- Opportunity to choose the colour of the lanyards
- Exclusive corporate logo opportunity on badges
- Corporate logo recognition with link on the Conference website
- 1/4 Page Ad in On-Site Program

DELEGATES LUNCHEON (THURSDAY, OCTOBER 22) - \$750

Details...

- * Luncheon for 400 Delegates on Thursday, October 22
- * Targeted profile to the entire Conference delegation of 500

Benefits:

- Exclusive corporate name and logo recognition on event signage
- Recognition in all on-line marketing
- 1/4 Ad in On-Site Program
- Company recognition by Emcee
- One item of corporate promotional material to be included in Delegate Conference bags
- 2 complimentary meal tickets

CAFÉ CONNECT (OCTOBER 21 & 22) - \$750

Details:

- * Open throughout the Conference
- * October 21 from 9:00 AM – 7:00 PM with refreshments
- * 9:30 – 11:00 PM with bar service
- * October 22 from 9:00 AM – 12:30 PM with refreshments
- * Scheduled networking sessions advertised throughout Conference
- * On-site meeting room at the Sheraton Parkway
- * On-going recognition throughout the Conference

Benefits:

- Corporate signage at entrance and inside Café Connect
- Opportunity to host private functions (with OCSA approval)
- Corporate logo recognition with link on the Conference website
- 1/4 Page Ad in On-Site Program

GREAT IDEAS LABS (5) - \$500 PER SESSION

Details...

- * Information sessions for
 - Meals on Wheels
 - Adult Day programs
 - Transportation
 - Volunteer Management; or
 - Supportive Housing and Attendant Care
- * Seating set up for 30 people
- * Present your company's products and services to a qualified audience.

Benefits:

- Event signage
- Opportunity to make a 2 – 3 -minute presentation of your company's products and services
- Pre-event marketing available
- Acknowledgement in the On-Site Program
- One item of corporate promotional material to be included in Delegate Conference bags

REFRESHMENT BREAKS (4) - \$300

Details:

- * On-going recognition throughout the Conference the day of your sponsorship
- * Coffee and tea provided during morning and afternoon breaks

Benefits:

- Corporate signage at all refreshment service locations
- Corporate logo recognition, with link on OCSA Conference website
- One item of corporate promotional material to be included in Delegate Conference bags
- Logo and name recognition on the sponsor Thank You slide in the plenary room.

COMPANION SPONSOR - \$100 (SPONSOR OR EXHIBITOR); \$300 (NOT SPONSOR OR EXHIBITOR)

This is a great way to get exposure for budget conscious organizations. Companion sponsors donate 500 units of a promotional item (i.e. pens, notepads, key chains, candy, etc.) for the Delegate Conference bag. You will receive a 'thank you' on the Conference Website and in the On-site program. Your item will be distributed to every Delegate.

- Benefits:
- Acknowledgement in On-Site Program
- Promotional materials to be included in Delegate Conference bags

IN-KIND PRODUCTS AND SERVICES

If your company or organization is interested in donating either products or services, please let us know. We are specifically looking for prizes for draws, raffles and awards. If you would like to discuss these opportunities, please contact:

Joni Brunton - Manager, Events and Projects
416-256-3010 or 800-267-6272 x247
joni.brunton@ocsa.on.ca

OTHER SPONSORSHIP OPPORTUNITIES

Looking for an opportunity and don't see it listed? We'd be thrilled to discuss your company's individual needs and customize the sponsorship that's right for you! If you would like to discuss a customized sponsorship package, please contact:

Joni Brunton - Manager, Events and Projects
416-256-3010 or 800-267-6272 x247
joni.brunton@ocsa.on.ca

TRADESHOW INFORMATION

TRADESHOW HOURS

10:00 AM to 3:00 PM, Wednesday, October 21, 2009.

Thirty-minute Refreshment breaks will take place in the Tradeshow area in the morning and afternoon. Lunch will be served in the area from 12:00 to 2:00 PM.

“Passport” draw will take place at the closing of the Tradeshow at 3:00 PM

Set-up time is 7:30 - 9:30 AM; on Wednesday, October 21.
Tear-down begins at 3:30 PM after closing on Wednesday.

TRADESHOW FEES

\$650 for Corporate/Commercial Enterprises

\$300 for Not-For-Profit Organizations

Included in Tradeshow Registration

- * 6' draped table and two chairs
- * Luncheon with Delegates
- * Refreshments in the morning and afternoon
- * Two (2) Tradeshow Registrations (Exhibitors may have a maximum of three registered booth staff. The additional booth staff will be subject to an additional fee of \$100). Staff over three will be required to pay a one-day Conference registration each.
- * Listing on the Conference website including 50-word profile and logo with an electronic link to the website of your choice
- * Listing on all applicable promotional material
- * Listing in on-site material
- * Listing on “Tradeshow Passport” (Delegates must collect initials from attending exhibitors to enter the Tradeshow Passport draw)
- * Opportunity for one email blast to OCSA membership

NOT INCLUDED IN TRADESHOW REGISTRATION

Admittance

Exhibitors do not receive admittance to workshops, social events, banquets etc. Additional registrations and banquet tickets may be purchased separately.

AV equipment

AV equipment may be ordered directly from AVW Tel-AV (forms are included in this package).

Electrical connections.

Please note that electrical connections can be ordered directly from the official Electrical Supplier, Stronco Electrical Services (forms are included in this package).

Internet Connection

Internet Connections may be ordered directly from the Sheraton Parkway (forms are included in this package).

Trade Show Registrations

Exhibitors receive two Exhibitor Registrations and are welcome to purchase a third. Additional staff may be registered as one-day or full conference.

SPONSORSHIP, ADVERTISING AND TRADESHOW REGISTRATION FORM

OCTOBER 20-22/09, SHERATON PARKWAY, RICHMOND HILL, ON

Contact Information

Name _____

Address _____

City _____ Prov _____ Postal Code _____

Phone () _____ Fax () _____

Email: _____

A. Tradeshow

PLEASE BOOK THE FOLLOWING TRADESHOW BOOTH:

Type of Booth	# of Booths	
Corporate/Commercial Tradeshow Booth @ \$650		\$ _____
or		
Not-For-Profit Tradeshow Booth @ \$300		\$ _____
Additional Trade Show Registration (max. 1) @ \$100		\$ _____
	Tradeshow Total	\$ _____

Tradeshow Registration Deadline is Friday August 14, 2009

TRADESHOW EXHIBITOR REGISTRATION

Step 1. Exhibitor Information – PLEASE PRINT

Company
Name*: _____

Staff 1
Name: _____

Title: _____

Phone () _____ Fax () _____

Email _____

Staff 2
Name: _____

Title: _____

Phone () _____ Fax () _____

Email _____

Staff 3 (additional fee of \$100 will apply)
Name: _____

Title: _____

Phone () _____ Fax () _____

Email _____

Please list any dietary restrictions:

*Please Note: We will list your company name on all signage as it appears here. Please make sure you register as you would like to be listed.

Don't forget!! Your listing will be included in print and electronic promotional material. Make sure you send a 50-word profile, a high resolution copy of your logo and Website link to Joni Brunton at joni.brunton@ocsa.on.ca by Friday, August 14, 2009.

SPONSORSHIP OPPORTUNITIES

I would like to offer my sponsorship in the following category:

<input type="checkbox"/> Opening Ceremony @ \$3,000	\$ _____
<input type="checkbox"/> Delegate Bags Sponsor @ \$3,000	\$ _____
<input type="checkbox"/> Conference Learning Journals @ \$3,000	\$ _____
<input type="checkbox"/> Delegate Evening Social (Wed. Oct. 21) @ \$2,500	\$ _____
<input type="checkbox"/> Day 2 Delegate Breakfast (Wed. Oct. 21) @ \$2,000	\$ _____
<input type="checkbox"/> Tradeshow Luncheon (Wed. Oct. 21) @ \$1,500	\$ _____
<input type="checkbox"/> Conference Name Badges and Lanyards @ \$800 - RESERVED	\$ _____
<input type="checkbox"/> Delegate Luncheon (Thurs. Oct. 22) @ \$750	\$ _____
<input type="checkbox"/> Café Connect (Oct. 21 & 22) @ \$750	\$ _____
<input type="checkbox"/> Great Ideas Labs (5) @ \$500 per session	\$ _____
<input type="checkbox"/> Refreshment Breaks (4) @ \$250 per session	\$ _____
<input type="checkbox"/> Companion Sponsor (not Exhibitor or Sponsor) @ \$300	\$ _____
<input type="checkbox"/> Companion Sponsor (Exhibitor or Sponsor) @ \$100	\$ _____
<input type="checkbox"/> In-Kind Products and Services	\$ _____
Sponsorship Total	\$ _____

* Companion Sponsors are also responsible for providing 500 items (as approved by OCSA) for the delegate bags.

Sponsorship Registration Deadline is Friday, August 14, 2009

FINAL PAYMENT

Tradeshow Total*		\$ _____
Sponsorship Total	+	\$ _____
Total Payment Enclosed		\$ _____

*If registering for the Tradeshow, please make sure you complete the Tradeshow Exhibitor Registration included in this package.

I am paying by (check one):

Cheque Visa MasterCard

Card Number _____

Exp. Date _____

Name On Card _____

Signature _____

I authorize the Ontario Community Support Association to charge \$ _____ to my credit card as listed above.

Sponsorship/Tradeshow Exhibitor Booth reservation will not be considered final until full payment has been received.

Please make cheques payable to "Ontario Community Support Association"

Send full payment along with this completed form to:

Attn: Joni Brunton

Ontario Community Support Association/ Conference 2009

970 Lawrence Avenue West, Suite 104

Toronto, ON M6A 3B6

Questions?

If you have questions, comments, or suggestions please contact:

Joni Brunton

Manager, Events and Projects

Ontario Community Support Association

970 Lawrence Avenue West, Suite 104

Toronto, ON M6A 3B6

416-256-3010 or 800-267-6272 x247

joni.brunton@ocsa.on.ca

HOTEL RESERVATIONS

To book your room at the Sheraton Parkway or Best Western call: 1-800-668-0101 or 905-882-3108.

Please mention that you are with the “OCSA Great Ideas Conference, October 20-22, 2009” to receive your special group rate at the Sheraton Parkway for \$149.00, or at the Best Western for \$126.00 per night.

You may also make your reservation online at www.sheratonparkway.com/ocsa/ or by e-mail at reservationsmanager@sheratonparkway.com

REGISTRATION PAYMENT

Cheques must be made payable to “OCSA” and mailed to Conference 2009, OCSA, 970 Lawrence Avenue West, Suite 104, Toronto, ON M6A 3B6. Completed registration forms with credit card payment may be faxed to 416-256-3021.

CANCELLATION & SUBSTITUTION

Cancellation requests must be received in writing no later than September 30, 2009. A full refund minus \$150.00 administration fee will be issued. Cancellations received after September 30, 2009 are not refundable. Refunds are not issued for “no-shows”.

Substitutions may be made up to and including the first day of the Conference (October 21, 2009). A new nametag may not be available for substituted registrants.

For more information, contact:

Joni Brunton, Manager, Events and Projects

Ontario Community Support Association

416-256-3010 or 800-267-6272 x247

joni.brunton@ocsa.on.ca