



2026



CONFERENCE SPONSORSHIP & TRADESHOW

Hilton Markham Suites
October 21-22, 2026

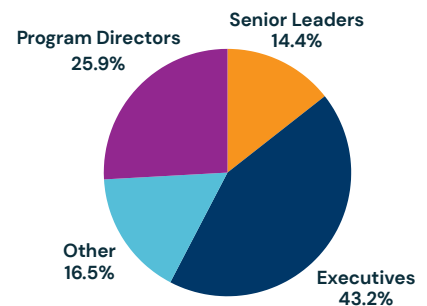
PARTNER WITH OCSA

OCSA represents over 200 not-for-profit organizations delivering home care and community support services across Ontario. Our members provide personal support, Meals on Wheels™, transportation, adult day programs, assisted living, nursing, therapies, and more to over one million Ontarians each year.

OCSA's Annual Conference brings together more than 400 sector leaders, including executives, senior managers, program directors, and government representatives. Attendees are decision-makers and influencers responsible for strategy, operations, and purchasing across their organizations

OCSA maintains an active presence on LinkedIn, X, and Facebook, connecting with leaders and organizations across the sector

Attendee by Job Title



ACCESS TO DECISION-MAKERS

Attendees influence or make purchasing decisions across a range of areas, including

- Technology platforms and digital tools
- Workforce recruitment, training, and retention
- Insurance and risk management
- Professional and consulting services
- Clinical supports and health-related services
- Transportation, housing, and community-based solutions
- Marketing and communications services



CONFERENCE THEME:

COMMUNITY FIRST:

Redesigning Health Care at Home



CONFERENCE SPONSORSHIPS

HOW IT WORKS



Sponsors start by **choosing a sponsorship level** (Platinum, Gold, Silver, or Bronze), which determines pricing and core benefits. Within that level, sponsors select one sponsorship opportunity that aligns with their goals and audience, providing focused and intentional exposure.

PLATINUM LEVEL BENEFITS

\$15,500

EXCLUSIVE OPPORTUNITY
1 Available

Platinum Level Exclusive Benefits

-  Deliver Day 1 Sponsor Remarks to Delegates (3 mins)
-  Full Page Ad in the Printed Conference Program
- Unique Email Blast to Attendees
- Shoutout from the CEO on the main stage
- Dedicated Social Media Post

Brand Recognition and Visibility:

Your logo will appear in:

- Pre-event e-blast
- On-Site conference signage
- Sponsor recognition slide show
- Conference website
- OCSA's Social Media Channels
- OCSA public and members-only bulletins
- Post-event delegate email


Tickets


- 2 Exhibitor Badges - more can be purchased at the regular rate
- 3 Full Conference Registrations
- 5 Banquet Tickets

Tradeshow Space

Booth (10 x 10 pipe and drape) in the main conference space with access to keynote and plenary sessions. Included in our Tradeshow Passport activity. See "What's New This Year" in the Tradeshow section to learn how we're increasing traffic and interaction.

-  Receive an Opt-In Attendee List

-  First Right of refusal for 2027 sponsorship

-  Promotional Item in Conference Tote Bag

SPEAKING OPPORTUNITY

Sponsorship Opportunity

Choose from one of the [Platinum/Gold Sponsorship Opportunities on Page 4](#)

GOLD LEVEL BENEFITS

\$12,900

Brand Recognition and Visibility:

Your logo will appear in:

- Pre-event e-blast
- On-Site conference signage
- Sponsor recognition slide show
- Conference website
- OCSA's Social Media Channels
- OCSA public and members-only bulletins
- Post-event delegate email

Tickets

- 2 Exhibitor Badges - more can be purchased at the regular rate
- 2 Full Conference Registrations
- 4 Banquet Tickets

Tradeshow Space

Booth (10 x 10 pipe and drape) in the main conference space with access to keynote and plenary sessions. Included in our Tradeshow Passport activity. See "What's New This Year" in the Tradeshow section to learn how we're increasing traffic and interaction.



Receive an Opt-In Attendee List



First Right of refusal for 2027 sponsorship



Half Page Ad in the Printed Conference Program



Promotional Item in Conference Tote Bag

SPEAKING OPPORTUNITY

Sponsorship Opportunity

Choose from one of the [Platinum/Gold Sponsorship Opportunities](#) on Page 4



The premier sponsorship opportunities at the Platinum and Gold Level provide exclusive, high-profile engagement and visibility. Sponsors receive **speaking opportunities, prime visibility during key sessions, interactive experiences, and pre and post conference exposure.**





Sponsors at both Platinum and Gold levels choose from the same set of sponsorship opportunities. The difference between Platinum and Gold are the core benefits and overall visibility included with each level.



PLATINUM/GOLD SPONSORSHIP OPPORTUNITIES

<p>Opening Keynote Speakers (2 Available)</p>	<p>Introduce one of the two opening keynote sessions on the main stage (one on each conference day). Sponsors may speak briefly about their organization and have their logo included on slides and in marketing materials introducing the keynote. This opportunity provides exposure to the full delegate audience and association with thought leadership.</p>
<p>Banquet (1 Available)</p>	<p>Be the exclusive host of the October 21st dinner banquet (7:00 PM). Your representative can give a 2-minute welcome address and highlight your organization. Includes event signage and an introduction from our CEO, giving you prime networking with attendees and high visibility during a key conference highlight.</p>
<p>Networking Breakfast Sessions (2 Available)</p>	<p>Host a 30-minute session during breakfast in a dedicated space on a topic of your choice. Sessions are promoted in advance so interested attendees can sign up. Your session may include demonstrations, slides, or discussion about your organization, providing a focused opportunity to connect with a highly engaged audience.</p>
<p>Wellness Room (1 Available)</p>	<p>Create a branded, restorative space offering attendees a chance to recharge during the conference. Sponsors plan wellness activities over the two days (past examples include therapy dogs or meditation sessions), with signage and recognition. This provides an opportunity for attendee engagement and high-visibility exposure to your organization in a popular, interactive space.</p>
<p>Voices of Care Studio NEW (1 available)</p>	<p>Support a dedicated on-site video studio where conference delegates share short stories highlighting the human value of helping people remain safe, supported, and connected in their communities. The sponsor is recognized as the supporter of this storytelling space and associated with content that reflects compassion, dignity, and community wellbeing. Edited clips may be shared post-conference through association channels, extending the sponsor's connection to this meaningful initiative.</p>




SOLD

SILVER LEVEL BENEFITS **\$10,300**

Brand Recognition and Visibility:

Your logo will appear in:

- Pre-event e-blast
- On-Site conference signage
- Sponsor recognition slide show
- Conference website
- OCSA's Social Media Channels
- OCSA public and members-only bulletins
- Post-event delegate email

-  Quarter Page Ad in the Printed Conference Program
-  Promotional Item in Conference Tote Bag
-  Receive an Opt-In Attendee List

Tradeshow Space

Booth (10 x 10 pipe and drape) in the main conference space with access to keynote and plenary sessions. Included in our Tradeshow Passport activity. See “What’s New This Year” in the Tradeshow section to learn how we’re increasing traffic and interaction.

Tickets

- 2 Exhibitor Badges - more can be purchased at the regular rate
- 1 Full Conference Registrations
- 3 Banquet Tickets

Sponsorship Opportunity
Choose from one of the [Silver Sponsorship Opportunities](#) on Page 6



SILVER SPONSORSHIP OPPORTUNITIES	
Evening Social Reception (1 Available)	Be the exclusive host of the October 21st Evening Social Reception. Your representative may give a brief welcome and highlight your organization, and your logo will be featured on on-site signage. This opportunity provides direct engagement with attendees in a relaxed networking setting and positions your brand at a key social moment of the conference.
Tote Bags (1 Available)	Feature your logo on reusable delegate tote bags, distributed to every attendee. This ensures high visibility throughout the conference and ongoing exposure beyond the event, as attendees use the bags during and after the conference.
Wi-Fi (1 Available)	Sponsor the conference Wi-Fi and have your logo featured on signage and network access instructions. Attendees will see your brand every time they connect, providing repeated visibility in all meeting rooms and common areas while associating your brand with connectivity and convenience.
Lanyards (1 Available)	Feature your logo on all attendee lanyards. These are worn throughout the conference, giving consistent, wearable branding and ongoing exposure during all sessions and networking events.
Breakout Sessions (1 Available)	Your representative may briefly introduce speakers in select breakout sessions. This provides a targeted opportunity to connect with smaller, focused audiences and associate your brand with the session topic.
Registration (1 Available)	Sponsor the conference registration and the online registration page. Your logo will be visible to every attendee through signage as they check in and when they register online, providing pre-conference and first-point-of-contact visibility. This positions your brand at the very start of the attendee experience and ensures exposure during a high-traffic moment.
Digital Resource Hub via CareExchange NEW (1 Available)	Sponsor the online resource hub where attendees access session slides, recordings, tools, and follow-up materials. Your logo will be prominently featured, providing long-term digital visibility and continued association with the conference content.



BRONZE LEVEL BENEFITS

\$6,200

Brand Recognition and Visibility:

Your logo will appear in:

- Pre-event e-blast
- On-Site conference signage
- Sponsor recognition slide show
- Conference website
- OCSA's Social Media Channels
- OCSA public and members-only bulletins
- Post-event delegate email

Tickets

- 2 Exhibitor Badges - more can be purchased at the regular rate

Tradeshow Space

Booth (10 x 10 pipe and drape) in the main conference space with access to keynote and plenary sessions. Included in our Tradeshow Passport activity. See "What's New This Year" in the Tradeshow section to learn how we're increasing traffic and interaction.



Quarter Page Ad in the Printed Conference Program



Promotional Item in Conference Tote Bag



Receive an Opt-In Attendee List



Sponsorship Opportunity

Choose from one of the Bronze Sponsorship Opportunities below

BRONZE SPONSORSHIP OPPORTUNITIES	
Breakfast (2 available)	Sponsor one of two buffet-style breakfasts and feature your logo on on-site signage. This provides visibility in a high-traffic area and associates your brand with attendee refreshment and networking at the start of the day.
Lunch (2 available)	Sponsor one of two networking lunches and feature your logo on on-site signage. This is an opportunity for attendees to associate your brand with community and connection while enjoying a shared meal.
Refreshment Breaks (2 available)	Sponsor a refreshment break during the conference, with signage in the break area. This provides repeated visibility and a positive brand association as attendees pause, recharge, and connect.
Tradeshow Passport NEW (1 available)	Support the Tradeshow Passport initiative by sponsoring three raffle prizes awarded to attendees who complete the Tradeshow Passport card. Prizes are announced from the main stage during the Day 2 lunch, positioning your organization within a high-engagement conference moment and encouraging interaction throughout the tradeshow.

SPONSORSHIP LEVELS AT A GLANCE

Sponsor Benefits by Level	Platinum \$15,500	Gold \$12,900	Silver \$10,300	Bronze \$6,200
Deliver Day 1 Sponsor Remarks to Delegates (3 mins)	✓			
Unique Email Blast to Attendees	✓			
Shoutout from the CEO	✓			
Dedicated Social Media Post	✓			
First right of refusal for 2027 sponsorship	✓	✓		
Full Conference Registration(s)	3	2	1	
Banquet Tickets	5	4	3	
Conference Program Ad	Full Page	1/2 Page	1/4 Page	1/4 Page
2 Exhibitor Badges (incl. breakfast, Lunch and refreshments)	✓	✓	✓	✓
Booth (10 x 10 Pipe & Drape)	✓	✓	✓	✓
Brand Recognition and Visibility: <ul style="list-style-type: none"> • Pre-event e-blast • On-Site conference signage • Conference slide show • Logo on conference website • OCSA's Social Media Channels • OCSA public and members-only bulletins • Post-event email thanking delegates and sponsors 	✓	✓	✓	✓
Promotional Item in Conference Tote Bag	✓	✓	✓	✓
Sponsorship Opportunity (Your Choice! pg 4,6,7)	✓	✓	✓	✓

Platinum Exclusive Benefits

PERSONALIZED SPONSORSHIP

Launching an interesting product or have an interesting way of engaging? We are always open to personalizing your sponsorship experience to better engage our members in growth and expansion opportunities!

EXHIBITOR TRADESHOW

WHAT'S NEW THIS YEAR

We've made updates to the Tradeshow experience this year to ensure exhibitors have more time, stronger visibility, and meaningful opportunities to connect with attendees.



More Time on the Tradeshow Floor

We've increased dedicated Tradeshow time, creating more opportunities for exhibitor-attendee conversations without competing with conference sessions.



Booth Highlights

Exhibitors can share engaging elements at their booth/table, such as demonstrations, activities, or resources, which we'll highlight to attendees.



Attendee Engagement Activity

A conference-wide interactive activity will encourage attendees to explore the Tradeshow and engage with exhibitors throughout the event.



Expanded Visibility Opportunities

New optional add-ons give exhibitors additional ways to increase their presence before and during the conference.

WHAT'S INCLUDED AS AN EXHIBITOR

- Two (2) exhibitor badges
- Breakfast, lunch, and all conference breaks for both exhibitor representatives
- Two (2) guest chairs at your display
- Complimentary Wi-Fi throughout the conference
- Key networking opportunities such as our evening social event

Join us for our day 1 banquet by purchasing a ticket when registering for your exhibitor badge.



CONFERENCE SCHEDULE

Tuesday, October 20, 2026

6:00 PM - 9:00 PM | Exhibitor Setup

Wednesday, October 21, 2026

8:00 AM - 9:00 AM | Registration, Breakfast and Tradeshow

10:00 AM - 11:00 AM | Networking and Tradeshow Break

12:00PM - 1:30 PM | Lunch and Tradeshow

3:45 PM - 4:30 | Networking and Tradeshow Break

5:30 PM - 6:45PM | Evening Social

6:45 PM - 8:00 PM | Banquet Dinner

Thursday, October 22, 2026

8:00 AM - 9:00 AM | Registration, Breakfast and Tradeshow

10:00 AM - 11:00 AM | Networking and Tradeshow Break

12:00PM - 1:15 PM | Lunch and Tradeshow

2:00 PM - 5:00 PM | Exhibitor Teardown



NEW THIS YEAR:
EXPANDED
TRADESHOW TIME

We've **added 135 additional minutes of dedicated Tradeshow time** across the conference to support stronger engagement between attendees, sponsors, and exhibitors.

With **three extended 45-minute blocks**, participants have more time to visit booths—without competing programming.

**Program and schedule subject to change. A finalized agenda will be shared closer to the event date.*

CONNECT WITH ATTENDEES



TRADESHOW PASSPORT

Tradeshow Passport is an interactive experience that encourages delegates to explore exhibitor booths. Attendees get their card stamped at booths. Once a set number is reached, they can submit it for a prize draw, driving traffic and engagement to your booth.



ATTENDEE LIST

Attendees can opt in to be added to a list that is shared with exhibitors, giving you the chance to connect directly with those who are interested in your organization.



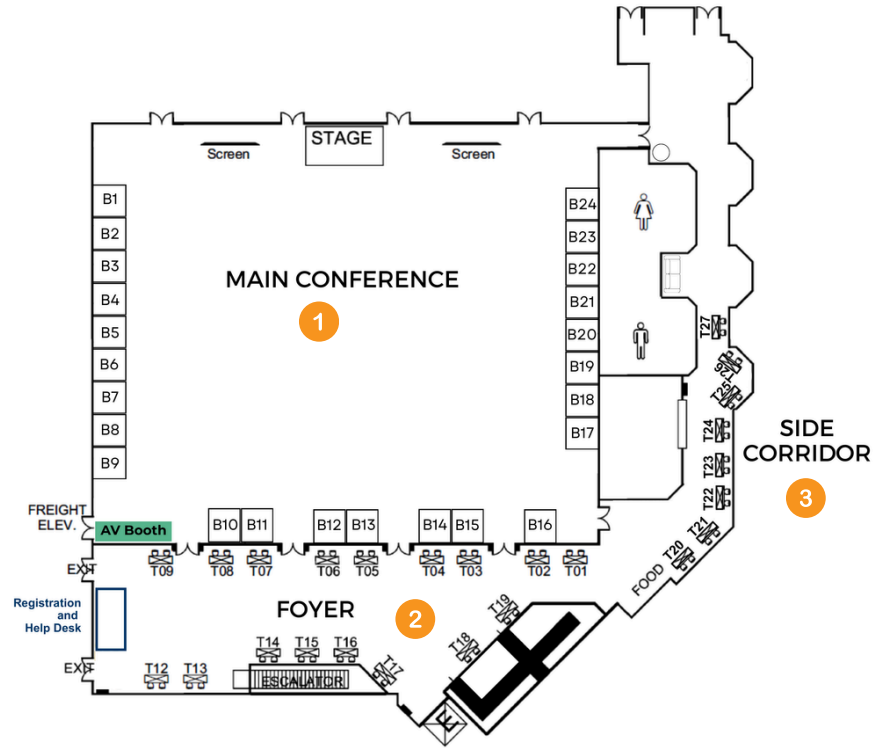
BOOTH HIGHLIGHTS

Share what you are doing at your booth, including demos, activities, or resources, and we will highlight these on the digital screens for attendees to see, helping drive traffic and interest.



CHOOSE YOUR TRADESHOW PACKAGE

- 1 Conference Center - Booth**
 10x10 Booths in the Conference Centre includes one black skirted table (6'W x 24'D x 31'H) with two chairs.
- 2 Foyer & Food Hall - Table**
 One black skirted table (6'W x 24'D x 31'H) with two chairs.
- 3 Side Corridor - Table**
 One black skirted table (6'W x 24'D x 31'H) with two chairs.



	1	2	3
	Conference Center Booth	Foyer Table	Side Corridor Table
Corporate	\$3,300	\$2,300	\$1,955
Not-for-Profit	-	\$1,955*	\$1,370*

*limited NFP tables available



ADD-ONS

CONFERENCE PROGRAM ADVERTISING

Conference program advertising offers targeted visibility to 400+ sector leaders and decision-makers attending the conference. Ads are placed within a full-colour, letter-size program distributed to all attendees.

Advertising space is limited and available on a first-come, first-served basis. To support program design and printing timelines, all ad orders and final artwork must be received by Sept 1, 2026.

Ad Size	Standard Rate	Exhibitor Rate
Full Page	\$500	\$425
Half Page	\$300	\$255
Quarter Page	\$180	\$155

Sponsors receive advertising as part of their sponsorship package.



PROMOTIONAL ITEM IN CONFERENCE TOTE BAG

Including a promotional item in the conference tote bag extends your reach beyond your booth and keeps your organization top-of-mind during and after the event, with visibility that continues beyond the conference.

Items must be shipped directly to the hotel and arrive between Friday, October 15 and Monday, October 19.

Item in Conference Tote Bag	\$670
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Sponsors receive this as part of their sponsorship package.



Let's Get Started!

[Book Now!](#)

Sponsoring or exhibiting at OCSA CommunityConnect positions your organization in front of decision-makers shaping home and community care across Ontario. If you're ready to be part of that conversation, we'd be glad to connect.

Opportunities are limited. Book a conversation or email exhibitandsponsor@ocsa.on.ca to get started.

GUIDELINES AND POLICIES

PAYMENT AND CANCELLATION POLICY

- Payment must be received in full to participate in our conference.
- The deadline for applications is Wednesday, September 30, 2026. Applications received following the deadline will be subject to a 10% late fee.
- Cancellations will be accepted up to and including July 31, 2026, and are subject to a 50% cancellation fee. Cancellations after July 31, 2026, are subject to full billing and payment.
- Our tradeshow schedule is currently being finalized, and is subject to changes and revisions.
- Sponsors & Exhibitors must provide OCSA staff with the names of those attending on their behalf to ensure proper event access and communication.

TEAR DOWN POLICY

Exhibitor teardown may begin on October 22 between 2:00–5:00 p.m. Early teardown or dismantling of booths is not permitted, as it can disrupt the exhibit experience and pose safety concerns while attendees are still in the hall.

By participating in the event, exhibitors agree to keep their booths fully set up and staffed until the official teardown period begins.

SCAM EMAILS

Please note that we do not sell attendee or exhibitor/sponsor lists. Any email claiming to offer our attendee list is likely a scam — we strongly advise ignoring or blocking the sender.

DELEGATE LIST SHARING POLICY

Consent-Based Sharing: During the registration process, delegates will be given the option to opt in to having their contact information shared with conference vendors, sponsors, and exhibitors. Delegates who do not opt in will not have their information shared.

Information That May Be Shared: For delegates who provide consent, the following information may be shared: First and last name; Organization name; Email address

Use of Information by Vendors: Vendors may use the delegate information only for business-to-business follow up related to conference products or services. Vendors may not sell, distribute, or share the list with any third party. Vendors must comply with applicable privacy and anti-spam legislation, including Canada's Anti-Spam Legislation (CASL).

Timing of Distribution: The delegate list will be shared after the conference. Only vendors in good standing and with a current agreement may receive the list.

Delegate Rights: Delegates may withdraw consent at any time by contacting the conference organizer. Withdrawal requests received before the list is distributed will be honored.