

BUSINESS OPPORTUNITY NOTIFICATION

Attention: Attraction, Restaurant, Retail, Theatre and Transportation Members

Who: Ontario Long Term Care Association & Ontario Retirement Communities Association
What: Annual Convention & Trade Show
When: April 25-27, 2010
Attendance: 1500 delegates
Location: Metro Toronto Convention Centre, InterContinental Toronto Centre, Fairmont Royal York & The Strathcona Hotel

ORGANIZATION PROFILE:

OLTCA - Representing 430 of Ontario's long term care homes, including 96% of private sector homes and 28% of the provinces charitable and non-profit homes where over 49,000 residents live, the Ontario Long Term Care Association (OLTCA) has a vision – to be the leader in shaping long term care in Ontario. To achieve this, we created a foundation of values and operating principles that enable us to support our members in providing efficient, high quality care and services to residents, including accountability, commitment, integrity, leadership and solutions.

ORCA - The Ontario Retirement Communities Association (ORCA) is a voluntary, non-profit organization that sets professional operating standards, inspects and accredits retirement residences in Ontario. Membership is contingent upon meeting and maintaining standards for accreditation. ORCA represents 60% of Ontario's 38,000 suites in retirement residences.

DINING PATTERN: We expect heavy traffic at restaurants, bars, pubs, etc., for lunch & dinners throughout the conference dates. This group will run the full price-range but the majority will enjoy mid-high range outlets. Sunday and Monday nights will be especially busy, as there aren't any events planned for these 2 nights. Please note: a list of restaurants has been posted on the association website – www.togetherwecare.ca

DIRECT PROMOTION: You may promote your organization to attendees by offering coupons (two for one, 10-20% off, free drink, free appetizer, discounted theatre tickets, discounted merchandise, etc.) to all **OLTCA/ORCA** delegates. Your coupons must clearly outline your offer. Some of these attendees may arrive early and stay on a few extra days. Client is especially interested in eateries close to the MTCC and convention hotels.

Send up to 200 coupons prior to April 20, 2010:

Attn: Meredith Dodge

OLTCA

345 Renfrew Drive, 3rd floor, Markham ON L3R 9S9

(If these coupons can be produced on recyclable paper that would be most appreciated, in partnership with Toronto's Green Initiative)

For additional information please contact:

Lindsay Cowell, Sales & Service Specialty Manager, 416-203-3815, lcowell@torcvb.com

Queen's Quay Terminal at Harbourfront

207 Queens Quay West, Suite 405, Toronto, ON, CANADA M5J 1A7

Tel: 416-203-2600 • Fax: 416-203-6753

Visitor Info: 416-203-2500 • Toll-Free Visitor Info: 1-800-363-1990

Website: www.torontotourism.com