



ORCA PROFILE

The Ontario Retirement Communities Association is a nonprofit organization that provides professional leadership to the retirement residence sector for the benefit of all Ontarians. Formed in 1977, ORCA is known to the public, media and government as an organization that sets standards, inspects and accredits retirement homes as part of a self-regulatory process. Members must meet and maintain standards pertinent to a safe, comfortable living environment for residents.

ORCA represents more than 300 owners and operators of retirement residences dedicated to providing services to 26,000 Ontario seniors. ORCA represents about 60% of Ontario's 43,380* residential spaces in the retirement residence sector.

ORCA works closely with the nearly 260 commercial businesses that have joined the Association as Commercial Members. Commercial Members play an active and important role in helping to shape the Association and industry by being involved with advocacy initiatives, the development of educational programs, and participating in and supporting various industry networking events. ORCA Commercial Members are represented by a Commercial Chairperson on ORCA's Board of Directors and a Commercial Committee. The committee is actively involved with the planning and execution of ORCA's annual convention and summer conference.

ORCA continues to find new and innovative ways for commercial members to network with their key audiences. It has long been the Association's practice to "patronize" commercial members' businesses. Although ORCA does not control final purchase decisions amongst residential members, ORCA always promotes the consideration of commercial members for products or services. We truly appreciate and value the involvement and participation of commercial members. Many ORCA commercial members have benefited from long term business relationships with residential members as a result of their affiliation with the Association.

**Source: 2009. Canada Mortgage and Housing Corporation. National Seniors' Housing Survey.*

Commercial Membership Benefits:

- ◆ **ORCA's Member Site:** Access to our members' site is available to members only, providing your company with information on calendar of events, up-to-date topical issues, etc.
- ◆ **Link in ORCA's Monthly Newsletter:** We promote ORCA's commercial membership on a monthly basis, by providing a link to our Commercial Website.
- ◆ **ORCA's Website & Intranet Listing:** Your company is included in both ORCA's Public Site as well as ORCA's Intranet Site, with a link to your company's website and email address.
- ◆ **Commercial Member's Teleconference:** We encourage commercial members to participate in this teleconference which is hosted 2 to 3 times per year commencing. ORCA Board Member will provide an association update, followed by agenda pertaining specifically to commercial membership. Comments and suggestions are welcomed.
- ◆ **Membership Data:** At anytime you may have direct access to owners and operators of more than 60% of Ontario's retirement residences. Membership data contact names, emails addresses, bed count, and other valuable information.
- ◆ **Commercial Member Logo:** We encourage usage of ORCA's logo identifying your company as an ORCA member in good standing. *
- ◆ **Education Sessions:** All members are welcome to attend any of our ongoing educational sessions/workshops, generally held throughout the year in most major cities in Ontario.
- ◆ **Referrals to ORCA Member Residences –** ORCA encourages residences to support our commercial members. Any incoming enquires regarding products & services will always be referred to our commercial members.

Additional Options Available as a Commercial Member:

Sponsorship Opportunities: Whether it is the Long Term Care & Retirement Communities Convention & Trade Show, Summer Conference, or regional educational sessions, there is no better way to gain industry exposure, establish and promote your products & services, and develop and maintain relationships.

Advertising Opportunities: Consider advertising via the Association's electronic newsletter, as a means to promote your product or service to all member residences and head offices.

Special Events:

Special events throughout the year provide an ideal forum for Commercial members to participate as sponsors, exhibitors and presenters. Events are especially helpful to Commercial Members who wish to strengthen their customer or prospect networks. Some opportunities include:

~ **ORCA / OLTCA Convention & Trade Show** features Canada's largest Long Term Care and Retirement Communities Convention, attracting approximately 1,400 delegates and 300 exhibit spaces. Membership qualifies exhibiting in this exclusive show. No other Canadian gathering of long term care providers and decision-makers rivals this event. Anyone serious about penetrating the country's largest long term care market should give this event priority.

Event: Sunday - Tuesday, April 1 - 3, 2012, at Metro Toronto Convention Centre, Toronto.

~ **Summer Conference** is an exclusive ORCA program that combines a team golf scramble, workshop and dinner event, which include a variety of sponsorship options. With a strong social emphasis, there is also an excellent opportunity to strengthen your network with ORCA facility owners/operators.

Event: Wednesday – Friday, September 19 – 21, 2012 at Hockley Valley Resort, Orangeville

** The presence of the ORCA Commercial Member Logo is not to be construed as an endorsement or approval in any kind, directly or indirectly, of any product or service, that the member may be offering.*

** ORCA reserves the right to limit Commercial Membership access to certain publications that are Member Residence entitlements.*



ONTARIO RETIREMENT COMMUNITIES ASSOCIATION

Commercial Membership Registration \$500.00

One Year Subscription / 12 month period:

Contact Details

Organization _____

Contact Name _____

Address _____

City _____ Province _____ Postal Code _____

Phone (_____) _____ Fax (_____) _____

Toll Free Phone (_____) _____

Email _____ Website _____

Additional Contact

Include the following contact from my company to receive all ORCA information as well.

Contact Name _____ Email _____

Method of Payment

Cheque Enclosed: Please make payable to: ORCA
2390 Bristol Circle, Unit # 6, Oakville, ON L6H 6M5

Visa / American Express / MasterCard Payment: Fax to ORCA (905) 829-1594

Card No: _____ Expiry Date: _____

Name on Card: _____ Date: _____

Amount: _____ Signature _____



Please provide the following information which will be posted on ORCA’s Website:

Maximum of 40-word company description:

Five horizontal lines for company description.

Indicate category of products or services you provide. Only 3 will be accepted.

- Accounting Services and / or Systems
Advertising, Publications, Printing
Appraisers
Architects
Beds, Bedding, Mattresses
Cleaning Supplies and /or Services
Clothing
Computers, Software
Construction Design and / or Planning
Consulting, Marketing, Management Services
Dental Services
Developers
Education & Training Programs
Engineers
Financing, Financial Institutions
Fire Detection, Alarm Systems
Floor Coverings
Food Services
Foodservice Equipment
Funeral Homes, Cemeteries
Furniture
Government Services
Group Purchasing
Healthcare / Home Care Staffing & Services
Heating, Air-Conditioning, Ventilating Systems
Housekeeping / Laundry Services & Supplies
Incontinence Products
Infection Control
Insurance
Interior Design / Design Consulting
Laboratory Services
Labour Relations
Laundry Equipment
Legal Services
Linens, Towels
Maintenance
Medical Care & Services
Medical Supplies & Equipment
Moving & Storage
Office Supplies
Patient Charting & Equipment Supplies
Pharmaceuticals
Real Estate
Records Management
Rehabilitation
Renovations (Bathrooms, etc.)
Safety Inspections
Safety Products
Security, Telecommunications, Nurse Calls
Senior Service Consultants
Signage
Skin Care, Soap
Staff Training
Tableware
Transportation Services
Wall Coverings, Window Treatments
Wall Protection Products
Windows, Entrance Systems
Miscellaneous

Fax or mail:
ORCA, 2390 Bristol Circle, Unit #6
Oakville, ON L6H 6M5 Fax: (905)829-1594

ORCA Express Advertising



Reach your market through the voice of Ontario's retirement sector. Consider advertising in the ORCA Express, a quick, easy-to-read, up-to-the-minute on-line publication that covers current business news, industry updates, event information, and much more that affects the retirement sector!

Distribution: Monthly via email to nearly 700 industry contacts.

Name: _____ Company _____

Phone #: _____ Fax # _____ Email _____

Please check-off your selection. As space is limited, availability is on a first-come first-served basis.

Banner Ad: \$300 per Edition

Premium positioning at the top-centre of the newsletter, the banner ad gives your company maximum exposure. Includes:

- Full-colour logo
- Link to your company's website
- Company name **or** tagline max. 5 words

{ } January { } February { } March { } April { } May
{ } June { } September { } October { } November { } December

Column Logo Ad: \$200 per Edition

Strategically positioned next to the newsletter articles, the box ads have a good solid profile. This is the perfect opportunity to say more about your company, describe your service or promote an event! Includes:

- Full-colour logo
- Link to your company's website
- Maximum of 25 words

{ } January { } February { } March { } April { } May
{ } June { } September { } October { } November { } December

Product & Service Promotion: \$400 per Edition

Think of this ad as your virtual tradeshow exhibit! This is your chance to showcase your company's products and services. Engage readers with an in-depth look at what your company has to offer. Includes:

- Company Logo **or** Product Photo
- Link to your company's website
- Maximum of 80 words

{ } January { } February { } March { } April { } May
{ } June { } September { } October { } November { } December

Fax or mail: ORCA, 2390 Bristol Circle, Unit # 6
Oakville, ON L6H 6M5 Fax: (905)829-1594