



Sponsor Etiquette

LTC 100 provides a relaxed environment where business leaders can meet to discuss current trends, challenges and opportunities facing the industry. In addition to the C-level educational program, LTC 100 executives appreciate the opportunity for peer-to-peer networking, including the development of relationships with key suppliers.

The collegial climate of LTC 100 is integral to attracting C-level executives from long term care's top companies year after year. You play an important role in the ongoing success of LTC 100. By helping to maintain this atmosphere, you contribute to the event's success, and you also create a positive impression with the providers you are looking to build relationships with. Below is an outline of expectations regarding Conference Partner behavior.

Conference Partner Attendee Level. A key value for LTC 100 attendees is the opportunity for interaction with senior level supplier executives. Your organization will be viewed most positively by committing senior level executives to this event. Your organization will have the best success if provider executives can get to know your company through its executive leadership.

Pre-Conference Activity. LTC 100 prohibits the use of pre-conference contact information for mass communications, including email, direct mail or telephone. If you are interested in setting up provider meetings on-site, select the subset of attendees that represents the best fit – both for you and for the provider. Before approaching the provider, prepare as you would for a C-level meeting. This means doing research, tailoring your message to the executive and company, and delivering it in the most professional manner possible. This approach will reflect positively on your company, and will be consistent with the expectations of these C-level executives.

On-site Behavior. The value of LTC 100 is not just short term sales leads, but also the impression you make and how it reflects on your brand. Even if there is not an immediate opportunity for your company, the impression you make is one factor that will determine whether a provider will consider you in the future. As a Conference Partner, you are hosting this event, so the best rule of thumb is to behave like a host. Aggressive or unprofessional behavior, and self-serving questions in sessions all reflect poorly on your company. In addition, this type of behavior alienates providers, reducing the chances that they will attend in subsequent years.

No Group Activities. The LTC 100 Conference is expressly designed to give Conference Partners full and equal social access to provider executives. As such, Partners agree not to organize activities that draw provider executives away from the larger group. No hospitality suites are allowed, nor is any other Partner-organized activity which conflicts with LTC 100 educational, recreational or social functions. For Partner gatherings organized at non-conflicting times, there can be no more than two provider executives attending for each Partner executive in attendance (2:1 ratio or less).

Materials. The LTC 100 Conference strives to give all Partners impactful, tasteful, and equal-by-level branding benefits onsite (signage, banners, PowerPoint slides, literature display and insertion in portfolios, and verbal recognition). Hence, Partners agree not to hand out premium gifts, make room deliveries, or distribute any promotional literature while onsite.

LTC 100 attendee data may not be loaded into a database used for mass mailings without the express consent of the contact ("opt-in").