



## Commercial Membership Benefits 2021

Your company profile will be listed in the Member section, alphabetically and by service/product. As a new member, a welcome with your profile is sent to all members, announcing you have joined. Our members know to review the member list first when looking for a product or service.

**Promotion includes monthly emails titled:** “Meet our Members” and a **film strip** at the bottom of every website page. Our website boasts activity that exceeds similar like-minded associations in Canada. *Ask us about additional advertising on our website.*

### ***New Promotions at the Annual Conference for members only:***

#### ***Safety Den – Opportunity to present your safety innovation to the “Dragons” and delegates***

We are embarking on a new event for 2020 at the conference called Safety Den – a takeoff on the Dragons Den. Members submit their safety ideas and a committee formed by Safe work MB will review and determine the top ideas in the commercial member category. These top ideas are presented to the judges at the conference during a 90-minute session with delegates in attendance. The three top prizes are monetary for staff and a trophy for commercial entries.

***Marketing Time to 400 delegates:*** As a member and an Exhibitor your name will be entered into a draw to win 3 minutes of “airtime” at your booth at one of the conference coffee breaks. LTCAM will offer a door prize to all delegates who attend your Promo of 3 minutes.

### **Networking**

Receive invitations to LTCAM events such as the AGM Wine & Cheese, Continental Breakfast at the Annual Provincial Conference, and Holiday Gathering. There are also opportunities to serve on various sub-committees of the Association. **Our Membership list with contact information** will be provided to you allowing you to initiate building relationships with our Active & Associate Members. We also circulate Resumes to all members, to assist with recruitment.

### **Communications**

Our popular website is helping to raise awareness of the key issues facing our sector as well as offering you key insights on best practices.

### **Advocacy**

When members are having issues with local health authorities or the government, our Association and Board of Directors are there to provide support. A recent example is the bidding system that the Province uses for business opportunities called Bidding.com. They were charging an annual membership fee to view opportunities. LTCAM lobbied to ensure that you could view all of the business opportunities on bidding.com free of charge.

Our members understand that there is strength in numbers and we make gains as a collective voice that individually would be very difficult to achieve.

### Stay Connected

Get Updates on Continuing Care – go to LTCAM's [Home Page](#) under "What's New" for the latest news and reports. Website Activity: Page views >200,000 annually.

### Media Relations

As the largest association representing the continuing care sector, we act as the industry voice in all regions of the province. We also host the largest and **ONLY** Long Term & Continuing Care Conference and Exhibition in Manitoba. Through news releases, consultations, committee work, written correspondence, and opinion pieces we are helping to communicate your priorities.

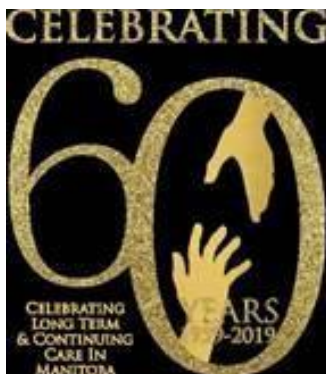
**Your support for seniors and staff in the long-term continuum will be recognized by the Association in the following published media: LTCAM Website, Conference brochures, Membership lists, News Releases, and other Promotional materials.**

### Government Relations

**Provincial:** Our staff and Board of Directors have been very successful at making sure your issues are front-and-centre in Manitoba. We have met with Cabinet Ministers, senior health officials, and MLAs. Frequent and timely communications on topics relevant to the continuum of care are distributed to our Members. Regular News Releases (in French & English) are issued to over 4000 persons, on topics of interest, raising awareness for Manitoba Seniors and the staff who serve them.

**National:** LTCAM serves on the board of the Canadian Association for Long Term Care. The Board Executive was in Ottawa recently and met with several MPs. We were well received; they asked for information and invited us to come and meet with them again.

The Long Term & Continuing Care Association of Manitoba (LTCAM) is a not for profit corporation with



over 100 members, representing more than 5000 beds and suites across the continuum of care. In 1959, our founding members consisted of a few 'nursing home' owners. Today, we represent both nonprofit and private residences: independent living (assisted Living), supportive housing and personal care home residences, spanning the five regional health authorities across Manitoba. Our membership has tripled in the last few years and has become much more diverse. Our primary objective is to advocate on behalf of seniors in Manitoba and the staff at the residences who serve them, throughout the long-term care continuum.

## Annual Membership

April 1 – March 31. The annual commercial membership fee is \$650.00 plus GST. For cost of other types of membership please contact us at [jhiebert@ltcam.mb.ca](mailto:jhiebert@ltcam.mb.ca). MEMBERSHIPS ARE AUTOMATICALLY RENEWED. INVOICES WILL BE SENT ANNUALLY IN MARCH WITH PAYMENT DUE AFTER APRIL 1<sup>ST</sup> OF EVERY YEAR.

NOTE: Membership does not confer endorsement of the product or service.