



Together We Care 2022 “Unlocking Innovations” Showcase Application Instructions and Criteria

Sign up to be a part of the *Together We Care* 2022 “Unlocking Innovations” Showcase, to highlight your new and innovative product or service that aims to enhance the long-term care and/or retirement sector. Applicants who are accepted will present *virtually* via a pre-recorded one-minute video, in a featured area on the virtual event platform, at TWC on April 4-6, 2022!

“Unlocking Innovations” Showcase: Eligibility

To be eligible to apply, companies must have a product or service that is:

- (1) In the development/pilot stage,
- (2) In market for less than 24 months, **AND**
- (3) Agree to register for the full conference at the speaker rate. [Click here](#) for details.

The goal for your product or service is market penetration and scale-up.

Process and Criteria

Applications for the “Unlocking Innovations” Showcase will be:

- 1)** reviewed by members of the TWC Planning Committee, who will then select the for the showcase. These companies will be notified by email by Friday, February 18, and asked to create a 1-minute pitch video. Recording guidelines and instructions will be provided.
- 2)** pre-recorded pitches (one-minute videos) will be showcased virtually at TWC on April 4-6 (see Showcase Details and Format below). The pitches will be listed based on first come first served (based on when the application was received).

Applications will be assessed using the following criteria:

- ✓ Value to the sectors/potential impact
- ✓ Uniqueness/innovativeness
- ✓ Cost to customer
- ✓ Feasibility to implement

How to Apply

“Unlocking Innovations” Showcase applications will be accepted online only. Submissions by email, fax, or mail will NOT be accepted.

To submit your “Unlocking Innovations” Showcase application [click here](#).

To help you prepare your application, please see the [TWC 2022 “Unlocking Innovations” Showcase Application Form](#) from page 3 onward.

Be sure to provide a photo of your product or service for use in our promotional material (if applicable).

Helpful Tips for Your Application

- Check your application for spelling and grammar errors before submitting it.
- Ensure your answers are clear and concise, and that you have answered all of them.
- If you need to include supplementary information, please upload the additional material within the online application form (up to 5 files - image (jpg, jpeg, png), pdf, ppt, pptx, doc, docx, video (mp4). Files up to 10 Mb).

Application Deadline

“Unlocking Innovations” Showcase applications close Monday, February 7, 4:00 pm ET. Only applications submitted by this deadline will be reviewed.

Showcase Details and Format

TWC 2022 – Monday, April 4 – Wednesday, April 6, 2022 via virtual platform.

The companies that advance to the showcase will have 1 minute to present their pitch in a pre-recorded video format. The pitch should cover all of the questions asked in the application form.

The pitches will be listed based on first come first served (based on when application is received).

Audience

TWC draws long-term care and retirement home owners and operators, regional and national directors, senior managers, general managers as well as front-line team members. Non-member operators and out-of-province operators may also attend, in addition to business/commercial partners.

Key Dates

- **“Unlocking Innovations” applications close:** Monday, February 7, 2022, 4:00 pm ET
- **Applicants notified of decision by** Friday, February 18, 2022

QUESTIONS?

For queries regarding the online submission process and for technical difficulties, please contact:

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Together We Care 2022 Secretariat

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Together We Care 2022 “Unlocking Innovations” Showcase Application Form

“Unlocking Innovations” Showcase applications will be accepted online only. Submissions by email, fax, or mail will NOT be accepted.

Submit your “Unlocking Innovations” Showcase application [here](#), by Monday, February 7, 4:00 pm ET.

PLEASE NOTE that the form below is only intended to provide you with the information required for your application and to be your work document, and it is not intended to be submitted. You may however copy the contents into the online submission form and save this form for your records.

Account/Login

Primary Contact Information

Name: _____
Title: _____
Company: _____
Work Number: _____
Cell Number: _____
Email: _____

Application Form

1. What is the name of your product or service?

2. What category does your product/service fall under? (select category from below)

(1) In the development stage

(2) New to the long-term care and/or retirement sector market (within the last 24 months) (Since what date? _____)

3. Does the company agree to register the presenter(s) listed below for the full conference at the speaker rate?

- Yes

- No (note that if selected, the company is no longer eligible to apply)

4. What industry/industries does your company fall under (e.g. pharmacy, technology, environmental, food service, etc.)?

Together We Care 2022 “Unlocking Innovations” Showcase Application Form
(continued)

5. Describe your product or service (500 characters max).
Note: We will use this description in our event materials.

6. Describe your target market/customer. *Who* will your product or service benefit? What markets are you active in (e.g. provinces, countries)? (750 characters max).

7. What is the gap that your product/service fills? How is/will your product or service make a difference in the lives of seniors, and how does it help to enhance the long-term care and/or retirement home sector? (750 characters max)

8. What differentiates your product/service from other competitors, if applicable? (750 characters max)

Together We Care 2022 “Unlocking Innovations” Showcase Application Form
(continued)

9. What is the cost of your product or service for operators/customers? (e.g. initial fees, annual renewals, etc.)? What is involved in the implementation process? (e.g. staff time, training/education, installation, etc.)? (750 characters max)

10. What are your main achievements to date? What is your strategy going forward (including for the coming year)? (500 characters max)

11. Please upload a photo of your product or service for use in our promotional material (if applicable - jpg, jpeg, png)

12. Supplementary Files - If you need to include supplementary information, please upload within the online application form. You may upload up to 5 files, each file up to 10 Mb. Accepted files: images (jpg, jpeg, png), pdf, ppt, pptx, doc, docx, video (mp4)

13. Company Information

Company Name: _____

Company Address: _____

Company Phone Number: _____

Company Website (if applicable): _____

14. Presenter(s) Information

Please list the name(s) and title(s) of presenter(s) (2 presenters max):

Presenter 1:

Name: _____ Title: _____

Presenter 2 (optional):

Name: _____ Title: _____