



## ***Together We Care 2023 “Unlocking Innovations” Showcase*** **Application Instructions and Criteria**

Starting January 17, 2023, sign up to be a part of the *Together We Care 2023 “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 via a pre-recorded one-minute video, in a featured area on the Trade Show floor at TWC on March 27-29, 2023! Accepted applicants will also have the opportunity to network on the trade show floor with attendees and other commercial and business partners.

### **“Unlocking Innovations” Showcase: Eligibility**

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

- (1) In the development stage,
- (2) In market for less than 48 months, or
- (3) New to the long-term care and/or retirement sector market (within the last 24 months); and
- (4) Agree to register for Together We Care at the innovator rate of \$500 per attendee which includes trade show floor access.

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 companies to move on to the showcase. These companies will be notified by email the week of February 14 that they have been selected for the showcase and will be provided with additional details.

**2)** recorded pitches will be showcased in the “Unlocking Innovations” feature area on the Trade Show floor at TWC on March 28-29 (see Showcase Details and Format). The spots will be assigned on a first come first served basis, pending application acceptance.

***Applications will be assessed using the following criteria:***

- Value to the sectors/potential impact

- Uniqueness/innovativeness
- Cost to customer
- Feasibility to implement

### **Helpful Tips for Your Application**

- Check your application for spelling and grammar errors before submitting.
- Ensure your answers are clear and concise, and that you have answered all of them.
- The individual applying should be the same as the primary contact in your application.

### **Showcase Details and Format**

TWC 2023 – Tuesday, March 28 – Wednesday, March 29, 2023 at the Toronto Congress Centre

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. Pitches will be played on a loop in the “Unlocking Innovations” feature area on the Trade Show floor on either day one or day two of the convention. Presenters are welcome to attend the Trade Show both days to interact with delegates in this feature area.

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 some front-line team members. Non-member operators and out-of-province operators may also attend, in addition to Business/Commercial Partners.