



# The Road Ahead – Staying the Course

OCTOBER 21 & 22, 2021

## EXHIBITOR & SPONSORSHIP PROSPECTUS

**NEVER BEFORE** has there been so much attention on the state of hospice palliative care in Canada. The COVID-19 pandemic has shone a very bright light on the gaps and issues surrounding hospice palliative care and has amplified the need for better access and quality.

As the national voice and thought leader for hospice palliative care in Canada, the Canadian Hospice Palliative Care Association (CHPCA) works in close partnership with many other like-minded organizations and levels of government with the goal of ensuring that all Canadians, regardless of the “who, what, where and why” — have equal access to quality hospice palliative care services for themselves and their families.

### **THE 2021 NATIONAL CONFERENCE**

Expects to attract 500-700 hospice palliative care professionals.

Some of the highlights of the conference will include plenaries, challenging issues panels to discuss hot topics, poster presentations, workshops and oral presentations as well as networking for participants.

### **There are 6 streams:**

- Clinical Practice
- Underserved Populations and Equity
- Health Systems, Public Health, Compassionate Communities, and Integration
- Advance Care Planning, Grief and Bereavement
- Policy, Advocacy, and MAiD
- Leadership and Management



Canadian Hospice Palliative Care Association  
Association canadienne de soins palliatifs

## Benefits of Going Virtual

As we put the health and safety of all staff and delegates first, CHPCA has decided to “go virtual” for the 2021 edition of the national CHPCC. By doing so, we are able to innovate and broaden the learning opportunities and connection within the Canadian hospice palliative care community. There are no travel restrictions for a virtual event which will allow for a much greater reach and participation. Delegates who have never been able to attend the “in person” event will now be able to join from the comfort of their own office.

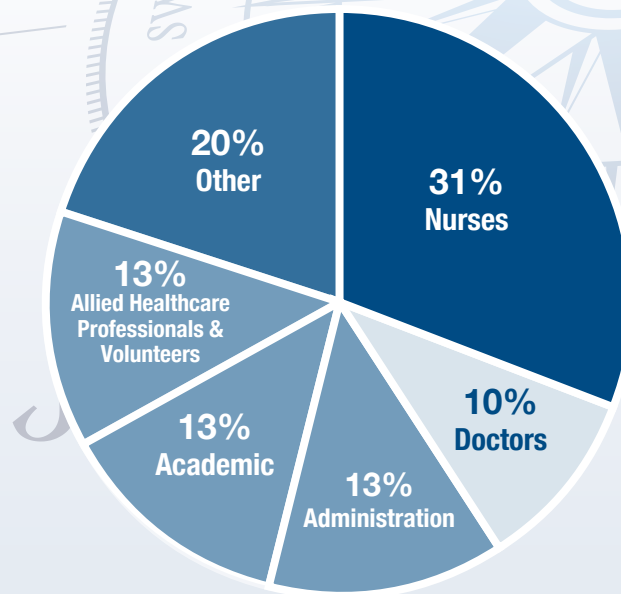
## Benefits to you as a Sponsor or Exhibitor

*It's so much easier!* No shipping, no carpeting or electrical to purchase. Virtual exhibits can run video, host one-on-one chats, allow for staffing flexibility, and includes data collection that doesn't involve collecting business cards! But you can still do draws for prizes and network with delegates.

## Why sponsor or exhibit with CHPCA?

- ▶ Partner with **THE** trusted broker in hospice palliative care
- ▶ Affirm your organization's commitment to healthcare and hospice palliative care issues
- ▶ Gain national exposure
- ▶ Position your organization as hospice palliative care continues to be a top healthcare issue
- ▶ Excellent networking opportunities; receive valuable exposure to current and potential clients, and build relationships with fellow industry leaders
- ▶ Gain a competitive edge
- ▶ Showcase your latest products and/or services
- ▶ Raise your organization profile and maximize your organization's visibility and brand

## 2019 National Conference Attendance by Profession



**SPONSORSHIP AND EXHIBITOR APPLICATION FORMS** may be submitted online via the conference website at [www.chpca.ca/conference/sponsors/](http://www.chpca.ca/conference/sponsors/)

*Sponsorship opportunities are available to suit all budgets and marketing goals.*

Please contact **KELLY MACLAREN**, Partnership and Development Officer, [kmaclaren@chpca.net](mailto:kmaclaren@chpca.net)

## SPONSORSHIP Opportunities

Here are some suggestions for sponsorship packages but we encourage you to talk to us if you have something else in mind.

### **PARTNER LEVEL SPONSOR**

**\$15,000 | 8 Opportunities Available**

#### **INCLUDES:**

- ▶ Sponsorship of a **Challenging Issues Panel** OR **4 workshops** (based on a 1<sup>st</sup> come, 1<sup>st</sup> choice basis)
- ▶ Plenary Speaker introduction opportunity (based on 1<sup>st</sup> come, 1<sup>st</sup> choice basis – only 3 available)
- ▶ On the event website this includes **Login Page Banner, Lobby Splash Video, and Branded Announcements (in the lobby), Website Header Sponsor Carousel, Listing in the Exhibit Hall, Sponsored Group Networking Rooms**
- ▶ Recognition as Partner Level Sponsor in event marketing pieces including conference website, social media, emails, full page ad in AVISO (CHPCA bi-annual newsletter), ehospice, media releases.
- ▶ Four full conference registrations
- ▶ Exhibit Hall upgraded **Premium Virtual exhibitor space** includes business description & services; social media links; videos, GIFs, static imagery; and representative information, **Connect with participants, Share marketing files, networking time that is built** into the program (be online to connect with clients), **Live visitor tracking**, 3D map, advanced tracking and reports, lead capture mechanisms, protected documents, and group live streams.

### **Additional Sponsorship Opportunities for PARTNER Level Sponsors Only | \$15,000**

#### **Sponsored Lunch Symposium 2 Opportunities Available:**

- ▶ Host one of two sponsored lunch time breaks during the conference. Meals will be provided via an Uber Eats Coupon code in the value of \$25 per registrant. The sponsored lunch sessions will be offered at the following tentative times:

**Thursday, October 21 – Lunch** OR  
**Friday, October 22 – Lunch**

*\* Working directly with the CHPCA Conference Program Committee, topics and speakers must be approved prior to acceptance.*

### **Additional Sponsorship Opportunities for PARTNER Level Sponsors Only | \$10,000**

#### **Presenting Partner Sponsorship | Portal Header Sponsor Logo 1 Opportunity Available:**

- ▶ The one graphic which is always going to be visible in our virtual event portal, at the top left of a registrant's computer screen. This would read as **the Canadian Hospice Palliative Care Conference *The Road Ahead-Staying the Course* presented by "Your organization's name / logo here"**

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## COMPASSION LEVEL SPONSOR

**\$12,500**

**10 Opportunities Available**

### INCLUDES:

- ▶ Sponsorship of **4 workshops**, recognition through signage
- ▶ On the event website this includes **Branded Announcements (in the lobby), Website Header Sponsor Carousel, and Listing in the Exhibit Hall**
- ▶ Recognition as Compassion Level Sponsor in event marketing pieces including conference website, social media, emails, full page ad in AVISO (CHPCA bi-annual newsletter), ehospice, media releases.
- ▶ Four full conference registrations
- ▶ Exhibit Hall upgraded **Premium Virtual exhibitor space** includes business description & services; social media links; videos, GIFs, static imagery; and representative information, **Connect with participants, Share marketing files, networking time that is built** into the program (be online to connect with clients), **Live visitor tracking**, 3D map, advanced tracking and reports, lead capture mechanisms, protected documents, and group live streams.

## DIGNITY LEVEL SPONSOR

**\$10,000**

**Unlimited Opportunities Available**

### INCLUDES:

- ▶ Sponsorship of **2 workshops**, recognition through signage
- ▶ On the event website this includes **Branded Announcements (in the lobby), Website Header Sponsor Carousel, and Listing in the Exhibit Hall**
- ▶ Recognition as Dignity Level Sponsor in event marketing pieces including conference website, social media, emails, full page ad in AVISO (CHPCA bi-annual newsletter), ehospice, media releases.
- ▶ Four full conference registrations
- ▶ Exhibit Hall upgraded **Premium Virtual exhibitor space** includes business description & services; social media links; videos, GIFs, static imagery; and representative information, **Connect with participants, Share marketing files, networking time that is built** into the program (be online to connect with clients), **Live visitor tracking**, 3D map, advanced tracking and reports, lead capture mechanisms, protected documents, and group live streams.

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## COMFORT LEVEL SPONSOR

**\$5,000 | Unlimited Opportunities Available**

### INCLUDES:

- ▶ On the event website this includes **Website Header Sponsor Carousel, and Listing in the Exhibit Hall**
- ▶ Recognition as Comfort Level Sponsor in event marketing pieces including conference website, social media, emails, half page ad in AVISO (CHPCA bi-annual newsletter), ehospice, and media releases.
- ▶ Two full conference registrations
- ▶ Exhibit Hall upgraded **Premium Virtual exhibitor space** includes business description & services; social media links; videos, GIFs, static imagery; and representative information, **Connect with participants, Share marketing files, networking time that is built** into the program (be online to connect with clients), **Live visitor tracking**, 3D map, advanced tracking and reports, lead capture mechanisms, protected documents, and group live streams.

## EXHIBITOR Opportunities

**FOR-PROFIT Exhibitor Rate \$899**

**NON-PROFIT Exhibitor Rate \$499**

### HERE IS WHAT AN EXHIBIT BOOTH INCLUDES:

- ▶ **Virtual exhibitor space** includes business description & services; social media links; videos, GIFs, static imagery; and representative information
- ▶ **Connect with participants** through public chat board exclusive to each vendor page, secure one-to-one chat and video conferencing.
- ▶ **Share marketing files and collateral** on your vendor page, present demos with share screen sessions.
- ▶ Take advantage of **networking time that is built** into the program. Be online to connect with clients.
- ▶ **Live visitor tracking** shows in real-time exactly who is visiting your booth, allowing staff to start conversations.
- ▶ **Benefit from advanced tools** such as meeting booking, push notifications and more.

Secure your spot now by contacting **Kelly MacLaren** at [kmaclaren@chpca.net](mailto:kmaclaren@chpca.net) or filling out the online sponsorship application at [www.chpca.ca/conference/sponsors/](http://www.chpca.ca/conference/sponsors/)

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