



**CANADIAN HOSPICE  
PALLIATIVE CARE ASSOCIATION  
CONFERENCE**

**OCT. 12-14, 2023 | OTTAWA, ON**



**SPONSORSHIP & EXHIBITOR PROSPECTUS**



## ABOUT CHPCA



### Canadian Hospice Palliative Care Association

### Association canadienne de soins palliatifs

#### Our Vision

Everyone in Canada has equitable access to quality hospice palliative care.

#### Our Mission

The Canadian Hospice Palliative Care Association is the national voice for quality hospice palliative care in Canada by providing education, raising awareness, influencing public policy, and collaborating with provincial associations.

#### Our Values

##### In all we do we will act with:

**Respect.** Be respectful of the diversity of our members and stakeholders, their opinions, experience, and contributions.

**Equity.** Promote equitable and timely access to quality hospice palliative care that is sensitive to the diverse cultural, spiritual and individual needs of those living in Canada.

**Integrity.** Act with integrity and honesty in our relationships.

**Accountability.** Be accountable to our members and each other.

**Collaboration.** Work in collaboration with the provincial associations and other stakeholders to advance our vision and mission.

#### Our Core Activities

- Education and Knowledge Translation
- Stakeholder Engagement and Partnerships
- Member Collaboration and Support

# ABOUT THE CHPCA CONFERENCE



## Embracing Partnerships Towards a Shared Vision

As a valued partner, the Canadian Hospice Palliative Care Association (CHPCA) is the national voice for hospice palliative care in Canada. CHPCA works in close partnership with many other 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 national conference expects to attract 500-800 hospice palliative care professionals. Some of the highlights of the conference will include plenaries, challenge panels to discuss hot topics, poster presentations, workshops and oral presentations as well as an exciting social event to allow even more networking for participants.

## Conference Streams

- Clinical Practice
- Underserved Populations and Equity: including Pediatrics, Indigenous Community, Long-Term Care
- Health Systems, Public Health, Compassionate Communities, and Integration
- Advance Care Planning, and Grief and Bereavement
- Policy, Advocacy, and MAiD
- Leadership and Management

## Conference Venue



**Ottawa Marriott Hotel**  
100 Kent Street  
Ottawa, ON  
K1P 5R7



# WHY SPONSOR, EXHIBIT OR ADVERTISE?

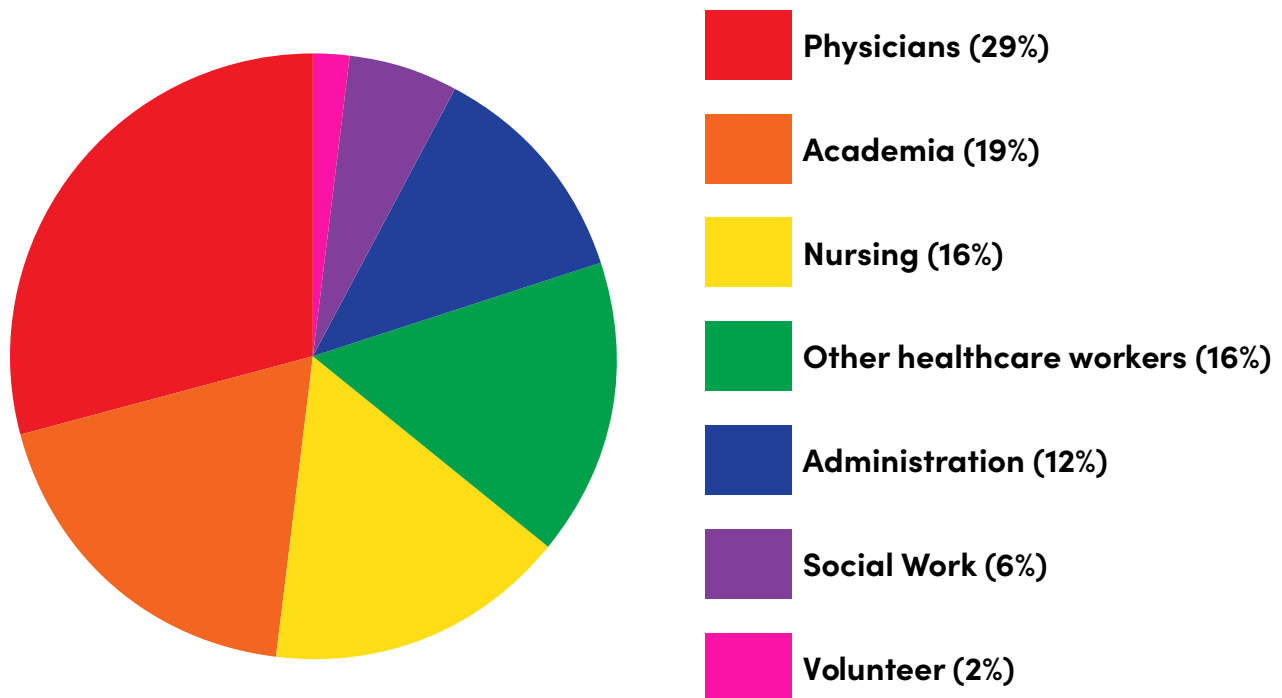
Bringing together the best and brightest to collaborate in an accredited learning environment, this biennial conference provides research-based learning opportunities, information and idea sharing, equipping professionals to provide Hospice Palliative Care across the country at the highest level. We believe that collaboration is the key to achieving our vision of ensuring everyone in Canada has equitable access to quality hospice palliative care that is inclusive, culturally and socially safe.

The palliative care scene in Canada has become fragmented and fractured over the past 36 months. This is something CHPCA intends to change. Today, it is more important than ever to care for people with life limitations due to illness and disease. Our goal is to have the National Framework for Palliative Care in Canada fully implemented, which begins with providing the highest quality education to frontline staff and caregivers.

## All Sponsor Levels

- Become a partner with THE trusted voice of hospice palliative care in Canada.
- Assert your organization's commitment to healthcare and hospice palliative care.
- Increase your national exposure.
- Make your organization part of the hospice palliative care movement, as palliative care remains a top priority in healthcare.
- Increase exposure to current and potential clients; build relationships with fellow industry leaders; and benefit from excellent networking opportunities.
- Provide display opportunities for your latest products and services.
- Enhance your organization's profile and visibility as a hospice palliative care leader.

## Conference Attendance by Profession – 2021



# SPONSORSHIP OFFERINGS

	BRONZE \$5000	SILVER \$10,000 (6)	GOLD \$15,000 (3)	PLATINUM \$25,000 (1)
Recognition across all CHPCA channels	✓	✓	✓	✓
Ad in conference program	1/4 page	1/2 page	1 page	1 page
Exhibit space(s)	1	1	1 in prime location	2 in prime location
Exhibitor passes	2	2	2	4
Conference registration(s)	1	2	4	4
Social event ticket(s)	1	2	4	10
Sponsored workshops		2	4	Challenge Panel* OR 4 workshops
Promotion at registration table		✓	✓	✓
Speaker introduction				✓
Recognition at social event				✓

## Additional Sponsorship Opportunities for ALL Sponsors Levels

### Plenary Sponsor – \$7500 (3 opportunities available)

Recognition as Plenary Sponsor in event marketing pieces including quarter page ad in final program, conference website, across all CHPCA channels, and prominent signage at the plenary.

### Stream Sponsor - \$7500 (6 Streams available)

Do you have a specific area of interest? Sponsor one of 6 streams.

Learn more and become a sponsor at: [chpca.ca/conference/sponsors](http://chpca.ca/conference/sponsors)

## Additional Sponsorship Opportunities for Platinum and Gold Level Sponsors

### Sponsored Symposiums – \$5,000 (2 opportunities)

Host one of two sponsored lunch time symposiums\* during the conference. The sponsored lunch sessions will be offered at the following tentative times\*\*;

Friday, Oct. 13 from 11:50 – 12:50  
Saturday, Oct. 14 from 12:40 – 1:40

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

\*\* Lunch times may change at the CHPCA's discretion



# EXHIBITOR OFFERINGS

## 8' x 10' Booth Prices

	Early Bird*	Regular
<b>For Profit</b>	\$2,500	\$2,800
<b>Non-profit</b>	\$800	\$950

*\*By May 15, 2023*

## Exhibit Booth Package Includes:

- Company name and logo in final program and on the CHPCA Conference website
- Draped back and side walls
- One 6' skirted table and two chairs
- One wastebasket
- Two exhibit hall passes (includes breaks) Extra passes may be purchased for \$100
- Overnight Security
- Wi-Fi

## Program Advertising rates\*\*

<b>Full Page</b>	\$1,500
<b>Half Page</b>	\$1,000
<b>Quarter Page</b>	\$600
<b>Promotional Materials at Registration Desk</b>	\$2,000

*\*\* Program booklet is 8.5"x11" – for ad sizes, specs and deadline, please contact Cheryl Spencer (see bottom of this page).*

Learn more about our sponsorship and exhibitor opportunities at:

<https://www.chpca.ca/conference/sponsors>

For more information, contact: [sponsorship@chpca.ca](mailto:sponsorship@chpca.ca)

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**Canadian Hospice Palliative Care Association (CHPCA)**



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**[www.chpca.ca](http://www.chpca.ca)**