



# **CHPCA CONFERENCE**

Canadian Hospice Palliative Care  
Association Conference

**October 22-25, 2025**  
**Nanaimo, BC**



**Sponsorship and  
Exhibitor Prospectus**  
**2025**

# About CHPCA



Canadian Hospice Palliative Care Association  
Association canadienne de soins palliatifs

The Canadian Hospice Palliative Care Association is the national voice for quality hospice palliative care in Canada. Our goal is to make sure everyone in Canada has equitable access to quality palliative care for themselves and their family.

We work closely with partners and other national organizations to promote education and training, support research, improve public awareness of hospice palliative care, and advocate for increased programs and services.

## About the CHPCA Conference

Since 1993, the CHPCA has hosted its national conference, bringing together leading experts, innovators, and changemakers in hospice palliative care. Over the years, this biennial event has become a valued platform for collaboration, accredited learning, and sharing research and ideas.

By sponsoring this event, you'll connect with professionals from across Canada and around the world who are dedicated to delivering hospice palliative care at the highest level. Together, we can empower care providers, spark meaningful conversations, and drive the future of compassionate care.

**Join us in making an impact — support the CHPCA Conference today!**





## Conference Venue

Vancouver Island Conference  
Centre

101 Gordon Street

Nanaimo, BC V9R 5J8

<https://viconference.com/>



## Sponsorship Contact

Karine Diedrich

CHPCA

1-343-633-4533

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## Conference Themes

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

## Expected Attendance

400-500 delegates are expected at the 2025 conference including:

- Physicians
- Academics
- Nurses
- Allied Healthcare workers
- Administrators
- Social workers
- Researchers
- Grief and Bereavement Professionals
- Program Managers
- Hospice Volunteers



# Exhibit Schedule

**Thursday, October 23:** 5:30 p.m. to 7:00 p.m.

**Friday, October 24:** 7:00 a.m. to 5:30 p.m.

**Saturday, October 25:** 7:00 a.m. to 1:45 p.m.

## Why Sponsor

Why you should partner with the national voice for quality hospice and palliative care for the 2025 CHPCA conference:

**Enhanced Brand Visibility:** Showcase your organization to a highly engaged audience of healthcare professionals, policymakers, researchers, and thought leaders in hospice and palliative care from across Canada and beyond.

**Networking Opportunities:** Connect with industry leaders, influencers, and decision-makers, fostering meaningful partnerships and collaborations within the palliative care community.

**Recognition as a Sector Leader:** Position your organization as a champion of quality hospice and palliative care by supporting Canada's premier conference in this vital field.

**Targeted Audience Reach:** Reach a diverse audience of professionals, including physicians, nurses, social workers, and caregivers, ensuring your message resonates with those most relevant to your goals.

**Increased Credibility:** Align your brand with the Canadian Hospice Palliative Care Association's reputation for excellence, demonstrating your commitment to advancing care and compassion in healthcare.



# Sponsorship Packages

## Premier Partner \$50,000

Only 1 opportunity available

Becoming a premier sponsor positions your organization as a leader and advocate for compassionate care, offering unparalleled visibility, exclusive opportunities to connect with key decision-makers, and the chance to drive meaningful change in hospice and palliative care across Canada.

### Benefits for Premier Partner

- 2-page ad in the conference program; this can be one 2-page ad or 2 one-page ads
- 2 8'x10' exhibit spaces in prime locations (with all exhibit booth inclusions below)
- 6 Exhibitor passes including access to breakfast, lunch, and breaks
- 6 Full conference registrations
- 12 tickets to the CHPCA Conference 2025 social event
- Promotional display at the conference registration table
- Co-host of the social event alongside CHPCA CEO, Laurel Gillespie
- Feature blog post on the CHPCA Palliative Approach blog
- Recognition at the conference opening ceremonies

### Standard Benefits

- Logo on the CHPCA website linking to your website
- Recognition across all CHPCA channels
- Logo on on-site exhibitor signage
- An 8' x 10' exhibit booth with an 8' high background, 3' high side dividers, 1 table, 2 chairs and a wastebasket
- Opportunity to donate a prize to closing ceremony prize draw
- Complimentary Wi-Fi for use at your booth



# Sponsorship Packages

## Platinum Partner \$25,000

Only 2 opportunities available

As a Platinum Sponsor, you'll enjoy high-profile exposure, valuable networking opportunities, and a powerful platform to demonstrate your commitment to advancing hospice and palliative care while engaging with a dedicated and influential audience.

### Benefits for Platinum Partner

- 1-page ad in the conference program
- 2 8'x10' exhibit spaces in prime locations (with all exhibit booth inclusions below)
- 4 Exhibitor passes including access to breakfast, lunch, and breaks
- 4 Full conference registrations
- 10 tickets to the CHPCA Conference 2025 social event
- Logo on signage at the conference registration table
- Recognition at the social event

### Standard Benefits

- Logo on the CHPCA website linking to your website
- Recognition across all CHPCA channels
- Logo on on-site exhibitor signage
- An 8' X 10' exhibit booth with an 8' high background, 3' high side dividers, 1 table, 2 chairs and a wastebasket
- Opportunity to donate a prize to closing ceremony prize draw
- Complimentary Wi-Fi for use at your booth





# Sponsorship Packages

## Gold Partner \$15,000

3 opportunities available

As one of only three Gold Sponsors, you'll stand out with exclusive visibility, showcasing your dedication to hospice and palliative care while connecting with key leaders and decision-makers in the field.

### Benefits for Gold Partners

- 1-page ad in the conference program
- 1 8'x10' exhibit space in prime locations (with all exhibit booth inclusions below)
- 2 Exhibitor passes including access to breakfast, lunch, and breaks
- 4 Full conference registrations
- 4 tickets to the CHPCA Conference 2025 social event
- Logo on signage at the conference registration table

### Standard Benefits

- Logo on the CHPCA website linking to your website
- Recognition across all CHPCA channels
- Logo on on-site exhibitor signage
- An 8' X 10' exhibit booth with an 8' high background, 3' high side dividers, 1 table, 2 chairs and a wastebasket
- Opportunity to donate a prize to closing ceremony prize draw
- Complimentary Wi-Fi for use at your booth



# Sponsorship Packages

## **Silver Partner \$10,000**

**5 opportunities available**

With only five Silver Sponsorships available, this opportunity offers significant exposure, allowing you to align your brand with excellence in hospice and palliative care while engaging a broad network of professionals and advocates.

### **Benefits for Silver Partners**

- 1/2 page ad in the conference program.
- 1 8'x10' exhibit space (with all exhibit booth inclusions below)
- 2 Exhibitor passes including access to breakfast, lunch, and breaks
- 2 Full conference registrations
- 2 tickets to the CHPCA Conference 2025 social event
- Logo on signage at the conference registration table

### **Standard Benefits**

- Logo on the CHPCA website linking to your website
- Recognition across all CHPCA channels
- Logo on on-site exhibitor signage
- An 8' X 10' exhibit booth with an 8' high background, 3' high side dividers, 1 table, 2 chairs and a wastebasket
- Opportunity to donate a prize to closing ceremony prize draw
- Complimentary Wi-Fi for use at your booth





# Sponsorship Packages

## Bronze Partner \$5,000

A Bronze Sponsorship is an affordable way to showcase your support for hospice and palliative care, offering meaningful visibility and connection with professionals dedicated to improving quality of life.

### Benefits for Bronze Partners

- 1/4 page ad in the conference program.
- 1 8'x10' exhibit space (with all exhibit booth inclusions below)
- 2 Exhibitor passes including access to breakfast, lunch, and breaks
- 1 Full conference registration
- 1 ticket to the CHPCA Conference 2025 social event

### Standard Benefits

- Logo on the CHPCA website linking to your website
- Recognition across all CHPCA channels
- Logo on on-site exhibitor signage
- An 8' X 10' exhibit booth with an 8' high background, 3' high side dividers, 1 table, 2 chairs and a wastebasket
- Opportunity to donate a prize to closing ceremony prize draw
- Complimentary Wi-Fi for use at your booth



# Sponsorship Packages

## Supporter Partner \$3,000

### Benefits for Supporters

- Business card sized ad in the conference program.
- 1 Full conference registration
- 1 ticket to the CHPCA Conference 2025 social event

### Standard Benefits

- Logo on the CHPCA website linking to your website
- Recognition across all CHPCA channels
- Logo on on-site signage
- Opportunity to donate a prize to closing ceremony prize draw



# Sponsorship Packages

|  | Premier<br>\$50K (1) | Platinum<br>\$25K<br>(2) | Gold<br>\$15K<br>(3) | Silver<br>\$10K<br>(5) | Bronze<br>\$5K | Supporter<br>\$3K     |
|--|----------------------|--------------------------|----------------------|------------------------|----------------|-----------------------|
| <b>Recognition<br/>Across All<br/>CHPCA<br/>Channels</b> | ✓                    | ✓                        | ✓                    | ✓                      | ✓              | ✓                     |
| <b>Conference<br/>Program Ad</b>                         | 2-page               | 1-page                   | 1-page               | 1/2<br>page            | 1/4<br>page    | Business<br>card size |
| <b>Exhibit Space(s)</b>                                  | 2 prime<br>location  | 2 prime<br>location      | 2 prime<br>location  | 1                      | 1              |                       |
| <b>Conference<br/>Registration(s)</b>                    | 6                    | 4                        | 2                    | 2                      | 2              | 1                     |
| <b>Social Event<br/>Ticket(s)</b>                        | 12                   | 10                       | 4                    | 2                      | 1              | 1                     |
| <b>Registration<br/>Table Promotion</b>                  | ✓                    | ✓                        | ✓                    | ✓                      |                |                       |
| <b>Social Event<br/>Recognition</b>                      | co-host              | ✓                        |                      |                        |                |                       |



# Sponsorship Packages

## Exhibitor Package

50 opportunities available

### Standard Benefits

- An 8' X 10' exhibit booth with an 8' high background, 3' high side dividers, 1 table, 2 chairs and a wastebasket
- 2 exhibitor badges, including access to breakfast, lunch, and breaks
- Company name and logo in the conference program and on the CHPCA conference website
- Logo on onsite exhibitor signage
- Opportunity to donate a prize to closing ceremony prize draw
- Complimentary Wi-Fi for use at your booth
- Overnight security

### Exhibitor Cost

#### Early Bird

Until May 15, 2025

For profit: \$2500

Non-profit: \$800

#### Regular

After May 15, 2025

For profit: \$2800

Non-profit: \$950

### Exhibitor Details

#### Set Up

Thurs Oct 23, 11:00am - 3:00p.m.

#### Exhibit Hours

Thurs Oct 23, 5:30p.m. - 7:00p.m.

Fri Oct 24, 7:00am - 5:30p.m.

Sat Oct 25, 7:00am - 1:45p.m.

#### Tear Down

Sat Oct 25, 1:45p.m. - 4:30p.m.



# Additional Sponsorship Opportunities

**Open for all sponsorship levels including exhibitors.**

**Social Event Sponsor:** \$15,000 1 available (Friday Evening)

**Poster and Exhibit Hall Opening Event Sponsor:** \$10,000  
1 available (Thursday Evening)

**WiFi Sponsor:** \$10,000 1 available  
"Name" the Wifi with your company name

**Breakfast Sponsor:** \$4,000 2 available  
Includes logo on break table signage and listing in the conference program.

**Lunch Sponsor:** \$6,000 2 available  
Includes logo on break table signage and listing in the conference program.

**Refreshment Break Sponsor:** \$2,000 3 available (2 x morning, 1 x afternoon)  
Includes logo on break table signage and listing in the conference program.

**Conference Bag Sponsorship:** \$2,500 1 available

**Audio Visual Sponsors:** \$5,000 4 available

## Exhibitor Package Add-Ons

- Extra exhibitor passes \$100 each (waived if purchasing extra full conference passes)
- Full conference passes \$100 discount off full rate

## Conference Program Advertising Rates

- Full Page: \$1500
- Half Page: \$1,000
- Quarter Page: \$600
- Business card: \$300

**Conference program is 8.5" x 11"**  
**For details contact Karine Diedrich**  
**1-343-633-4533 | [kdiedrich@chpca.ca](mailto:kdiedrich@chpca.ca)**

