



The Canadian Hospice Palliative Care Learning Institute

Putting Knowledge and Information into Practice

The Banff Centre » Banff, Alberta » June 1-3, 2012



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

Sponsorship, Exhibitor, and Advertising Opportunities

PARTNER WITH A LEADER

- Showcase your latest products and/or services
- Raise your organization profile and maximize your organization's visibility and brand
- Receive valuable exposure to current and potential clients; and build relationships with fellow industry leaders
- Make a lasting impression on hospice palliative care and other allied healthcare professionals

2012 CANADIAN HOSPICE PALLIATIVE CARE LEARNING INSTITUTE

The Canadian Hospice Palliative Care Conference is taking a year off from the traditional 4 day abstract-driven conference. This year, the Canadian Hospice Palliative Care Association and its partners will be hosting the Canadian Hospice Palliative Care Learning Institute concentrating on four intermediate and advanced learning streams including:

- Advocacy, Leadership and Organizational Development
- Interdisciplinary Education and Practice
- Awareness, Information, Social Media and Advance Care Planning
- Clinical Practice
 - Pain and Symptom Management
 - General

We are recruiting the best faculty in Canada along with recognized international leaders to make up a most sophisticated caliber of educators and mentors.

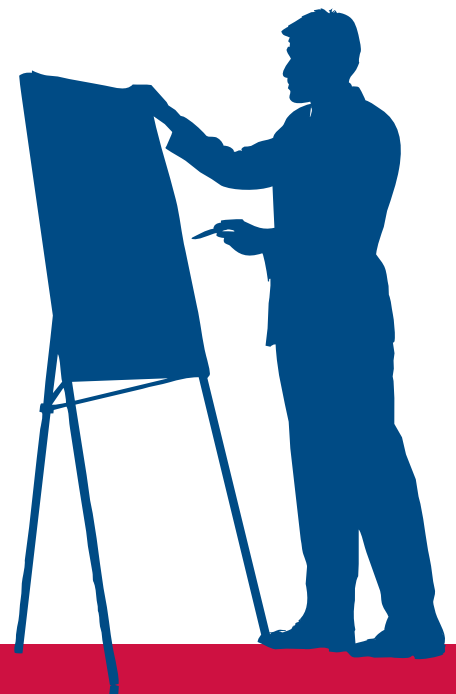
WHO WILL BE ATTENDING?

The best and brightest in the Hospice Palliative Care field (and other allied healthcare professionals) from across Canada and internationally:

- Doctors
- Nurses
- Pharmacists
- Researchers
- Caregivers
- Volunteers
- Social workers

THE LEARNING INSTITUTE WILL FEATURE:

- Intensive Workshops
- Opening Reception
- Satellite Meetings
- Poster Presentations
- Exhibit Hall



Sponsorship and Exhibitor application forms may be submitted online at www.conference.chpca.net beginning in December 2011.

Sponsorship opportunities are available to suit all budgets and marketing goals. Please contact Caroline Kayll, Partnerships and Development Officer, 1-800-668-2785 ext. 224 or ckayll@bruyere.org.

SPONSORSHIP OPPORTUNITIES

Partner Level Sponsor

\$15,000

Partner Level Sponsors receive maximum recognition and profile leading up to and during the Learning Institute. Partner Level Sponsorship will affirm and demonstrate market leadership and raise the profile of your organization. As a Partner, you are ideally positioned to build and reinforce relationships, lead discussions of the key issues and demonstrate your organization's ability to respond to those issues.

Partner Level Benefits include:

- Recognition as Partner Level Sponsor in event marketing pieces including website, emails, AVISO (CHPCA newsletter)
- Reference in media interviews and media releases
- Organization name and logo on tote bags
- Speaker introduction opportunity
- Two complimentary prime location exhibit spaces (8 X 10) in the exhibition hall which includes 4 exhibitor passes.
- Workshop recognition through signage
- Organization name and logo in syllabus
- Four registrations
- One full page colour advertisement in syllabus
- Hyperlink to organization website from CHPCA conference webpage
- A set of participant mailing labels (for those participants who have given permission for the release of their personal information)
- Organization name and logo displayed on sponsor thank you signage
- Promotional material in tote bags

ADDITIONAL OPPORTUNITIES FOR OUR PARTNER LEVEL SPONSORS

1) Sponsorship of a Learning Stream:

\$15,000

4 opportunities

Partner Level sponsors, for an additional \$15,000, will be given the opportunity to sponsor one of the 4 Learning Streams:

- Advocacy, Leadership and Organizational Development
- Interdisciplinary education and practice
- Awareness, information, social media and advance care planning
- Clinical Practice
 - Pain and symptom management
 - General

2) Satellite Symposiums

\$10,000

2 opportunities

Saturday, June 2nd – Lunch 12:30 – 2:00 p.m.

Sunday, June 3rd – Breakfast 7:30 – 9:00 a.m.

These sessions will provide a unique opportunity for Partner Level Sponsors to provide content* and profile their organization to a wide range of attendees. For an additional

(continued...)



ADDITIONAL OPPORTUNITIES FOR OUR PARTNER LEVEL SPONSORS (...continued)

\$10,000 investment (includes catering costs), sponsors at the Partner Level are given the opportunity to sponsor one of these satellite sessions.



A formal marketing plan will be developed in advance to promote these sponsored sessions via the CHPCA's various dissemination networks, which will include promotion to the full list of conference attendees, to the 3500 Canadian Hospice Palliative Care members and the 530 hospice palliative care programs and services through pre-conference advertising and during the conference with signage, inclusion in the conference program, and in the conference tote bag.

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

Compassion Level Sponsor

\$12,500

Compassion Level Benefits include:

- Recognition as Compassion Level Sponsor in event marketing pieces including website, emails, AVISO (CHPCA newsletter)
- Speaker introduction opportunity
- One complimentary prime location exhibit space (8 X 10) in the exhibition hall which includes 2 Exhibitor passes.
- Organization name and logo in syllabus
- Three conference registrations
- One full page colour advertisement in syllabus
- Hyperlink to organization website from CHPCA conference webpage
- A set of participant mailing labels (for those participants who have given permission for the release of their personal information)
- Organization name and logo displayed on sponsor thank you signage
- Promotional material in conference tote bags



Dignity Level Sponsor

\$10,000

Benefits include:

- Recognition as Dignity Level Sponsor in event marketing pieces including website, emails, AVISO (CHPCA newsletter)
- Speaker introduction opportunity
- One complimentary exhibit space (8 X 10) in the exhibition hall which includes 2 Exhibitor passes.
- Organization name and logo in syllabus
- Two conference registrations
- One-half page colour advertisement in syllabus
- Hyperlink to organization website from CHPCA conference webpage
- A set of participant mailing labels (for those participants who have given permission for the release of their personal information)
- Organization name and logo displayed on sponsor thank you signage
- Promotional material in conference tote bags

Comfort Level Sponsor

\$5,000

Benefits include:

- Recognition as Comfort Level Sponsor in event marketing pieces including website, emails, AVISO (CHPCA newsletter)
- One complimentary exhibit space (8 x 10) in the exhibition hall which includes 2 Exhibitor passes.
- Organization name and logo in syllabus
- Organization name and logo on Power Point presentation in plenary hall
- One conference registration
- One-eighth page (business card size) advertisement in syllabus
- Hyperlink to organization website from CHPCA conference webpage
- Organization name and logo displayed on sponsor thank you signage

Opening Reception Sponsor

\$10,000

Benefits include:

- Organization name and logo on signage during reception
- Recognition as Opening Reception Sponsor in event marketing pieces including website, emails, AVISO (CHPCA newsletter)
- Recognition by conference Chair during reception
- One complimentary exhibit space (8 X 10) in the exhibition hall which includes 2 Exhibitor passes.
- Speaker introduction opportunity
- Organization name and logo in syllabus
- Two conference registrations
- One-half page colour advertisement in syllabus
- Hyperlink to organization website from CHPCA conference webpage
- Organization name and logo displayed on sponsor thank you signage

Internet Café Sponsor

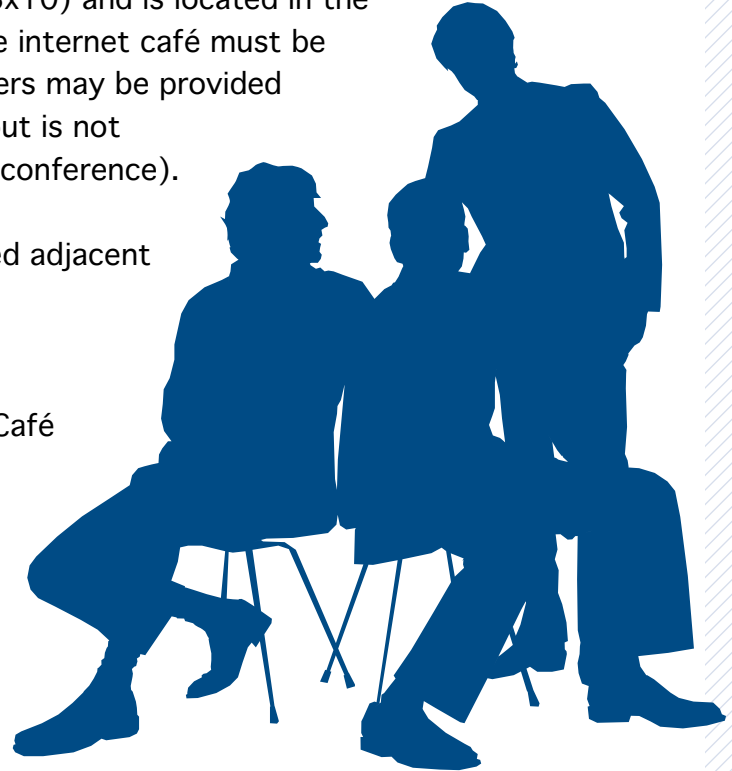
\$7,000

The Internet Café is composed of two exhibit spaces (8x10) and is located in the Exhibit Hall. Cost of equipment and connections for the internet café must be arranged at the sponsor's expense. Additional computers may be provided from the Canadian Hospice Palliative Care Association but is not guaranteed (this is confirmed closer to the date of the conference).

The Internet Café Sponsor's exhibit booth will be located adjacent to the internet café in the Exhibit Hall.

Benefits include:

- Organization name and logo on signage at Internet Café
- Recognition as Internet Café Sponsor in all event marketing pieces including website, emails, AVISO (CHPCA newsletter)
- One complimentary exhibit space (8x10) in the exhibition hall adjacent to Internet Café. Also includes 2 Exhibitor passes.
- Organization name and logo in syllabus
- One conference registration
- One-eighth page (business card size) advertisement in syllabus
- Hyperlink to organization website from CHPCA conference webpage
- Organization name and logo displayed on sponsor thank you signage



Refreshment Break Sponsor

\$2,000

8 opportunities



Benefits include:

- Organization name and logo displayed on signage during refreshment break
- Organization name in syllabus
- Organization name on sponsor thank you signage

EXHIBITOR OPPORTUNITIES

Exhibitor Rates:	On or Before February 29, 2012	After February 29, 2011
Government / For-profit	\$2,000	\$2,200
Not-for-profit	\$600	\$800

- Booths are 8' x 10' or in multiples of that size. Exhibitor/Sponsor will receive one standard draped booth, one 6"x 30" skirted table, 2 chairs, 1 wastebasket.
- The exhibit area will be open Friday, June 1, 2012 from 5:00 p.m. to 9:00 p.m. at which time there will be an opening reception in the exhibit hall. Exhibit hours for Saturday, June 2nd to be announced once the program is finalized. There will be no Exhibit Hall on Sunday, June 3rd.
- Two Exhibitor passes included. Additional passes may be purchased for \$75 each.
- Exhibitor application form is available online by visiting www.conference.chpca.net and the terms and conditions attached.
- Application deadline: May 1st, 2012

ADVERTISING OPPORTUNITIES

Conference Program	
Inside back cover - Full colour full page	\$1,200
Full page within program (B&W)	\$800
Full page within program - Full colour	\$1,000
Half page within program (B&W)	\$500
Half page within program - Full colour	\$700
Quarter page (B&W)	\$300
Business card size (B&W)	\$150
Conference Tote Bag	
Insert in conference tote bag	\$1,000



ABOUT THE CANADIAN HOSPICE PALLIATIVE CARE ASSOCIATION

The Canadian Hospice Palliative Care Association (CHPCA) is the national voice for hospice palliative care in Canada. It is a bilingual, national charitable non-profit association whose mission is the pursuit of excellence in care for persons approaching death so that the burdens of suffering, loneliness and grief are lessened.

CHPCA strives to achieve its mission through:

- increased awareness, knowledge and skills related to hospice palliative care of the public, health care providers and volunteers;
- development of national norms of practice for hospice palliative care in Canada;
- collaboration and representation;
- support of research on hospice palliative care; and
- advocacy for improved hospice palliative care policy, resource allocation and supports for caregivers.



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SPONSORSHIP AT A GLANCE

Sponsorship Opportunities	Partner Level	Compassion Level	Dignity Level	Comfort Level	Opening Reception	Internet Café	Workshop	Refreshment Break
Media exposure	●							
Logo on conference bags	●							
Complimentary Booth	● (2)	● (1)	● (1)	● (1)	● (1)	● (1)		
Complimentary Registration	● (4)	● (3)	● (2)	● (1)	● (1)	● (2)		
Promotional material in conference bags	●	●	●					
Pre-conference promotion	●	●	●	●	●	●		
Advertisement in syllabus	● (Full page)	● (Full page)	● (Half-page)	● (Bus. Card Size)	● (Half-page)	● (Bus. Card Size)		
Recognition in syllabus - name and logo	●	●	●	●	●	●		
Speaker introduction opportunity	●	●	●		●			
Mailing labels	●	●	●					
Web link from official conference website	●	●	●	●	●	●		
Name and logo on Power Point presentation	●	●	●	●	●	●		
Thank you signage	●	●	●	●	●	●	●	●
Opening Reception signage					●			
Signage at internet café						●		
Refreshment break signage								●
Recognition in syllabus - name only							●	●
Opening Reception signage					●			
Signage at internet café						●		
Refreshment break signage								●
Recognition in syllabus - name only							●	●

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