



HPCO's 2020 Conference Sponsor & Exhibitor Prospectus

APRIL 26-28, 2020 | RICHMOND HILL, ONTARIO
SHERATON PARKWAY TORONTO NORTH HOTEL & SUITES

Leading by Example in a Team Based World



Each year, HPCO invites thought leaders, service providers, health system planners, researchers, policy makers, administrators, front-line practitioners and volunteers from across the health care spectrum to gather for a three-day conference to collaborate, network, and integrate hospice palliative care in all settings.



www.conference.hpcoco.ca



@hpcontario #hpcoco2020



Hospice Palliative Care Ontario



hospicepalliativecareontario



Thank you to our 2019 Sponsors and Exhibitors

Gold



Dignity[®]
MEMORIAL

LIFE WELL CELEBRATED™



Bronze



Sponsor



Exhibitors

- ALS Canada
- Aurora Cannabis Inc.
- Avron
- BAS Incorporated
- Bereavement Authority of Ontario
- Brain Tumour Foundation of Canada
- Canadian Hospice Palliative Care Association
- Canadian Virtual Hospice
- CannTrust
- CARE Centre for Internationally Educated Nurses
- Closing the Gap Healthcare
- Cowan Insurance Group
- Dignity Memorial
- Healthcare of Ontario Pension Plan
- Hill-Rom Canada
- Home Instead Senior Care
- Hospice InfoAnywhere
- Life and Death Matters
- Medigas
- OASSIS Group Benefits
- Ontario Association of Social Workers
- Palcare Network
- Palliative Care Nurses Interest Group (PCNIG) RNAO
- Pallium Canada
- ProResp Inc.
- Qualicare Home Care
- Registered Nurses' Association of Ontario
- Registered Practical Nurses Association of Ontario
- Rip n Go Inc.
- RNS Health Care Services
- Robert Mundle Productions Inc.
- Room 217 Foundation
- SE Health
- Spectrum Cannabis
- S.R.T. Med-Staff
- The Healing Cycle
- Tilray
- VoiStory Inc.



More than 800 delegates, sponsors & exhibitors

from across the country and beyond attend the conference.

45%

Executives,
program directors,
administrators &
board members

26%

Clinical practice:
physicians, nurses, social
workers, case managers
spiritual & bereavement
care advisors

10%

Volunteers
& volunteer
management

9%

Educators &
researchers

10%

Others

The HPCO Annual Conference is the highlight of our conference year. While it is a great opportunity to meet the key decision makers, we appreciate learning more about all of the wonderful work being done in the Hospice and Palliative Care sector.

Brent Voisey, Group Benefits Sales Executive, OASSIS

HPCO is a priority event for Room 217. Meeting old and new friends, learning HPC best practices, and showcasing music care products designed for palliative and end of life care are some of the reasons why we have been exhibiting here every year since 2008!

Bev Foster, Executive Director, Room 217 Foundation

For 4 years in a row, I have had the pleasure of participating as a sponsor and exhibitor at the annual HPCO conference. I have found the experience extremely rewarding; from engaging with attendees, informative educational sessions and the delicious meals during the conference! Whether you are a business partner, volunteer or industry professional, I guarantee you will not want to miss out. Looking forward to 2020.








*David Outa, Commercial Account Executive,
Cowan Insurance Group*





Sponsor Opportunities

All Conference Sponsors receive the following sponsorship benefits:

-  Logo on event marketing materials and on-site signage
-  Logo included in the conference program
-  Profile included in the conference program (up to 50 words)
-  Logo posted on HPCO's conference website
-  Link to corporate website on conference website
-  Logo featured on screen in the main plenary room
-  Logo featured on sponsor recognition signage

Sponsorship Levels

Gold
\$12,000

Silver
\$7,000

Bronze
\$5,000

	Gold \$12,000	Silver \$7,000	Bronze \$5,000
Tabletop exhibit space with 6ft draped table and 2 chairs (includes 2 exhibitor badges)	✓	✓	✓
Choice of booth location	✓	—	—
Complimentary conference registrations includes Gala Dinner	3 (value \$2,355)	2 (value \$1,570)	1 (value \$785)
Table of 8 at the Gala Dinner (value \$680)	✓	—	—
Full page advertisement in conference program (color, inside, back cover)	✓	✓	—
1 delegate bag insert (approved by HPCO)	✓	✓	✓
Receive the delegate list one-week post conference	✓	✓	✓
Opportunity to introduce Workshop Session speaker	✓	—	—
Ad in HPCO's E-news letter	✓	—	—

For more information regarding sponsorship opportunities, please contact Vanessa Casalnuovo at vcasalnuovo@hpcoco.ca or 416-304-1477 ext. 37.



Delegate Bag Insert \$500

- One promotional item - flyer, product sample, newsletter, company promotional give-away or other materials

Complimentary Therapy \$1,500

- Share promotional handouts on table outside the complimentary therapies area

Breaks \$2,000 per break

- Exclusive support of a Break
- Organization name and logo displayed on signage in Break area

Name Badge Pouches \$3,500

- Organization logo on conference name badge pouch

Opening Keynote \$3,900

- 1 Complimentary conference registration includes Gala Dinner (value up to \$785)
- Recognition of exclusive support before Opening Keynote
- Opportunity to introduce the Opening Keynote

Closing Keynote \$3,900

- 1 Complimentary conference registration includes Gala Dinner (value up to \$785)
- Recognition of exclusive support before Closing Keynote
- Opportunity to introduce the Closing Keynote

Reception & Entertainment \$4,000

- 1 complimentary conference registration includes Gala Dinner (value up to \$785)
- Recognition of exclusive support during the evening Reception
- Acknowledgement from podium during the dinner
- Opportunity to introduce the Evening Entertainment

Delegate Bag \$4,000 per organization

Co-sponsorship opportunity for two organizations

- Organization logo on conference delegate bags
- 1 delegate bag insert (approved by HPCO)

Lunch \$4,500 per day

- Exclusive support of a Lunch
- Organization name and logo displayed on signage in Lunch area



Exhibitor Opportunities

Exhibitor Benefits

Industry
\$1,600

Tabletop exhibit space with 6ft draped table and 2 chairs (includes 2 exhibitor badges)	✓
1 complimentary registration includes 1 Gala Dinner (value up to \$785)	✓
Organization name posted on conference website with a link to your website	✓
Company Profile included in conference program (50 words max.)	✓
Acknowledgement on sponsorship/exhibitor signage	✓
Opportunity to offer an exclusive draw from your booth to collect business cards	✓

* Does not include sponsor benefits. All additional requirements, including material handling, additional electrical and furniture are the responsibility of the exhibitor.

* Limited NFP rates available to qualifying exhibitors - contact Vanessa Casalinuovo at vcasalinuovo@hpco.ca

Exhibitor Details

Set Up: Sunday, April 26: 6:30am - 8:00am

Exhibit Hours: Sunday, April 26: 8:00am - 5:30pm and Monday, April 27: 7:30am - 3:30pm

Tear Down: Monday, April 27: 3:30pm (after break)

We request your exhibit be staffed daily during the following times:

Sunday		Monday	
8:00am - 9:00am	Registration and Continental Breakfast	7:30am - 8:30am	Registration and Continental Breakfast
10:45am - 11:00am	Morning Break	10:15am - 10:45am	Morning Break
11:45am - 1:00pm	Lunch Break	12 noon - 1:15pm	Lunch Break
2:15pm - 2:45pm	Afternoon Break	2:30pm - 3:00pm	Afternoon Break



Sponsor/Exhibitor Commitment Form

HPCO's Annual Conference | April 26-28, 2020 | Richmond Hill, Ontario

Upon receipt of your completed sponsor commitment form along with full payment, you will be contacted by HPCO's Conference Manager to finalize details of your sponsor benefits and requirements.

Organization Information

Organization Name:	Contact Name:	
Mailing Address:		
City:	Prov./State:	Postal/Zip Code:
Phone:	Ext:	Email:
Type of Products/Services:	Website:	

Payment

Sponsor Cost:	\$
13% HST:	\$
Total Due:	\$

- Cheque (Payable to Hospice Palliative Care Ontario)
 Visa Master Card AMEX

Card Number: _____
Expiry Date: _____ Card Verification Value Code (CVV): _____
Name on Card: _____
TOTAL REMITTANCE: _____
Signature: _____

Sponsor Opportunities

(please check)

- Gold Sponsor \$12,000
- Silver Sponsor \$7,000
- Bronze Sponsor \$5,000
- Exhibitor-Industry \$1,600
- Delegate Bag Insert \$500
- Complimentary Therapy \$1,500
- Break \$2,000
- Name Badge Pouches \$3,500
- Opening Keynote \$3,900
- Closing Keynote \$3,900
- Reception & Entertainment \$4,000
- Delegate Bag \$4,000
- Lunch \$4,500

PLEASE MAIL, FAX OR EMAIL YOUR COMPLETED FORM ALONG WITH YOUR PAYMENT TO:

Hospice Palliative Care Ontario
2 Carlton Street, Suite 808, Toronto, ON, M5B 1J3
Phone: 416-304-1477 Ext. 23, Fax: 416-304-1479, Email: rmarkus@hpcO.ca

AGREEMENT: I, the undersigned, has the full authority to purchase the sponsor packages per the above. I agree with the terms and conditions and will comply with all the policies contained in the Exhibitor Manual.

Name (Print): _____ Title: _____
Signature: _____ Date: _____