



**2023**     *Now is the Time*

# Annual Conference Sponsor & Exhibitor Prospectus

**HPCO's Annual Conference**  
*June 11 - 13, 2023*  
**Richmond Hill, Ontario**



[conference.hpcoco.ca](https://conference.hpcoco.ca)

**#HPCO2023**

# About HPCO

Hospice Palliative Care Ontario is the provincial association for hospices and palliative care providers, professionals, and volunteers throughout Ontario. All hospices in Ontario are members of HPCO.

## Our Purpose

We strive for a future where every person in Ontario has access to quality hospice palliative care.

## Our Vision

We aim to be the unified voice of collaborative, quality hospice palliative care in Ontario.

## Our Mission

We provide leadership on behalf of our members by informing policy and promoting awareness, education, knowledge transfer and best practices in the pursuit of quality hospice palliative care in Ontario.

## What We Offer

HPCO leads within the palliative care movement and supports our members to improve access to quality hospice palliative care by providing:

- ▶ Targeted, effective public policy engagement, driving high level system change for building sustainable, high quality hospice palliative care
- ▶ Information, education, and resources, enabling members to optimize and leverage resources to deliver high quality hospice palliative care
- ▶ A forum for the exchange of ideas and information, enabling members to learn from each other



@hpcontario



@hospicepalliativecareontario



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# Now is the Time

The COVID-19 pandemic revealed the very real gaps and challenges in caring for people with life-limiting illnesses and the frail elderly. Supports for family caregivers and health care workers were stretched to the breaking point, impacting both their mental health and physical wellbeing. The pandemic also gave rise to new ideas and innovations in care and inspired new partnerships across care settings.

The need for widespread adoption of a palliative approach to care has been recognized and new legislation and regulations in Ontario require a palliative approach to care being adopted. Hospice palliative care providers have known and promoted this approach for years and now all in healthcare and government are listening and responding.

## *Now is the Time for Hospice Palliative Care*

The 2023 Hospice Palliative Care Ontario Conference will take place from June 11 to 13 in Richmond Hill, Ontario. The April 2022 conference attracted over 650 delegates, putting the conference back on track to its pre-pandemic attendance record of 850 delegates.

### Conference Streams

- ▶ Anti-Racism and Equitable Access to Care
- ▶ Leadership and Healthcare System Design
- ▶ Caring for Patients, Families, and Caregivers
- ▶ Wellness of the Healthcare Team
- ▶ Quality Clinical Practice

### Conference Venue

**Sheraton Parkway Toronto North Hotel & Suites**

9005 Leslie Street, Richmond Hill, ON

phone: 905-881-2121

[Hotel Website](#)

# Now is the Time

## Why Sponsor #HPCO23?

- ▶ **Partner with THE trusted leader in hospice palliative care**  
HPCO is a trusted partner in healthcare and with government.
- ▶ **Showcase your company's commitment and leadership**  
HPCO's conference is renowned for its networking opportunities and considered by many as the most interdisciplinary conference in healthcare.
- ▶ **Maximize your organization's visibility and brand**  
Gain exposure and build relationships with current and potential clients. Most hospice palliative care sector leadership attend HPCO's annual conference along with system planners, government officials, front line healthcare professionals, and researchers.
- ▶ **Gain a competitive edge**  
Be seen as a partner and supporter of hospice palliative care.

## Why Exhibit at #HPCO23?

- ▶ Connect with existing and potential customers
- ▶ Showcase your products and services and generate sales
- ▶ Launch new products
- ▶ Expand your market and position your brand

## Your Sponsorship Dollars Make it Possible for HPCO to:

- ▶ Support our members in delivering the highest rated care in healthcare
- ▶ Provide effective leadership as the most authoritative voice promoting growth and equitable access in hospice palliative care and excellence in care
- ▶ Provide members and stakeholder with a forum to foster lasting connections, share ideas, and promote innovations
- ▶ Provide HPCO members with high caliber events and education

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## Standard Benefits for All Sponsor Levels

- ▶ Logo placement on the conference website sponsor's page
- ▶ Company profile included in the conference program (up to 50 words)
- ▶ Logo featured on plenary hall screens
- ▶ Logo, company description, and link to company website on conference website
- ▶ Delegate bag insert (1 item supplied by sponsor and approved by HPCO)
- ▶ Delegate list one-week post conference

## Sponsorship Packages with Unique Benefits

### Presenting Sponsor

1 opportunity

**\$50,000** Enjoy priority placement, engagement, exclusive advertising opportunities, and a strong brand presence throughout the conference. Presenting Sponsor package includes standard benefits plus:

- ▶ First choice of premium 10' x 10' booth space in the Sponsor's Hall
- ▶ Opportunity to introduce the opening plenary speaker
- ▶ Logo on conference website landing page and on the sponsor's page
- ▶ Logo on HPCO.ca for 1 year
- ▶ Advertisements in 24 editions of HPCO's member newsletter distributed to over 1,000 healthcare professionals bi-weekly
- ▶ Your company/product featured in an HPCO social media post
- ▶ Advertisements in four editions of HPCO's quarterly public newsletter
- ▶ Acknowledgment of support via posts to HPCO's social media accounts
- ▶ Full page colour ad in the digital conference program (inside front or back cover)
- ▶ Six complimentary conference registrations including Awards Gala Dinner Up to three tables of eight reserved at the Awards Gala Dinner (above four registrations included at the tables)

# Now is the Time

## Care Champion Sponsor

1 opportunity

**\$25,000** Enjoy priority placement, engagement, and advertising opportunities and a strong brand presence throughout the conference. Care Champion Sponsor package includes standard benefits plus:

- ▶ 2<sup>nd</sup> choice of premium 10' x 10' booth space in the Sponsor's Hall
- ▶ Opportunity to introduce a plenary speaker
- ▶ Logo on conference website landing page and on the sponsor's page
- ▶ Advertisements in 12 editions of HPCO's member newsletter distributed to over 1,000 healthcare professionals bi-weekly
- ▶ Your company/product featured in an HPCO social media post
- ▶ Advertisements in two editions of HPCO's quarterly public newsletter
- ▶ Acknowledgment of support via posts to HPCO's social media accounts
- ▶ Full page colour ad in the digital conference program (inside front or back cover)
- ▶ Four complimentary conference registrations including Awards Gala Dinner
- ▶ Up to two tables of eight reserved at the Awards Gala Dinner (above four registrations included at the tables)

## Compassion Level Sponsor

2 opportunities

**\$10,000** Compassion Level Sponsor package benefits include standard benefits plus:

- ▶ Choice of premium tabletop exhibit space in the Sponsor's Hall (6-foot draped table and two chairs)
- ▶ Opportunity to introduce a workshop speaker
- ▶ Advertisements in six editions of HPCO's member newsletter distributed to over 1,000 healthcare professionals bi-weekly
- ▶ Acknowledgment of support via posts to HPCO's social media accounts
- ▶ Three complimentary conference registrations including Awards Gala Dinner
- ▶ One table of eight reserved at the Awards Gala Dinner (above three registrations included at the tables)

# Now is the Time

## Comfort Level Sponsor

5 opportunities

**\$8,000** Comfort Level Sponsor package benefits include standard benefits plus:

- ▶ Tabletop exhibit space in the Sponsor's Hall (6-foot draped table and two chairs)
- ▶ Advertisements in 24 editions of HPCO's member newsletter distributed to over 1,000 healthcare professionals bi-weekly
- ▶ Advertisements in four editions of HPCO's quarterly public newsletter
- ▶ Acknowledgment of support via HPCO's social media accounts (LinkedIn, Twitter, Instagram, Facebook)
- ▶ Two complimentary conference registrations including Awards Gala Dinner

## Leadership Dinner Sponsor

1 opportunity

**\$7,500** An opportunity to sponsor the invitation only Leadership Dinner for sector leaders and decision makers hosted by HPCO's Board of Directors. Leadership Dinner Sponsor package includes standard benefits plus:

- ▶ Tabletop exhibit space in the Sponsor's Hall (6-foot draped table and two chairs)
- ▶ Logo placement on dinner event signage and projection screens
- ▶ Opportunity to introduce leadership event speaker
- ▶ Four tickets/seats at the Leadership Dinner event.

## Closing Lunch and Keynote Speaker Sponsor

1 opportunity

**\$6,000** An opportunity to sponsor the closing keynote speaker, always a fun and uplifting end to the conference. Sponsor benefits include standard benefits plus:

- ▶ Tabletop exhibit space in the Sponsor's Hall (6-foot draped table and two chairs)
- ▶ Logo placement on closing keynote projection screens
- ▶ Opportunity to introduce the closing keynote speaker

## June Callwood Awards Luncheon Sponsor

1 opportunity

**\$5,000** An opportunity to sponsor the luncheon for the hospice volunteers being inducted into the June Callwood Circle of Outstanding Volunteers. Additional sponsor package benefits include standard benefits plus:

- ▶ Tabletop exhibit space in the Sponsor's Hall (6-foot draped table and two chairs)
- ▶ Logo placement on luncheon event signage and projection screens
- ▶ Opportunity to introduce the Awards

# Now is the Time

## Awards Gala Entertainment Sponsor

1 opportunity

**\$5,000** Exclusive sponsorship of the Awards Gala Entertainment. Sponsor benefits include standard benefits plus:

- ▶ Tabletop exhibit space in the Sponsor's Hall (6-foot draped table and two chairs)
- ▶ Company name and logo displayed at breakfast buffet stations and on projection screens
- ▶ One conference registration and table of eight at the Awards Gala Dinner
- ▶ Opportunity to introduce Awards Gala Entertainment

## Lunch Sponsor

1 opportunity

**\$5,000** Support a nutritious lunch for conference delegates on Monday. Sponsor benefits include standard benefits plus:

- ▶ Tabletop exhibit space in the Sponsor's Hall (6-foot draped table and two chairs)
- ▶ Exclusive sponsorship of one Lunch
- ▶ Company name and logo displayed at lunch buffet stations and on projection screens

## Breakfast Sponsor

2 opportunities

**\$3,000** Exclusive sponsorship of one Breakfast Buffet. Sponsor benefits include standard benefits plus:

- ▶ Company name and logo displayed at buffet stations and on projection screens
- ▶ Tabletop exhibit space in the exhibit Hall (6-foot draped table and two chairs)

## Refreshment Break Sponsor

4 opportunities

**\$2,000** Exclusive sponsorship of one Refreshment Break. Sponsor benefits include standard benefits plus:

- ▶ Company name and logo displayed at break stations and on projection screens



# Now is the Time

## Exhibitor Opportunities and Benefits

### Exhibitor Benefits

30 opportunities

- \$1,500** Tabletop exhibit space in the Exhibit Hall (6-foot draped table and 2 chairs)
- ▶ Two exhibitor badges for entry to Exhibit Hall and for breakfasts, breaks, and lunch
  - ▶ 1 Conference full registration includes the Awards Gala Dinner
  - ▶ Company name posted on the conference website with a link to your website
  - ▶ Company profile included in the digital conference programs (50 word maximum)
  - ▶ Acknowledgment on the on-site exhibitor signage
  - ▶ Opportunity to offer an exclusive prize draw from your booth to collect business cards
    - \* Exhibitor benefits do not include sponsor benefits.
    - \* All additional requirements, including material handling, additional electrical, and furniture are the responsibility of the exhibitor.

**\$500** Delegate bag insert (1 item supplied by sponsor and approved by HPCO)

## Exhibitor Details

**Set up:** Sunday, June 11 from 6:30 to 8:00 a.m. Doors open at 8:00 a.m.

**Exhibit Hours:** Sunday, June 11 from 8:00 a.m. to 3:00 p.m.  
Monday, June 12 from 7:30 a.m. to 3:30 p.m.

**Take Down:** Monday, June 12 3:30 (after the refreshment break)

**We request that your exhibit be staffed Sunday and Monday during the following times:**

- ▶ Registration and Breakfast
  - ▶ Morning Break
  - ▶ Lunch
  - ▶ Afternoon Break
- Specific times for exhibit staffing will be provided once final programming is complete

# Now is the Time

## Sponsor and Exhibitor Commitment Form

### Organization Information

Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov. or State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Your Phone #: \_\_\_\_\_ Your email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Description of products/services: \_\_\_\_\_

### Payment Information

Cost: \_\_\_\_\_ add 13% HST: \_\_\_\_\_ Total: \_\_\_\_\_

Cheque  Credit Card

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_ CVV #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please email, mail, or fax this form along with payment to:**

Hospice Palliative Care Ontario  
2 Carlton Street, Suite 1718, Toronto, ON, M5B 1J3  
Email: [conference@hpco.ca](mailto:conference@hpco.ca)  
Fax: 416-304-1479

### Sponsor Opportunities

- Presenting Sponsor: (1) \$50,000
- Champion Sponsor: (1) \$25,000
- Compassion Level: (2) \$10,000
- Comfort Level: (5) \$8,000
- Leadership Dinner: (1) \$7,500
- ~~June Callwood Awards: (1)~~ **Sold**
- Closing Lunch and Keynote: (1) \$5,000
- Awards Gala Entertainment: (1) \$5,000
- Monday Lunch Sponsor: (1) \$5,000
- Breakfast Sponsor: (3) \$3,000
- Refreshment Break Sponsor: (4) \$2,000

### Exhibitor Opportunities

- Exhibit Booth: \$1,500
- Delegate Bag Insert: \$500

**Sponsor & Exhibitor Contact:** Melissa Horner at 416-682-2692 or Rick Firth 416-736-7655

**AGREEMENT:** I, the undersigned, have the full authority to bind my company to purchase the indicated sponsorship(s) and/or exhibitor package. I agree to the terms and conditions and will comply with all policies contained in the Sponsors and Exhibitors Guide.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_