



JUNE 8-10, 2025

HPCO's Annual Conference

Collaboration • Excellence • Innovation

Sponsor and Exhibitor Opportunities

Sheraton Parkway Toronto North, Richmond Hill, Ontario

conference.hpcoco.ca

conference@hpcoco.ca 416-736-1260



About HPCO

Hospice Palliative Care Ontario is the provincial association for hospices and palliative care providers, professionals, and volunteers throughout Ontario. The association's roots go back to 1981, when the Ontario Palliative Care Association was founded, followed by the Hospice Association of Ontario in 1989. The associations came together in 2011 to create Hospice Palliative Care Ontario. HPCO's Mission is to 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 HPCO Offers

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

- ▶ Targeted and 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

Conference Venue

Sheraton Parkway Toronto North Hotel & Suites
9005 Leslie Street, Richmond Hill, ON
905-881-2121 [Hotel Website](#)

Sponsor and Exhibit Halls Open

Sunday, June 8 at 7:30 AM to Monday, June 9 at 3:00 PM

 [@Hospice Palliative Care Ontario](#)

 [@hpcontario](#)

 [@hospicepalliativecareontario](#)

 [@hpcontario](#) #HPCO2025

HPCO Contact

Michelle Everets
Conference Manager
conference@hpcoco.ca 416-736-1260

Hospice Palliative Care Ontario
2 Carlton Street, Suite 1718
M5B 1J3, ON, Canada

416-736-1260
conference@hpcoco.ca
conference.hpcoco.ca

About the Conference

Hospice Palliative Care Ontario presents Canada's premier palliative care conference. This is your invitation to sponsor and/or exhibit at this event, which will host leaders and decision-makers, service providers, healthcare professionals, health system planners, researchers, policymakers, administrators, front-line practitioners, and volunteers from across the healthcare spectrum.

Delegates meet to share, debate, learn, and co-create solutions to ensure equitable palliative care is available everywhere. The June 2024 conference attracted over 800 delegates from across Ontario and Canada.

Who Attends?

HPCO's conference attracts over 800 delegates from across Ontario, including:

- CEOs and Administrators
- Board Members
- Care Coordinators
- Directors of Care, RNs, and RPNs
- Educators and Researchers
- Fundraising Professionals
- Grief & Bereavement Professionals
- Health System Planners
- Physicians / Medical Directors
- Program Managers
- Spiritual Care Professionals
- Volunteer Managers

Delegates work in hospice residences, hospitals, home care and in-home hospice care, Ontario Health Teams and long-term care, regional health authorities, academia, and research.



HPCO's 2025 Conference

Reasons to Partner with THE trusted leader in hospice palliative care and Sponsor and Exhibit at HPCO2025

- **Show Leadership**
Be seen as sector leaders committed to high-quality hospice palliative care for all.
- **Gain exposure for your products and services**
Showcase your company to delegates from across disciplines and care settings.
- **Get Social**
Build authentic relationships with clients in an energetic environment filled with networking opportunities. HPCO's conference is renowned as the most interdisciplinary conference in healthcare.
- **Generate Leads**
Meet new prospects and generate high-quality leads by engaging directly with delegates.
- **Meet Decision Makers**
Most hospice palliative care leadership and decision-makers attend the conference.
- **Gain a competitive edge**
Be seen as a partner and supporter of hospice palliative care.
- **Understand Your Customers**
Network and gain insights into the challenges faced by your customers and create opportunities for solutions.
- **Educate Potential Clients**
Show how your company can solve clients' biggest problems! Explain your services, how you help, and why partnering with you is beneficial.



Sponsorship Packages

Presenting Partner

\$50,000

Enjoy prominent placement, exclusive advertising opportunities, and a strong brand presence throughout the conference. Presenting Partner benefits include:

Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile included in the digital conference program (up to 50 words)
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- Delegate package insert (1 item supplied by sponsor and approved by HPCO)
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor signage
- Complementary Wi-Fi for use at your booth

Benefits for Presenting Partner

- Premium 10' x 10' exhibit space in the Sponsor's Hall (with a 6' x 2' draped table with two chairs)
- 4 exhibitor packages, including access to breakfast, lunch, and breaks
- Opportunity to introduce a plenary keynote speaker
- 10 complimentary full conference registrations, including the Gala
- 3 reserved Gala tables of eight (including seats for the 10 complimentary full conference registrations)
- Advertisements in 24 editions of HPCO's member newsletter
- Acknowledgment of support via posts to HPCO's social media accounts
- Advertisements in each edition of HPCO's quarterly public newsletter
- Your company/product featured in 4 HPCO social media posts
- Logo on conference website landing page
- Logo on HPCO.ca for 1 year
- Full-page colour ad in the digital conference program



Mount Pleasant Group

Sponsorship Packages

Care Partner

\$25,000

Enjoy priority placement, engagement, advertising opportunities, and a strong brand presence throughout the conference.

Care Partner benefits include:

Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile included in the digital conference program (up to 100 words)
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor signage
- Complementary Wi-Fi for use in your booth

Benefits for Care Partner

- Premium 10' x 12' exhibit space in the Sponsor's Hall (with a 6' x 2' draped table with 4 chairs)
- **3** exhibitor badges, including access to breakfast, lunch, and breaks
- Opportunity to introduce a plenary keynote speaker
- **5** complimentary full conference registrations, including Gala
- **2** reserved Gala tables of eight (including seats for the 5 complimentary full conference registrations)
- Advertisements in **12** editions of HPCO's member newsletter
- Acknowledgment of support via posts to HPCO's social media accounts
- Advertisements in each edition of HPCO's quarterly public newsletter
- Your company/product featured in **2** HPCO social media posts
- Logo on conference website landing page
- Full-page colour ad in the digital conference program

Sponsorship Packages

Compassion Level Sponsor

\$10,000 4 Opportunities

Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 words) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor signage
- Complementary Wi-Fi for use at your booth

Benefits for Compassion Level Sponsors

- 8' x 5' exhibit space in the sponsor's Hall (with a 6' x 2' draped table with two chairs)
- 2 exhibitor badges, including access to breakfast, lunch, and breaks
- 3 complimentary full conference registrations, including Gala
- 1 reserved Gala table of eight (including seats for the 3 complimentary full conference registrations)
- Advertisements in 4 editions of HPCO's member newsletter
- Acknowledgment of support via posts to HPCO's social media accounts
- Half-page colour ad in the digital conference program



Sponsorship Packages

Comfort Level Sponsor

\$8,000 5 Opportunities

Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 words) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor signage
- Complementary Wi-Fi for use at your booth

Benefits for Comfort Level Sponsors

- 8' x 5' exhibit space in the Sponsor's Hall (with a 6' x 2' draped table with two chairs)
- 2 exhibitor badges, including access to breakfast, lunch, and breaks
- 2 complimentary full conference registrations, including Gala
- 1 reserved Gala table of eight (including seats for the 2 complimentary full conference registrations)
- Advertisements in 2 editions of HPCO's member newsletter
- Acknowledgment of support via posts to HPCO's social media accounts
- Quarter-page colour ad in the digital conference program



Sponsorship Packages

Gala Entertainment Sponsor

\$6,000 1 Opportunity

Sponsor the Awards Gala Entertainment and ensure delegates have fun! Sponsor benefits include:

Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 words) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied to you and approved by HPCO
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor sign
- Complementary Wi-Fi for use at your booth

Benefits for Gala Entertainment Sponsor

- Opportunity to announce the Gala Entertainment
- 8' x 5' exhibit space in the Sponsor's Hall (with a 6' x 2' draped table with two chairs)
- 2 exhibitor badges, including access to breakfast, lunch, and breaks
- 1 complimentary full conference registration, including Gala
- 1 reserved Gala table of eight (including a seat for the 1 complimentary full conference registration)
- Acknowledgment of support via posts to HPCO's social media accounts
- 50% off the cost of a colour ad in the digital conference program

Sponsorship Packages

June Callwood Awards Luncheon Sponsor

\$6,000 1 Opportunity

An opportunity to sponsor the luncheon for hospice volunteers being inducted into the June Callwood Circle of Outstanding Volunteers.

Benefits for this sponsor include:



Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 word) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor signage
- Complementary Wi-Fi for use at your booth

Benefits for June Callwood Awards Luncheon Sponsor

- Opportunity to Introduce the June Callwood Awards presentation
- 8' x 5' exhibit space in the Sponsor's Hall (with a 6' x 2' draped table with two chairs)
- 2 exhibitor badges, including access to breakfast, lunch, and breaks
- 1 complimentary full conference registration, including Gala
- Acknowledgment of support via posts to HPCO's social media accounts
- Sponsorship signage at the sponsored meal buffet stations
- Prominent logo placement on projection screens for the Awards Luncheon
- 50% off the cost of a colour ad in the digital conference program

Sponsorship Packages

Closing Lunch and Keynote Sponsor

\$6,000 1 Opportunities

An opportunity to sponsor the lunch and the closing keynote speaker. Always a fun and uplifting end to the conference.

Sponsor benefits include:

Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 words) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor signage
- Complementary Wi-Fi for use at your booth

Benefits for Lunch Sponsor

- 8' x 5' exhibit space in the Sponsor's Hall (with a 6' x 2' draped table with two chairs)
- 2 exhibitor badges, including access to breakfast, lunch, and breaks
- 1 complimentary full conference registration, including Gala
- Sponsorship signage at the sponsored meal buffet stations
- Prominent logo placement on projection screens for lunch event
- 50% off the cost of a colour ad in the digital conference program



Sponsorship Packages

Monday Lunch Sponsor

\$5,500 1 Opportunity

Support a nutritious lunch for conference delegates on Monday, June 9. Benefits of this package include:

Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 words) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor signage
- Complementary Wi-Fi for use at your booth

Benefits for Monday Lunch Sponsor

- 8' x 5' exhibit space in the Sponsor's Hall (with a 6' x 2' draped table with two chairs)
- 2 exhibitor badges, including access to breakfast, lunch, and breaks
- 1 complimentary full conference registration, including Gala
- Sponsorship signage at the sponsored meal buffet stations
- Prominent logo placement on projection screens during lunch
- 50% off the cost of a colour ad in the digital conference program



Sponsorship Packages

Breakfast Sponsor

\$3,500 ~~3~~ Opportunities

1 remaining

Exclusive sponsorship of one Breakfast Buffet. Sponsor benefits include:

Standard Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 words) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- Logo on on-site exhibitor signage
- Complementary Wi-Fi for use at your booth

Benefits for Breakfast Sponsors

- 8' x 5' exhibit space in the exhibit hall (with a 6' x 2' draped table with two chairs)
- **2** exhibitor badges, including access to breakfast, lunch, and breaks
- **1** complimentary full conference registration, including Gala
- Sponsorship signage at the sponsored meal buffet stations
- 30% off the cost of a colour ad in the digital conference program



Sponsorship Packages

Refreshment Break Sponsor

\$2,500 ~~4 Opportunities~~
2 Opportunities left

Exclusive sponsorship of one Refreshment Break. Sponsor benefits include:

Sponsor Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 words) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- **1** complimentary full conference registration, including Gala
- Sponsorship signage at the sponsored food break stations
- 30% off the cost of a colour ad in the digital conference program



Sponsorship Packages

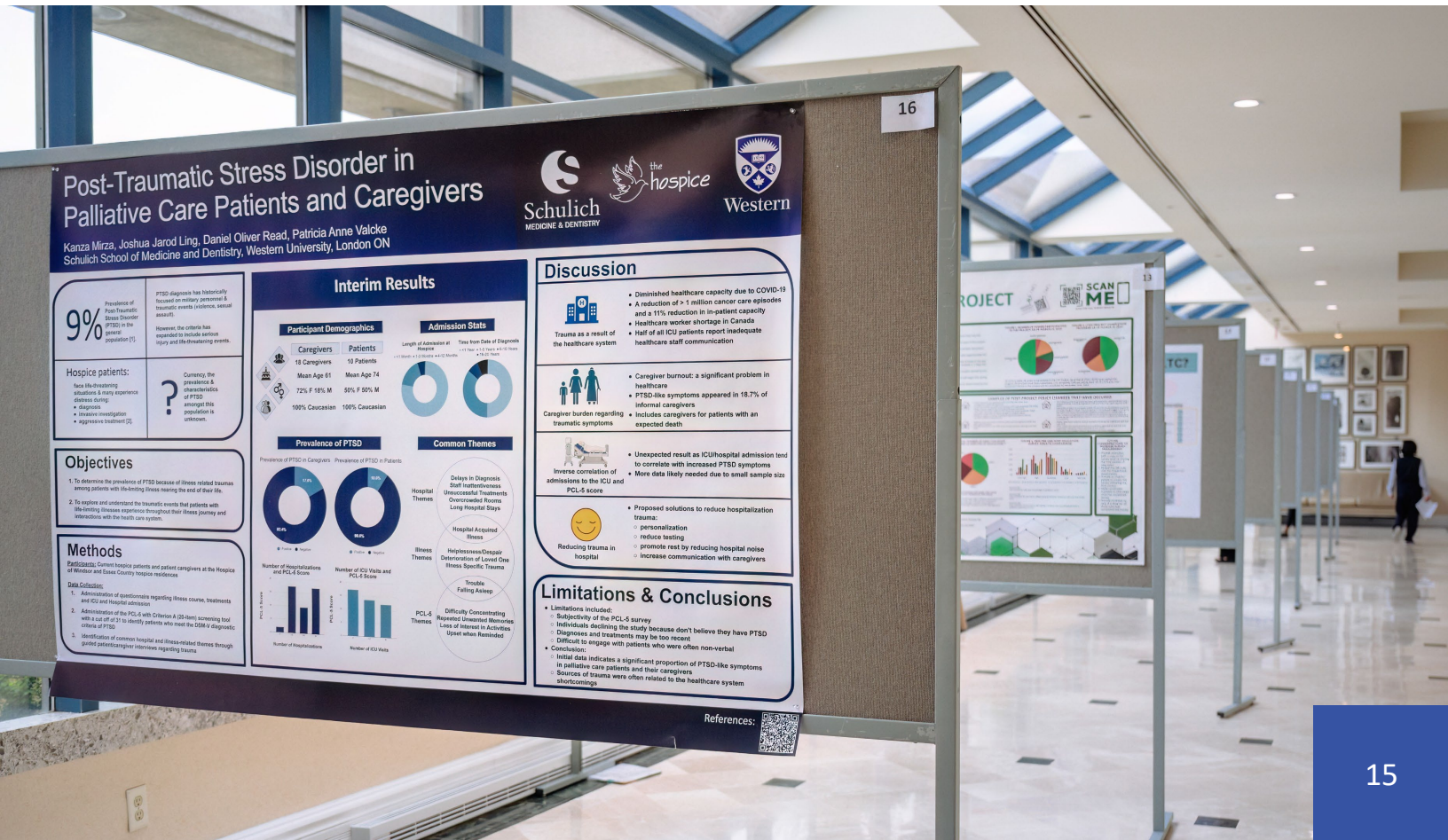
Poster Hall Sponsor

\$2,500 1 Opportunity

Exclusive sponsorship of the Poster Hall.

Sponsor Benefits

- Logo placement on the conference website sponsor page
- Company profile (up to 50 words) in the digital conference program
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website
- One delegate package insert supplied by you and approved by HPCO
- Receive delegate list two weeks post-conference
- Exclusive Sponsorship signage in Poster Display Hall
- 1 complimentary full conference registration, including Gala
- 30% off the cost of a colour ad in the digital conference program



Post-Traumatic Stress Disorder in Palliative Care Patients and Caregivers

Kanza Mirza, Joshua Jarod Ling, Daniel Oliver Read, Patricia Anne Valcke
Schulich School of Medicine and Dentistry, Western University, London ON



9%
Prevalence of Post-Traumatic Stress Disorder (PTSD) in the general population [1]

Hospice patients:
• Lack of awareness
• Stigmatization & many experience delayed diagnosis
• Inadequate investigation
• Inappropriate treatment [2]

Objectives

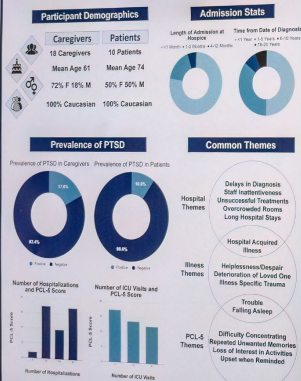
1. To determine the prevalence of PTSD because of illness related traumas among patients with life-limiting illness nearing the end of their life.
2. To explore and understand the traumatic events that patients with life-limiting illnesses experience throughout their illness journey and interactions with the health care system.

Methods

Participants: Current hospice patients and patient caregivers at the Hospice of Windsor and Essex County hospice residences

- Data Collection:**
1. Administration of questionnaires regarding illness course, treatments and ICU and hospital admission
 2. Administration of the PCL-5 with Criterion A (DS-5) screening tool with a cut off of 21 to identify patients who meet the DSM-5 diagnostic criteria of PTSD
 3. Identification of common hospital and illness-related themes through patient/caregiver interviews regarding traumas

Interim Results



Discussion

- Trauma as a result of the healthcare system**
- Diminished healthcare capacity due to COVID-19
 - A reduction of > 1 million cancer care episodes and a 11% reduction in in-patient capacity
 - Healthcare worker shortage in Canada
 - Half of all ICU patients report inadequate healthcare staff communication
- Caregiver burden regarding traumatic symptoms**
- Caregiver burnout: a significant problem in healthcare
 - PTSD-like symptoms appeared in 18.7% of informal caregivers
 - Includes caregivers for patients with an expected death
- Inverse correlation of admissions to the ICU and PCL-5 score**
- Unexpected result as ICU/hospital admission tend to correlate with increased PTSD symptoms
 - More data likely needed due to small sample size
- Proposed solutions to reduce hospitalization trauma:**
- Personalization
 - Reduce testing
 - Promote rest by reducing hospital noise
 - Increase communication with caregivers

Limitations & Conclusions

- Limitations included:**
- Subjectivity of the PCL-5 survey
 - Individuals declining the study because they don't believe they have PTSD
 - Diagnoses and treatments may be too recent
 - Difficult to engage with patients who were often non-verbal
- Conclusion:**
- Initial data indicates a significant proportion of PTSD-like symptoms in palliative care patients and their caregivers
 - Sources of trauma were often related to the healthcare system shortcomings

References:

Sponsorship Packages

À La Carte Sponsorships

Complementary Therapy

\$1,500 1 Opportunity

Sponsor some personal wellness for conference delegates. These very popular complementary therapy sessions provide Therapeutic Touch®, Aroma Chair Massage, Craniosacral Therapy, Reiki, and Trager Therapy. Sponsor Benefits:

- Logo placement on the conference website sponsor page
- Logo featured on plenary hall screens
- Logo, company description (up to 50 words), and link to your website on the conference website Your logo on Complementary Therapy signage
- Company profile included in the digital conference program (up to 50 words)

Reserved Gala Table

\$1,200

- 1 reserved table of 8 for the Gala Award Dinner on Monday, June 9
- Logo on table sign
- Logo recognition on Gala screens



Exhibitor Package

Exhibit Booth Package

\$1,700 30 Opportunities

Standard Benefits

- 8' x 5' exhibit space in the exhibit hall (with a 6' x 2' draped table with two chairs)
- 2 exhibitor badges, including access to breakfast, lunch, and breaks
- Company profile included in the digital conference program (up to 50 words)
- Logo, company description (up to 50 words), and link to your website on the conference website
- Logo on on-site exhibitor signage
- Receive delegate list two weeks post-conference
- Opportunity to donate a prize to Tuesday's closing ceremony prize draw
- Complementary Wi-Fi for use at your booth

Exhibit Booth Package Add-Ons

- Up to 2 full conference registrations, including Gala, at a discounted price of \$500 each.
- \$500 - Delegate package insert (1 item supplied by sponsor and approved by HPCO)
- 20% off the cost of a colour ad in the digital conference program



Exhibitor Details

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

Exhibit Hours: Sunday, June 8, from 8:00 a.m. to 5:30 p.m.
Monday, June 9 from 7:30 a.m. to 3:30 p.m.

Take Down: Monday, June 9, 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

Recent Exhibitors Love the Conference:

Umano Medical and HPCO share the common vision of offering the finest standard of hospice palliative care throughout Ontario.

The HPCO conference provides a valuable venue for networking, learning, and sharing best practices and new solution offerings with our peers.

As a proudly Canadian company, Umano Medical is honored to be an industry partner with HPCO and exhibit at their conference.



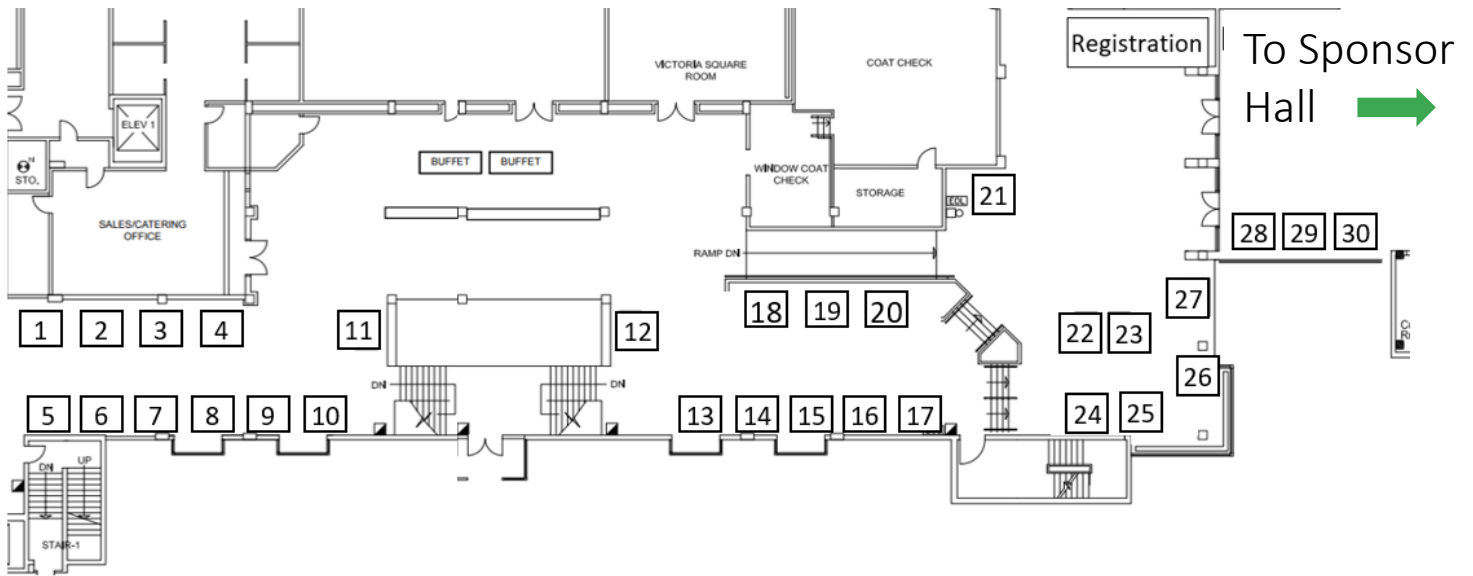
Nicolas Laguë
National Sales Director

Excellent event! It's a great opportunity to meet face-to-face with potential clients and to catch up with existing ones.

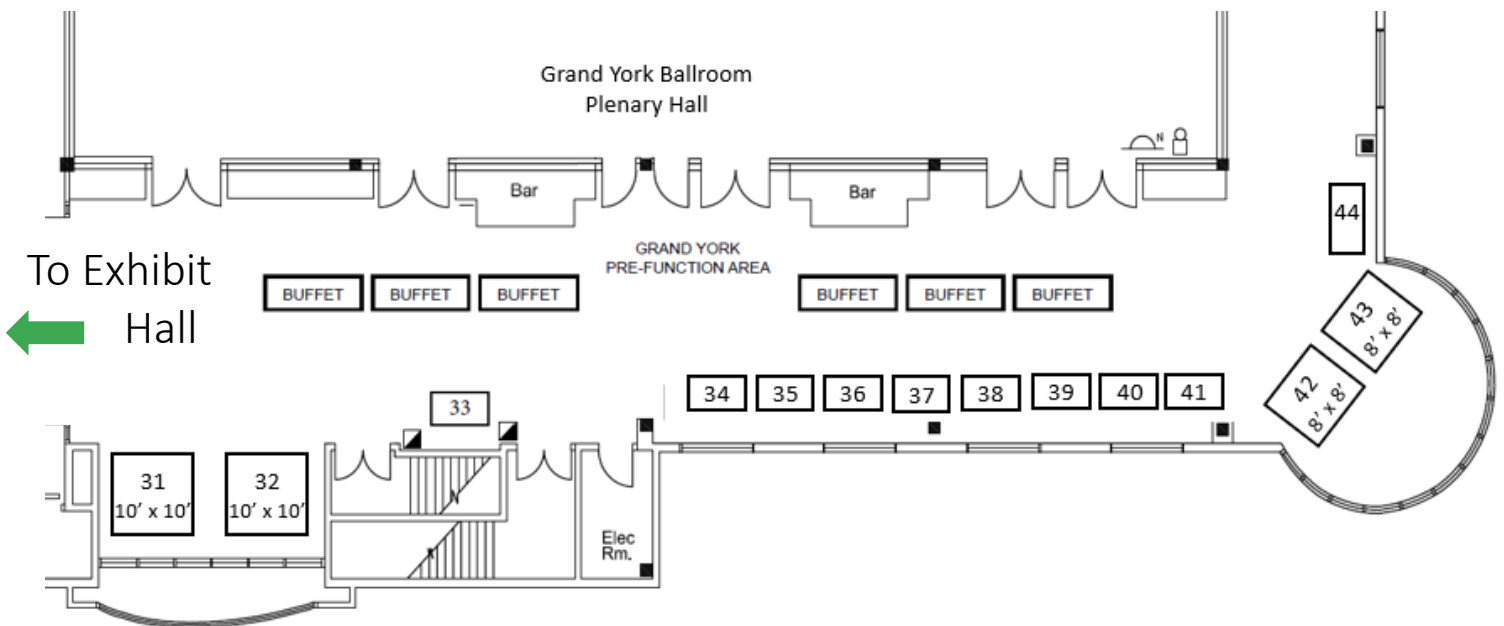
The conference program provides ample time for delegates to visit our booth and see our products.

Still the best conference around. Thank you for the opportunity.

Exhibit Hall Booth Layout



Sponsor Hall Booth Layout



Sponsor and Exhibitor Commitment Form

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

Cheque Credit Card

Card Number: _____

Expiry Date: ____ / ____ CVV #: _____

Name on Card: _____

Signature: _____

Please return this form by email to conference@hpcoco.ca
or mail to:

Hospice Palliative Care Ontario
2 Carlton Street, Suite 1718,
Toronto, ON, M5B 1J3

Conference Manger: Michelle Everets 416-736-1260

AGREEMENT: I have the authority to bind my company to purchase the indicated services. I agree to the terms and conditions and will comply with all policies contained in the Sponsors and Exhibitors Guide.

Signature: _____

Sponsor Opportunities

Including Booth Space in the Sponsor Hall

- Presenting Partner: (1) *SOLD*
- Care Partner: (2) *SOLD*
- Compassion Level: (4) \$10,000
- Comfort Level: (5) \$8,000
- Awards Gala Entertainment: (1) *SOLD*
- June Callwood Awards: (1) *SOLD*
- Closing Lunch and Keynote: (1) \$6,000
- Monday Lunch: (1) \$5,500
- Breakfast: (1 remaining) \$3,500

No Booth Space Included

- Refreshment Break Sponsor: (2) \$2,500
- Poster Hall Sponsor: (1) \$2,500

À La Carte Sponsorships

- Complementary Therapy (1) \$1,500
- Reserved Gala Table Sponsor \$1,200

Exhibitor Opportunities (30)

- Exhibit Booth in Exhibit Hall: \$1,700
- Delegate Package Insert: \$500

Total: _____ + 13% HST _____ = _____