



Advanced Learning in Palliative Medicine

2027 Partner Prospectus

About

On behalf of the Canadian Society of Palliative Medicine (CSPM), we invite you to support our mission to advance excellence in palliative care across Canada. CSPM partners enjoy unique opportunities to connect directly with the national palliative medicine community through education, collaboration, innovation, and event sponsorship.

We look forward to building meaningful, mission-aligned relationships with organizations dedicated to supporting high-quality care for people living with serious illness.

CSPM is the national specialty society representing more than 700 palliative medicine physicians, educators, researchers, and trainees across Canada. Through accredited education, research, advocacy, and leadership development, CSPM strengthens clinical excellence and supports a growing national network of specialists dedicated to improving the lives of patients and families.

CSPM is committed to providing strong value to our industry partners. We welcome conversations about conference sponsorship and other collaborative initiatives.

CSPM's Communications Reach



Member Portal access to
700+ specialists



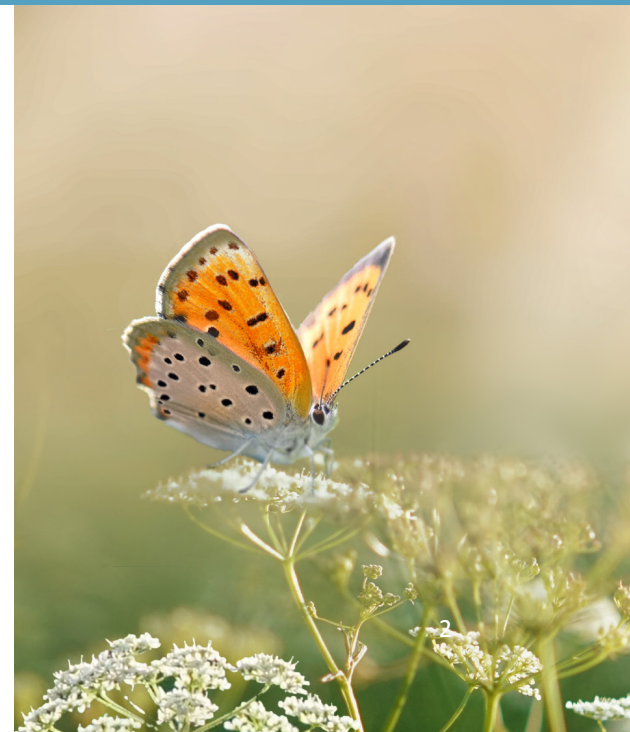
Email reach:
4,000



National educational
programming and events



CSPM is a Royal College of
Physicians and Surgeons
accredited Continuing Professional
Development (CPD) provider.



Advanced Learning in Palliative Medicine (ALPM) Conference

A Letter from the Chairs



Welcome,

On behalf of the Canadian Society of Palliative Medicine (CSPM), we invite you to support the 2027

Advanced Learning in Palliative Medicine (ALPM) Conference, April 29 - May 1, 2027 in Ottawa, ON. The ALPM Conference is the premier event in advancing knowledge and expertise in the field of palliative medicine, bringing together palliative medicine physicians, family doctors, other physician specialists, prescriber practitioners and researchers who are committed to enhancing their expertise in palliative care.

ALPM 2027 offers a range of sponsorship opportunities tailored to meet your organization's unique goals and objectives. We are dedicated to delivering exceptional value to our partners and look forward to collaborating with you in to ensure maximum impact.

We encourage you to reach out with any questions, ideas, or specific objectives you may have in mind. Together, we can create a partnership that not only aligns seamlessly with your goals but also contributes to the advancement of palliative care in Canada.

We look forward to the opportunity of welcoming you as a valued sponsor of ALPM 2027. Your support will contribute significantly to the success of this event and further strengthen palliative medicine in Canada.

Sincerely,

Dr. Megan Selick & Dr. Henrique Parsons

*ALPM Conference Committee co-Chairs,
Canadian Society of Palliative Medicine*



Attendee Profile

Majority of attendees are physicians specializing in palliative medicine or who are interested in palliative care. Other prescribers and palliative care researchers are welcome to attend.



73%

Family physicians with advanced palliative medicine training.



27%

Specialists in cardiology, respirology, critical care, emergency medicine, pediatrics, geriatrics, oncology, anesthesia, neurology

Practice Setting



83% Urban



17% Rural

Years in practice

23% 0-5 years

25% 20+ years

20% 6-10 years

10% Trainees

23% 11-20 years

Sponsorship Opportunities

Platinum Sponsor – \$25,000

- 60 min Lunch Symposia (unaccredited)
- Logo on all event materials, app & CSPM website
- Exhibit table
- 4 registrations
- Opportunity for meeting with CSPM Senior leadership
- Two dedicated e-blasts following ALPM
- Opportunity to co-develop a 60 min webinar following ALPM at a discounted rate

Gold Sponsor – \$15,000

- Breakfast Showcase Session (unaccredited)
- Logo on all event materials, app & CSPM website
- Exhibit table
- 3 registrations
- One dedicated e-blast following ALPM

Silver Sponsor – \$10,000

- Recognition as a break sponsor
- Logo on all event materials, app & CSPM website
- Exhibit table
- 2 registration

Exhibit-Only Option - \$2,000

- Exhibit table + 1 badge

Add-On Opportunities

Opening Reception Sponsor - \$10,000

- Recognition as the official reception sponsor
- Stage time prior to awards ceremony (3-5 minutes)
- Logo recognition throughout reception
- Branded drink tickets

Lunch Sponsor – \$5,000 (2 available)

- Logo on lunch signage
- Table cards
- Verbal recognition

Sponsored Lunch Session– \$10,000 (Exclusive)

- One unaccredited lunch session
- High value for pharma
- Independent educational content required and must be reviewed and approved by CSPM

Break Sponsor – \$3,500

- Recognition from the podium
- Logo on break signage

Resident Lunch Forum Sponsor – \$5,000

- Recognition as the official sponsor of this session
- Stage time prior to speaker (3-5 min)
- Logo on signage
- One dedicated e-blast to CSPM residents following ALPM

Room Drop - \$3,000

- Reach every ALPM attendee with approved materials delivered directly to their hotel room upon arrival. A personal, high-visibility opportunity to connect with palliative care professionals and enhance their conference experience.

Hotel Keycards - \$2,500

- Corporate branded keycards will replace the standard hotel keycards for all conference attendees staying at the Fairmont Winnipeg. One side of the key card will be branded with the conference logo.



All sponsorship opportunities follow the National Standard for Support of Accredited CPD Activities.

Programs & Learning

CSPM is offering a limited number of opportunities for partners to support educational content associated with the meeting.

These opportunities are limited and will be available on a first-come, first-served basis. Please contact partnerships@pallmed.ca for additional details. All opportunities must follow the Royal College and College of Family Physicians accreditation guidelines, and partner involvement will be limited to consultation only.

CSPM will be responsible for working with the meeting planning committee to develop the format and program for these sessions.

Plenary Session

Accredited (1 available)

- One unopposed 60-minute accredited large group session on a topic approved by CSPM.

Breakfast Symposia

Accredited (1 available)

- One unopposed 60-minute accredited breakfast session on a topic approved by CSPM.

Concurrent Session

Accredited (2 available)

- One 60-minute accredited concurrent session on a topic approved by CSPM.

**As the physician organization in co-developed activities, CSPM maintains full control over the educational content of co-developed activities.*



CSPM SCMP
Canadian Society of Palliative Medicine Société canadienne de médecine palliative