



# Advanced Learning in Palliative Medicine 2026 Prospectus

# A Letter from the Chair



**Dear Valued Partner,**

On behalf of the Canadian Society of Palliative Medicine, it is my pleasure to extend a special invitation for the upcoming Advanced Learning in Palliative Medicine (ALPM)

Conference, which is scheduled to take place from May 28 – May 30, 2026, at the Fairmont Winnipeg, Winnipeg, Manitoba.

As a special thank you to our 2026 sponsors, all sponsorship levels will also include the opportunity to be an honorary sponsor of the 2025 Advanced Learning in Palliative Medicine being held virtually June 5-7, 2025. Honorary sponsors receive verbal recognition during the opening ceremonies and logo placement on all conference materials, website, and signage in compliance with the National standard for support of accredited continuing professional development (CPD) activities at the 2025 conference.

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, nurse practitioners and researchers who are committed to enhancing their expertise in palliative care.

## Reasons to Partner with Us:

- 1. Connect with Thought Experts:** Participate in Canada's only national palliative medicine event and connect with a community of palliative care medical leaders.
- 2. Showcase Your Organization:** Present your organization, its offerings, and initiatives to a targeted audience, creating meaningful exposure and bolstering your brand recognition.
- 3. Build Connections:** Engage in networking opportunities and cultivate new relationships within the palliative medicine community.
- 4. Expand Your Expertise:** Stay informed about the most recent developments in palliative medicine and broaden your knowledge through involvement in various aspects of our programming.

ALPM 2026 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 to ensure maximum impact.

I 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 2026. Your support will contribute significantly to the success of this event and further strengthen palliative medicine in Canada.

Sincerely,

**Mohamed Abdelaal**, MD, MSc  
*ALPM Conference Committee Chair,  
 Canadian Society of Palliative Medicine*



## Who We Are

The **Canadian Society of Palliative Medicine (CSPM)** is the national specialty society for palliative care physicians. It was formed as a grassroots movement in 1993 by pioneers of Palliative Medicine in Canada and represents over 700 physicians across Canada, including regional and local palliative care program leaders, educators, residency directors, and palliative care residents. In June 2024, the Society changed its name from the Canadian Society of Palliative Care Physicians to better represent the development and recognition of the field, emphasize the role of being the medical experts in palliative medicine and better communicate the Society's specific mission and vision.

### CSPM Continuing Professional Development Mission Statement

To promote excellence in palliative care by enhancing the competencies of palliative medicine specialists and other physicians interested in palliative care, through effective, needs-based continuing professional development initiatives, enhanced by patient and community contributions that align with the overall vision of the Canadian Society of Palliative Care Physicians.

## What is Palliative care?

It's an approach that improves the quality of life of persons and their families facing the problem associated with life-limiting illness, through the prevention and relief of suffering by means of early identification and impeccable assessment and treatment of pain and other problems, physical, psychosocial and spiritual.

### Palliative care:

- Provides relief from pain and other distressing symptoms
- Affirms life and regards dying as a normal process
- Intends neither to hasten or postpone death
- Integrates the psychological and spiritual aspects of care
- Offers a support system to help persons live as actively as possible until death
- Offers a support system to help the family cope during the person's illness and in their own bereavement
- Uses a team approach to address the needs of persons and their families, including bereavement counselling, if indicated
- Will enhance quality of life, and may also positively influence the course of illness
- Is applicable early in the course of illness, in conjunction with other therapies that are intended to prolong life, such as chemotherapy or radiation therapy, and includes those investigations needed to better understand and manage distressing clinical complications

## What is Palliative Medicine?

Palliative Medicine is concerned with the study and advancement, assessment, and medical management of pain, suffering, and quality of life throughout the continuum of life and death for patients with chronic or life-threatening illness, and throughout the bereavement of the patients' families.

# About the Conferences

June 5-7, 2025 Virtual

May 28-30, 2026 in Winnipeg, MB

The **Advanced Learning in Palliative Medicine Conference** is a key learning event that brings together more than 400 palliative care physicians and a number of other specialists, prescribers and researchers interested in palliative medicine.

The advanced-level education program is developed by physicians, for physicians. At the end of this conference participants will be able to:

- Utilize advanced palliative medicine knowledge and techniques to effectively treat patients living with a wide range of life-threatening illnesses.
- educate medical colleagues (practicing physicians and learners), other health care professionals, patients, families, and the general public about palliative care; and
- recognize the importance of advocating for improved access to palliative care in local, regional, and national settings.



## 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:** cardiology, respirology, critical care, emergency, pediatrics, general, internal and geriatric medicine, medical oncology, anesthesia, neurology.

## Practice Setting



**83%** Urban



**17%** Rural

## Years in practice

**23%** 0-5 years

**25%** 20+ years

**20%** 6-10 years

**10%** Trianees

**23%** 11-20 years



# Sponsorship Opportunities

\* 50% reduction on investment for non-profit organizations. Does not include additional opportunities.

## Bonus exposure at the virtual 2025 ALPM, June 5-7

Sponsors for 2026 ALPM can join as honorary sponsors, receiving verbal recognition at the opening ceremonies and logo placement on all conference materials, including the website and signage.

Benefits	Platinum \$25,000	Gold \$15,000	Silver \$10,000
<b>Opportunity to co-develop an accredited 1-hour education symposium</b> (includes coverage of all expenses: accreditation fees, speaker costs, event promotion, audio-visual services).	✓	✓	
<b>Complimentary room drop</b> of 1 printed item to all delegates staying at the hotel.	✓		
<b>Opportunity to co-develop an accredited, 1-hour webinar offered to CSPM members at a discounted rate</b> (free for non-profit organizations). The webinar will be held at a time that is mutually agreed upon by CSPM and sponsor.	✓		
One-on-one meeting with CSPM leadership	✓	✓	✓
Invitation to attend CSPM Leadership reception	✓	✓	✓
Complimentary conference registration	4	3	2
Logo placement on all conference materials, website, and signage in compliance with the National standard for support of accredited CPD activities	✓	✓	✓
Honorary sponsor of ALPM 2025 (virtual)	✓	✓	✓
Use of CSPM ALPM Conference Supporter logo (for up to 1 year) promoting sponsorship level for corporate promotion.	✓	✓	✓
Recognition at opening ceremony	✓	✓	✓
Logo in CSPM newsletter	✓	✓	✓
Listing on mobile app	✓	✓	✓
Tabletop Exhibit	✓	✓	✓

## Additional Opportunities:

**Tabletop Exhibit** - \$2,000 (\$1,000 for non-profit organizations)

- One complimentary exhibitor staff badge
- Complimentary wi-fi
- 1 - 6' skirted table and chair
- Meals

*Note: electrical outlet not included*

**Opening Cocktail Reception** - \$7,000 (Exclusive)

- Logo prominently displayed during the opening reception
- Recognized as the official sponsor of the opening reception
- Option to do a brief 5-min welcome remarks at the reception
- Unlimited passes for representatives to attend
- Opportunity to provide participants with branded swag

**Resident Networking Reception** - \$3,500 (Exclusive)

In a casual setting (offsite), residents will have the opportunity to mix and mingle with peers and many of the ALPM speakers, CSPM leadership and palliative medicine leaders from across Canada.

- Logo prominently displayed during the reception
- Recognized as the official sponsor of the resident networking reception
- Opportunity to provide participants with branded swag

**Breakfast** - \$3,000 (2 available)

- Logo prominently displayed during the breakfast
- Recognized as the official sponsor of the breakfast
- Logo on the meeting app

**Lunch** - \$5,000 (2 available)

- Logo prominently displayed during the lunch
- Recognized as the official sponsor of the lunch
- Logo on the meeting app

**Hotel Keycards** - \$2,500 (Exclusive)

What better place to put your logo than on an item that conference delegates will be using multiple times a day!

- Cost to produce the keycards is extra.
- Artwork must be approved by the Westin and CSPM.

**Room Drop** - \$3,000 (2 available)

- Have one item (pamphlet, card, etc.) slide under the door of every participant's guestroom. Cost reflects an item that can be slid under a door. Cost to produce the item and have it shipped to Winnipeg is not included.



All accredited symposia will be co-developed with the CSPM. CSPM will ensure the symposia complies with the following accreditation standards:

1. CSPM's Co-Development Policy and Procedures
2. The Royal College of Physicians and Surgeons of Canada (Royal College) Section 1 Group Learning Activities Standards.
3. The College of Family Physicians of Canada (CFPC) Mainpro+ Accreditation Standards.
4. National standard for support of accredited CPD activities.

## Exhibit Hours

### Thursday, May 30

3:30pm-5:00pm: Set-up

5:00pm-5:30pm: Awards Presentations

5:30pm-7:30pm: Opening Reception

### Friday, May 31

7:00am-8:00am: Breakfast

10:00am-10:30am:

Break 11:45am-1:00pm :

Lunch 2:15pm-2:45pm:

Break 2:45pm: Tear down



**Ready to book  
or interested in a  
custom opportunity?**

Contact us at:

[funddevelopment@pallmed.ca](mailto:funddevelopment@pallmed.ca)





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