



# 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 expanding its national reports, position statements, online courses, and accredited education offerings, and we welcome conversations about future collaborative initiatives.

## CSPM's Communications Reach



Member Portal access to  
**700+** specialists



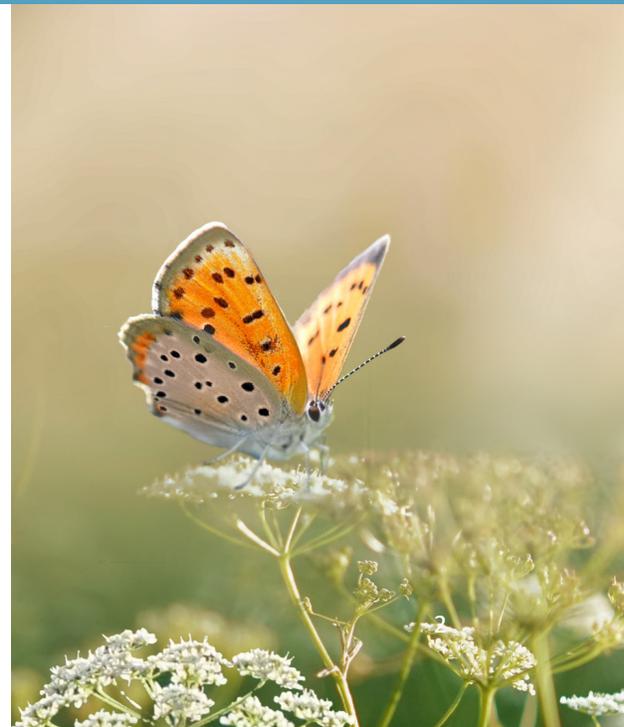
E-newsletter reach:  
**1,500–2,500**



National educational  
programming and events



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



# Corporate Partnership Program

The matrix below outlines how each partnership tier enhances your organization’s visibility, engagement, and impact within CSPM’s national learning community. Benefits scale with your level of investment as a Corporate Partner. For companies that invest the following amounts with CSPM on any opportunities, will gain these additional benefits as a Corporate Partner!

Engagement Channel / Asset	Introductory Partner \$15,000	Standard Partner \$25,000	Premium Partner \$30,000+
Recognition in CSPM Member Portal	✓	✓	✓
Recognition in newsletters + member emails	✓	✓	✓
Social media recognition	✓	✓	✓
Discount to exhibit at ALPM	✓	✓	Exhibit included with priority placement
Co-developed accredited webinars	-	2	2
Opportunity to host a virtual session (unaccredited)	-	-	-
Optional focus group opportunities*	-	Optional	Priority
Eligibility for insight surveys (Pulse of the Profession)*	-	Optional	Priority



# Programs & Learning

## Co-developed Webinar (Individual or Series)

- Collaborative planning with CSPM to define learning objectives, topics, and format
- Expert faculty involvement, selected collaboratively and approved by CSPM
- Full CSPM branding, promoting trust and credibility within the palliative care community
- Recording distributed to all members and added to the CSPM Member Resources library
- Post-event analytics, including attendance, engagement, and feedback (as permitted)



## Individual Co-Developed Webinar

### Accredited

- **\$12,000+** (Duration 60 minutes)
- **\$8,000+** (Duration 30-45 minutes)

### Non-accredited

- **\$15,000** (Duration 60 minutes)
- **\$10,000** (Duration 30-45 minutes)

*\*All pricing listed reflects base rates. Final costs may vary depending on accreditation requirements, faculty involvement, content development needs, and customization requested by the sponsoring organization.*



## Co-Developed Webinar Series (3 Part Series)

### Accredited

- **\$32,000+** (Duration 60 minutes per episode)
- **\$20,000+** (Duration 30-45 minutes per episode)

### Non-accredited

- **\$38,000+** (Duration 60 minutes per episode)
- **\$25,000+** (Duration 30-45 minutes per episode)

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



## Virtual CME/Accredited Education Session (sponsorship)

**\$10,000+** per session

A fully accredited 60 minute virtual program funded through an educational grant.

- Accreditation administrative support (CSPM or third-party provider)
- CSPM-selected scientific planning committee
- CSPM-selected faculty
- Full promotion through CSPM channels
- Post-event distribution
- Reporting as allowed under CME guidelines

# Advanced Learning in Palliative Medicine (ALPM) Conference

## A Letter from the Chair



### Welcome,

On behalf of the Canadian Society of Palliative Medicine (CSPM), we invite you to support the **2026 Advanced Learning in Palliative Medicine (ALPM) Conference**, May 28–30, 2026 in Winnipeg.

CSPM is the national specialty society representing over 700 palliative medicine physicians, educators, researchers, and trainees across Canada.

ALPM is Canada's leading palliative medicine conference, attracting 400+ physicians for advanced education, networking, and professional development.

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



## 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, respiratory, 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

- Priority choice of one of the three available co-developed sessions (Plenary, Concurrent)
- Logo on all event materials
- Exhibit table
- 4 registrations
- Two dedicated e-blasts following ALPM
- Logo on ALPM website and app

## Gold Sponsor – \$15,000

- Breakout Showcase Session (non-CE; does not count toward the main 3-session cap)
- Exhibit table
- 3 registrations
- One dedicated e-blast following ALPM
- Logo on ALPM website and app

## Silver Sponsor – \$10,000

- Exhibit table
- Logo placement
- 1 registration
- Optional branded napkins
- Logo on ALPM website and app

## Exhibit-Only Option - \$2,000

- Exhibit table + 1 badge

## Add-On Opportunities

### Opening Reception Sponsor - \$10,000

- 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 Networking Reception Sponsor – \$5,000

- Recognition from the podium
- Logo on signage

### 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.*

# Future Collaborative Education Opportunities

CSPM welcomes conversations with organizations interested in supporting or co-developing future educational programs through unrestricted educational grants. The examples listed below highlight current offerings, but CSPM continues to expand its national learning portfolio, and partnership ideas are always welcome.

- National accredited CPD webinars
- Wellness education sessions
- Community of Practice meetings
- Self-study and online learning modules
- Leadership and accreditation training
- ESAS-focused training for clinicians
- Accredited POCUS training
- Additional simulation-based courses (in development)
- Palliative Horizons: Refresher & Update (annual event)



**Please contact us to explore future educational collaboration opportunities.**



# Simulation Training (New Opportunities in Development)

CSPM is developing a series of new simulation-based training programs designed to advance practical skills essential to high-quality palliative care. These offerings will be created in partnership with organizations that wish to support or fund the development of new clinical education.

Planned simulation offerings include:

- Point-of-care ultrasound (POCUS), including portable at-home care device training
- Minimally invasive procedural simulations

Simulation courses will be customized with partners based on learning needs and goals.



**Please contact us to discuss simulation training partnership opportunities.**





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