

NSHPCA

CONFERENCE 2026

Understanding the Palliative Approach and
End-of-Life Care Across the Lifespan

Sponsorship Proposal

May 7-8, 2026

Best Western Bridgewater Hotel



nshpcaconference.com



ABOUT THE EVENT

The Nova Scotia Hospice Palliative Care Association (NSHPCA) Annual Conference is the province's leading event dedicated to hospice, palliative care, and grief support.

Each year, it brings together healthcare professionals, grief and bereavement specialists, hospice volunteers, educators, policymakers, and community leaders from across Nova Scotia and beyond.



This year's conference will be held at the Best Western Bridgewater Hotel on May 7 & 8, 2026. The theme – Understanding the Palliative Approach and End-of-Life Care Across the Lifespan – will challenge us to examine the intersections of care, culture, equity, and meaning-making, while sharing hospice/palliative care and community-informed approaches to grief support.



2025 CONFERENCE EXPERIENCE



The 2025 Conference, held in Halifax, hosted:

- Over 110 participants (in-person and virtual).
- 10 exhibitor booths.
- Culturally diverse, equity-focused sessions on end-of-life care and grief.
- Attendees from across Nova Scotia, as well as other Canadian provinces and territories.

The event received overwhelmingly positive feedback:

- 92% satisfaction rate among participants.
- 70% found the content very relevant to their professional and community roles.
- 93% expressed interest in attending again in 2026.

Topics represented:

- Intercultural competence in supporting newcomer immigrants through grief.
- End-of-life health disparities through the lens of African Nova Scotians.
- The unique grief experiences of 2SLGBTQIA+ individuals.
- Mi'kmaw spirituality and perspectives on life and death.

Geographic Breakdown of Attendees



WHY SPONSOR US?

As a sponsor of the 2026 NSHPCA Conference, your organization will gain:

MEANINGFUL VISIBILITY

Position your brand alongside a trusted provincial leader in compassionate care. Showcase your products, services, and expertise to a highly engaged audience of professionals and community partners.

ALIGNMENT WITH VALUES

Demonstrate your organization's commitment to dignity, compassion, and equity in care for Nova Scotians at all stages of life - and beyond.

CONNECTION & COLLABORATION

Network directly with clinicians, hospice leaders, grief counsellors, and community organizations shaping the future of hospice, palliative care, and grief support in the province.

LASTING IMPACT

Your sponsorship helps sustain professional development, community education, and collaborative learning opportunities that improve care and support across Nova Scotia.

WHO YOU'LL REACH

- Hospice and palliative care professionals.
- Healthcare administrators and educators.
- Social workers, grief counsellors, and therapists.
- Volunteers and caregivers.
- Policy and advocacy leaders.
- Community-based non-profit organizations.

Your partnership helps NSHPCA continue to foster inclusive, community-informed care and connect those who are supporting Nova Scotians through grief, life-limiting illness, and end-of-life care.



SPONSORSHIP OPPORTUNITIES



conf.app

PRESENTING SPONSOR

\$7,500

- Logo Placement: Featured prominently on all conference materials, including the event website, program, banners, NSHPCA YouTube, and promotional materials.
- Speaking Opportunity: A 5-minute speaking opportunity during the opening or closing sessions.
- Exhibitor Space: Premium booth space at the conference venue.
- Social Media Acknowledgment: Dedicated posts across NSHPCA social media platforms before, during, and after the event.
- Conference Tickets: Six complimentary registrations for the conference.
- Custom Recognition: Inclusion in the conference press release and acknowledgment during key conference sessions.

GOLD SPONSOR

\$5,000

- Logo Placement: Displayed on conference materials, including the event website, program, and banners.
- Acknowledgment: Mention during the opening and closing sessions.
- Exhibitor Space: Standard booth space at the conference venue.
- Social Media Acknowledgment: Featured in general sponsor acknowledgment posts on NSHPCA social media platforms.
- Conference Tickets: Four complimentary registrations for the conference.

SILVER SPONSOR

\$2,500

- Logo Placement: Included in the conference program and event website.
- Acknowledgment: Recognition during the conference's opening remarks.
- Social Media: Included in a sponsor acknowledgment post on NSHPCA social media platforms.
- Conference Tickets: Two complimentary registrations for the conference.

BREAK SPONSOR

\$1,500

Sponsor one of the networking breaks. Includes acknowledgment during the break and signage in the break area.

COMMUNITY SPONSOR

\$1,000

Your company's name & logo will be listed in the conference program and website as a community supporter.

CONF APP SPONSOR

\$750

Your company's brand will be featured as our mobile tech sponsor via Conf App.

nshpcaconference.com

CORPORATE PARTNERSHIP PROGRAM



Grief touches every workplace. Emotional wellness affects every team.

By sponsoring the NSHPCA Conference 2026, your organization demonstrates real leadership by supporting the emotional wellbeing of employees, strengthening communities, and standing behind an issue that affects every Nova Scotian.

WHY PARTNER WITH NSHPCA?

As part of this partnership, corporate sponsors will receive exclusive access to a customized workplace training session, led by our network of professionals specializing in:

- ***Grief literacy.***
- ***Trauma-informed leadership.***
- ***Emotional wellness in the workplace.***

These sessions can be delivered in person or virtually and tailored to your organization's needs.

CORPORATE PARTNERSHIP TIERS

Compassion Partner – \$5,000

- Premier logo placement on all conference materials and website.
- Recognition in NSHPCA communications, newsletters, and event signage.
- One exclusive customized workplace training session (in-person or virtual).
- Opportunity for executive representative to provide opening remarks at the conference.
- Four complimentary conference registrations.

Community Ally – \$3,000

- Prominent logo placement on conference website and program.
- Recognition in conference communications and social media.
- One virtual workplace training session for up to 50 staff.
- Two complimentary conference registrations.

Wellness Advocate – \$2,000

- Logo placement on the conference website and materials.
- Recognition in the NSHPCA newsletter and social media.
- Invitation to attend one conference networking event.
- One complimentary registration.



MELISSA MACDONALD
RN, BSCN, CCPMH

Community Grief Facilitator
Eastern & Northern Nova Scotia



RUNE BLACK
RSW, MSW

Community Grief Facilitator
Central & Western Nova Scotia

All partnerships include a one-year membership to NSHPCA

EXHIBITOR TABLE

INCLUDES TWO REPS - \$450

With only 18 exhibitor spaces available, each organization will receive a 10x10 ft booth area to display promotional materials, resources, and interactive displays.

Exhibitors will benefit from direct access to conference participants throughout the day, including during scheduled networking breaks and the lunch period, which provides valuable visibility, engagement, and connection with key interest holders across the hospice and palliative care community.



Thank You

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