NSHPCA
Nova Scotia Hospice Palliative Care Association

NSHPCA CONFERENCE 2027

Care Without Boundaries

PALLIATIVE CARE ACROSS SETTINGS AND STAGES OF LIFE



MAY 6 & 7, 2027

PICTOU COUNTY WELLNESS CENTRE
NEW GLASGOW, NOVA SCOTIA



SPONSORSHIP PACKAGE

Atlantic Canada's largest gathering of **palliative care professionals.**

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NSHPCA
Nova Scotia Hospice Palliative Care Association

ABOUT NSHPCA

The Nova Scotia Hospice Palliative Care Association (NSHPCA) is the provincial voice for hospice palliative care.

We **support** individuals, families, and communities across Nova Scotia.

We **advocate** for quality, compassionate care for all, at every stage.

We **connect, educate, and collaborate** to build a stronger system of care.



NSHPCA
Nova Scotia Hospice Palliative Care Association

ABOUT THE CONFERENCE

The NSHPCA Conference is Atlantic Canada's largest gathering of hospice palliative care professionals, volunteers, and community partners.

Over two days, participants come together to share knowledge, build connections, and inspire action to advance compassionate care in every setting and stage of life.

- Inspiring keynote speakers and expert presenters.
- Practical learning and professional development.
- Meaningful networking and collaboration.
- Tools and ideas to strengthen care.



CONFERENCE THEME.

NSHPCA CONFERENCE 2027

Care Without Boundaries

PALLIATIVE CARE ACROSS SETTINGS AND STAGES OF LIFE

Following the success of our 2026 Conference – our largest gathering to date – the Nova Scotia Hospice Palliative Care Association is pleased to announce that the 2027 NSHPCA Conference will take place May 6 & 7 at the Pictou County Wellness Centre in New Glasgow, in partnership with the Pictou County Palliative Care Society.

Centered around the theme, ***Care Without Boundaries: Palliative Care Across Settings and Stages of Life***, the conference will bring together healthcare professionals, researchers, volunteers, caregivers, educators, and community leaders from across the province to explore innovative approaches, share best practices, and strengthen collaboration in hospice palliative care.

PICTOU COUNTY'S Wellness Centre

Pictou County Palliative Care Society

NSHPCA Nova Scotia Hospice Palliative Care Association

WHO ATTENDS

Palliative care professionals, volunteers, community partners, researchers, students, and anyone passionate about compassionate care.

- Nurses, physicians, and allied health professionals
- Hospice and palliative care providers
- Volunteers and community leaders
- Researchers and educators
- Policy makers and government representatives
- Students and emerging professionals

180+
ATTENDEES

from across Canada and around the world



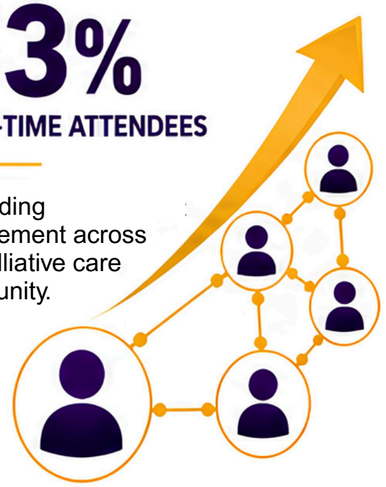
CONFERENCE AT A GLANCE

Bringing together people, ideas, and compassion to advance palliative care across settings and stages of life.



53%
FIRST-TIME ATTENDEES

Expanding engagement across the palliative care community.



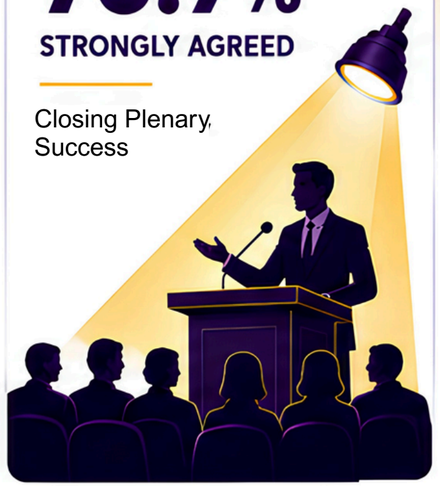
98.8%
KEYNOTE SATISFACTION

- **87.9%** Strongly Agree
- **10.8%** Agree



76.9%
STRONGLY AGREED

Closing Plenary, Success



OVERALL CONFERENCE EXPERIENCE



Attendees rated the conference highly for its organization, educational value, and overall experience, with overwhelmingly positive feedback demonstrating a well-organized, relevant, and impactful event.

"A positive, well-organized, and valuable learning and networking experience."

MAY 6 & 7, 2027
Two days of learning and connection

PICTOU COUNTY WELLNESS CENTRE
New Glasgow, Nova Scotia

180+
Attendees

20+
Expert speakers and engaging sessions

ONE SHARED MISSION
Advancing compassionate palliative care

Care Without Boundaries:
Palliative care across settings and stages of life.

2026 CONFERENCE EXPERIENCE

INSPIRING IDEAS. PRACTICAL LEARNING. MEANINGFUL CONNECTIONS.



DAY 1 | MAY 7

KEYNOTE

Dr. Sammy Winemaker

Helping Patients and Families Face a Serious Illness: 7 Keys for More Choice and Control

CONCURRENT BREAKOUT SESSIONS

- Honoring Young Voices: Pediatric Advance Care Planning in Action
- Tli'suti Na Mpesun (Language is Medicine): Grief, Healing, and Empowerment
- When Palliative Care Becomes Collaborative: A Case Study in Dementia
- From Paper to Practice: Bringing the Palliative Approach to Care to Life
- When Dying With Dignity Becomes Conditional: End-of-Life Care, Substance Use, and Structural Abandonment
- Growing Through Grief: A Family-Based Camp Model
- Embodied Grief Support in Schools: What Movement, Animals and Connection Reveal About Healing After Loss
- When the Need to Feed Ceases; It Feels Hard Because It Is
- Listening to Young People on Childhood End-of-Life Care: A Participatory Approach to Pediatric Palliative and End-of-Life Care
- Modern Death Movement: Bringing Death Home and Back Into the Conversation
- No Recess from Grief: Building Compassionate Schools in Nova Scotia
- Comfort Tea… Come for Tea: Drop-in Grief Support Gatherings in Rural Cape Breton
- Stories of Struggle and Success: Using Qualitative Data to Improve Pediatric Palliative Care Delivery in the Maritimes

OPTIONAL EVENING FILM SCREENING

In the Realm of Death & Dreaming: Does Consciousness Continue After Death?

Directed by Johanna Lunn

The documentary explored perspectives on death and consciousness through near-death experiences, deathbed visions, and insights from clinicians and researchers, offering a compassionate and thought-provoking discussion on end-of-life experiences.

DAY 2 | MAY 8

CONCURRENT BREAKOUT SESSIONS

- Embedding Personhood in Palliative, End-of-Life, and Intensive Care: Implementing the SELFY Tool
- Grief Notes: Reducing Isolation in Grieving Children & Youth Through Virtual Group Song-Writing
- Education for the End: Learning to Die in Place in Rural Nova Scotia
- One Size Does Not Fit All: Seeing Children's Grief Support Differently
- Eye Donation Amongst Hospice Patients Across Cultures
- Knowing, Waiting, Wondering: A Children's Storybook on Anticipatory Grief & Medical Complexity

CLOSING PLENARY

Dr. Patricia Caldeira

Integrating Palliative Care and Geriatrics: Challenges and Strategies

SPONSORSHIP OPPORTUNITIES

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.



Sponsors receive prominent recognition throughout the conference experience.

Your partnership helps advance education, collaboration, and compassionate care.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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.

SPONSORSHIP BENEFITS

Sponsors of the NSHPCA Conference receive extensive exposure before, during, and after the event – both onsite and through our digital channels.

EXTENSIVE DIGITAL EXPOSURE IN 2026

FACEBOOK

- **5,638** Views
- **3,220+** Individuals Reached
- **56** Engagements
- **21** Link Clicks

One post alone generated **2,400** views and reached **1,400** people.

LINKEDIN ORGANIC

- **413** Organic Impressions
- **204** Members Reached
- **72** Engagements
- **50** Clicks
- **28.5%** Engagement Rate (one post)

LINKEDIN PAID CAMPAIGN

- **192,511** Impressions
- **66** Engagements

INSTAGRAM

- **118** Views
- **40** Accounts Reached
- **Up to 42%** of viewers came from outside NSHPCA's existing follower base.

YOUR PARTNERSHIP. OUR MISSION.
Stronger together for compassionate care.

By partnering with NSHPCA, you demonstrate your commitment to advancing palliative care and supporting individuals, families, and communities across Nova Scotia.



Thank you! to our SPONSORS

NSGEU
IWK Health
STONEMONT
Northwood
Doctors Nova Scotia

MORE THAN **198,000** IMPRESSIONS AND VIEWS ACROSS ALL PLATFORMS

Through conference attendance, website recognition, onsite visibility, and digital promotion, sponsors received exposure associated with more than 198,000 impressions and views across Facebook, LinkedIn, and Instagram.

This visibility extended well beyond the **188 conference attendees**, reaching healthcare professionals, researchers, volunteers, community organizations, caregivers, policymakers, and decision-makers.

THANK YOU.

We look forward to seeing you in 2027!

Together, we will continue to advance compassionate, equitable, and person-centred palliative care across Nova Scotia and beyond.

Care Without Boundaries.

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STAY CONNECTED

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