



CAPC National Seminar

October 27–29, 2016

Rosen Centre Hotel • Orlando, Florida

SPONSORSHIP OPPORTUNITIES

CAPC NATIONAL SEMINAR

The **CAPC National Seminar** is designed to develop solutions to specific issues and challenges in palliative care. Every seminar offers new cutting-edge content and topics. Supporting the CAPC National Seminar is an excellent opportunity for your organization to demonstrate its commitment to ensuring quality palliative care.

THE BENEFITS OF SPONSORSHIP

- * **Gain access** to your target audience and key decision makers in palliative care.
- * **Enhance** your organization's visibility and get maximum exposure within this medical specialty.
- * **Network** and establish relationships with clinicians and administrators throughout the country.

ATTENDEE PROFILE

Our innovative conference draws attendees including hospital and hospice physicians, nurses, administrators, management and others involved in starting or running adult or pediatric palliative care programs.

34%	Physicians
20%	Administrators
16%	Advanced Practice Nurses/ Physician Assistants
12%	Nurses
12%	Others
4%	Social Workers
1%	Clergy


ORGANIZATIONS REPRESENTED

- Academic/Tertiary Care Hospitals
- Community Health Organizations
- Hospice Providers
- Home Care Organizations
- Long Term Care
- Long Term Acute Care (LTAC)
- Major Health Systems
- Palliative Care Organizations
- Private/Group Practices
- Small and Large Community Hospitals



SPONSORSHIP BENEFITS: AT-A-GLANCE



BENEFIT	HOSPITALITY HOST \$10,000-\$25,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500
EXHIBIT SPACE 6' table in the registration area	 Prime location	 Prime location		
PROMOTIONAL ITEM Opportunity to provide branded item/printed material in conference bag (1,000 piece minimum)				
LOGO ON WEBSITE Company logo and link on the CAPC sponsor website page				
COMPLIMENTARY REGISTRATIONS Conference registrations for staff/guests	 3-5 (\$3,900-\$6,500 value)	 3 (\$3,900 value)	 2 (\$2,600 value)	 1 (\$1,300 value)
SPONSOR RIBBONS for company registrants				
ACKNOWLEDGEMENT Special recognition at opening general session				
EVENT SIGNAGE Prominent signage at the conference in the registration area	 Logo at highest level	 Logo at highest level		
LOGO PROJECTED Continuously looped at general session				
SOCIAL MEDIA and eNewsletter mentions				

For more information on sponsoring the 2016 National Seminar, including a customized package, please contact Bernard Toliver – bernard.toliver@mssm.edu – 212-561-8955 • www.capc.org



EXCLUSIVE HOSPITALITY HOST OPPORTUNITIES* \$10,000–\$25,000

*Hospitality Hosts enjoy all the benefits of Platinum Sponsorship; see Benefits At-A-Glance.

\$25,000

POSTER RECEPTION: (1) opportunity to sponsor the reception (food & beverage) with exclusive signage

\$20,000

LUNCH: (2) opportunities to sponsor a luncheon (food & beverage) with exclusive signage

\$15,000

BREAKFAST: (3) opportunities to provide branded napkins, coffee cups and signage

\$15,000

WIRELESS INTERNET: As our Wi-Fi sponsor, provide complimentary internet access at our 2016 National Seminar for all in attendance.

Sponsorship to be acknowledged on:

- Event signage in the conference registration area
- Log-in instructions provided to each registrant upon checking in at the Seminar
- Special recognition at the opening general session
- Company logo and link on the CAPC sponsor website page
- Wi-Fi acknowledgement cards on each table in general session

\$10,000

COFFEE-BREAK: (3) opportunities to provide branded napkins, coffee cups and signage

\$10,000

HOTEL KEY CARD: (1) opportunity to provided branded hotel key cards (Minimum 1,500 cards)

\$5,000

CHARGING STATIONS: Provide charging stations throughout our conference area giving attendees the opportunity to power up their cell phones, tablets and other portable devices. Dedicated signage recognizing you as the sponsor will be featured.

ABOUT US

The **Center to Advance Palliative Care** (CAPC) is the leading resource for palliative care development and growth. CAPC provides access to essential palliative care tools, education, resources and training for health care professionals.

Located in New York City, CAPC is a national organization dedicated to increasing the availability of quality palliative care services in hospitals and other health care settings for people facing serious illness. Direction and technical assistance are provided by the Icahn School of Medicine at Mount Sinai, New York City.

If you are ready to sign up for sponsorship or have questions, please contact:

Bernard Toliver, CAPC Sponsorship Consultant
Center to Advance Palliative Care
55 West 125th Street, Suite 1302
New York, NY 10027

Telephone.: (212) 561-8955

Email: bernard.toliver@mssm.edu

Website: www.capc.org