

CAPC National Seminar

MOMENTUM

OCTOBER 13-15, 2027 HILTON COLUMBUS DOWNTOWN | COLUMBUS, OH

2027 SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Center to Advance Palliative Care™
capc

MOMENTUM



Partner with
the Leaders Advancing Palliative Care

The Center to Advance Palliative Care (CAPC) National Seminar brings together 850 palliative care professionals from across the country—program leaders, clinicians, and administrators working to improve care for people living with serious illness. Our 2025 event sold out with a waitlist of more than 100 people.

Attendees come to the Seminar to gain practical tools, explore innovative solutions that optimize efficiency and impact, and connect with peers shaping the future of the field. For partners, this creates a unique opportunity to engage directly with a highly focused, mission-driven audience.

2027 Areas of Focus

> Integration and Influence Across the Health Care System

> Demonstrating Value and Securing Resources

> Equity and Access

> Technology-Fueled Innovation

> Operational Excellence Across Settings

> Leading Healthy, High-Performing Teams

> Policy, Payment, and Advocacy

Why this Audience Matters

Seminar attendees are not just participants. They are decision-makers and influencers within their organizations, working with the highest-cost and highest-need patient populations.

They are:

- Leading and expanding palliative care programs
- Hiring and building interprofessional teams
- Evaluating tools, services, and partnerships
- Driving innovation and quality improvement in care delivery

Your organization will be positioned alongside the leaders advancing serious illness care nationwide.

Organizations Represented

- Major health systems
- Community hospitals and critical access hospitals
- Academic medical centers
- Hospice and home health organizations
- Private/group practices
- Care delivery innovators focused on care for people with serious illness
- ACOs and health plans

2025 Attendee Profile

797 Total Attendees

346 Attending Organizations

64% of attendees identified as palliative care program leaders

60% of attendees identified as organizational leaders

98% of attendees used the event app



- Physicians **36%**
- Advanced Practice Nurses/Physician Associates **22%**
- Nurses **7%**
- Social Workers **6%**
- Administrators, Payers & Other Health Care Leaders **29%**

Partnership
Opportunities

Align Your Organization with What Matters Most

We offer flexible partnership opportunities designed to help you achieve your organization's goals, whether that's building your workforce, strengthening brand alignment, scaling operational solutions, or engaging directly with attendees.

We offer partnership opportunities designed to support a range of goals:

Workforce & Recruitment

Connect with professionals actively building and joining palliative care teams.

Brand & Mission Alignment

Demonstrate your commitment to advancing high-quality, equitable care.

Engagement & Lead Generation

Interact directly with attendees exploring solutions and services.



"As a first-time **sponsor**, the experience exceeded our expectations. The CAPC team took the time to understand our goals, helped us select the right sponsorship opportunity, and provided outstanding support throughout the event. The visibility and recognition we received before, during, and after the Seminar made the investment worthwhile. More importantly, the event gave us the opportunity to connect with passionate professionals who share a commitment to improving care for people living with serious illness. I strongly encourage any organization dedicated to palliative care to consider sponsoring the CAPC National Seminar. We're glad we did, and we look forward to participating again."

Mark Hendrix, *CEO, nTakt, Inc.*

Signature
Partnership Opportunities

Our highest-impact opportunities offer exclusive visibility and engagement.



1. Wellness Partner (Exclusive)

Support the well-being of professionals working in one of health care's most demanding fields—a top concern according to CAPC's 2026 Palliative Pulse survey.

Includes:

- Branded wellness room
- Opportunity to provide an approved on-site wellness activation (e.g., therapy dog session, massage chairs)
- Opportunity to give introduction (2-3 min) at the beginning of the Wellness Debriefings
- Recognition across event materials (pre-event email, website, app push notification, signage)

2. Career Hub Partner (Exclusive)

Position your organization as a leader in building the palliative care workforce.

Includes:

- Branded Career Hub space on-site
- Opportunity to place a giveaway item in Career Hub
- Resume and job board visibility
- Recognition across event materials (pre-event email, website, app push notification, signage)

3. Innovation Partner (Exclusive)

Engage directly with attendees exploring tools and solutions to improve care delivery.

Includes:

- Official sponsor of the Poster Session and Reception
- Opportunity to introduce CAPC Innovation Award during Award Ceremony
- Recognition across event materials (pre-event email, website, app push notification, signage)

SIGNATURE PARTNERSHIPS

$30,000+

Build
Your Partnership

Support Levels

Beyond Signature Partnership, we offer multiple support levels to meet your organization's goals and budget.

LEVEL	INVESTMENT	ACTIVATION CREDITS (SEE PAGE 7)	NUMBER OF REGISTRATIONS
Community Partner	$5,000	—	1
Engagement Partner	$7,500	1	1
Contributing Partner	$10,000	2	2
Collaborating Partner	$15,000	3	2
Leadership Partner	$20,000	3 + Premium Recognition	3



All support levels include:

- Seminar registration(s)
- Opportunity to purchase one additional discounted registration (based on availability)
- Exhibit table presence (if desired)
- Recognition on event website, event app, and on-site signage
- Logo placement in one dedicated sponsor email

Activation
Opportunities



Activation credits allow you to customize how your organization engages with attendees. Mix and match activations based on the number of credits in your partnership. Activation opportunities are limited and available on a first-come, first-served basis.

1-Credit Activations

Coffee and Conversation Station: Host a dedicated, branded space for informal networking, offering attendees a place to connect over coffee in a relaxed, high-traffic setting.*

Photo Booth: Create a fun, interactive experience for attendees while gaining brand visibility through a shareable, high-engagement activation at the Welcome Reception.*

Speaker Hospitality Partner: Support the comfort and experience of Seminar speakers through a dedicated hospitality suite, with recognition tied to this important aspect of the event.

Community Impact Activity: SOLD
Align your organization with a meaningful, ongoing attendee activity that supports a community-focused initiative in a visible but low-touch format.*

Push Notification (3 available): Deliver one targeted message directly to attendees through the event app, driving awareness and engagement at key moments during the Seminar.

**Only available to Engagement Partners*

2-Credit Activations

Community Impact Project: Be the featured partner of a high-visibility, shared experience that brings attendees together for a collective community impact moment.

Hosted Networking Meetup: Lead a focused networking session that connects attendees around a shared role, interest, or topic, positioning your organization at the center of the conversation.

Welcome Reception Partner: SOLD
Gain prominent visibility during one of the Seminar's key networking events, where a large portion of attendees gather to connect.

Networking Lunch Partner: SOLD
Be front and center during a high-attendance meal period, providing strong visibility and association with attendee connection and conversation.

Attendee Lounge Partner: Create comfortable gathering spaces throughout the Seminar where attendees can relax, recharge, and connect between sessions.

Pop-up Engagement (Snack or Giveaway Moment): Create a surprise-and-delight moment for attendees through a branded giveaway or snack, designed to drive traffic and interaction.

3-Credit Activations

Event App Sponsorship: Achieve continuous visibility throughout the Seminar with premium placement in the event app, including banner advertising and in-app exhibitor passport game.

Attendee Welcome Experience Partner: Make a strong first impression by aligning your brand with the attendee arrival experience, one of the highest-traffic and most memorable touchpoints.

Lanyard / Badge Sponsorship: Ensure constant, high-frequency visibility by placing your brand on attendee badges or lanyards.

Additional Activations

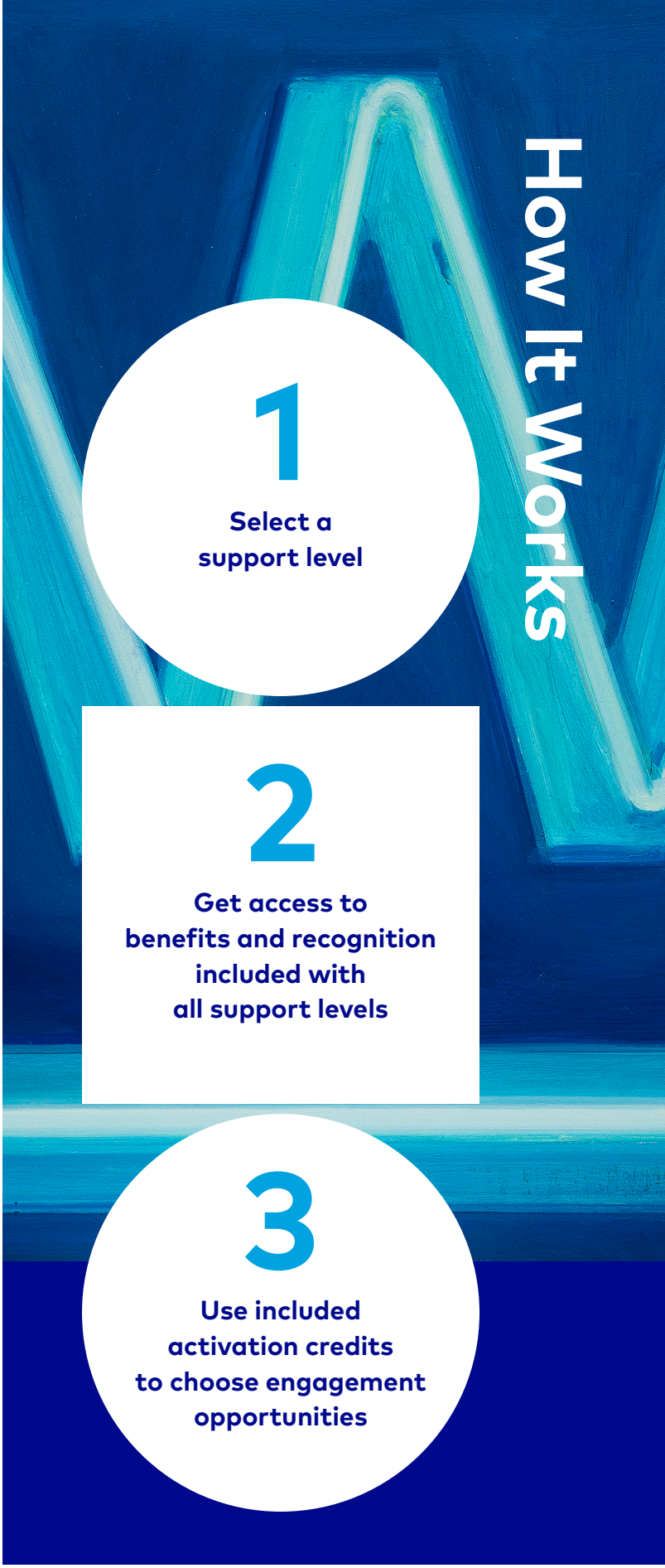
Additional activations may be added based on availability. Have something unique in mind? Custom activation ideas may be submitted for consideration as part of your sponsorship package.

Let's Build the Right Partnership

We welcome the opportunity to work with you to create a partnership aligned with your goals.

Contact:

Alivia LeMaster
alivia.lemaster@mssm.edu





Exhibiting
at the Seminar

Connect with Attendees in the Exhibit Hall

The exhibit hall is designed to facilitate meaningful interaction and engagement with Seminar attendees, driving traffic and interaction through:

- Dedicated exhibit hours
- Integrated networking and meal opportunities
- Attendee engagement initiatives

Standard Exhibitor Package

$3,900

- 6′ draped table and two chairs
- One registration
- Ability to purchase one additional registration at a discounted rate (based on availability)
- Access to all Seminar sessions, meals, and refreshments
- Name listing on Seminar website
- All-inclusive package; no need to purchase furniture or carpet (electricity and lead retrieval available for an additional cost)
- Option to purchase a double exhibit space, including two 6′ draped tables, four chairs, two registrations, plus everything noted above: $7,800

Why Sponsor or Exhibit

Partnering with the CAPC National Seminar allows your organization to:

- ✔ Connect with a highly engaged audience of palliative care and health system leaders
- ✔ Build meaningful relationships with clinicians and decision-makers
- ✔ Align your brand with a mission-driven national community
- ✔ Support the advancement of high-quality, equitable care
- ✔ Connect with the innovators and disrupters within health care organizations



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CONTACT:
Alivia LeMaster
alivia.lemaster@mssm.edu

The Center to Advance Palliative Care (CAPC) is a national organization dedicated to improving quality of life, advancing health equity, and strengthening care delivery for people living with serious illness, and their caregivers. We provide health care professionals and organizations with the tools, training, and insights necessary to make health care work better for everyone. CAPC is part of the nonprofit Icahn School of Medicine at Mount Sinai in New York City. Learn more at **capc.org**.

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Kinetic, Brenden Spivey
Columbus Alphabet, Amanda Cook
Columbus Love, Joshua Martin

Center to Advance Palliative Care
55 West 125th Street, Suite 1302 | New York, NY 10027 | capc.org/seminar

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