

# CAPC National Seminar

**BUILD + CONNECT**

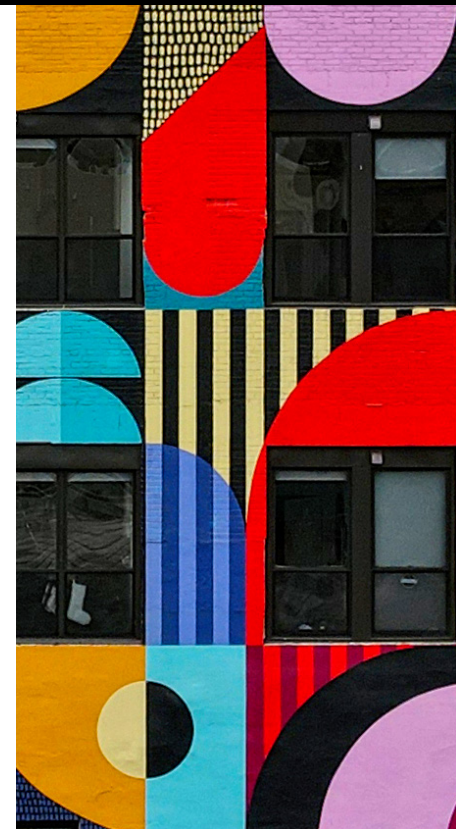
September 15-17, 2025

Philadelphia Marriott Downtown

**2025** SPONSORSHIP AND  
EXHIBITOR OPPORTUNITIES

# Make An Impact

Sponsoring the CAPC National Seminar is a commitment to ensuring that people living with a serious illness, and their families and caregivers, have access to high-quality, equitable palliative care. This is a unique opportunity to build strong ties with the palliative care community, promote your organization to a highly engaged audience, and be meaningfully associated with the return of one of the most anticipated palliative care events of the year.



## The benefits of sponsoring and exhibiting:

- Connect with key decision-makers and national leaders in the field
- Enhance your brand visibility within the palliative care community
- Network and build relationships with clinicians and administrators
- Receive recognition and appreciation before, during, and after the event

## Your support will help CAPC:

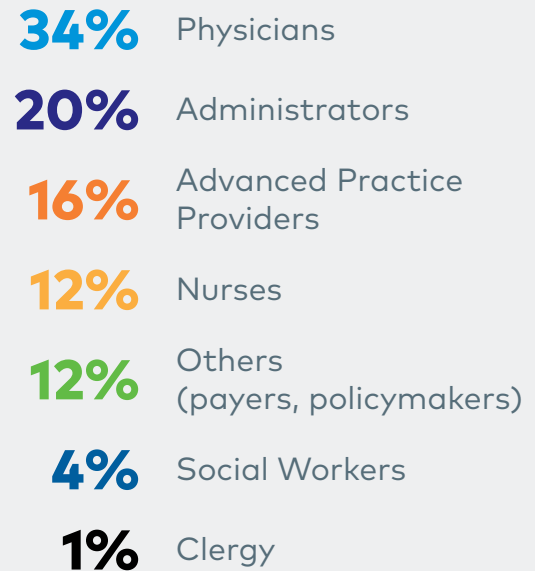
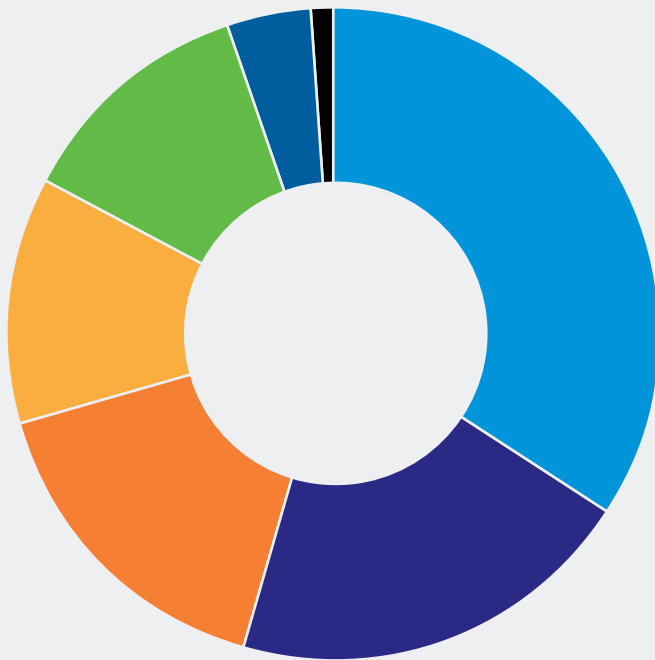
- Convene palliative care trailblazers from across the country to collaborate and innovate
- Recruit renowned speakers to inspire and inform the field
- Train current and future leaders to build and grow successful, sustainable, equitable palliative care programs
- Provide vital well-being resources to nourish and sustain the palliative care workforce



"Healthcare Recruitment Link had the distinct pleasure of sponsoring the CAPC National Seminar. The Seminar is exceptionally well-organized and provides an excellent platform to meet amazing, compassionate, and esteemed health care professionals to discuss current industry trends and staffing needs."

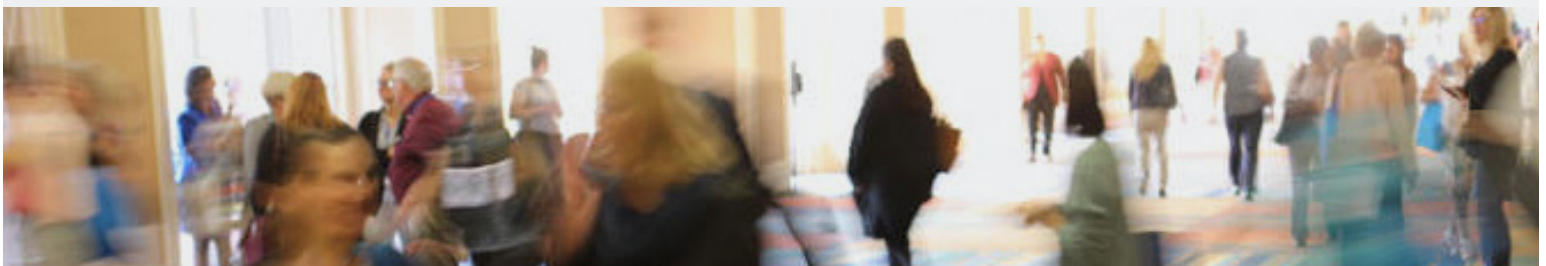
*Sheila Bixler, Founder/Partner, Healthcare Recruitment Link*

## Seminar by the Numbers



### Organizations Represented

- Major health systems
- Community hospitals
- Academic medical centers
- Hospices
- Home health organizations
- Private/group practices
- Long-term care organizations
- Disruptors focused on care for people with serious illness
- ACOs and health plans
- Cancer centers



To learn more, contact Christianne Dumas at [christianne.dumas@mssm.edu](mailto:christianne.dumas@mssm.edu).





# CAPC NATIONAL SEMINAR 2025

The CAPC National Seminar draws health professionals—from provider organizations, ACOs, and health plans—who are focused on designing and improving palliative care services for people with serious illness. Program leaders, palliative care teams, and administrators representing all disciplines and all care settings come to the Seminar to find practical tools, innovative solutions, insights on national trends, and a wealth of opportunities to network and connect with peers.

## **Areas of Focus in 2025**

- Building and leveraging the interprofessional team
- Billing and program financing strategies
- Using data to demonstrate value and secure resources
- Strategies to cope with high volumes
- Optimizing referral relationships
- Clinical training initiatives to improve patient outcomes
- Palliative care workforce well-being
- Leading healthy teams
- Insights on the health care landscape: policy, payment, workforce, and technology
- Equitable access and care delivery for patients with serious illness

## **Pre-Conference Workshops**

Highly-anticipated pre-conference workshops will focus on Health Equity, Billing, and Leadership.

# Sponsorship Benefits

|                                                                                                                       | DIAMOND<br>\$50,000+ | PLATINUM<br>\$25,000-<br>49,999 | GOLD<br>\$15,000-<br>24,999 | SILVER<br>\$10,000-<br>14,999 | BRONZE<br>\$5,000-<br>9,999 |
|-----------------------------------------------------------------------------------------------------------------------|----------------------|---------------------------------|-----------------------------|-------------------------------|-----------------------------|
| <b>ON-SITE RECOGNITION</b>                                                                                            |                      |                                 |                             |                               |                             |
| <b>One Exclusive On-Site Branding Opportunity</b><br>with additional benefits<br>(select one from the menu on page 6) | ●                    | ●                               | ●                           | ●                             | ●                           |
| <b>Complimentary Exhibit Space</b><br>includes 6' table, 2 chairs, tablecloth                                         | Premium Location     | Prime Location                  | Choice Location             | ●                             | ●                           |
| <b>Complimentary Seminar Registrations*</b>                                                                           | 5<br>\$6,975 value   | 4<br>\$5,580 value              | 3<br>\$4,185 value          | 2<br>\$2,790 value            | 1<br>\$1,395 value          |
| <b>Event Signage</b><br>recognition on prominent signage<br>in pre-function area                                      | Premium Logo         | Prime Logo                      | Choice Logo                 | Logo                          | Logo                        |
| <b>Recognition on Conference App</b><br>logo, name, and company description                                           | ●                    | ●                               | ●                           | ●                             | ●                           |
| <b>Print Recognition</b><br>logo or name placement in on-site<br>program                                              | Premium Logo         | Prime Logo                      | Choice Logo                 | Logo                          | Logo                        |
| <b>Recognition in Slides During General Sessions</b>                                                                  | Premium Logo         | Prime Logo                      | Choice Logo                 | Logo                          | Logo                        |
| <b>Sponsor Ribbon</b><br>recognizing your organization's<br>registrants                                               | ●                    | ●                               | ●                           | ●                             | ●                           |
| <b>Reserved Table in General Sessions</b><br>prime location for 10 people                                             | ●                    | ●                               | ●                           | ●                             |                             |
| <b>Dedicated Meeting Space</b><br>private conference room to host<br>a meeting                                        | ●                    | ●                               |                             |                               |                             |
| <b>PRE-EVENT</b>                                                                                                      |                      |                                 |                             |                               |                             |
| <b>Website Presence</b><br>logo or name placement on Seminar<br>website + mobile app                                  | Premium Logo + Link  | Prime Logo + Link               | Choice Logo + Link          | Logo + Link                   | Logo + Link                 |
| <b>Sponsor Email</b><br>recognition in email to 150K+ contacts                                                        | ●                    | ●                               | ●                           | ●                             | ●                           |
| <b>POST-EVENT</b>                                                                                                     |                      |                                 |                             |                               |                             |
| <b>Sponsor Report</b><br>post-Seminar activity report                                                                 | ●                    | ●                               | ●                           | ●                             | ●                           |

\* Additional registrations can be purchased for \$500 each

# Exclusive On-Site Branding Opportunities

Sponsors can select from one of the following exclusive opportunities—in addition to the benefits listed on page 5. Or, work with us to design a custom opportunity to help you accomplish your sponsorship goals.

Email Christianne Dumas at [christianne.dumas@mssm.edu](mailto:christianne.dumas@mssm.edu)

| Diamond Level                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Platinum Level                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Gold Level                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Silver Level                                                                                                                                                                                                                                                                                                                                                                                                                                           | Bronze Level                                                                                                                                                                                                                                                                                           |
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| <p><b>Jim Block Award for Ethical Leadership in Health Care</b><br/>Acknowledgement on Seminar website and in email communications, your logo featured on signage during award ceremony, plus the opportunity to give 3-minute remarks</p> <p><b>CAPC Champion VIP Event at Liberty Lanes</b><br/>Logo recognition on prominent signage at exclusive Friday evening event celebrating CAPC member leaders at the Philadelphia Marriott's famous duckpin bowling alley, plus the opportunity to make 3-minute welcome remarks</p> <p><b>Lanyards</b><br/>Your logo featured on the conference-provided lanyard worn by all attendees</p> | <p><b>Registration</b><br/>Your logo featured on check-in kiosks at registration on all three days of Seminar, plus the opportunity to provide one promotional item or welcome treat at check-in</p> <p><b>Seminar Mobile App</b><br/>Logo recognition and dedicated icon on the app with full organization description (98% of past Seminar attendees used the app)</p> <p><b>Wellness Debriefings</b><br/>Logo recognition on prominent signage and presentation slides during all four Wellness Debriefing sessions over two days</p> <p><b>Seminar Breakfast</b><br/>Logo recognition on prominent signage during breakfast (two days) and on table tents at each table</p> <p><b>Wireless Internet</b><br/>Your logo featured on signage in the pre-function area, on table tents in the General Session, and on instructions provided to attendees at check-in</p> | <p><b>Seminar Networking Welcome Party</b><br/>Logo recognition on prominent signage during opening night networking reception / welcome party and on beverage napkins</p> <p><b>Seminar Networking Lunches</b><br/>Logo recognition on prominent signage during two networking lunches and on table tents at each table</p> <p><b>Seminar Poster Session and Networking Reception</b><br/>Logo recognition on prominent signage during the poster session and networking reception and on beverage napkins</p> <p><b>Pre-Conference Breakfast and Networking Lunch</b><br/>Logo recognition on prominent signage during pre-conference breakfast and networking lunch and in the pre-conference slides</p> <p><b>Foundation for Hospital Art Community Service Activation</b><br/>Logo recognition on signage at the activation taking place over two days, organization's name on the final murals painted by attendees to be donated post-event, and opportunity staff the activation</p> | <p><b>Seminar Networking Breaks</b><br/>Logo recognition on signage during the morning and afternoon coffee breaks all three days of Seminar, and on branded mints</p> <p><b>Pre-Conference Refreshment Break</b><br/>Logo recognition on signage during the pre-conference coffee break</p> <p><b>Special Interest Lunch</b><br/>Your logo featured on signage at an invitation-only lunch, plus the opportunity to make 3-minute welcome remarks</p> | <p><b>Wellness Lounge <b>SOLD</b></b><br/>Your organization's logo featured on signage in the attendee wellness lounge and an opportunity to provide a branded item in the lounge (<i>subject to approval</i>)</p> <p><b>Photo Booth</b><br/>Your logo featured on signage in the photo booth area</p> |

## Exhibiting at Seminar

**Exhibitor Fee: \$3,800**

Exhibitors will have an opportunity to connect with Seminar attendees in the Exhibit Hall. Exhibits include:

- One 6' draped table and two chairs
- Dedicated exhibit time during the opening night reception, breaks, meals, and poster session and reception
- Access to all Seminar sessions, events, meals, and refreshments for one attendee (additional exhibitor registrations can be purchased at a discounted rate)
- Name recognition on the exhibitors page of the Seminar website
- On-site lead retrieval (available for purchase)

## Become a Sponsor or Exhibitor

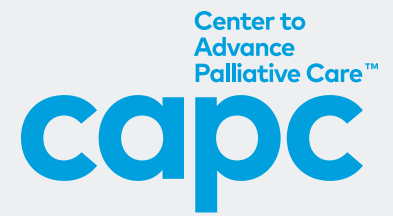
Let's discuss how to best leverage the CAPC National Seminar to advance your organization's work, mission, and business objectives.

**Christianne Dumas**  
[christianne.dumas@mssm.edu](mailto:christianne.dumas@mssm.edu)  
**347-802-6231**



"I love the CAPC National Seminar for many reasons—certainly the educational content, and the amazing attention to detail in the meeting planning. I especially like exhibiting. The meeting attendees are so gracious, and genuinely engaged, eager to learn more about our program. This is one meeting I ALWAYS plan on attending and exhibiting at!"

**Mary Lynn McPherson**, PharmD, MA, MDE, BCPS, CPE Professor,  
*University of Maryland Baltimore*



The Center to Advance Palliative Care (CAPC) is a national organization dedicated to increasing the availability of quality, equitable care for people living with a serious illness. As the nation's leading resource in its field, CAPC provides health care professionals and organizations with the training, tools, and technical assistance. CAPC is part of the nonprofit Mount Sinai School of Medicine in New York City. Learn more at [capc.org](https://capc.org).

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