



Palliative Care
New South Wales

2026 State Conference Sponsorship & Exhibitor Prospectus

19 October – 21 October

SYDNEY MASONIC CENTRE

(02) 8076 5600
info@palliativecarenswh.org.au
palliativecarenswh.org.au

On behalf of Palliative Care NSW, the Management Committee and the Conference Organising Committee **we invite organisations to sponsor or exhibit at the 2026 State Conference**, returning to Sydney for the first time in 12 years. In a State Conference first, we are also pleased to announce that the NSW Palliative Care Volunteer Managers Conference will run concurrently to the State Conference, allowing Volunteer Managers from across the state to join the keynote program and all conference breaks in the exhibition hall.

Ensuring the conference is as accessible as possible, wherever you may be located, was an important part of the decision to return to Sydney this year. Our previous conferences in rural and regional NSW have been absolute highlights, and we remain committed to continuing to host events that shine a spotlight on rural, regional and remote NSW in the future.

Our program planning committee includes representatives from across the state, ensuring that the conference program reflects the changing palliative care landscape: an ageing population with shifting expectations for care, the rise in chronic diseases and multimorbidity, new legislations, frameworks and aged care acts, advances in technology, among many other relevant topics and themes. This changing landscape invites us to consider how we might do things differently, rethink care models, and address system challenges to enable people to receive the person-centred palliative care they deserve.

The 2026 State Conference embraces the spirit of collaboration and innovation. To share knowledge and inspire one another. An opportunity to make new connections and to walk away with ideas that will enhance the way we care for those who need it most. Together, we can create a future where palliative care is better understood, valued, and accessible to all.

The Palliative Care NSW team and I look forward to supporting your organisation to have a valued presence at this important event.



Kirsty Blades
CEO
Palliative Care NSW

Conference Website: <https://pcnswconference.org.au/>

Palliative Care NSW 2026 State Conference

We will be meeting on the traditional lands of the Gadigal People of the Eora Nation. Palliative Care NSW acknowledge the Traditional Custodians of this land and pay our respects to First Nations culture, peoples and Elders, past and present. We commit to the journey of walking with, and learning from First Nations communities to advocate for, and support culturally safe palliative care.

Conference Organising Committee

Special thanks to Sandra Sullivan (SWSLHD) who is the Chair of the Conference Organising Committee and all of the committee who have supported the development of this event:

Sandra Sullivan, Chair (SWSLHD)
Joan Ryan OAM (SLHD)
Carmen Sanchez (NSLHD)
Scott Read (SWSLHD)
Leesa Hoystead (MNCLHD)
Maree Montgomery (MLHD)
Sally Connell (ISLHD)
Kate McEwan (HNELHD)
Bronwen Hewitt (SWSLHD)
Cathy McDonnell (WSLHD)
Megan Asbury (PCNSW)
Kirsty Blades (PCNSW)

The Event Highlights

5 Pre-conference Workshops
Welcome Reception
3 Engaging Plenary Sessions
4 Concurrent Streams
40 Concurrent Presentations
16 Poster Pitches
20+ Posters
4 Learning Lab Workshops
Diverse content and topics
Interactive exhibition, catering and session space
Celebration dinner
Target attendance of 250+

Packages Available

Opportunity	Cost	# Available
Platinum Sponsor	\$22,000 + GST	One only
Gold Sponsor	\$15,000 + GST	Two only
Conference Dinner	\$11,000 + GST	One only
Silver Sponsor	\$10,000 + GST	Two only
Keynote Speaker	\$10,000 + GST	One only
Welcome Reception	\$8,000 + GST	One only
Bronze Sponsor	\$5,000 + GST	Two only
Scholarship Partner	\$5,000 + GST	Five only
Coffee Cart	\$4,000 + GST	One only
Concurrent Session	\$3,500 + GST	Twelve available
Lunch Sponsor	\$2,750 + GST	Two only
Satchel Insert	\$600.00 + GST	Six available
Trade Table Exhibition Space	\$2,500 + GST	Fifteen only

Bespoke packages also available upon request.

PLATINUM SPONSOR
\$22,000.00 + GST
One only

The Platinum Sponsor's package has been designed to ensure maximum exposure throughout the Conference. The Platinum Sponsor will receive the highest profile recognition over all other organisations at the Conference. This will be given to a maximum of **ONE organisation** only.

As Platinum Sponsor you will receive the following:

- Recognition as Platinum Sponsor on all Conference e-newsletters, printed program booklet, conference holding slides, lectern signs and dedicated conference banners.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Home page and Sponsorship Page), together with a link to your own website.
- Company banner displayed at the Welcome Reception and in the Main Plenary Room (supplied by sponsor).
- Company logo on all name badges (the only sponsor logo, in addition to PCNSW and NSW Health).
- Complimentary Inside Front Cover advertising space in the printed Conference program (artwork supplied by sponsor).
- Acknowledgment as Platinum Sponsor at the Opening Ceremony and Welcome Reception.
- 5-minute sponsor address, to be scheduled during one of the plenary sessions.
- Premium position trade table space.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Sponsorship of 1 x concurrent session, as selected by the sponsor. Sponsor will have an opportunity to provide a chairperson for this session, with banner on display in the session.
- Five (5) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting.

GOLD SPONSOR
\$15,500.00 + GST
One remaining

The Gold Sponsors' package has been designed to ensure a high level of exposure throughout the Conference which will ensure you effectively reach your target market. There will be a maximum of **TWO** Gold sponsors, with one already confirmed as the NSW Ministry of Health.

As a Gold Sponsor you will receive the following:

- Recognition as a Gold Sponsor on 1 x Conference e-newsletter, printed program booklet, lectern signs and dedicated conference banners.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Home page and Sponsorship Page), together with a link to your own website.
- Company banner displayed in the Main Plenary Room (supplied by sponsor).
- Complimentary Inside Back Cover ½ page advertising space in the printed Conference program (artwork supplied by sponsor).
- Acknowledgment as a Gold Sponsor at the Opening Ceremony.
- Premium position trade table space.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Sponsorship of 1 x concurrent session, as selected by the sponsor. Sponsor will have an opportunity to provide a chairperson for this session, with banner on display in the session.
- Four (4) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting.

CONFERENCE DINNER
\$11,000 + GST
One only

One company is offered the opportunity to gain extensive exposure through sponsorship of the Conference Dinner. The majority of delegates, exhibitors, speakers will be attending this important social occasion as it is an included function within the registration fee. This means that approximately 200 – 250 people will be at the dinner. Sponsorship allows for a fantastic opportunity to stand out in front of the delegates. This is an exclusive sponsorship package where no other organisation will be allowed to have marketing exposure.

As the Conference Dinner Sponsor you will receive the following:

- Recognition as the Dinner Sponsor on any dinner promotional pieces, in the printed program booklet and on the dinner menu's.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Sponsorship Page and wherever the dinner is mentioned), together with a link to your own website.
- Company banners displayed at the dinner (supplied by sponsor – maximum of 4).
- Acknowledgment as the Dinner Sponsor at the Opening Ceremony.
- 5-minute sponsor address, at the commencement of the dinner.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Three (3) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting.

CLOSING KEYNOTE SPEAKER
\$10,000.00 + GST
One only

We would like to secure a special guest closing keynote speaker for the conference. A speaker who will leave delegates feeling inspired and uplifted and ready to continue the great work they all do. This sponsorship opportunity will support this. As the Closing Keynote Speaker Sponsor you will receive the following:

- Recognition as the Keynote Speaker Sponsor on any related promotional pieces, and in the printed program booklet.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Sponsorship Page and wherever the keynote speaker is mentioned), together with a link to your own website.
- Company banners displayed at the closing keynote session (supplied by sponsor – max. of 2).
- 5-minute sponsor address, at the commencement of the keynote session and the opportunity to introduce the speaker or to thank the speaker.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Three (3) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting

SILVER SPONSOR
\$10,000.00 + GST
Two only

The Silver Sponsors' package has been designed to provide a consistent level of exposure throughout the Conference which will ensure you effectively reach your target market. As a Silver Sponsor you will receive the following:

- Recognition as a Silver Sponsor on 1 x Conference e-newsletter, printed program booklet and dedicated conference banners.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Home page and Sponsorship Page), together with a link to your own website.
- Company banner displayed in the Main Plenary Room (supplied by sponsor).
- Complimentary ¼ page advertising space in the printed Conference program
- Acknowledgment as a Silver Sponsor at the Opening Ceremony.
- Premium position trade table space OR Sponsorship of 1 x concurrent session, as selected by the sponsor.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Three (3) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting.

WELCOME RECEPTION
\$8,000.00 + GST
One only

Impress all delegates with your hospitality at the opening social function of the Conference. The Welcome Reception will be held on Monday 19th October at the conference venue and will include entertainment for the evening and a 90-minute cocktail reception.

- Recognition as the Welcome Reception Sponsor on any related promotional pieces, and in the printed program booklet.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Sponsorship Page and wherever the Welcome Reception is mentioned), together with a link to your own website.
- Company banners displayed at the Welcome Reception (supplied by sponsor – maximum of 4) and space for a product display during the reception.
- 5-minute sponsor address, at the commencement of the Welcome Reception.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- Two (2) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting

BRONZE SPONSOR
\$5,000.00 + GST
Two only

Be recognised throughout the conference as a Bronze Sponsor and supporter of the sector with consistent exposure across the three days.

- Company logo displayed on the 2026 Palliative Care NSW Conference website (Sponsorship Page), together with a link to your own website, and in the printed program booklet.
- Company banner displayed in the Exhibition Hall for the duration of the conference (supplied by sponsor).
- Acknowledgment as a Bronze Sponsor at the Opening Ceremony.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- One (1) complimentary Full Conference delegate registrations.
- List of delegates (opt in), name, title and organisation supplied pre (1 month) and post Meeting

SCHOLARSHIP PARTNER
\$5,000.00 + GST
Five only

For organisations wishing to support the attendance of those working in and providing palliative care to further their knowledge and support their professional development. This is a unique opportunity to support those who cannot be funded by their organisations to attend, and an opportunity to encourage attendance from specific areas including aged care, primary care, disability support, allied health, pharmacy etc. As a scholarship partner you define who your target audience, and/or the geographic area for the scholarships and key criteria for selection. Palliative Care NSW will manage the marketing of the scholarship, applications and the review process, and then the management of all successful applicants. Value can be increased for those wishing to add more scholarship places.

- Company logo displayed on the 2026 Palliative Care NSW Conference website (Sponsorship Page), together with a link to your own website, and in the printed program booklet.
- Package includes provision of Three (3) x full conference delegate registrations for 3 x successful applicants (does not include travel to the conference or accommodation, but this can be added to the package).
- Palliative Care NSW will manage all marketing and promotion of the scholarship, management of applications, review and then management of successful applicants.
- Group photo taken at the conference of the scholarship applicants and provided to the sponsor for post conference communications. Successful scholarship recipients will also be asked to provide a short story highlighting their experience and learnings from the conference which can also be used for communication purposes.

COFFEE CART
\$4,000.00 + GST
One only

Align your brand with the important role of keeping delegates caffeinated with real barista coffee! Coffee cart will be located in the exhibition and catering area and will operate pre-conference each day and during the breaks.

- Recognition as the Coffee Cart Sponsor in the printed program booklet.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Sponsorship Page), together with a link to your own website.
- Company banner displayed at the Coffee Cart (supplied by sponsor – maximum of 2) and space for a product display near the coffee cart.
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor)
- One (1) complimentary Full Conference delegate registration.

CONCURRENT SESSION

\$3,500.00 + GST

Seven Available

Align your organisation with a dedicated concurrent session. Concurrent sessions generally include 1 to 2 Poster Pitch presentations and 3 x 25-minute presentations. There will be 12 concurrent sessions running across Tuesday & Wednesday. As a Concurrent Session sponsor you will receive:

- Recognition as a Concurrent Session sponsor on the conference website for your chosen session and in the printed program booklet.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Sponsorship Page and in the program for your relevant session), together with a link to your own website.
- Company banner displayed in your sponsored session (supplied by sponsor – maximum of 2)
- Opportunity to provide a session chair from your organisation who can contribute to the quality of the session. The session chair will be responsible for introducing speakers, running the Q&A session and keeping to time. They will also have an opportunity to do a short organisation introduction at the start of the session.
- Opportunity to distribute a flyer or promotional material at the session (provided on the seats).
- One (1) complimentary Full Conference delegate registration for the session chair if providing, or another organisation representative.

LUNCH SPONSOR

\$2,750.00 + GST

Two only

Relax, network and enjoy that well-earned break from the day's proceedings. As an official sponsor for the lunch break on Tuesday 20th or Wednesday 21st October you will be able to take advantage of these benefits:

- Recognition as a Lunch sponsor in the printed program booklet.
- Company logo displayed on the 2026 Palliative Care NSW Conference website (Sponsorship Page and in the program for your sponsored lunch), together with a link to your own website.
- Company banner displayed during lunch (supplied by sponsor – maximum of 2) and space for a product display during the lunch.
- Company logo on the PowerPoint deck prior to the lunch break, with sponsorship announced by the concurrent session chairs, with short script as provided by you.
- Opportunity to distribute a flyer or promotional material at the lunch break (provided on tables).
- One (1) complimentary Full Conference delegate registration.

SATCHEL INSERT

\$600.00 + GST

Six available

Provide Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (supplied by sponsor). A quantity of 300 will be required, which must be pre-delivered to the conference venue prior to the conference commencing.

EXHIBITOR OPPORTUNITY

\$2500.00 + GST

Fifteen available

A trade exhibition will run concurrently alongside the Conference on Tuesday 20th October and Wednesday 21st October inclusive, with the option to have your stand operational for the Pre-Conference workshops and Welcome Reception on Monday 19th October at no additional charge.

The exhibition will be located in the conference catering area for maximum exposure and opportunity to connect with delegates.

As an exhibitor you will receive the following:

- Each display area includes 3m x 3m of floor space, clothed trestle table, 2 chairs, back Velcro compatible wall.
- A '50 word' company product listing in the Conference Program Book
- Access to delegates at daily morning and afternoon teas (Tuesday AM & PM, Wednesday AM & PM)
- Daily lunches (Tuesday and Wednesday)
- Delegate List (opt in)
- One (1) complimentary Full Conference delegate registration. of welcome reception, access to all sessions including plenary & conference dinner.
- Additional exhibition staff have two options for registration:
 - **Exhibition Only Staff Member**, providing access to all catering except the welcome reception and conference dinner, and access to the session co-located in the exhibition area. \$250.00 per person inc GST. Welcome Reception and Conference Dinner tickets can be purchased.
 - **Full Conference Delegate**, providing access to all sessions and all catering including the welcome reception and conference dinner. \$660.00 per person inc GST.