CSPL SCLM

Redefining Leadership Through COURAGE & *Kindness*

Canadian Conference on Physician Leadership

May 15 - 16, 2026 | Montreal, QC

Sponsorship Prospectus

Conference PROSPECTUS

Dear Valued Partners and Exhibitors,

We are delighted to invite you to support the 2026 Canadian Conference on Physician Leadership (CCPL). This year's theme, ***Redefining Leadership through Courage and Kindness***, highlights the essential qualities today's physician leaders need to navigate the evolving realities of healthcare.

At CCPL2026, we will explore how courage and kindness can transform leadership and strengthen the foundations of our health system. Guided by the Canadian Society of Physician Leaders' (CSPL's) four strategic pillars—optimizing Health Human Resources, aligning Social Accountability, addressing Planetary Health, and the rebuilding the Healthcare System—the conference will inspire leaders to expand their horizons, embrace change and build a more sustainable, equitable and compassionate system for all.

By sponsoring CCPL2026, your organization becomes a partner in this mission. Sponsorship not only equips physician leaders with the tools, knowledge and vision to navigate challenges with resilience, empathy and innovation—it also positions your organization as a champion of healthcare leadership.

We look forward to partnering with you to create an inspiring and impactful event.

Warm regards,

Dietrich Furstenburg

MD, MBChB, MM, CCFP(EM), CHE

President and Planning Committee Chair

About the CANADIAN SOCIETY OF PHYSICIAN LEADERS

For over 25 years, CSPL has been supporting, developing and connecting Canadian physicians to help them succeed in their leadership and management roles.

CSPL actively pursues partnerships and opportunities to provide physician leaders with educational forums, networking opportunities and high-quality leadership development programs. Key offerings include the internationally recognized annual CCPL, the *Canadian Journal of Physician Leadership,* the Canadian Certified Physician Executive credential, Leading the Way podcast, network of coaches, a mentorship program and job postings, all of which are highly-valued by our members.

About the CONFERENCE

The Canadian Conference on Physician Leadership is the premier national event bringing together physician leaders from across Canada. Over two days, attendees engage in dynamic keynote presentations, interactive workshops and meaningful networking opportunities.

The 2026 conference theme, ***Redefining Leadership through Courage and Kindness***, explores how leaders can embody both qualities to transform healthcare.

With courage, leaders confront uncomfortable truths, challenge the status quo, and make bold decisions. With kindness, they build trust, strengthen teams, and foster cultures of compassion.

Far from "soft skills," courage and kindness are essential to effective leadership and meaningful change. Our aim is to inspire physician leaders to take bold action while fostering compassionate human-centered leadership—because the two go hand-in-hand.

The conference will also honour the recipient of the Chris Carruthers Excellence in Medical Leadership Award and celebrate our newest Canadian Certified Physician Executives (CCPEs).

Why Partner WITH CCPL2026?

When you sponsor CCPL2026, you're not just supporting an event—you're contributing to the advancement of healthcare leadership in Canada. Physician leaders are at the forefront of system change and your partnership ensures they are equipped to lead with courage and the kindness to create inclusive, supportive cultures and systems.

In return, your support unlocks valuable benefits such as:

1. **Enhanced Visibility**
   Sponsorship establishes your organization as a supporter of Canada's premier physician leadership event, providing prime visibility to a targeted audience.
2. **Showcase Products and Services**
   Sponsoring enables you to promote and showcase your products and services to a captive audience of approximately 300 physician leaders. Attendees can experience your offerings firsthand and inquire about them.
3. **Lead Generation**
   The conference offers opportunities to generate high-quality leads. Engaging with attendees at your booth and during networking opportunities can lead to potential collaborators and clients.
4. **Networking**
   The conference attracts physicians who are healthcare decision-makers. Sponsoring allows you to connect with these key stakeholders and potential partners forging valuable relationships.
5. **Stay Informed**
   Sponsoring allows you to learn about current trends in physician leadership and healthcare delivery and management.
6. **Strengthen Organizational Leadership**
   By investing in the development of physicians' leadership skills, your organization can cultivate a stronger, more effective leadership team. This translates into better decision-making, improved teamwork and enhanced patient outcomes.
7. **Impact**
   Supporting the conference enables you to advance the development and nurturing of effective physician leadership that will lead to positive health system change.

Sponsors of the conference will have the opportunity to meet and network with physician leaders from across Canada during breakfasts, lunches, breaks and the Welcome Reception.

We invite you to explore the various sponsorship opportunities available to support CCPL and join us in advancing growth and celebrating successes in physician leadership. If you do not see a package that meets your organization's needs, we would be delighted to tailor a package for you.

Sponsor Opportunities
AT A GLANCE

Benefits	Title $20,000	Platinum $15,000	Gold $10,000	Silver $5,000	Bronze $3,500	Fellowship $2,500
Recognition of logo on Final Program	✓	✓	✓	✓	✓	✓
Recognition of logo and hyperlink on conference website	✓	✓	✓	✓	✓	✓
Recognition of logo on conference signage at the event	✓	✓	✓	✓	✓	✓
Recognition of logo on PowerPoint slide during event	✓	✓	✓	✓	✓	✓
Sponsor Ribbons	✓	✓	✓	✓	✓	
Opportunity to exhibit a booth during event (Space and numbers are limited)	✓	✓	✓	✓	✓	
Complimentary registration to the event	✓ 4 registrations	✓ 3 registrations	✓ 2 registrations	✓ 1 registration		
Option to associate your sponsorship with morning or afternoon breaks	✓	✓	✓			
Option to associate your sponsorship with a social event of your choosing (breakfast, lunch or Welcome Reception)	✓	✓				
Opportunity to introduce a keynote speaker	✓					

Sponsorship LEVELS

Title
$20,000

Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com, with enhanced visibility.

Sponsor will receive four (4) complimentary registrations, a minimum $5,000 value.

Sponsor will have preferred real estate space for booth display at the conference.

Sponsor has the opportunity to introduce a keynote speaker.

Sponsor will have first choice of being associated with the Welcome Reception, a breakfast, lunch or break.

Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.

Sponsor will have full access to all events related to the conference (e.g., plenary sessions, Welcome Reception, networking opportunities), which begins on Friday, May 15 and continues through Saturday, May 16, 2026

Platinum
$15,000

Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com

Sponsor will receive three (3) complimentary registrations, a minimum $3,800 value.

Sponsor will have prime real estate space for booth display at the conference.

Sponsor can choose to be associated with the Welcome Reception, a breakfast, lunch or break.

Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.

Sponsor will have full access to all events related to the conference (e.g., plenary sessions, Welcome Reception, networking opportunities), which begins on Friday, May 15 and continues through Saturday, May 16, 2026.

Gold
$10,000

Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com

Sponsor will receive two (2) complimentary registrations, a minimum $2,600 value.

Sponsor will have the opportunity to host an information booth at the conference.

Sponsor can choose to be associated with one of the networking breaks.

Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.

Sponsor will have full access to all events related to the conference (e.g., plenary sessions, Welcome Reception, networking opportunities), which begins on Friday, May 15 and continues through Saturday, May 16, 2026.

Silver
$5,000

Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com

Sponsor will receive one (1) complimentary registration, a minimum $1,300 value.

Sponsor will have the opportunity to host an information booth at the conference.

Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.

Sponsor will have full access to all events related to the conference (e.g., plenary sessions, Welcome Reception, networking opportunities), which begins on Friday, May 15 and continues through Saturday, May 16, 2026.

Bronze
$3,500

Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com

Sponsor will have the opportunity to host an information booth at the conference.

Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.

Sponsor will have full access to all events related to the conference (e.g., plenary sessions, Welcome Reception, networking opportunities), which begins on Friday, May 15 and continues through Saturday, May 16, 2025.

Fellowship
$2,500

Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com

Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.

Interested in sponsoring our 2026 CONFERENCE?

For more information, visit:

physicianleadershipconference.com or

email: **colleen@physicianleaders.ca**.

We'd love to discuss the opportunities listed in this prospectus or craft a custom sponsorship package tailored to meet your organization's specific needs.