



IAPCON 2027

34th International Annual Conference of the Indian Association of Palliative Care

Theme: Humanising Hi-Tech Medicine – Where Algorithm Meets Empathy

Organized by:

Department of Palliative Medicine, IMS & SUM Hospital, Bhubaneswar



Pre Conference Workshop
February 18, 2027

Conference
February 19 – 21, 2027

Sponsorship Brochure



Venue: Convention Complex, SOA
University, Bhubaneswar, Odisha

www.iapcon2027.com

WELCOME MESSAGE

Dear Esteemed Sponsors,

Greetings from the Organizing Committee!

It gives us immense pleasure to cordially invite your esteemed organization to participate in the 34th Annual International Conference of the Indian Association of Palliative Care (IAPC).

This premier national event will be held at the Convention Complex, SOA University, Bhubaneswar, Odisha, from 19th to 21st February 2027.

Theme: Humanising Hi-Tech Medicine – Where Algorithm meets Empathy

In an era of rapid digital transformation, IAPCON 2027 explores the vital balance between cutting-edge technology and the core values of palliative care. We are convening global experts to discuss how:

- Artificial Intelligence & Predictive Analytics can identify patient needs early without losing the "human touch".
- Digital Health & Wearables can enhance symptom monitoring and patient dignity.
- Precision Medicine can be integrated with compassionate, personalized end-of-life care.

Why Partner with IAPCON 2027?

- Direct Engagement: Connect with over 800+ national and international delegates, including senior clinicians, hospital administrators, and policymakers.
- Thought Leadership: Showcase your innovations—from AI-driven diagnostics to patient-centric pharmacological solutions—to a focused audience of decision-makers.
- Strategic Visibility: Benefit from branding opportunities at the prestigious Convention Complex, SOA University.

Conference Overview

- Pre-Conference Workshops: 18th February 2027
- Main Conference: 19th – 21st February 2027

We offer a range of partnership tiers (Platinum, Gold, Silver) and specific exhibition spaces designed to maximize your ROI. For detailed sponsorship packages, please feel free to connect with our team directly.

We look forward to your support in making this a landmark event that bridges the gap between technology and the heart of medicine, in alleviating the sufferings of incurable advanced cancers and other chronic diseases.

Warm regards,

Prof. Sukdev Nayak

Organizing Secretary, IAPCON 2027

HOD, Dept. of Palliative Medicine, IMS and SUM Hospital

As we stand at the threshold of a new era in healthcare, the question is no longer if technology will transform medicine, but how it will preserve the essence of human connection. We are delighted to invite you to be a visionary partner for the 34th Annual International Conference of the Indian Association of Palliative Care (IAPCON 2027), hosted at the Convention Complex, SOA University, Bhubaneswar, from 18th to 21st February, 2027.

This year's theme, **"Humanising Hi-Tech Medicine - Where Algorithm meets Empathy"** is a call to action for the tech industry. Palliative care is the ultimate testing ground for human-centric innovation. We are looking for partners who can demonstrate how **Artificial Intelligence, Predictive Analytics, and Digital Monitoring** can be leveraged to reduce patient suffering and empower clinicians—without replacing the "human touch."

WHY SPONSOR IAPCON 2027?

Partner. Influence. Transform Palliative Care.

DIRECT ACCESS TO DECISION MAKERS

Engage with 800+ doctors, students & clinicians influencing prescriptions and procurement.

PRODUCT SHOWCASE

Launch and demonstrate:

- Pharmaceuticals
- Vaccines
- Medical devices
- Nutrition & diagnostics

CONNECT

Build meaningful relationships with leading palliative care physicians, oncologists, pain specialists, nurses, academicians, researchers and healthcare professionals from across India and beyond. IAPCON serves as the flagship annual conference of the Indian Association of Palliative Care.

5 STRONG REASONS TO PARTICIPATE



IAPCON 2027
BHUBANESWAR

BRAND VISIBILITY

High-impact exposure through:

- Scientific sessions
- Exhibition area
- Digital & print branding
- Delegate engagement activities

ACADEMIC INTEGRATION

Associate your brand with scientific excellence & Palliative Care advancement.



700+
Palliative Care Professionals



World-Class
Scientific Sessions



Exhibition &
Partnership Opportunities



Pan-India &
International Participation



2027
A Milestone Event

Sponsorship Opportunities

PLATINUM Sponsor

**Rs. 15 Lakhs + 18%
GST**

- Premium exhibition space stall (6m x 6m)
- 1 Minutes digital branding (E- Adds)
- Logo on all conference collaterals (Brochures and Final Program)
- Branding across venue & logo on website
- 6 complimentary exhibitor registrations
- Logo or product display on screen in main conference hall, during session breaks
- Desk space next to the main conference hall

GOLD Sponsor

**Rs. 10 Lakhs + 18%
GST**

- Premium exhibition space stall (6m x 4m)
- 1 Minutes digital branding (E- Adds)
- Logo on all conference collaterals (Brochures and Final Program)
- Logo on Sponsor's Panel & on website
- 4 complimentary exhibitor registrations

SILVER Sponsor

**Rs. 8 Lakhs + 18%
GST**

- Exhibition stall (4m x 4m)
- 1 Minutes digital branding (E- Adds)
- Logo in sponsor panel & on website
- 3 complimentary exhibitor registrations

Branding Opportunities

On-Ground Branding

Rs. 3 Lakh + 18%
GST

- Registration area
- Delegate badges & lanyards
- Standees & kiosks (E-standees or Flex)
- Directional signage (E-standees or Flex)

Delegate Engagement Options

Rs. 3 Lakh + 18%
GST

- Sponsored symposium / Scientific session
- Product launch platform
- Workshops & hands-on sessions
- Delegate kit inserts

Food & Social Event Sponsorship

Rs. 10 Lakh + 18%
GST

- Inaugural Ceremony Sponsor
- Gala Dinner Sponsor
- Lunch / Tea Break Sponsor (per day)

Note: • Designing advertisements will be the company's responsibility
• Printing will be undertaken by the respective sponsoring company, however, all designs must be approved by the Organizing Committee.

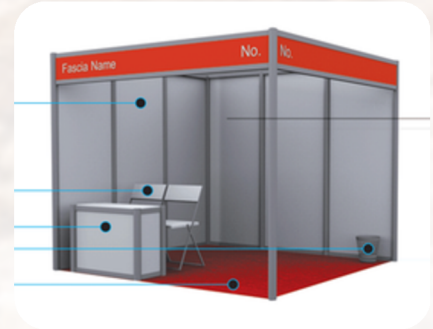
Exhibition Opportunities

Souvenir cum book of proceedings advertisement (E-Copy only)

- Inside Front Cover (Colored) Rs. 1,00,000/- + GST
- Inside Back Cover (Colored) Rs. 50,000/- + GST
- Full page inside (Colored) Rs. 50,000/- + GST
- Half Page (Colored) Rs. 25,000/- + GST

***Note: Designing advertisements will be the company's responsibility**

Stall Type	Size	Cost exclusive of GST
Premium Stall	4m*3m	Rs. 7 Lakhs
Standard Stall	3m*3m	Rs. 5 Lakhs



Total No. of Stalls :- 50

(Per stall 2 Full Meeting Complimentary badges with lunch only)

Hours of operation for stall holders:

- Conference day 0 : 18th February 2027 - Set up 1:00 pm till 5:00 pm
- Conference day 1 : 19th February 2027 - Exhibition between 9:00 am to 5:00 pm
- Conference day 2 : 20th February 2027 - Exhibition between 9:00 am to 5:00 pm
- Conference day 3 : 21st February 2027 - Exhibition between 9:00 am to 5:00 pm

Allocation of Exhibition Space:

Allocation of stalls in both the Sponsored and Premier Trade category will be made by Organizing Committee of **34th Annual International Conference of the Indian Association of Palliative Care (IAPC)** on a 'first come, first served' basis. Allocation will be done only on receipt of full payment.

Disclaimer:

- While every attempt will be made to ensure that all aspects of the exhibition mentioned will take place as announced, the organizing committee has the right to make changes if the situation demands.
- The organizers reserve the right of final decision regarding allocation of exhibition stalls.
- Organizers are not responsible for any theft personal accidents or damage to private property of exhibitors. Therefore, exhibitors are required to make their own arrangements with respect to insurance of property and personnel.

Terms & Conditions:

- The Organizers will provide a Basic Shell Scheme Booth Structure (3x3 meter) with One Table, Two Chairs and Three Spotlights, One 5 Amp Electric Point (1 KVA) One Dustbin, Fascia Name.
- Allocated branding such as standees / banners designing & printing will be the sponsor company's responsibility by obtaining the necessary approval from the organizing committee
- No glue, scotch tape, self-adhesive paper, screws, nails, spikes, pins or paint should be used on floors, walls, pillars or on any part of the exhibition hall. Welding is strictly prohibited.
- The height of the booth must not exceed 2.5 meter.

- Exhibitors will be held liable and will be fined for any damage caused to the exhibition site by them, their agents or contractors.
- Exhibitors are strictly advised NOT to directly draw electricity from the main distribution boxes. If detected, these would be immediately disconnected, and exhibitors will be solely responsible for any mishap (short circuit or electrical failure Caused).
- Exhibitors should inform the official contractors for the additional accessories like furniture, lights and additional electric power with advance request and payment.
- The Organizers reserve the right to rearrange the Floor plan or any part of it, venue, and date of exhibition at any point of time without prior notice.
- Use of Special Signage and Lighting is permitted to all Exhibitors at their own cost in the booth area only

Payment Terms

Payments can be made through Demand Draft and NEFT only.

Demand Draft to be issued in favor of “IAPCON 2027” payable at “Bhubaneswar”

Bank Details	
Account Name: IAPCON 2027	SWIFT Code: PUNBINBBBN
Account No: 6762000100083803	UPI ID: 9338904400m@pnb
IFSC Code: PUNB0676200	Branch: Pokhariput, Odisha
Bank: PNB (Punjab National Bank)	GSTIN: 21AAATI5946B1Z4

CSR Registration No.
CSR00093245

Taxes & levies extra as per government rules.

Note:- Branding place, size and number to be approved by OC.

Payment schedule 50% Amount at the time of booking of exhibition area space / sponsorship.
Balance 50% on or before 15th October 2026.

Cancellation and Refund Policy

- All cancellation should be made in writing and sent to **34th Annual International Conference of the Indian Association of Palliative Care (IAPC)** Secretariat via post/ courier or Email/
- All cancellation received on or before 15th November'2026 will be entitled for 50% of the amount paid and post that no refund will be offered.
- The refund process will begin only 30 days after the completion of the conference.



Conference Secretariat

Prof Sukdev Nayak

Organizing Secretary, IAPCON 2027

HOD, Dept. of Palliative Medicine, IMS and SUM Hospital



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