2016 Educational Opportunities

VANCOUVER 2016

71st Annual Meeting
June 25-28

71e Congrès annuel
25-28 juin

Canadian Urological Association
The Voice of Urology in Canada

cuameeting.org
Corporate Sponsors
June 2015-June 2016

Platinum

Astellas

Silver

Pfizer

Contributor

Amberson

Bayer

Janssen
Invitation from CUA 2016 President, Dr. Michael Leonard

The Canadian Urological Association has expanded its repertoire of continuing professional development over the last decade. The CUA is now a source of up-to-date clinical and basic research, and the point of dissemination of CUA practice guidelines. The Office of Education has organized many regional meetings and courses for urologists and primary care physicians alike, and has also developed e-learning opportunities. These initiatives have been made possible by the assistance of our industry partners in compliance with ethical guidelines. However, the CUA Annual Meeting remains the jewel in the crown of CPD offerings on the Canadian Urology calendar, and is most valued by our membership. It is a venue where urologists and likeminded health professionals have opinion leaders from Canada and the world, update them on the most recent developments in Urology. In addition, they are exposed to contemporary offerings from industry in the exhibit hall. It is a chance for broad interaction and exchange of ideas between all delegates, topped off with a social program which is par excellence!

We invite you to utilize this brochure to select the level of representation you wish to have at the Vancouver meeting in 2016, as well as for potential ongoing support of our Association. The sponsorship opportunities herein have been carefully designed based on your feedback and consultation. We strive to provide all sponsors with maximum return on their investment, as we appreciate the significance of such contributions. As per usual practice, we will optimize the exposure of our members in attendance to the exhibit hall in order to provide you ample occasions to interact with them. Given the usual limitations on space, it is best to select your booth placement early to obtain your preference.

The Executive of the CUA looks forward to your continued support and hope that you will all come to Vancouver in June 2016!

Michael Leonard
President, Canadian Urological Association

Invitation from Executive Director, Tiffany Pizioli

As Executive Director of the CUA, I have witnessed many changes to industry in terms of support for educational activities. With the movement towards the elimination of co-development and scientific engagement, the CUA has been an early adopter and is currently the only speciality society in Canada to adopt this change and implement procedures to continue to operate with members and partners in industry to develop and execute educational programs within these guidelines.

With more than 100 programs organized in the past two years, the CUA Office of Education has experience in many areas of education including online platforms, remote learning and rollouts in the field. It remains exciting to see the changes over the past few years in the CUA Office of Education and how together as a community, members and industry have embraced the change, to create successful educational programs to provide lifelong learning to our members.

Our biggest educational event is our Annual Meeting and this year, I invite you to join us in the west coast in beautiful Vancouver to celebrate 71 years of Canadian urology!

If your focus is urology, you cannot miss this opportunity to interact with 1,000 healthcare professionals who will come together to advance the practice of urological medicine in Canada.

Thank you for taking the time to review our Educational Activities for 2016. We hope that you will continue to support our Association as we strive to become “The Voice of Urology in Canada”.

Do not hesitate to contact me at any time for more information on supporting any of our educational initiatives.

Tiffany Pizioli, Executive Director
Tiffany.pizioli@cua.org

2016 Educational Opportunities
CUA Standard of Conduct in Developing Educational Programs

The CUA is accredited by the Royal College of Physicians and Surgeons of Canada (RCPSC) as a provider of Continuing Professional Development (CPD) activities.

Accordingly, the CUA is able to review and provide accreditation of Section 1 (Group Learning) and Section 3 (Self-Assessment Programs) learning activities, as defined by the Maintenance of Certification of the Royal College of Physicians and Surgeons of Canada.

As of June 2013, the CUA no longer co-develops programs with industry or third party agencies. All educational programs are planned through the CUA Office of Education based on an annual needs assessment of its members as well as combined information received from evaluation forms for programs that run throughout the year. For programs that are not planned for the year, members in good standing can contact the office and request that the Association consider organizing programs to target their specific educational needs. These requests will be considered by the Vice President Education and the Chair of the Continuing Professional Development (CPD) Committee.

All programs developed by the CUA and that require logistical support, will be communicated to industry for financial support. In this instance, industry can provide funds to support the execution of the program but cannot be part of the program content development.

The Royal College is the voice of specialty care in Canada, ensuring the highest standards for the training and evaluation of medical and surgical specialists. The College requires Fellows worldwide to maintain their competence throughout their careers. The College has adopted and adheres to the CMA Code of Ethics (updated 2004). In 2007 the CMA policy Guidelines for Physicians and their Interactions with Industry was revised. This policy is considered the guide for Canadian physicians in this area, covering industry-sponsored research, continuing medical education, conflicts of interest and other general responsibilities. The Rx&D Code of Ethical Practices was revised in 2012 and addresses many of the same issues as the CMA policy.

As an approved provider of CPD activities, the CUA adheres to the CMA Code of Ethics (updated 2004), the CMA policy Guidelines for Physicians and their Interactions with Industry and the Rx&D Code of Ethical Practices (updated January 2012), all of which are posted on the CUA website in the section entitled Professional Development.

The CanMEDS Physician Competency Framework - Better standards, better physicians, better care

CanMEDS is an initiative to improve patient care. The focus of CanMEDS is on articulating a comprehensive definition of the competencies needed for medical education and practice. Its framework is organized around seven roles: Medical Expert (central role), Communicator, Collaborator, Health Advocate, Manager, Scholar and Professional.

In the development and execution of its educational programs, the CUA strives to incorporate CANMEDS with the ultimate goal of having its members provide better standards of care to their patients.
Importance of Educational Initiatives

For over 70 years, the Canadian Urological Association has facilitated the advancement of patient care, cutting-edge research and best practices of our members while contributing to an improved public awareness of urologic illnesses.

Canadian Urological Association

The Voice of Urology in Canada

CUA Vision:

The CUA exists to promote the highest standard of urologic care for Canadians and to advance the science of urology

CUA Mission:

The CUA is a national member-based organization dedicated to enabling the profession to provide the highest possible standards of urologic care by collaboratively:

- Fostering excellence in urologic practice through advocacy, education, research and practice support tools
- Leading evidence-based clinical practice through the development of practice standards and guidelines
- Providing continuous professional development for Canadian urologists along the career-path continuum
- Providing leadership in public education for urologic conditions
- Representing the Canadian urologic community in relationships with governments as well as national and international medical societies.
CUA Office of Education:

Vice-President Education
Dr. Alan So, Vancouver, BC
Vpeducation@cua.org

Executive Director
Tiffany Pizioli
Tiffany.pizioli@cua.org

Industry Liaison
Nadia Pace
Nadia.pace@cua.org

Coordinator, Office of Education
Tal Erdman
Tal.erdman@cua.org

Continuing Professional Development (CPD) Activities

The Office of Education (OE) is a fully accredited provider of Continuing Professional Development activities, as defined by the Maintenance of Certification Program (MOC) of the Royal College of Physicians and Surgeons of Canada. The OE can review and accredit Section 1 (Group Learning) and 3 (Self-Assessment) learning activities that meet the criteria for the MOC framework. In the past few years, the OE has grown in its ability to offer its members access to accredited events. The process for application has been updated and is outlined on the CUA website, with approved accredited events posted online in the CPD Section of the website and the CUA Member section.

If you are interested in obtaining more information, contact:

Tiffany Pizioli, Executive Director
CUA Office of Education
185 Dorval Ave., Suite 401
Dorval, QC, H9S 5J9
Tel.: (514) 395-0376 ext. 44, Fax: (514) 395-1664
E-mail: tiffany.pizioli@cua.org

Ben Chew, Chair
Continuing Professional Development
Vancouver, BC

CUA-CPD Mission Statement

The CUA–CPD mission is to transfer knowledge into action through its various educational projects in order to:

• foster the dissemination of cutting-edge research and best practices (members)
• improve patient care outcomes (patient)
• improve public awareness of urologic illnesses (public)
Invitation to Support Annual Meeting

The Patron Sponsors are the top level meeting supporters and benefit exclusively from:

- Listing on the CUA meeting website as Patron Sponsor
- Acknowledgment as Patron Sponsor in the Preliminary Program, Abstract Book and Final Program
- Permission to display a sign indicating “Patron Sponsor of the CUA” in the exhibit area
- Privilege to host an Advisory Board during Annual Meeting at an unopposed time slot at headquarter hotel (room and basic av complimentary) and assistance with invites based on Annual Meeting registration list
- Room Block (10) at the headquarter hotel during Annual Meeting
- Priority exhibit space location
- Two (2) exhibit booth modules (You can purchase additional booths with a 25% discount.)
- Six (6*) complimentary full registrations (both scientific and social events) *only 6 as Patron and not an additional 4 from the Platinum level initially committed to
- Full registrations (both scientific and social) include food and beverage in the exhibit area for the duration of the exhibits
- A company listing and a 50-word description in the Exhibit Directory
- Security in the Exhibit Area
- Two (2) delegate bag inserts in the Conference Bag
- CUA Patron Sponsorship Recognition Plaque
- Invitation to the CUA Reception held annually at the AUA every spring
- Message from Company President in the Final Program (half page) NEW!

To be considered as a Patron Sponsor of the CUA, a company must first commit to the Platinum Level of sponsorship for the 71st Annual Meeting listed at $90,000 (benefits listed on Page 7) and then choose one (1) of the following educational initiatives to support:

Permission to run a CUA accredited program during the Annual Meeting:

- One session at $15,000
- Two sessions at $28,000

The Patron Sponsor must have exclusivity as a logistical sponsor for the educational program. The program must have been developed and accredited by the CUA Office of Education PRIOR to the Annual Meeting. One session includes*:

- One room for the event and one additional breakout room if required
- Basic audiovisual (LCD projector and screen)
- Multiple sessions may be run concurrently, however, sponsors will receive (1) one topic-exclusive timeslots
- Promotion to be done by the CUA OE
- Event included in the CUA Annual Meeting Final Program and on website
- Assistance with registration, logistics and sign-in sheets by the CUA OE
- Post-event support with certificates of attendance, evaluations and slides
- Honoraria will be issued by the CUA OE to all speakers and faculty (one honorarium according to CUA standards is included; any additional speaker Honoraria will be an incremental cost to the sponsor).

*Food and beverage is not included but will be organized through CUA OE, if required.
Two sessions include*:

- Two rooms for the event, including two separate breakout rooms if required
- Basic audiovisual (LCD projector and screen) for each room
- Multiple sessions may be run concurrently, however, sponsors will receive (2) two topic-exclusive timeslots
- Promotion to be done by the CUA OE
- Event included in the CUA Annual Meeting Final Program and on website
- Assistance with registration, logistics and sign-in sheets by the CUA OE
- Post-event support with certificates of attendance, evaluations and slides
- Honoraria will be issued by the CUA OE to all speakers and faculty (two honoraria according to CUA standards are included; any additional speaker Honoraria will be an incremental cost to sponsor)

*Food and beverage is not included but will be organized through CUA OE, if required.

Canadian Urological Association Scholarship Foundation (CUASF) $20,000

The Canadian Urological Association Scholarship Fund (CUASF) was established in 1973 as a means of supporting promising Canadian urologic researchers and therefore to facilitate Canadian Urology research productivity. The three categories of support are:

a) **University:** Fellowship support for a faculty member and at an approved medical school in Canada within 2 years of the initial appointment;

b) **Community:** A Community-based Research award for a practicing Urologist not directly associated with a Urology residency programme;

c) **SIU:** SIU scholarship to help fund International Urologists to visit Canadian Centres of Excellence.

Sponsor support will be acknowledged prominently on the website, the CUA Newsletter, the Annual Meeting with photo op and on a CUASF poster to be displayed during the CUA 2016 Annual Meeting.

Patient Information Brochures $20,000

The Patient Information Brochures covering fifty-eight topics have been developed for urologists to give to their patients. They are available free of charge to Active, Senior and Honorary CUA Members in good standing for use in Canada. This is a free service to our members and support would help cover the cost of printing and distribution. It would also entitle the company to receive a token amount of complimentary brochures for distribution and allow them to use either a bellyband with their logo and/or a brochure stand with the logo of the company.

**Deadline date:** Patrons need to commit by November 6, 2015

Thank you to CUA 2014-2015 Patrons

Amgen • Astellas • Janssen • Pfizer
## Price and Benefits for each Level of CUA Sponsorship

<table>
<thead>
<tr>
<th>Price and Benefits</th>
<th>Patron Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Exhibit Only</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>$105,000 * includes 1 CUA accredited program</td>
<td>$110,000 * includes contribution to CUASF OR Patient Information Brochures</td>
<td>$118,000 * includes 2 CUA accredited programs</td>
<td>$6,000</td>
<td>First Deadline March 2, 2016</td>
</tr>
<tr>
<td><strong>Listing on cuameeting.org</strong></td>
<td>Yes with logo</td>
<td>Yes; no logo</td>
<td>Yes; no logo</td>
<td>Yes; no logo</td>
<td>Yes; no logo</td>
</tr>
<tr>
<td><strong>Message from Company President</strong></td>
<td>Yes in Final Program</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Acknowledgment printed materials like: Preliminary Program, Abstract Book &amp; Final Program</strong></td>
<td>Yes with logo</td>
<td>Yes; no logo</td>
<td>Yes; no logo</td>
<td>Yes; no logo</td>
<td>Yes; no logo</td>
</tr>
<tr>
<td><strong>CUA Endorsement of your Sponsorship Level with Permission to display sponsorship sign in the exhibit area provided by the CUA</strong></td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Privilege to host an Advisory Board at Annual Meeting at an unopposed time slot at HQ (room rental and basic AV complimentary) and assistance with invites based on Annual Meeting registration list</strong></td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Room Block at the headquarter hotel during Annual Meeting</strong></td>
<td>10 rooms</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Booth modules included (8 ft. draped back wall and 3 ft. side wall with skirted table and 2 chairs)</strong></td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>All additional requirements: material handling/shipping/furniture/electrical TO BE ORDERED SEPARATELY.</strong></td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Priority for Booth Selection</strong></td>
<td>n/a</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Booth Selection after Patron</strong></td>
<td>n/a</td>
<td>n/a</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Booth Selection after Platinum</strong></td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Booth Selection after Gold</strong></td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Booth Selection after Silver</strong></td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Ability to purchase additional booths for a maximum of 2 booths (discount reflected in column)</strong></td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>n/a</td>
</tr>
<tr>
<td>*<em>Full Meeting Registration (both scientific and social events) <em>this includes all food and drink to social events, if purchased separately, cost per person is 250$</em></em></td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Delegate Bag per company</strong></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Exhibit only registrations</strong></td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Registrations include food and beverage in the exhibit area for the duration of the exhibits.</strong></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>A company listing and a 50-word description in the Exhibit Directory</strong></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Security in the Exhibit Area</strong></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Delegate bag inserts in the Conference Bag (maximum)</strong></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Fee to Include a company insert in delegate bag</strong></td>
<td>FREE</td>
<td>FREE</td>
<td>$1,000</td>
<td>$1,500</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>CUA Sponsorship Recognition Plaque with photo opportunity with CUA Executive</strong></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Invitation to the CUA Reception held annually at the AUA every spring</strong></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Invitation to Sponsor Event at CUA Annual Meeting</strong></td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>
Platinum Sponsorship requires a restricted educational grant of $90,000 CAD.

Benefits Include:
- Listing on the CUA meeting website as Platinum Sponsor
- Acknowledgment as Platinum Sponsor in the Preliminary Program, Abstract Book and Final Program
- Permission to display a sign indicating “Platinum Sponsor of the CUA” in the exhibit area
- Priority exhibit space location after allocation to CUA Patron Sponsors
- Two (2) exhibit booth modules
- Additional booths (up to a maximum of 2) at a 25% discount
- Four (4) full registrations (both scientific and social events)
- Full registrations (both social and scientific) include food and beverage in the exhibit area for the duration of the exhibits
- One (1) insert in the delegate bags
- A company listing and a 50-word description in the Exhibit Directory
- Security in the Exhibit Area
- CUA Platinum Sponsorship Recognition Plaque
- Invitation to the CUA Reception held annually at the AUA every spring
- Invitation to Sponsor Event at CUA Annual Meeting
Gold Sponsorship requires a restricted educational grant of $39,500 CAD.

Benefits Include:

- Listing on the CUA meeting website as Gold Sponsor
- Acknowledgment as a Gold Sponsor in the Preliminary Program, Abstract Book and the Final Program
- Priority exhibit space location after allocation to CUA Patrons and Platinum Sponsors
- One (1) exhibit booth module included
- Additional booths (up to a maximum of 2) at a 25% discount
- Three (3) full registrations (both scientific and social events)
- Full registrations (both social and scientific) include food and beverage in the exhibit area for the duration of the exhibits.
- Delegate bag insert at special rate of $1,000
- A company listing and a 50-word description in the Exhibit Directory
- Security in the Exhibit Area
- CUA Gold Sponsorship Recognition Plaque
- Invitation to the CUA Reception held annually at the AUA every spring
- Invitation to Sponsor Event at CUA Annual Meeting

Silver Sponsorship requires a restricted educational grant of $24,500 CAD.

Benefits Include:

- Listing on the CUA meeting website as Silver Sponsor
- Acknowledgment as a Silver Sponsor in the Preliminary Program, Abstract Book and the Final Program
- Priority exhibit space location after allocation all other levels of sponsors
- One (1) exhibit booth module included
- Additional booths (up to a maximum of 1) at a 25% discount
- Two (2) full registrations (both scientific and social events)
- Delegate bag insert at special rate of $1,500
- Full registrations include food and beverage in the exhibit area for the duration of the exhibits.
- A company listing and a 50-word description in the Exhibit Directory
- Security in the Exhibit Area
- CUA Silver Sponsorship Recognition Plaque
- Invitation to the CUA Reception held annually at the AUA every spring
- Invitation to Sponsor Event at CUA Annual Meeting
Cancellation by the Sponsor

It is agreed by the Sponsor that any request for cancellation must be received in writing by March 2, 2016 to receive a 75% refund; 25% is retained for administrative purposes. After this date, 50% of the sponsor fee will be refunded. No refund will be provided for cancellations received after April 1, 2016.

Upcoming Annual Meetings

72nd CUA
Toronto, ON
June 25 - 27, 2017

73rd CUA
Halifax, NS
June 25 - 27, 2018

74th CUA
Québec City, QC
June 29 - July 2nd, 2019

75th CUA
Victoria, BC
June 27 - June 30, 2020
Invitation to Exhibit

Reserve your spot on the West Coast at CUA 2016

In order to reserve your spot, you must complete the included form accompanied by payment for the full cost of the exhibit space. Companies cannot select spots unless full payment is received.

The first deadline for booth reservations is March 2, 2016. The booth rental fee is $6,000 plus applicable taxes for each booth reservation received on or before March 2, 2016. After March 2, 2016, the booth rental fee is $6,500 plus applicable taxes.

The booth rental fee is $6,000 plus applicable taxes per one (1) booth module. The rental fee includes:

- One (1) booth with 8’ high draped back wall and 3’ high draped sidewalls
- One (1) 6’ skirted table with two chairs
- All additional requirements, including material handling and electrical services are to be reserved and paid for by the exhibitor
- One (1) exhibitor registration for each booth module. This type of registration does NOT include access to the scientific sessions or social functions
- One (1) full registration with access to the social events and scientific sessions per exhibiting company
- Exhibitor and full registrations include food and beverage in the exhibit area for the duration of the exhibits
- One (1) delegate bag per company
- A company listing and a 50-word description in the Exhibit Directory
- Security in the Exhibit Area
- Additional exhibitor badges above the company’s allowance may be obtained at a cost of CDN $200.00 + plus applicable taxes

Guidelines:

- Any booth built by an exhibitor or rented from a company other than the official decorator must be approved by the CUA Corporate Office. Please submit your drawings before March 23, 2016 to nadia.pace@cua.org. The CUA reserves the right to ask the exhibitor to make modifications to the booth if they do not comply with CUA exhibit guidelines.
- CUA Patrons will have first choice of booth locations followed by Platinum, Gold and Silver sponsors in that order of preference, on a first-come, first-served basis.
- Regular exhibitors will then have priority access on a first-come, first-served basis, based on the date their order form is received and if the payment schedule is adhered to. A floor plan will be distributed for selection based on the assignment schedule as outlined above.

71st Annual Meeting of the Canadian Urological Association (CUA)
June 25-28, 2016
The Westin Bayshore Hotel
Vancouver, BC
cuameeting.org
• Exhibitor's booth preference will be adhered to as closely as possible. Consideration will be given to the date the application was received, the nature of the exhibit and the size of the booth request.

• **The CUA reserves the right to modify booth allocations if it is deemed to be in the best interest of the overall exhibition. This can be done up to, and including, the start date of the exhibition.**

• A company representative should be present at all times. It is forbidden to leave the booth unattended.

• It is not permissible for exhibitors to tear down their booth BEFORE the official end of the meeting.

• Attendance at scientific sessions and social activities will require registration and payment of appropriate fees.

• Exhibitors will be sent an exhibitor manual in February 2016. We kindly ask that you use our designated suppliers for all your booth requirements: AV, furniture, etc.

• For any service or activity that is NOT outlined in the exhibitor manual, we ask that you contact the CUA Corporate Office, Industry Department at nadia.pace@cua.org to seek approval.

For additional information on Exhibit Policies, Rules and Regulations, visit cuameeting.org or contact nadia.pace@cua.org

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted, nor exhibit therein any other goods than those manufactured or sold in the regular course of business by the Exhibitor.

A written notice of cancellation on company letterhead must be forwarded to:

Nadia Pace, Industry Liaison  
C/o CUA 71st Annual Meeting  
185 Dorval ave. Suite 401  
Dorval, QC, H9S 5J9  
nadia.pace@cua.org

**Cancellation by the Exhibitor**

It is agreed by the Exhibitor that any request for cancellation must be received in writing by **March 2, 2016** to receive a 75% refund; 25% is retained for administrative purposes. No refund will be provided for cancellations received after **April 1, 2016**. Transfer of booth fees to the sponsorship program would result in no cancellation fee.
## SPONSORSHIP OPPORTUNITIES FOR CUA EDUCATIONAL INITIATIVES

#### Canadian Urological Association

**CUA CORPORATE OFFICE**  
185 Dorval Ave., Suite 401, Dorval, Québec, Canada  H9S 5J9  
Tel.: 514-395-0376  Fax: 514-395-1664  
Email: nadia.pace@cua.org or tiffany.pizioli@cua.org  •  www.cua.org

### 1. IDENTIFICATION

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>NO.</th>
<th>STREET</th>
<th>STREET</th>
<th>SUITE</th>
<th>PROV./STATE</th>
<th>COUNTRY</th>
<th>POSTAL CODE/ZIP</th>
<th>TEL (DAY)</th>
<th>TEL (COUNTRY) CODE</th>
<th>AREA CODE</th>
<th>NUMBER</th>
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</tbody>
</table>

**CONTACT**  
**TITLE**  
**E-MAIL**

### 2. PACKAGE VALUE

**Part I - Level of Sponsorship (Exempt of taxes)**

- Platinum $90,000  
- Gold $39,500  
- Silver $24,500

**Part II - Additional Opportunities (Exempt of taxes)**

- CUASF $20,000  
- Patient Information Brochures $20,000

**Part III - Exhibits**

- $6,000 X ____ (No. of booth modules before March 2, 2016)  
- $6,500 X ____ (No. of booth modules after March 2, 2016)

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**Total Package Value (Part I, II & III)**

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### 3. TERMS OF CONTRACT

**CLIENT NAME**

**SIGNATURE**  
**DATE**

By signing above, the client on behalf of its company agrees to pay the fees listed above in Section 2, Total Package Value and will adhere to the Code of Marketing Practices of Canada’s Research-Based Pharmaceutical Companies (Rx&D) outlined in the Code of Conduct (updated January 2012) and the Canadian Medical Association Policy on Physicians and Pharmaceutical Industry (updated 2007) and Code of Ethics (updated 2004) as it relates to CPD activities.

By signing above, the client on behalf of its company agrees to pay the fees listed above in Section 2, Total Package Value, according to the following payment schedule:

- 50% of the total sponsorship amount is due 60 days from the date of signature  
- The balance (50%) is due before April 1, 2016  
- 100% of the exhibit fees are due 60 days from the date of signature

Upon signature of the contract, the client on behalf of its company agrees that it will adhere to the projects set forth in the contract and cannot cancel any part of the contract without express written consent.

### 4. PAYMENT

- Cheque payable to Canadian Urological Association or “CUA”  
- Visa  
- MasterCard

**CARDHOLDER’S NAME**

**CARD NUMBER**  
**EXPIRY DATE**  
**MONTH**  
**YEAR**

**Signature of Cardholder**  
(Authorizing charge and acknowledging payment/cancellation policy)

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_514-395-1664_  
_Please return this form by fax_