Invitation from CUA 2016-17 President, Dr. J. Curtis Nickel

The Canadian Urological Association values its corporate sponsors. This partnership which has existed and expanded over the last few decades has allowed our organization to expand its role in continuing professional development and promoting urological research excellence. The CUA initiatives in clinical education, research, guideline development/dissemination, patient material development and the continued excellence of our own journal, the CUAJ, have been made possible by the assistance of our industry partners in compliance with ethical guidelines.

The CUA Annual Meeting remains the jewel in the crown of CPD offerings on the Canadian Urology calendar and in 2017 will be held in Toronto Ontario. The accessibility of this central Canadian location, the large meeting venue and the excitement of a large vibrant city makes this one of the best locations for the CUA partnership with industry to thrive. The CUA annual meeting is most valued by our membership as 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 Toronto meeting in 2017, 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 Toronto in June 2017!

J. Curtis Nickel, President
President@cua.org

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 elimination of co-development and scientific engagement, the CUA has been an early adopter and is currently the only specialty 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.

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 heart of Canada, Toronto, to celebrate 72 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 2017. 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
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 continued 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, CUA 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.

As an approved provider of CPD activities, the CUA adheres to the Code of Ethical Practices (2016), Canada’s Research-Based Pharmaceutical Companies (Innovative Medicines of Canada).

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

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
- Provided with a sign to display: 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
- 50% discount on exhibit booths for the first two (2) booths, followed by 25% off for the following two (2) booths. A maximum of four (4) booths are permitted per patron sponsor. Must be paid separately from sponsorship.
- Ten (10) complimentary full registrations (both scientific and social events) *only 10 as Patron and not an additional 6 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) Corporate bag inserts in the Meeting Bag
- CUA Patron Sponsorship Recognition Plaque distributed at a sponsor event
- Invitation to the CUA Reception held annually at the AUA every spring
- Priority to choose from a list of CUA approved branding opportunities

To be considered as a Patron Sponsor of the CUA, a company must first commit to the Platinum Level of sponsorship for the 72nd Annual Meeting listed at $100,000 (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 $20,000

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
- Full audiovisual (LCD projector screen and touchpads)
- Sponsors will receive (1) one topic-exclusive timeslot
- Promotion to be done by the CUA OE
- Event included in the CUA Annual Meeting 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 (Honoraria is not included)

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

- **University**: Fellowship support for a faculty member and at an approved medical school in Canada within 2 years of the initial appointment;
- **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 2017 Annual Meeting.

The Patient Information Brochures covering more than 50 topics have been developed for urologists to give to their patients. They are available free of charge to Active, Senior and Honorary 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 are encouraged to commit by November 2016
<table>
<thead>
<tr>
<th>Price and Benefits for each Level of CUA Sponsorship</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>$120,000 * includes 1 CUA accredited program, contribution to CUA's Foundation</td>
<td>$100,000</td>
<td>$42,500</td>
<td>$24,500</td>
<td>$6,500</td>
</tr>
<tr>
<td>Commitment Date</td>
<td>November 2016</td>
<td>November 2016</td>
<td>November 2016</td>
<td>First Deadline March 2, 2017</td>
<td></td>
</tr>
<tr>
<td>Listing on <a href="http://cuameeting.org">cuameeting.org</a></td>
<td>Yes with logo</td>
<td>Yes with logo</td>
<td>Yes with logo</td>
<td>Yes with logo</td>
<td>Yes: no logo</td>
</tr>
<tr>
<td>Message from Company President</td>
<td>Yes in Final Program</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Acknowledgment printed materials like: Preliminary Program, Abstract Book &amp; Final Program</td>
<td>Yes with logo</td>
<td>Yes with logo</td>
<td>Yes with logo</td>
<td>Yes with logo</td>
<td>Yes: no logo</td>
</tr>
<tr>
<td>CUA Endorsement of your Sponsorship Level with Permission to display sponsorship sign in the exhibit area provided by the CUA</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>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</td>
<td>YES</td>
<td>YES after Patron</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Room Block at the headquarter hotel during Annual Meeting</td>
<td>10 rooms</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Booth modules price</td>
<td>$3,250 (50%)</td>
<td>$4,875 (25%)</td>
<td>$5,200 (20%)</td>
<td>$5,850 (10%)</td>
<td></td>
</tr>
<tr>
<td>Ability to purchase additional booths for a maximum of 2 booths (discount reflected in column)</td>
<td>up to 2 booths</td>
<td>up to 2 booths</td>
<td>up to 2 booths</td>
<td>1 only</td>
<td>NO</td>
</tr>
<tr>
<td>Priority for Booth Selection</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Booth Selection after Patron</td>
<td>n/a</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Booth Selection after Platinum</td>
<td>n/a</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Booth Selection after Gold</td>
<td>n/a</td>
<td>n/a</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Booth Selection after Silver</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Full Meeting Registration (both scientific and social events*), *this includes all food and drink to social events, if purchased separately, cost per person is 250$</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Delegate Bag per company</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Full Registration</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>N/A</td>
</tr>
<tr>
<td>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</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Security in the Exhibit Area</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Delegate bag inserts in the Conference Bag (maximum)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>N/A</td>
</tr>
<tr>
<td>Fee to include a company insert in delegate bag (Corporate ad)</td>
<td>FREE</td>
<td>FREE</td>
<td>$1,000</td>
<td>$2,000</td>
<td>n/a</td>
</tr>
<tr>
<td>CUA Sponsorship Recognition Plaque withphoto opportunity with CUA Executive</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Invitation to the CUA Reception held annually at the AUA every spring</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Invitation to Sponsor Event at CUA Annual Meeting</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>
Platinum Sponsorship

Benefits Include:
- Listing on the CUA meeting website as Platinum Sponsor
- Provided with a sign to display: indicating “Platinum Sponsor of the CUA” in the exhibit area
- Priority exhibit space location after allocation to CUA Patron Sponsors
- 25% discount on exhibit booths. Must be paid separately from the Sponsorship. A maximum of four (4) booths are permitted per company.
- Six (6) 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 distributed at a sponsor event
- Invitation to the CUA Reception held annually at the AUA every spring
- Invitation to Sponsor Event at CUA Annual Meeting

Gold Sponsorship

Benefits Include:
- Listing on the CUA meeting website as Gold Sponsor
- Provided with a sign to display: indicating “Gold Sponsorship” in the exhibit area
- Priority exhibit space location after allocation to CUA Patrons and Platinum Sponsors
- 20% discount on exhibit booths, maximum of two (2) booths. Must be paid separately from the Sponsorship.
- 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.
- 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, Final Guide and on Meeting app.
- Provided with a sign to display: indicating “Silver Sponsorship” in the exhibit area
- Priority exhibit space location after allocation all other levels of sponsors
- 10% discount on one (1) exhibit booth. **Must be paid separately from the Sponsorship.**
- Two (2) full registrations (both scientific and social events)
- Delegate bag insert at special rate of $2,000
- 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

Device companies that are interested in supporting a hands-on-course should contact the CUA Office of Education. **Sponsorship $15,000 includes:**

**One session includes***:
- One room for the event and one additional breakout room if required
- Full audiovisual (LCD projector screen and touchpads)
- 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 **(Honoraria is not included)**

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

It is agreed by the Sponsor that any request for cancellation must be received in writing by March 3, 2017 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, 2017.

Upcoming Annual Meetings

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

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

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

Reserve your spot in Toronto at CUA 2017

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 3, 2017**. The booth rental fee is $6,500 plus applicable taxes for each booth reservation received on or before March 3, 2017. After March 3, 2017, the booth rental fee is $7,000 plus applicable taxes. **Any request after June 1, 2017 will be $7,500 plus applicable taxes.**

The booth rental fee is **$6,500** 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
- Two (2) exhibitor registrations for each booth module. These types of registration do 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 **$250.00** + 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 24, 2017** 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.

---

72nd Annual Meeting of the Canadian Urological Association (CUA)
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 2017. 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 72nd 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 3, 2017 to receive a 75% refund; 25% is retained for administrative purposes. No refund will be provided for cancellations received after April 1, 2017. Transfer of booth fees to the sponsorship program would result in no cancellation fee.