2019 Educational Opportunities

cuameeting.org
Corporate sponsors have priority over annual meeting sponsors.
Invitation from CUA 2018-19 President, Dr. Fred Saad

The Canadian Urological Association is continually innovating to address the needs of its membership in both the academic and community settings. We are also committed to residents in training, primary care physicians and other medical specialists that are part of the multi-disciplinary care of our patients.

The centerpiece of these critically important initiatives are our dedicated urologists, office staff and the essential role played by our industry partners. Clearly, optimizing outcome requires clear direction and goals that remain focused on a mission. The CUA leadership meets regularly with industry partners and our membership, reviews direct membership feedback on a regular basis and has developed a long-term plan to optimize membership needs while involving industry whenever possible and relevant. Over the last decade, our organization has witnessed an exponential rise in continuing professional development programming and the promotion of urological research excellence. The CUA initiatives in clinical education, research, guideline development/dissemination, patient material development and the continued growth of our own journal, the CUAJ, have been made possible by the active participation and direct involvement of our industry partners while remaining compliant with the strictest ethical guidelines.

The CUA Annual Meeting is the center-piece of CPD offerings in Canadian Urology and in 2019 our meeting will be held in the birthplace of culture in North America, beautiful Quebec City. With a world class scientific program that will maximize interaction, debates, and lively discussions plus a fabulous social component we are certain that this will be a meeting that will be remembered and cherished. If past meetings in Quebec are predictive of the future we expect record breaking attendance in 2019.

The CUA annual meeting continues to be rated as the most valued aspect of CUA membership. The opportunity to socialize, share evolving patient management advances with experts and friends is repeatedly mentioned as a meeting highlight, by industry partners and urologists. In contrast to many other large international urology events, ours remains a meeting that balances excellent science, exciting social programming where industry and the membership interact and an exhibit hall where demonstrations of equipment and sharing of new findings is possible. The 2019 CUA meeting in Quebec City will maintain the CUA tradition of being a little less formal, a little more fun, and held within an environment of enhanced interactivity among delegates and industry. In Quebec City, we have developed a program to allow for maximal interaction during the meeting breaks, lunches and will have the capacity for members to remain in the exhibit hall and still benefit from the science presentations.

A beautiful meeting venue in one of the most beautiful and culturally rich cities in the world will ensure that the CUA-Industry partnership continues to thrive.

We hope you will use this brochure to select the level of representation you wish to have at the Quebec City meeting in 2019, as well as for potential ongoing partnership with 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 understand the current constraints that we all work under, and greatly value your investment in us. As per usual practice, we will optimize the exposure of our members in attendance to the exhibit hall in order to provide you with meaningful interaction with them. Given the usual limitations on space, it is best to select your booth placement early to obtain your preferred location. The Executive of the CUA looks forward to your continued support and hopes to see you in Quebec City in June 2019!

Fred Saad, MD FRCS
CUA President
President@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).

* Innovative Medicines Canada’s Code of Ethical Practice was recently updated to reflect the association’s new brand. Visit innovativemedicines.ca/ethics/code-of-ethics/

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 (integrating role), Communicator, Collaborator, Leader, Health Advocate, 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.

Canada

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

**Chair of CPD**
Dr. Bobby Shayegan, Hamilton, ON
shayeb@mcmaster.ca

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

**Industry Liaison**
Nadia Pace
Nadia.pace@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 (with logo)
- Acknowledgment as Patron Sponsor in the Preliminary Program, Abstract Book, Final Guide and on Meeting app (with logo)
- Provided with a sign to display: indicating “Patron Sponsor of the CUA” in the exhibit area (sign distributed during sponsor event)
- Privilege to host an Advisory Board during Annual Meeting 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 after corporate sponsors
- 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 on-line Exhibit Guide
- Security in the Exhibit Area
- Two (2) Corporate bag inserts in the Meeting Bag, all inserts must be approved by the CUA
- CUA Patron Sponsorship Recognition Plaque distributed at a sponsor event
- Sponsors will be mentioned at the President’s Banquet held at the CUA
- 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 74th Annual Meeting listed at $100,000 (benefits listed on Page 6) and then choose 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 has exclusivity as a logistical sponsor for the accredited 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
- Audiovisual (LCD projector and screen)
- 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.
<table>
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<th>Price</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Patron Sponsor</th>
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<td>Message from Company President</td>
<td>Acknowledgment printed materials like: Preliminary Program, Abstract Book &amp; Final Program and meeting app.</td>
<td>CUA Endorsement of your Sponsorship Level with Permission to display sponsorship sign in the exhibit area provided by the CUA</td>
<td>Privilege to host an Advisory Board at Annual Meeting at HQ (room rental and basic AV complimentary) and assistance with invites based on Annual Meeting registration list</td>
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Platinum Sponsorship $100,000 (Taxes apply)

Platinum Sponsorship requires a restricted educational grant of $100,000 CAD.

Benefits Include:
- Listing on the CUA meeting website as Platinum Sponsor
- Acknowledgment as Platinum Sponsor in the Preliminary Program, Abstract Book, Final Guide and on Meeting app (with logo)
- Provided with a sign to display: indicating “Platinum Sponsor of the CUA” in the exhibit area (distributed during sponsor event)
- 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 Corporate (1) insert in the delegate bags (must be approved by the CUA)
- A company listing and a 50-word description in the on-line Exhibit Guide
- Security in the Exhibit Area
- CUA Platinum Sponsorship Recognition Plaque distributed at a sponsor event
- Sponsors will be mentioned at the President’s Banquet held at the CUA
- Invitation to the CUA Reception held annually at the AUA every spring
- Invitation to Sponsor Event at CUA Annual Meeting

Gold Sponsorship $42,500 (Taxes apply)

Gold Sponsorship requires a restricted educational grant of $42,500 CAD.

Benefits Include:
- Listing on the CUA meeting website as Gold Sponsor
- Acknowledgment as a Gold Sponsor in the Preliminary Program, Abstract Book, Final Guide and on Meeting app (with logo)
- Provided with a sign to display: indicating “Gold Sponsorship” in the exhibit area (distributed during sponsor event)
- 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.
- Corporate Delegate bag insert at special rate of $1,000 (must be approved by the CUA)
- A company listing and a 50-word description in the on-line Exhibit Guide
- Security in the Exhibit Area
- CUA Gold Sponsorship Recognition Plaque
- Sponsors will be mentioned at the President’s Banquet held at the CUA
- 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 (with logo)
- Provided with a sign to display: indicating “Silver Sponsorship” in the exhibit area (distributed at sponsor event)
- 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)
- Corporate Delegate bag insert at special rate of $2,000 (must be approved by the CUA)
- 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 on-line Exhibit Guide
- Security in the Exhibit Area
- CUA Silver Sponsorship Recognition Plaque
- Sponsors will be mentioned at the President’s Banquet held at the CUA
- Invitation to the CUA Reception held annually at the AUA every spring
- Invitation to Sponsor Event at CUA Annual Meeting

Hands-on-Training Course

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
- Audiovisual (LCD projector and screen)
- 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, 2019 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, 2019.

Upcoming Annual Meetings

75th CUA
Victoria, BC
June 27 - 30, 2020

76th CUA
Niagara Falls, ON
June 26 - 29, 2021

77th CUA
Charlottetown, PEI
June 25 - 28, 2022

78th CUA
Montreal, QC
June 15 - 20, 2023
Invitation to Exhibit

Reserve your spot in Quebec at CUA 2019

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. Reminder: all spots are chosen on a first come first served basis.

The first deadline for booth reservations is **March 3, 2019**. The booth rental fee is $6,500 plus applicable taxes for each booth reservation received on or before March 3, 2019. After March 3, 2019, the booth rental fee is $7,000 plus applicable taxes. **Any request after June 1, 2019 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 (booth size 800 sq. feet)
- 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 On line Exhibit Guide
- 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

Table Tops

CUA Affiliates or Advocacy Groups:

Requests for a complimentary table top must be sent to Nadia Pace at [nadia.pace@cua.org](mailto:nadia.pace@cua.org) and are subject to approval by the CUA Board of Directors. Only one table top request per association can be submitted.

- Each table top comes with a 6 foot draped table and 2 chairs. Electrical must be purchased separately.
- Each table top gets 2 exhibit registrations, additional registrations can be purchased separately.
- Registration is limited to the exhibit hall only and does not include scientific or social sessions.
Table Tops (subject to availability) - $3500 plus applicable taxes:

Requests for a table top must be sent to Nadia Pace at nadia.pace@cua.org. Only one table top request per company can be submitted. Table top requests will only be processed after May 3rd, 2019 and will be assigned only if the CUA can accommodate with the space. A request with payment does not guarantee a spot, it is based on availability. If you want to be sure to get a designated spot, we encourage you to purchase a booth package instead.

- Each table top comes with a 6 foot draped table and 2 chairs. Electrical must be purchased separately.
- Each table top gets 1 exhibit registration, additional registrations can be purchased separately.
- Registration is limited to the exhibit hall only and does not include scientific or social sessions.

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, 2019 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.

74th Annual Meeting of the Canadian Urological Association (CUA)

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. All Exhibitors shall at its own expense, secure and maintain Commercial General Liability insurance in the amount of not less than two million dollars ($2,000,000) per occurrence to insure against liability arising from Bodily Injury, Property damage, personal injury or death including Products and Completed Operations and contractual Liability.

The Canadian Urological Association is to be added as an additional insured and will provide 30 days prior written notice of cancellation, a copy of such certificate evidencing that coverage will be required prior to entry.
• 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.

• 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 2019. 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 74th 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, 2019 to receive a 75% refund; 25% is retained for administrative purposes. No refund will be provided for cancellations received after April 1, 2019. Transfer of booth fees to the sponsorship program would result in no cancellation fee.
SPONSORSHIP OPPORTUNITIES FOR CUA EDUCATIONAL INITIATIVES

1. IDENTIFICATION

COMPANY

NO. __________________________ STREET __________________________

CITY __________________________ PROV./STATE __________________________ COUNTRY __________________________

POSTAL CODE/ZIP __________________________ TEL (DAY) __________________________ FAX __________________________

CONTACT __________________________

TITLE __________________________

E-MAIL __________________________

2. PACKAGE VALUE

Part I - Level of Sponsorship (taxes apply)

☐ Platinum $100,000  ☐ Gold $42,500  ☐ Silver $24,500

SUB-TOTAL

5% GST

9.975% QST

$ TOTAL

Part II - Additional Opportunities (Exempt of taxes)

☐ Educational Session $20,000

$ TOTAL

Part III - Exhibits $6,500 X _____ (No. of booth modules before March 3, 2019)

$7,000 X _____ (No. of booth modules after March 3, 2019)

$7,500 X _____ (No. of booth modules after June 1, 2019)

SUB-TOTAL

5% GST

9.975% QST

$ TOTAL

* Meeting sponsors do not need to complete this order form. We will send an invoice.

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

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, 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, 2019
• 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 _____/_____ YEAR

Signature of Cardholder __________________________

(Authorizing charge and acknowledging payment/cancellation policy)

PLEASE RETURN THIS FORM BY FAX

514-395-1664