Corporate Sponsors
June 2019 - 2020

Platinum

astellas

Silver

Pfizer

 Contributors
Invitation from the CUA 2019 – 2020 President

For more than a decade, the Canadian Urological Association has gone from strength to strength in developing and expanding our programs of continuing professional development, while promoting and supporting Urological Research excellence, funding of Residency educational and evaluation programs, and backing of the CUA Journal. This success would not be possible without the participation and support of our industry partners.

The CUA Annual Meeting is the nucleus of Continuing Professional Development in Canadian Urology. It allows Urologists from Canada, United States and multiple international centres to interact, collaborate and debate in a relaxed and welcoming environment. In June 2020, our meeting will be held in Victoria, British Columbia, for the first time since 1996. With gorgeous Pacific Coast weather, and outstanding scientific and networking programs, we are anticipating a record attendance at the meeting. In keeping with past CUA meetings, we have maintained a program that allows for maximal interaction between attendees and industry partners during breaks, lunches and while scientific programs are in session.

I encourage you to use this brochure to help you select your preferred level of representation at the CUA 2020 meeting in Victoria, and for ongoing partnership with our organization. The CUA Executive greatly appreciates your investment in our organization, and we continue to strive to provide the maximum return on that investment.

We look forward to your continued support and hope to see you in Victoria, B.C. in June 2020!

Andrew E. MacNeily, MD, FRCSC
CUA President

CUA Office of Education:

<table>
<thead>
<tr>
<th>Vice-President Education</th>
<th>CEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Ricardo Rendon, Halifax, NS</td>
<td>Tiffany Pizioli</td>
</tr>
<tr>
<td><a href="mailto:vpeducation@cua.org">vpeducation@cua.org</a></td>
<td><a href="mailto:tiffany.pizioli@cua.org">tiffany.pizioli@cua.org</a></td>
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<table>
<thead>
<tr>
<th>CPD Program Coordinator</th>
<th>Industry Liaison</th>
</tr>
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<tbody>
<tr>
<td>Tal Erdman</td>
<td>Nadia Pace</td>
</tr>
<tr>
<td><a href="mailto:tal.erdman@cua.org">tal.erdman@cua.org</a></td>
<td><a href="mailto:nadia.pace@cua.org">nadia.pace@cua.org</a></td>
</tr>
<tr>
<td>Fees and Benefits for each Level of CUA Sponsorship</td>
<td>Patron Sponsor</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Fee</td>
<td>$120,000 * includes 1 CUA accredited program</td>
</tr>
<tr>
<td>Commitment Date</td>
<td>November 2019</td>
</tr>
<tr>
<td>Listing on cuameeting.org</td>
<td>✓ (with logo)</td>
</tr>
<tr>
<td>Acknowledgment in printed materials including Abstract Book, Final Program</td>
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</tr>
<tr>
<td>CUA Endorsement of Sponsorship Level with exhibit area display sign</td>
<td>✓</td>
</tr>
<tr>
<td>Privilege to host an Advisory Board at Annual Meeting HQ (room rental and basic AV complimentary) and assistance with invites based on Annual Meeting registration list</td>
<td>✓</td>
</tr>
<tr>
<td>Room Block at the headquarter hotel during Annual Meeting</td>
<td>10 rooms</td>
</tr>
<tr>
<td>Booth modules fee</td>
<td>$3,250 (50%) up to 2 booths</td>
</tr>
<tr>
<td>Priority for Booth Selection</td>
<td>✓</td>
</tr>
<tr>
<td>Booth Selection after Patron</td>
<td>❌</td>
</tr>
<tr>
<td>Booth Selection after Platinum</td>
<td>❌</td>
</tr>
<tr>
<td>Booth Selection after Gold</td>
<td>❌</td>
</tr>
<tr>
<td>Booth Selection after Silver</td>
<td>❌</td>
</tr>
<tr>
<td>Full Meeting Registration (both scientific and networking events)</td>
<td>10</td>
</tr>
<tr>
<td>Delegate Bag per company</td>
<td>2</td>
</tr>
<tr>
<td>Exhibitor only badges</td>
<td>2</td>
</tr>
<tr>
<td>Registrations include food and beverage in the exhibit area for the duration of the exhibit.</td>
<td>✓</td>
</tr>
<tr>
<td>A company listing and a 50-word description in the Online Exhibit Guide</td>
<td>✓</td>
</tr>
<tr>
<td>Security in the Exhibit Area</td>
<td>✓</td>
</tr>
<tr>
<td>Corporate Ad inserts in the Delegate Bag (maximum)</td>
<td>2</td>
</tr>
<tr>
<td>CUA Sponsorship Recognition at Banquet</td>
<td>✓</td>
</tr>
<tr>
<td>CUA Sponsorship Recognition at a sponsor event</td>
<td>✓</td>
</tr>
</tbody>
</table>

Corporate sponsors are given priority access on all CUA opportunity.
Invitation to Support Annual Meeting

Patron Sponsorship $120,000 (Taxes apply)

Patron Sponsorship requires a restricted educational grant.

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 Abstract Book and Final Guide (with logo)
- Provided with an exhibit area display sign “Patron Sponsor of the CUA”
- Privilege to host an Advisory Board during Annual Meeting at headquarter hotel or similar (room and basic A/V 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 (scientific and networking events: food and beverage are included in the exhibit area)
  *limited to 10 as Patron (does not include an additional 6 from initial Platinum level commitment)
- Company listing and a 50-word description in the online Exhibit Guide
- Security in the Exhibit Area
- Two (2) Corporate ad inserts in the delegate bag (all inserts must be approved by the CUA)
- CUA Patron Sponsorship Recognition distributed at a sponsor event
- Priority to choose from a list of CUA approved branding opportunities

To be considered as a Patron Sponsor, a company must first commit to Platinum Level of sponsorship for the Annual Meeting (benefits listed on Page 4) and then may support the following educational initiative:

One CUA accredited program during the Annual Meeting: $20,000

The Patron Sponsor has exclusivity as a sponsor for the accredited educational program. The program must be 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 one (1) topic-exclusive timeslot
- Promotion to be done by the CUA
- Event included in the CUA Annual Meeting Program and on website
- Assistance with registration, logistics and sign-in sheets by the CUA
- Post-event support with certificates of attendance, evaluations and slides
- Honoraria (not included in session sponsorship package) will be issued by the CUA to all speakers and faculty

Food and beverage is not included but will be organized through CUA, if required.
Platinum Sponsorship $100,000 (Taxes apply)

Platinum Sponsorship requires a restricted educational grant.

Benefits Include:
- Listing on the CUA meeting website as Platinum Sponsor
- Acknowledgment as Platinum Sponsor in the Abstract Book and Final Guide (with logo)
- Provided with an exhibit area display sign “Platinum Sponsor of the CUA”
- Priority exhibit space location after allocation to CUA Corporate and 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) complimentary full registrations (scientific and networking events: food and beverage are included in the exhibit area)
- One (1) Corporate ad in the delegate bags (must be approved by the CUA)
- Company listing and a 50-word description in the online Exhibit Guide
- Security in the Exhibit Area
- CUA Platinum Sponsorship Recognition distributed at a sponsor event
- Sponsors will be acknowledged at the President’s Banquet

Gold Sponsorship $42,500 (Taxes apply)

Gold Sponsorship requires a restricted educational grant.

Benefits Include:
- Listing as a Gold Sponsor in the Abstract Book and Final Guide (with logo)
- Provided with an exhibit area display sign “Gold Sponsorship”
- Priority exhibit space location after allocation to CUA Corporate, Patrons and Platinum Sponsors
- 20% discount on exhibit booths, maximum of two (2) booths. **Must be paid separately from the Sponsorship.**
- Four (4) complimentary full registrations (scientific and networking events: food and beverage are included in the exhibit area)
- Corporate ad insert in delegate bag at special rate of $1,000 (must be approved by the CUA)
- Company listing and a 50-word description in the online Exhibit Guide
- Security in the Exhibit Area
- CUA Gold Sponsorship Recognition distributed at a sponsor event
- Sponsors will be acknowledged at the President’s Banquet
Silver Sponsorship $24,500 (Taxes apply)

Silver Sponsorship requires a restricted educational grant.

Benefits Include:
- Listing on the CUA meeting website as Silver Sponsor
- Acknowledgment as a Silver Sponsor in the Abstract Book and Final Guide (with logo)
- Provided with an exhibit area display sign “Silver Sponsorship”
- Priority exhibit space location after allocation to all other levels of sponsors
- 10% discount on one (1) exhibit booth. Must be paid separately from the Sponsorship.
- Two (2) complimentary full registrations (scientific and networking events: food and beverage are included in the exhibit area)
- Corporate Ad insert in delegate bag at special rate of $2,000 (must be approved by the CUA)
- Company listing and a 50-word description in the online Exhibit Guide
- Security in the Exhibit Area
- CUA Silver Sponsorship Recognition distributed at a sponsor event
- Sponsors will be acknowledged at the President’s Banquet

Hands-on-Training Course $15,000 (Taxes apply)

One session includes:
- One room for the event and one additional breakout room if required
- Audiovisual (LCD projector and screen)
- Sponsors will receive one (1) topic-exclusive timeslot
- Promotion to be done by the CUA
- Event included in the CUA Annual Meeting Final Program and on website
- Assistance with registration, logistics and sign-in sheets by the CUA
- Post-event support with certificates of attendance, evaluations and slides
- Honoraria (not included in session sponsorship package) will be issued by the CUA to all speakers and faculty

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

Cancellation by the Sponsor

It is agreed by the Sponsor that any request for cancellation must be received in writing by March 6, 2020 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 3, 2020.
**Invitation to Exhibit - Reserve your spot in Victoria at CUA 2020**

**Booth Space**

To reserve, complete the application form on the inside back cover and submit with full payment. Booth selection available upon receipt of payment. Reminder: location is allocated on a first come first served basis.

<table>
<thead>
<tr>
<th>Request received by March 6, 2020</th>
<th>Rental fee per one booth: $6,500 plus applicable taxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request received by May 31, 2020</td>
<td>Rental fee per one booth: $7,000 plus applicable taxes</td>
</tr>
<tr>
<td>Request received AFTER June 1, 2020</td>
<td>Rental fee per one booth: $7,500 plus applicable taxes</td>
</tr>
</tbody>
</table>

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 networking functions, but includes food and beverage in the exhibit area for the duration of the exhibits.
- One (1) full registration with access to the networking events and scientific sessions per exhibiting company
- One (1) delegate bag per company
- A company listing and a 50-word description in the Online Exhibit Guide
- Security in the Exhibit Area
- Additional exhibitor badges above the company’s allowance may be obtained at a cost of **$250.00** plus applicable taxes
Table Tops

Submit request to Nadia Pace at nadia.pace@cua.org. Table top requests will only be processed after March 6, 2020 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 prefer to receive a designated spot, we encourage you to purchase a booth package instead.

Table Top fee includes:

- Each table top comes with a 6 foot draped table and 2 chairs. Electrical must be purchased separately. Table top booth size (400 sq. feet)
- Each table top gets one (1) exhibit registration. Additional registrations can be purchased separately.
- Registration is limited to the exhibit hall only and does not include scientific or networking events.

CUA Affiliates and Advocacy Groups:
Requests for a complimentary table top must be sent to Nadia Pace at 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.

Exhibitor 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 20, 2020 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; pending adherence to payment schedule. A floor plan will be distributed for selection based on the assignment schedule outlined above.
- Exhibitor’s booth preference will be respected 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 must be present at all times, as the booth cannot be left unattended.
- It is not permissible for exhibitors to tear down their booth BEFORE the official end of the meeting.
- Attendance at scientific sessions and networking events will require registration and payment of appropriate fees.
- Exhibitors will be sent an exhibitor manual in February 2020 (also available online). 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, please contact nadia.pace@cua.org to seek approval.
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.

Cancellation by the Exhibitor

It is agreed by the Exhibitor that any request for cancellation must be received in writing by March 6, 2020 to receive a 75% refund; 25% is retained for administrative purposes. No refund will be provided for cancellations received after April 8, 2020. Transfer of booth fees to the sponsorship program would result in no cancellation fee.

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

Nadia Pace, Industry Liaison  
C/O CUA 75th Annual Meeting  
185 Dorval ave. Suite 401  
Dorval, QC, H9S 5J9  
nadia.pace@cua.org

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.
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.

All programs developed by the CUA 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 Royal College has adopted and adheres to the CMA Code of Ethics. 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 CMA Code of Ethical Practices (2018), Guidelines for Physicians and their Interactions with Industry (2007), and Canada’s Research-Based Pharmaceutical Companies Innovative Medicines of Canada Code of Ethical Practice (2020).

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

In keeping with our CPD mission statement, for 75 years, the CUA 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.

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)

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 is outlined on the Professional Development page of the CUA website, with approved accredited events posted online in the CPD page of the CUA Member section.

If you are interested in obtaining more information, contact:

Tiffany Pizioli, CEO
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 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.
To augment your presence at CUA Annual Meeting through CUAJ (the only medical journal endorsed by CUA), contact denise.toner@cua.org
Invitation from the CUA 2019 – 2020 President

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**CEO**
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**Industry Liaison**
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<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>Fee</strong></td>
<td>$120,000 * includes 1 CUA accredited program</td>
<td>$100,000</td>
<td>$42,500</td>
<td>$24,500</td>
<td>$6,500</td>
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<td><strong>Commitment Date</strong></td>
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<td>November 2019</td>
<td>November 2019</td>
<td>November 2019</td>
<td>First Deadline March 2, 2019</td>
</tr>
<tr>
<td><strong>Listing on cuameeting.org</strong></td>
<td>✓ (with logo)</td>
<td>✓ (with logo)</td>
<td>✓ (with logo)</td>
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<td>✓ (no logo)</td>
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<td>✓ (with logo)</td>
<td>✓ (no logo)</td>
</tr>
<tr>
<td><strong>CUA Endorsement of Sponsorship Level with exhibit area display sign</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td><strong>Privilege to host an Advisory Board at Annual Meeting HQ (room rental and basic AV complimentary) and assistance with invites based on Annual Meeting registration list</strong></td>
<td>✓</td>
<td>✓ (after Patron Commitment)</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Room Block at the headquarter hotel during Annual Meeting</strong></td>
<td>10 rooms</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Booth modules fee</strong></td>
<td>$3,250 (50%)</td>
<td>$4,875 (25%)</td>
<td>$5,200 (20%)</td>
<td>$5,850 (10%)</td>
<td>1 only</td>
</tr>
<tr>
<td><strong>Ability to purchase additional booths for a maximum of 2 booths at this price (discount reflected in column)</strong></td>
<td>up to 2 booths</td>
<td>up to 2 booths</td>
<td>up to 2 booths</td>
<td>up to 2 booths</td>
<td>1 only</td>
</tr>
<tr>
<td><strong>Priority for Booth Selection</strong></td>
<td>✓</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Booth Selection after Patron</strong></td>
<td>-</td>
<td>✓</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Booth Selection after Platinum</strong></td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>Booth Selection after Gold</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td><strong>Booth Selection after Silver</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Full Meeting Registration (both scientific and networking events)</strong></td>
<td>10</td>
<td>6</td>
<td>4</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>Exhibitor only badges</strong></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Registrations include food and beverage in the exhibit area for the duration of the exhibit.</strong></td>
<td>✓</td>
<td>✓</td>
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<td><strong>A company listing and a 50-word description in the Online Exhibit Guide</strong></td>
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<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td><strong>Security in the Exhibit Area</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Corporate Ad inserts in the Delegate Bag (maximum)</strong></td>
<td>2</td>
<td>1</td>
<td>$1,000 per insert</td>
<td>$2,000 per insert</td>
<td>x</td>
</tr>
<tr>
<td><strong>CUA Sponsorship Recognition at Banquet</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<td><strong>CUA Sponsorship Recognition at a sponsor event</strong></td>
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- Listing on the CUA meeting website as Patron Sponsor (with logo)
- Acknowledgment as Patron Sponsor in the Abstract Book and Final Guide (with logo)
- Provided with an exhibit area display sign “Patron Sponsor of the CUA”
- Privilege to host an Advisory Board during Annual Meeting at headquarter hotel or similar (room and basic A/V 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 (scientific and networking events: food and beverage are included in the exhibit area)
  *limited to 10 as Patron (does not include an additional 6 from initial Platinum level commitment)
- Company listing and a 50-word description in the online Exhibit Guide
- Security in the Exhibit Area
- Two (2) Corporate ad inserts in the delegate bag (all inserts must be approved by the CUA)
- CUA Patron Sponsorship Recognition distributed at a sponsor event
- Sponsors will be acknowledged at the President’s Banquet
- Priority to choose from a list of CUA approved branding opportunities

To be considered as a Patron Sponsor, a company must first commit to Platinum Level of sponsorship for the Annual Meeting (benefits listed on Page 4) and then may support the following educational initiative:

One CUA accredited program during the Annual Meeting: $20,000

The Patron Sponsor has exclusivity as a sponsor for the accredited educational program. The program must be 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 one (1) topic-exclusive timeslot
- Promotion to be done by the CUA
- Event included in the CUA Annual Meeting Program and on website
- Assistance with registration, logistics and sign-in sheets by the CUA
- Post-event support with certificates of attendance, evaluations and slides
- Honoraria (not included in session sponsorship package) will be issued by the CUA to all speakers and faculty

Food and beverage is not included but will be organized through CUA, if required.
Platinum Sponsorship requires a restricted educational grant.

Benefits Include:
- Listing on the CUA meeting website as Platinum Sponsor
- Acknowledgment as Platinum Sponsor in the Abstract Book and Final Guide (with logo)
- Provided with an exhibit area display sign “Platinum Sponsor of the CUA”
- Priority exhibit space location after allocation to CUA Corporate and 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) complimentary full registrations (scientific and networking events: food and beverage are included in the exhibit area)
- One (1) Corporate ad in the delegate bags (must be approved by the CUA)
- Company listing and a 50-word description in the online Exhibit Guide
- Security in the Exhibit Area
- CUA Platinum Sponsorship Recognition distributed at a sponsor event
- Sponsors will be acknowledged at the President’s Banquet

Gold Sponsorship requires a restricted educational grant.

Benefits Include:
- Listing on the CUA meeting website as Gold Sponsor
- Acknowledgment as a Gold Sponsor in the Abstract Book and Final Guide (with logo)
- Provided with an exhibit area display sign “Gold Sponsorship”
- Priority exhibit space location after allocation to CUA Corporate, Patrons and Platinum Sponsors
- 20% discount on exhibit booths, maximum of two (2) booths. **Must be paid separately from the Sponsorship.**
- Four (4) complimentary full registrations (scientific and networking events: food and beverage are included in the exhibit area)
- Corporate ad insert in delegate bag at special rate of $1,000 (must be approved by the CUA)
- Company listing and a 50-word description in the online Exhibit Guide
- Security in the Exhibit Area
- CUA Gold Sponsorship Recognition distributed at a sponsor event
- Sponsors will be acknowledged at the President’s Banquet
Silver Sponsorship $24,500 (Taxes apply)

Silver Sponsorship requires a restricted educational grant.

Benefits Include:
- Listing on the CUA meeting website as Silver Sponsor
- Acknowledgment as a Silver Sponsor in the Abstract Book, Final Guide and on Meeting app (with logo)
- Provided with an exhibit area display sign “Silver Sponsorship”
- 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) complimentary full registrations (scientific and networking events: food and beverage are included in the exhibit area)
- Corporate Ad insert in delegate bag at special rate of $2,000 (must be approved by the CUA)
- Company listing and a 50-word description in the online Exhibit Guide
- Security in the Exhibit Area
- CUA Silver Sponsorship Recognition distributed at a sponsor event
- Sponsors will be acknowledged at the President’s Banquet

Cancellation by the Sponsor

It is agreed by the Sponsor that any request for cancellation must be received in writing by March 6, 2020 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 3, 2020.
Invitation to Exhibit - Reserve your spot in Victoria at CUA 2020

Booth Space

To reserve, complete the application form on the inside back cover and submit with full payment. Booth selection available upon receipt of payment. Reminder: location is allocated on a first come first served basis.

<table>
<thead>
<tr>
<th>Request received</th>
<th>Rental fee per one booth:</th>
</tr>
</thead>
<tbody>
<tr>
<td>by March 6, 2020</td>
<td>$6,500 plus applicable taxes</td>
</tr>
<tr>
<td>by May 31, 2020</td>
<td>$7,000 plus applicable taxes</td>
</tr>
<tr>
<td>AFTER June 1, 2020</td>
<td>$7,500 plus applicable taxes</td>
</tr>
</tbody>
</table>

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 networking functions, but includes food and beverage in the exhibit area for the duration of the exhibits.
- One (1) full registration with access to the networking events and scientific sessions per exhibiting company
- One (1) delegate bag per company
- A company listing and a 50-word description in the Online Exhibit Guide
- Security in the Exhibit Area
- Additional exhibitor badges above the company’s allowance may be obtained at a cost of $250.00 + plus applicable taxes
Submit request to Nadia Pace at nadia.pace@cua.org. Table top requests will only be processed after March 6, 2020 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 prefer to receive a designated spot, we encourage you to purchase a booth package instead.

Table Top fee includes:

- Each table top comes with a 6 foot draped table and 2 chairs. Electrical must be purchased separately. Table top booth size (400 sq. feet)
- Each table top gets one (1) exhibit registration. Additional registrations can be purchased separately.
- Registration is limited to the exhibit hall only and does not include scientific or networking events.

CUA Affiliates and Advocacy Groups:
Requests for a complimentary table top must be sent to Nadia Pace at 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.

<table>
<thead>
<tr>
<th>Table Tops</th>
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</thead>
<tbody>
<tr>
<td>$3,500 (Taxes apply)</td>
</tr>
</tbody>
</table>

**Exhibitor 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 20, 2020 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; pending adherence to payment schedule. A floor plan will be distributed for selection based on the assignment schedule outlined above.
- Exhibitor’s booth preference will be respected 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 must be present at all times, as the booth cannot be left unattended.
- It is not permissible for exhibitors to tear down their booth BEFORE the official end of the meeting.
- Attendance at scientific sessions and networking events will require registration and payment of appropriate fees.
- Exhibitors will be sent an exhibitor manual in February 2020 (also available online). 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, please contact 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.

**Cancellation by the Exhibitor**

It is agreed by the Exhibitor that any request for cancellation must be received in writing by **March 6, 2020** to receive a 75% refund; 25% is retained for administrative purposes. No refund will be provided for cancellations received after **April 8, 2020**. Transfer of booth fees to the sponsorship program would result in no cancellation fee.

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

Nadia Pace, Industry Liaison  
C/O CUA 75th Annual Meeting  
185 Dorval ave. Suite 401  
Dorval, QC, H9S 5J9  
nadia.pace@cua.org

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.
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.

All programs developed by the CUA 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 Royal College has adopted and adheres to the CMA Code of Ethics. 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 CMA Code of Ethical Practices (2018), Guidelines for Physicians and their Interactions with Industry (2007), and Canada’s Research-Based Pharmaceutical Companies Innovative Medicines of Canada Code of Ethical Practice (2020).

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

In keeping with our CPD mission statement, for 75 years, the CUA 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.

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)

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 is outlined on the Professional Development page of the CUA website, with approved accredited events posted online in the CPD page of the CUA Member section.

If you are interested in obtaining more information, contact:

Tiffany Pizioli, CEO
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 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.
To augment your presence at CUA Annual Meeting through CUAJ (the only medical journal endorsed by CUA), contact denise.toner@cua.org
1. IDENTIFICATION

COMPANY

NO. STREET PROV./STATE COUNTRY

CITY SUITE CITY PROV./STATE COUNTRY

POSTAL CODE/ZIP TEL (DAY) country code, area code, number FAX country code, area code, number

CONTACT

TITLE

E-MAIL

2. PACKAGE VALUE

Part I - Level of Sponsorship (taxes apply)

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$100,000</td>
</tr>
<tr>
<td>Gold</td>
<td>$42,500</td>
</tr>
<tr>
<td>Silver</td>
<td>$24,500</td>
</tr>
</tbody>
</table>

SUB-TOTAL

5% GST

TOTAL

Part II - Additional Opportunities (Exempt of taxes)

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Session</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

TOTAL

Part III - Exhibits

<table>
<thead>
<tr>
<th>Date and Number of Booth Modules</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before March 6, 2020</td>
<td>$6,500</td>
</tr>
<tr>
<td>After March 6, 2020</td>
<td>$7,000</td>
</tr>
<tr>
<td>After June 1, 2020</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

5% GST

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, 2020
• 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)

PLEASE RETURN THIS FORM BY FAX 514-395-1664