



**77<sup>th</sup>** Annual Meeting



**Charlottetown**  
**P.E.I**

**June 24-27**  
**2022**

# EDUCATIONAL OPPORTUNITIES



[cuameeting.org](https://cuameeting.org)

# Corporate Sponsors

June 2021 - 2022

## Platinum Sponsor



## Silver Sponsors



## Contributor Sponsors



**TD Insurance**

**TD Wealth**



Corporate sponsors have priority over annual meeting sponsors for booth selection and branding/marketing opportunities.

## President's Message



Unrivalled natural beauty, the smell of the sea, culinary delights and world-renowned Atlantic Canada hospitality...who doesn't want to come to CUA 2022 in the beautiful city of Charlottetown, PEI June 25-27, 2022!

Scientific Co-Chairs Stephen Pautler and Duane Hickling and their dedicated Scientific Program Committee have already planned an impressive array of educational offerings that will satisfy the learning needs of all CUA members.

Physician wellness will be our focus, and after months of pandemic restrictions, we are all in need of some pampering, re-connecting with friends and colleagues and celebrating our resilience. Mark this one in your calendars. Looking forward to the biggest and most anticipated event the CUA has ever hosted. Can't wait to see you all in Charlottetown!

A handwritten signature in blue ink, appearing to read 'H Razvi' with a stylized flourish at the end.

Hassan Razvi  
CUA President 2021-2022



## 77<sup>th</sup> Annual Meeting of the Canadian Urological Association

Fees and Benefits for each Level of CUA Sponsorship		Patron Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Exhibit Only
Fee		<b>\$120,000</b> * includes 1 CUA accredited program	<b>\$100,000</b>	<b>\$42,500</b>	<b>\$24,500</b>	<b>\$6,500</b>
Commitment Date		December 2021	December 2021	December 2021	December 2021	First Deadline March 15, 2022
Listing on <a href="http://cuameeting.org">cuameeting.org</a>		✓ (with logo)	✓ (with logo)	✓ (with logo)	✓ (with logo)	✓ (no logo)
Acknowledgement in printed materials including Abstract Book, Final Guide		✓ (with logo)	✓ (with logo)	✓ (with logo)	✓ (with logo)	✓ (no logo)
CUA Endorsement of Sponsorship Level in Exhibit Area		✓	✓	✓	✓	✓
Privilege to host an Advisory Board at Annual Meeting HQ and assistance with invites based on Annual Meeting registration list		✓	✓ after Patron Commitment	✓	✓	✓
Room Block at the headquarter hotel during Annual Meeting		10 rooms (max)	✓	✓	✓	✓
Booth modules fee		\$3,250 (50%)	\$4,875 (25%)	\$5,200 (20%)	\$5,850 (10%)	✓
Ability to purchase additional booths for a maximum of 2 booths at this price (discount reflected in column) <b>Billed separately from sponsorship</b>		up to 2 booths*	up to 2 booths	up to 2 booths	1 only	✓
Priority for booth selection		✓	✓	✓	✓	✓
Booth selection after Patron		–	✓	✓	✓	✓
Booth selection after Platinum		–	–	✓	✓	✓
Booth selection after Gold		–	–	–	✓	✓
Booth selection after Silver		–	–	–	–	✓
Full meeting registration (both scientific and networking events)		10	6	4	2	1
Delegate bag per company		2	1	1	1	1
Exhibitor only badges		✓	✓	✓	✓	2
Registrations include food and beverage in the exhibit area for the duration of the exhibit.		✓	✓	✓	✓	✓
A company listing and a 50-word description in the online Exhibit Guide		✓	✓	✓	✓	✓
Security in the Exhibit Area		✓	✓	✓	✓	✓
Corporate ad inserts in the delegate bag (maximum)		2	1	\$1,000 per insert	\$2,000 per insert	✓
CUA Sponsorship Recognition at President's Banquet		✓	✓	✓	✓	✓
CUA Sponsorship Recognition at affiliate CUA events		✓	✓	✓	✓	✓

Corporate Sponsors are given priority access on all CUA Branding/Marketing opportunities followed by Annual Meeting sponsors.

\* See page 3 for full details



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### Invitation to Support Annual Meeting

#### Patron Sponsorship

**\$120,000 (plus applicable taxes)**

**Includes one 50 minute CUA accredited educational program during the Annual Meeting**

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: Email and text blasts, e-Postcard promo which can be used by sponsors to send to HCPs, posts on Social Media (FB, IG, LinkedIn, Twitter)
- Event included in the CUA Annual Meeting Guide, the CUA 2022 Meeting Website and CUA Website Events Page
- Assistance with registration, logistics and sign-in sheets by the CUA
- Post-event metrics

#### Exclusions

- 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.
- Accreditation fees

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

- Priority placement in the Patron Foyer (Prime exhibit spot with favoured delegate traffic)
- [Listing on cuameeting.org](https://cuameeting.org) as Patron Sponsor (with logo)
- Acknowledgement as Patron Sponsor in the Abstract Book and Final Guide (with logo)
- CUA endorsement of sponsorship level in the exhibit area
- Privilege to host an Advisory Board during Annual Meeting and assistance with invites based on Annual Meeting registration list
- Room Block (10) at the HQ hotel
- 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 meeting 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)*
- A company listing and a 50-word description in the Online Exposition Directory posted on CUA Meeting website \*must be submitted in a word document, in English and French\*
- Security in the Exhibit Area
- Two (2) Corporate ad inserts in the delegate package (all ad inserts must be approved by the CUA)
- CUA Patron Sponsorship Recognition at affiliate CUA events.
- CUA Patron Sponsorship Recognition at the President's Banquet
- Priority to choose from a list of CUA approved branding/marketing opportunities after CUA Corporate Sponsors



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### Platinum Sponsorship

**\$100,000 (plus applicable taxes)**

#### Benefits Include:

- [Listing on cuameeting.org](https://cuameeting.org) as Platinum Sponsor
- Acknowledgement as Platinum Sponsor in the Abstract Book and Final Guide (with logo)
- CUA endorsement of sponsorship level in the exhibit area
- 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 meeting registrations (scientific and networking events: food and beverage are included in the exhibit area)
- One (1) Corporate ad in the delegate package (must be approved by the CUA)
- A company listing and a 50-word description in the Online Exposition Directory posted on CUA Meeting website \*must be submitted in a word document, in English and French\*
- Security in the Exhibit Area
- CUA Platinum Sponsorship Recognition at affiliate CUA events
- CUA Platinum Sponsorship Recognition at the President's Banquet

### Gold Sponsorship

**\$42,500 (plus applicable taxes)**

#### Benefits Include:

- [Listing on cuameeting.org](https://cuameeting.org) as Gold Sponsor
- Acknowledgement as a Gold Sponsor in the Abstract Book and Final Guide (with logo)
- CUA endorsement of sponsorship level in the exhibit area
- 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 meeting registrations (scientific and networking events: food and beverage are included in the exhibit area)
- Corporate ad insert in the delegate package at special rate of \$1,000 (must be approved by the CUA)
- A company listing and a 50-word description in the Online Exposition Directory posted on CUA Meeting website \*must be submitted in a word document, in English and French\*
- Security in the Exhibit Area
- CUA Gold Sponsorship Recognition at affiliate CUA events
- CUA Gold Sponsorship Recognition at the President's Banquet



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### Silver Sponsorship

**\$24,500 (plus applicable taxes)**

#### Benefits Include:

- Listing on [cuameeting.org](http://cuameeting.org) as Silver Sponsor
- Acknowledgement as a Silver Sponsor in the Abstract Book and Final Guide (with logo)
- CUA endorsement of sponsorship level in the exhibit area
- 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 meeting registrations (scientific and networking events: food and beverage are included in the exhibit area)
- Corporate ad insert in the delegate package at special rate of \$2,000 (must be approved by the CUA)
- A company listing and a 50-word description in the Online Exposition Directory posted on CUA Meeting website \*must be submitted in a word document, in English and French\*
- Security in the Exhibit Area
- CUA Silver Sponsorship Recognition distributed at a sponsor event
- CUA Silver Sponsorship Recognition at the President's Banquet

### Masterclass/Hands-on-Training Course \$15,000 (taxes not applicable)

#### 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: Email and text blasts, e-Postcard promo which can be used by sponsors to send to HCPs, posts on Social Media (FB, IG, LinkedIn, Twitter)
- Event included in the CUA Annual Meeting Guide, the CUA 2022 Meeting Website and CUA Website Events Page
- Assistance with registration, logistics and sign-in sheets by the CUA
- Post-event metrics

#### Exclusions

- 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.
- Accreditation fees

#### PROMOTION

All sponsors will receive a hyperlink to company website on CUA Meeting website and benefit from Promotion on CUA Social media channels (Facebook, LinkedIn, Twitter and Instagram) to announce sponsorship and support of event.

### Cancellation Terms :

It is agreed by the sponsor that any request for cancellation must be received in writing by **March 15, 2022** to receive a 75% refund; 25% will be retained for administrative purposes. Transfer of sponsor fees to a sponsored program would result in no cancellation fee.

COVID Clause: 100% refund will be given if the live event is cancelled. A decision will be made in early 2022.

### 2022 Educational Opportunities



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### Exposition Opportunities - Reserve your spot in Charlottetown at CUA 2022

With the success of the two virtual retail spaces at CUA Night School 2021, our live meeting will feature two exposition halls created to boost your marketing efforts and engagement.



**Innovative Medicines Exposition (IME)** is reserved for companies who market prescription drugs to HCPs in Canada, displaying products that are Health Canada approved and aimed at treating urologic disease.



**Innovative Technology Centre (ITC)** is reserved only for companies who distribute and market devices in Canada, aimed at evaluation and management of urologic disease.

ALL SPOTS ARE RESERVED ON A FIRST COME, FIRST SERVED BASIS, FOLLOWING ALLOCATION TO CORPORATE SPONSORS, AND THEN MEETING SPONSORS.

Spots in the Exposition Hall can only be selected upon receipt of full payment.

EARLY BIRD RESERVATION: Until March 15, 2022	RENTAL FEE: \$6,500 plus applicable taxes
STANDARD RESERVATION: Until May 31, 2022	RENTAL FEE: \$7,000 plus applicable taxes
LATE RESERVATION: As of June 1, 2022	RENTAL FEE: \$7,500 plus applicable taxes

#### BOOTH RENTAL INCLUSION:

- One (1) booth with 8' high draped back wall and 3' high draped sidewalls (booth size 8 x 10, 80 sq.ft., Width: 8' Length: 10')
- One (1) 6' skirted table with two chairs
- Two (2) exhibitor registrations for each booth module. These types of registration do NOT include access to the scientific sessions or networking functions
- One (1) full registration with access to networking functions and scientific sessions
- Exhibitor and full registrations include food and beverage in the exhibit area for the duration of the exhibits
- One (1) participant package per company
- A company listing and a 50-word description in the Online Exposition Directory posted on CUA Meeting website \*must be submitted in a word document, in English and French\*
- Recognized as an exhibitor of the CUA
- Hyperlink to company website on CUA Meeting website
- Promotion on CUA Social media channels (Facebook, LinkedIn, Twitter and Instagram)
- Security in the Exhibit Area
- Does not include: material handling and electrical services, these are to be reserved and paid for by the exhibitor and additional décor items such as carpeting. The Exposition Hall has hotel carpeting in Charlottetown.
- Additional exposition badges above the company's allowance may be obtained at a cost of CDN **\$250.00** + plus applicable taxes, includes access to hall only, no scientific sessions or networking functions



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### Exposition for CUA Affiliates or Advocacy Groups:

CUA Urology Affiliates including Advocacy partners can benefit from a reduced rate for exhibit space, BUT allocation of space will be at the discretion of the CUA, and only after all fully paid exhibitors have been placed.

**Table Tops** (subject to availability)

**\$3,500 (plus applicable taxes)**

Requests for a table top must be sent to Nadia Pace at [nadia.pace@cua.org](mailto:nadia.pace@cua.org). Only one table top request per company can be submitted. Table top requests will only be processed after March 15, 2022 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.

- Each table top includes a 4 ft. draped table. Electrical must be purchased separately. Table top booth size 6 X 10 (60 sq.ft.)
- Each table top receives one (1) exhibitor registration for access to the Exposition Hall (no access to scientific sessions or networking functions)

### 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 21, 2022** to [nadia.pace@cua.org](mailto: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.

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 their 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.



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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 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 2022 (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, we ask that you contact the CUA Corporate Office, Industry Department at [nadia.pace@cua.org](mailto:nadia.pace@cua.org) to seek approval.

For additional information on Exhibit Policies, Rules and Regulations, visit [cuameeting.org](http://cuameeting.org) or contact [nadia.pace@cua.org](mailto: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 **April 11, 2022** to receive a 75% refund; 25% is retained for administrative purposes. **No refund will be provided for cancellations received after April 11, 2022.** Transfer of booth fees to the sponsorship program would result in no cancellation fee.

**COVID Clause: 100% refund will be given if the live event is cancelled. A decision will be made in early 2022.**

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

Nadia Pace, Industry Liaison  
C/O CUA 77<sup>th</sup> Annual Meeting  
185 Dorval ave. Suite 401  
Dorval, QC, H9S 5J9  
[nadia.pace@cua.org](mailto:nadia.pace@cua.org)



# SPONSORSHIP OPPORTUNITIES FOR CUA EDUCATIONAL INITIATIVES

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

## 1. IDENTIFICATION

COMPANY																								
NO.	5	STREET																SUITE						
CITY											PROV./STATE						COUNTRY							
POSTAL CODE/ZIP						TEL (DAY)						FAX												
							country code • area code • number										country code • area code • number							
CONTACT																								
TITLE																								
E-MAIL																								

## 2. PACKAGE VALUE

<b>Part I - Level of Sponsorship (taxes apply)</b> <input type="checkbox"/> Patron \$120,000 <input type="checkbox"/> Platinum \$100,000 <input type="checkbox"/> Gold \$42,500 <input type="checkbox"/> Silver \$24,500	<b>SUB-TOTAL</b>	\$ <b>TOTAL</b>
	<b>15% HST</b>	
<b>Part II - Exhibits</b> \$6,500 X ____ (No. of booth modules before March 15, 2022) \$7,000 X ____ (No. of booth modules after March 15 and before May 31, 2022) \$7,500 X ____ (No. of booth modules after June 1, 2022)  * Meeting sponsors do not need to complete this order form. We will send an invoice.	<b>SUB-TOTAL</b>	\$ <b>TOTAL</b>
	<b>15% HST</b>	
<b>Part III</b> <input type="checkbox"/> CUA Masterclass \$15,000 (no taxes applicable)		\$ <b>TOTAL</b>
<b>Total Package Value (Part I, II &amp; III)</b>		\$

## 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, 2021
- 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

<input type="checkbox"/> Cheque payable to Canadian Urological Association or "CUA" <input type="checkbox"/> Visa <input type="checkbox"/> 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**



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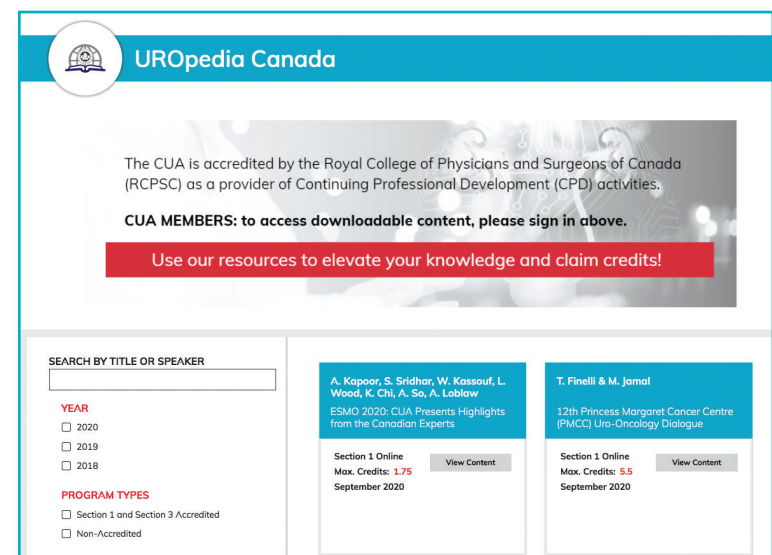
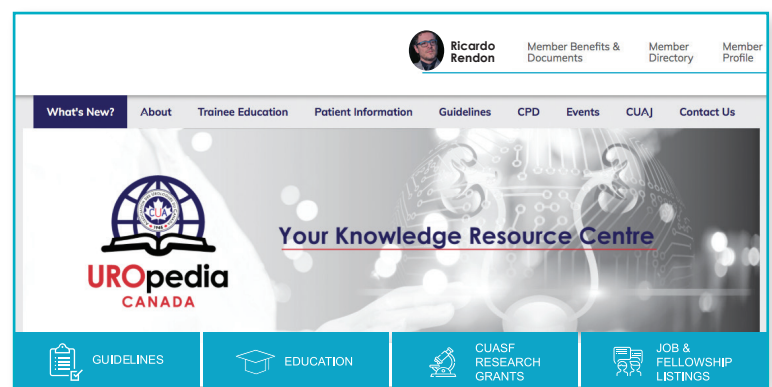
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