



76th ANNUAL MEETING • 76^e CONGRÈS ANNUEL

NIGHT SCHOOL

June 21-23 & 29-30 juin 2021

**Your customized
virtual exposition experience**

Join us for Night School - for 5 nights
in June from 7:30-10:15 pm.

The virtual event will feature state-of-the-art
presentations, educational forums,
podium sessions and more.

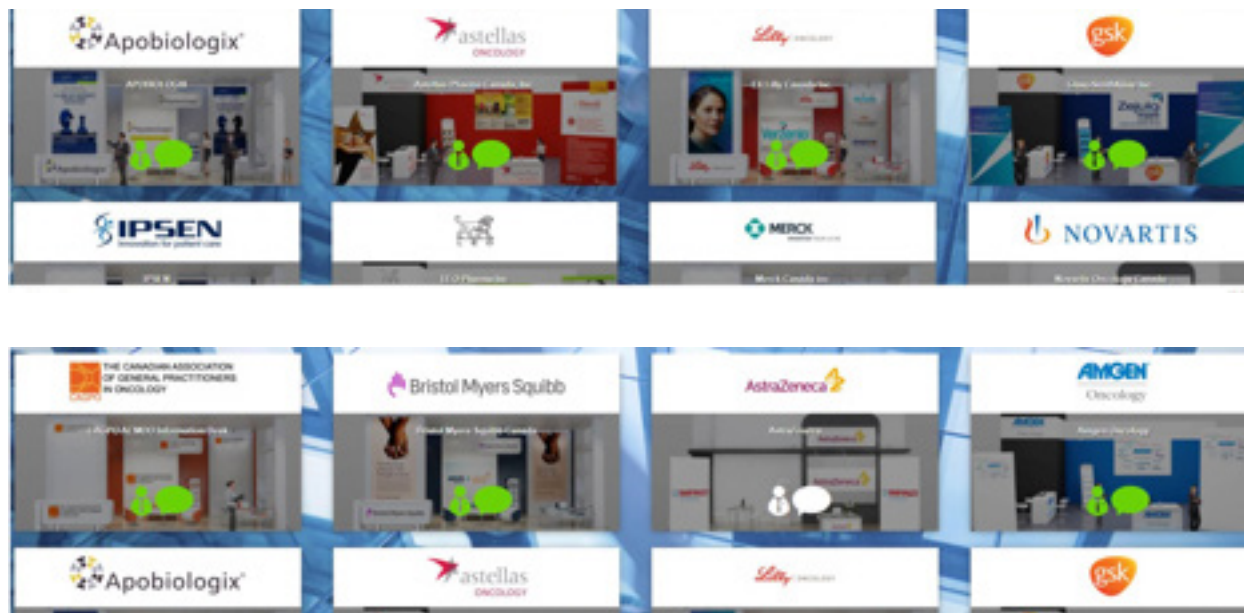
cuameeting.org



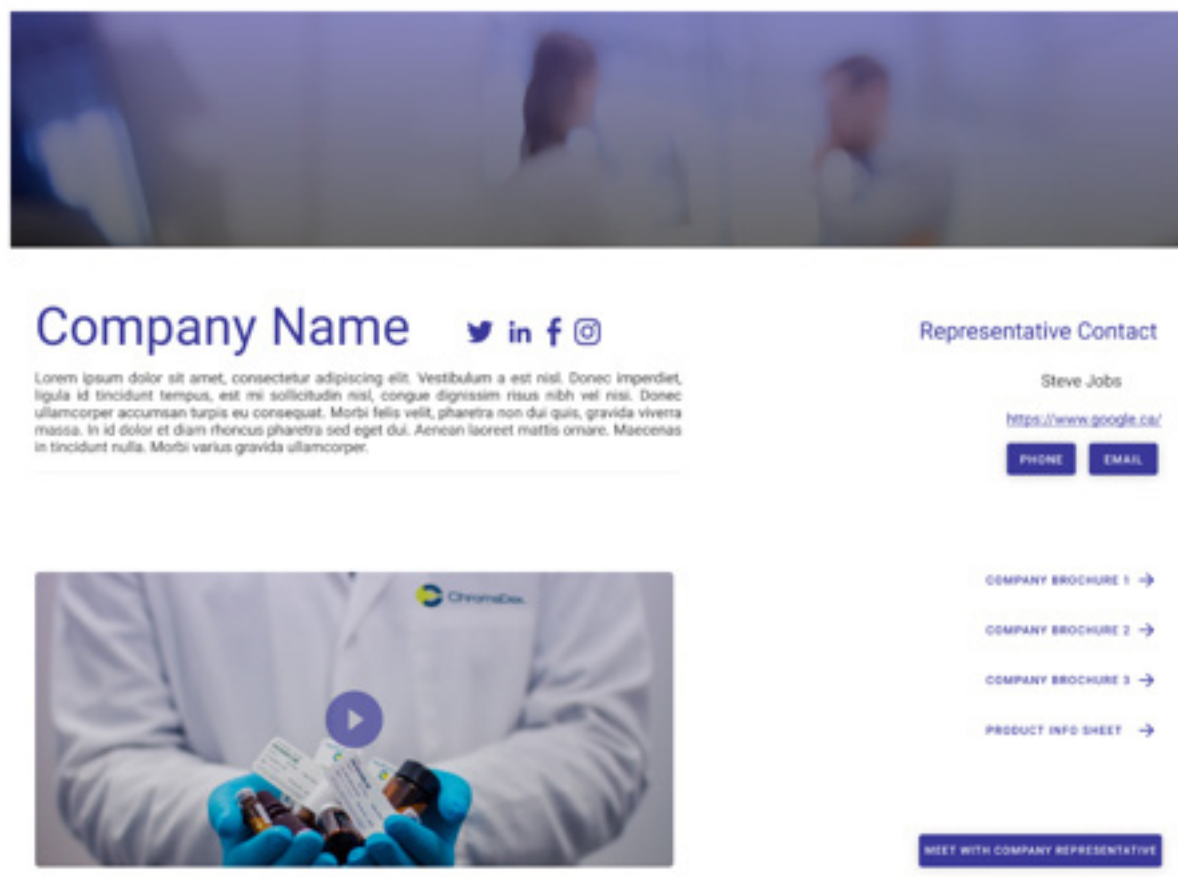
Do not miss out on this exclusive sponsorship and exposition opportunity

- ✓ The CUA reaches the majority of urologists in Canada with 70% practicing as community urologists and 30% as academic urologists.
- ✓ CUA is the “go to” organization for developing multidisciplinary education for urologists and medical oncologists, along with other specialty groups.
- ✓ Interactive Innovative Medicines Exposition (IME) and Innovative Technology Centre (ITC) are two separate virtual exposition halls which will remain open for the entire month of June 2021. The two halls are designed to ensure that pharmaceutical companies and device companies have adequate exposition time in a unique hall.
- ✓ Advertising opportunities, depending on your level of sponsorship.
- ✓ Interactive educational forums during designated times.
- ✓ Traffic driving opportunities, such as hands-on courses and masterclasses.
- ✓ Support in promoting your company's attendance via our CUA's marketing channels.
- ✓ Easy access to metrics: website visits, company visits, social media traffic.
- ✓ Additional marketing opportunities to enhance your presence.

Retail space for IME and ITC



Sample contact page for IME and ITC



Program at a glance

	Eastern time	Monday, June 21	Tuesday, June 22	Wednesday, June 23	Tuesday, June 29	Wednesday, June 30
19:00 – 19:30	VIRTUAL POSTER RECEPTION	CUA POSTERS	CUA POSTERS	CUA POSTERS	CUA POSTERS	CUA POSTERS
19:30 – 20:00	STATE-OF-THE-ART LECTURES	BLADDER CANCER Trimodality Therapy: A Growing Consideration in the Treatment of MIBC	MALE INFERTILITY Restorative Therapies for Erectile Dysfunction	BPH Is HoLEP the Gold Standard for BPH Procedures?	UPPER TRACT Upper tract TCC: Systemic Therapy Strategy	PEDIATRICS Vesicoureteral Reflux: Better Alone Than in Bad Company
	Speaker	Cheryl Lee	Ranjith Ramasamy	Amy Krambeck	Alison Birtle	Hillary Copp
20:00 – 20:45	EDUCATIONAL FORA	EF1: Advances in Prostate Biopsy: Improving Yield and Minimizing Harm	EF2: Maintaining Professional Competency in the COVID-19 Era	EF3: The Evolution of BPH Surgical Management: Outpatient Treatment of Large Volume Prostate Glands	EF4: Management of High Risk NMIBC	EF5: Congenital Urologic Disorders: Through Our Lifetime and Theirs
	Chair	Stephen Pautler	Keith Rourke	Naeem Bhojani	Peter Black	Peter Metcalfe
	Speakers	Roger Buckley, Masoom Haider, Eric Hyndman	Trustin Domes, Matt Roberts, Rhonda St. Croix	Mélanie Aubé-Peterkin, Blair Egerdie, Dean Elterman, Amy Krambeck	Adrian Fairey, Girish Kulkarni, Ross Mason	Hillary Copp, Ashley Cox, Dawn MacLellan, Hadley Wood
20:45 – 20:55	GUIDELINES	ADT Adverse Events and Management Strategies Ricardo Rendon	Testosterone Deficiency Ethan Grober	Ureteral Calculi Jason Lee	NMIBC Wes Kassouf	CUASF Grant Recipients 2021 Anil Kapoor
20:55-21:15	Break	Break	Break	Break	Break	Break
21:15 – 21:45	STATE-OF-THE-ART LECTURES	PROSTATE CANCER The Role of Surgery in High Risk Prostate Cancer	LEGAL Virtual Consultations During COVID: Medico-Legal Considerations	STONES Optimizing Surgical Stone Outcomes: Reducing Residual Fragments	CUASF Lecture Surgical Blood Loss and Transfusion in Urology: A Gram of Prevention is Worth a Unit of Cure	RECONSTRUCTION Late Effects Following Pediatric Bladder Operations for Congenital Conditions
	Speaker	Brian Chapin	Steven Bellemare	Margaret Pearle	Rodney Breau	Hadley Wood
21:45 – 22:15	PODIUM & RAPID FIRE ABSTRACTS	Prostate Cancer	Infections and Beyond	Endourology	Non-Prostate GU Cancers	Pediatric and Adult Reconstruction (21:45-22:15) <hr/> CUA Awards (22:15-22:30)

The meeting will be accredited as a Section 1 group learning event featuring live interactive sessions with experts and Q&A.

Invitation to sponsor

Platinum Sponsorship: \$70,000 CAD

(no taxes applicable for virtual meetings)

- Exclusivity to promote the annual meeting with company logo and sponsorship level, with a digital marketing piece developed by sponsor
- Pre-event digital event package – two digital promo ads (corporate ads ONLY) included in the event promo (CUA to provide metrics in number of clicks)
- Listing on registration page with company logo and sponsorship level
- One corporate ad during the health break, every day, for five days
- Vertical banner ad (corporate ad) in one of the daily email blasts to registered participants
Specifications: 160 x 600 pixels (max 40KB file)
- Listing as virtual meeting Platinum Sponsor during the health break every day, 5 days
- Listing on all promotional material as Platinum Sponsor
- Unlimited registration
- Access to virtual meeting attendee list* (full five days) available only post meeting *when permission is provided

One (1) virtual retail space in the Innovative Medicines Exposition/Innovative Technology Centre, see page 6 & 7 for benefits. Platinum Sponsors are featured after CUA Corporate Sponsors and before any other level.

***EXCLUSIVE to Platinum Sponsors - the right to the following additional opportunities:**

- 1. Educational Forum** (\$10,000)
50 minutes session during the virtual event
 - CUA will drive registered participants to the program
 - CUA will promote and accredit the event
Must be a program that has been developed and accredited by the CUA (additional costs apply on top of the Platinum Sponsorship)
 - Post-live event, the recorded session will be posted online on UROpedia Canada as a Section 3 accredited program
- 2. Virtual Advisory Board** (complimentary)
pre- or post-the CUA virtual meeting
(CUA must approve of date and time)
 - CUA to provide a list of names of attendees that have given consent to do so
 - CUA provides the Zoom platform to host the advisory board meeting
 - CUA does not provide honoraria to invited participants

Gold Sponsorship: \$50,000 CAD

(no taxes applicable for virtual meetings)

- Pre-event digital event package – one digital promo ad (corporate ads ONLY) included in the digital event marketing (CUA to provide metrics in number of clicks)
- Vertical banner corporate ad in one of the daily email blasts to registered participants
Specifications: 160 x 600 pixels (max 40KB file)
- Listing as virtual meeting Gold Sponsor during the health break every day, 5 days
- Listing on all promotional material as Gold Sponsor
- Up to 40 registrations for access to the virtual event

One (1) virtual retail space in the Innovative Medicines Exposition/Innovative Technology Centre, see page 6 & 7 for benefits. Gold Sponsors are featured after CUA Corporate Sponsors, Platinum Sponsors and before any other level.

Silver Sponsorship: \$25,000 CAD

(no taxes applicable for virtual meetings)

- Listing on all promotional material as Silver Sponsor
- Listing as virtual meeting Silver Sponsor during the health break every day, 5 days
- Up to 25 complimentary registrations for access to the virtual event

One (1) virtual retail space in the Innovative Medicines Exposition/Innovative Technology Centre, see page 6 & 7 for benefits. Silver Sponsors are featured after CUA Corporate Sponsors, Platinum Sponsors, Gold sponsors and before any other level.

If you are interested in supporting the event at any of the levels above, please make cheque payable to:

Canadian Urological Association (CUA)
185 Dorval Avenue, Suite 401
Dorval, QC H9S 5J9

Contact:

Tiffany Pizioli, CEO
Tiffany.pizioli@cua.org

Exposition opportunities

CUA Night School 2021 will feature two virtual retail spaces created to boost your marketing efforts and engagement.



Innovative Medicines Exposition (IME)

An exclusive opportunity to lease virtual retail space in a hall reserved only for companies who market prescription drugs to HCPs in Canada.

For the first time in its history, the CUA will have a dedicated retail space featuring ONLY pharmaceutical companies displaying products that are Health Canada approved and aimed at treating urological disease.

The platform for the **Innovative Medicines Exposition (IME)** will showcase and give priority to CUA Corporate Sponsors, followed by CUA Night School 2021 sponsors, ranging from Platinum to Silver.

Companies not sponsoring Night School 2021, will be allowed to lease virtual retail space in the **IME** with limited benefits.

One (1) retail space will lease for **\$5,000 CAD** (no taxes applicable) for the period of June 1 to 30, 2021 and will provide the company with a dedicated space with the following benefits:

- Access to the scientific meeting (up to 10 virtual registrations per company)
- Company logo
- Company description and contact information – with the possibility to invite delegates to connect with company (organized and promoted on own) during designated times that do not compete with the scientific program or related meetings
- Hyperlink to company website

Advertising

CUA Corporate Sponsors and Platinum Sponsors are allowed an unlimited number of ads and videos

	Gold Sponsors	Silver Sponsors	IME
Corporate ads	up to 5	up to 3	2
Product ads	up to 5	up to 3	2
Videos	up to 5	up to 5	5

- Inclusion in the **IME** directory, posted on the meeting website and sent to all pre-registered attendees
- Company's retail space will be placed in alpha-order, following the listing of all meeting sponsors and will be placed alphabetically in the **IME** directory

*If applicable, link to a virtual poster that has been accepted as an abstract and will be displayed in the CUA Virtual Poster Hall

Privacy

The Innovative Medicines Exposition will be gated for pre-registered HCPs and registered industry attendees. While the event will be advertised on cuameeting.org, pre-registration of HCPs will be required before the exposition link is sent.

Marketing channels

- Monthly e-blasts will be sent to the CUA membership and can feature sponsor-specific levels with updated list of IME companies
- Companies can create digital promo pieces to assist with driving attendees to pre-register for the event pending CUA approval of all creative materials and use of CUA logo
- CUA Social media channels (Facebook, LinkedIn, Twitter and Instagram) will be used to highlight companies supporting CUA Night School

Metrics

- The CUA can provide the number of total attendees that visited the **IME** by:
 - Day/Week/Month (entire month of June 2021)
- The CUA can provide the number of total attendees that clicked on the retail space and any corporate or product ads
- Upon registration, delegates will be asked for consent to be included on the attendee list, for industry to contact them. A check box with areas of interest such as oncology, pediatrics, functional urology, etc. will be provided as options. Consent provided, the list will be shared with the IME companies for future follow up.

Exposition opportunities



Innovative Technology Centre (ITC)

An exclusive opportunity to lease virtual retail space in a hall reserved only for companies who distribute and market devices in Canada, aimed at evaluation and management of urologic disease.

The **Innovative Technology Centre (ITC)** will feature a platform to showcase Canadian companies and their devices.

One (1) virtual retail space will lease for **\$5,000 CAD** (no taxes applicable) and will offer the company a dedicated space, for the period of June 1 to 30, 2021, with the following benefits:

- Access to the scientific meeting (up to 10 virtual registrations per company)
- Company logo
- Company description and contact information with possibility to invite delegates to connect with company (organized and promoted on own) during designated times that do not compete with the scientific program or related meetings
- Hyperlink to company website
- Up to 2 Corporate ads (required approval by the CUA)
- Up to 2 Product ads (required approval by the CUA)
- Up to 5 Videos (required approval by the CUA)
- Inclusion in the exposition directory posted on the meeting website and sent to all pre-registered attendees
- Company's retail space will be placed in alpha-order and will be placed alphabetically in the ITC directory

*If applicable, link to a virtual poster that has been accepted as an abstract and will be displayed in the CUA Virtual Poster Hall

URO DEVICE DIGEST: all companies will be asked to provide a description of their company and devices. Pictures can accompany the devices sold in Canada. This digest will be sent to all pre-registered attendees as a promotional piece. CUA will drive the attendees to the **Innovative Technology Centre (ITC)** where they can visit each retail space, read more about the device, procedures or view videos that are posted in the retail space.

A digital device passport will be provided for ITC visitors and upon completion, they will be entered in a draw to win 1 of 3 mini iPad tablets.

Privacy

The **Innovative Technology Centre** will be gated for pre-registered HCPs and registered industry attendees. While the event will be advertised on cuameeting.org, pre-registration of HCPs will be required before the exposition link is sent.

Marketing

- Monthly e-blasts will be sent to the CUA membership featuring updated companies
- Companies can create digital promo pieces to assist with driving attendees to pre-register for the event pending CUA approval of all creative materials and use of CUA logo
- CUA Social media channels will be used to highlight sponsors and exhibitors: Facebook, LinkedIn, Twitter, and Instagram

Continued on next page



Exposition opportunities

Metrics

- CUA can provide the number of total attendees that visited the **ITC** by:
 - Day/Week/Month (entire month of June 2021)
- CUA can provide the number of total attendees that clicked on the retail space and any corporate or product ads

Additional marketing opportunities for device companies to organize:

Hands-on courses (up to 2 hours) \$5,000 CAD (no taxes applicable)

A virtual session with a didactic or hands-on component, either live-streamed or via pre-recorded video. Digital platform costs and honoraria not included.

- CUA will provide the digital promo piece and will market through all channels
- CUA will provide the company with a registration link
- The hands-on course will be recorded and posted as a Section 3 accredited program on UROpedia Canada, available for the next 2 years

Masterclasses (up to 3 hours) \$7,500 CAD (no taxes applicable)

A virtual session with a didactic or hands-on component, either live-streamed or via pre-recorded video. Digital platform costs and honoraria not included.

- CUA will provide the digital promo piece and will market through all channels
- CUA will provide the company with a registration link
- The Masterclass will be recorded and posted as a Section 3 accredited program on UROpedia Canada, available for the next 2 years

Please contact Tiffany Pizioli, CEO at tiffany.pizioli@cua.org to confirm support of any sponsorship of CUA Night School 2021 and/or leasing of retail space.