



Sponsorship and Exhibitor Booking Agreement

Accredited Continuing Professional Development (CPD) activities are subject to the [National Standard for Support of Accredited CPD Activities](#) and the [CMA Guidelines for Physicians Interactions with Industry](#).

The intent of these is to safeguard the integrity of accredited CPD activities from the influence of sponsoring organizations that could lead to bias. The general guiding principle is that CPD activities must be free from influence, based on best scientific evidence and focused on improving the knowledge, skills, attitudes and behavior of learners.

Name and Date of the Accredited Event: 2019 Wounds Canada Fall Conference, October 3-6, 2019, Niagara Falls, ON.

Name of Organization ("Sponsor"):	Sponsorship Type <input type="radio"/> Section 1: Monetary Sponsorship <input type="radio"/> Section 2: In-Kind Sponsorship
Section 1: Monetary Sponsorship	
Type of Monetary Sponsorship: Select all that apply <input type="radio"/> Sponsorship including exhibit space (Applicable taxes may apply) <input type="radio"/> Educational Grant	
Sponsor Levels (See Prospectus)	Benefits
<input type="radio"/> Exhibit space	Companies are allocated a 10'x10' exhibit space and receive: <ul style="list-style-type: none">• 3 full conference registration for each 10'x10' exhibit space purchased• Access to over 500 health-care professionals from the skin and wound community• Promotion of their company via publication of our Exhibit Hall Floorplan on our conference app and venue signage• Acknowledgement of support in the Exhibitors section of our conference app• Permission to use the Wounds Canada logo
<input type="radio"/> Industry sponsored sessions	Companies may secure a 45-minute block of time to present on a topic of their choosing to all attendees at one time over the course of the four-day conference. Companies most often choose to feature their products/technology in the presentation.
<input type="radio"/> Demo pod	Demo pods allow delegates to learn via hands-on demonstration in a curtained off section of the exhibit hall. This is an opportunity to showcase your product in a hands-on format and demonstrate the features and benefits of your product in a small group setting.

<input type="radio"/> Presentation digests	Available for all companies who have purchased one of the Industry Sponsored Sessions, this two-page summary is created in collaboration with your speaker and will appear in an upcoming issue of Wound Care Canada. You will also be provided with the summary in a PDF format for your own use.
<input type="radio"/> Promotional materials	Companies may have their logo included on various promotional materials to be handed out to all attendees over the course of the four days. Such items may include: <ul style="list-style-type: none"> • Notebook and pens • Tote bags • Reusable drink containers
<input type="radio"/> Prizes and giveaways	To add to the excitement of our jam-packed educational program, we often run incentives for attendees to get involve and keep the energy flowing between sessions. We are looking for prizes of all sorts to give out throughout the conference. These include: <ul style="list-style-type: none"> • Prizes for our Wound Care Jeopardy game • Prizes for our top Social Media attendees and much more! These can be product related or can be a gift card of your choice. We will promote you as the sponsor of the prize when it is awarded during conference, in the plenary room.
Add-ons <input type="radio"/> Other: _____ \$ _____	
Direction of Funds (Please indicate where payment will be deposited) <input type="radio"/> Canadian Association of Wound Care	

Section 2: In-kind Sponsorship	
Detailed description of in-kind support	Approximate Value
1.	\$
2.	\$
3.	\$
4.	\$

Definitions

Continuing Professional Development Activities: Activities or resources include, but are not restricted to: programs, seminars, conferences, workshops, journal clubs, hospital approved rounds, lectures, online programs, and the production of learning resources (e.g. digital assets), designed for participation or use by health professional learners.

Donation: A monetary or nonmonetary contribution to the CPD Activity without acknowledgement. Sponsoring organization to issue payment to a charity or public institution.

Exhibitor Booth: Exhibition space provided where a particular organization shows their products or information about their products and/or services. Organizational representatives occupy a booth in the designate exhibit area throughout the CPD Activity.

In-Kind Sponsorship: Contributions of goods or services, other than cash or cash equivalents. Eligible in-kind contributions would include nonmonetary resources that partners and/or sponsoring organizations provide to support the CPD Activity.

Educational Grant: All funds from both for-profit and not-for-profit organizations must be in the form of an educational grant payable to the institution or organization sponsoring the CPD activity, with no stipulations attached such as selecting faculty, authors, participants, or any matters related to the content.

Sponsorship Conditions

1. **Eligibility:** Sponsors shall comply with the Canadian Medical Association (“CMA”) Code of Ethics, [CMA Guidelines for Physicians in Interactions with Industry](#) and the [National Standard for Support of Accredited CPD Activities](#).
2. **Conflict of Interest:** A conflict of interest may arise where a sponsor’s interests are in actual, potential or perceived conflict with the goals and objectives of an educational event. When conflicts of interest do arise, they must be recognized, disclosed and properly managed.
3. **Influence:** The Sponsor cannot have direct or indirect influence on any aspect of the CPD activity. This includes development of educational objectives, identification of learning needs, or evaluation of an accredited CPD Activity. Sponsors cannot be involved with the selection of presentation content including speakers or educational methods used. The scientific planning committee cannot be required to accept advice from a sponsor as a condition of receiving financial or in-kind support. Sponsors cannot delegate or control the content or the registration process. Sponsors are only permitted to distribute promotional items, product samples, gifts, prizes or food at their exhibitor booth. In order to mitigate any conflict of interest or perceived conflict of interest, CPD activities should have multiple sources of sponsorship funding. Funds should be held centrally at an institution (hospital, university department or division). Sponsorship funds cannot be held by any one individual.
4. **Use of Funds:** The purpose of the sponsorship or educational grant is to support the educational programming and to offset costs related to the CPD Activity including exhibitor booths (if applicable). Funds will not be used for hospitality, entertainment or speaker fees, nor will the funds be used to cover private expenditure, professional expenses or for the invitation of spouses/partners. All funds must be undirected and payable to the institution or organization planning the CPD activity.
5. **Payment:** An invoice will be issued to the sponsoring organization. Payment will be due upon receipt.

6. **Recognition:** Displays, materials, and exhibitor booths will be in a separate room from the educational activities. Sponsor representatives must not engage in sales or promotional activities during the accredited activity. Sponsors are not permitted to distribute gift items bearing the exhibitor's name and/or logo. Sponsorship acknowledgement will be recognized as per the benefits section outlined in this sponsorship booking agreement.
7. **Termination:** This agreement will be terminated in writing if there is a material breach of sponsorship conditions.

Sponsor

- ☐ I have read and understand the above Sponsorship and Exhibit Booking Agreement and agree to the Sponsorship Conditions detailed above.
- ☐ I have read and understand the National Standard for Support of Accredited CPD Activities

Signature of Sponsor

Print Name

Date

Title

Please complete, sign and return to
Maureen Rego
maureen.rego@woundscanada.ca
no later than September 13, 2019