



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: 2021 Wounds Canada Pressure Injury Symposium – November 18, 2021

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 virtual display space that includes: <ul style="list-style-type: none"> • Access to more than 1000 health-care professionals from the skin and wound community • An ability to upload important documents and videos • Promotion of their company within the virtual platform, including a logo in the exhibit hall, as well as the use of a private virtual chat room to interact with attendees • Promotion of their participation in the virtual conference via Wounds Canada e-blasts and social media sites • Full analytics on attendee activity and lead generation for those who grant permission • A minimum of 15 complimentary registrations to attend the virtual conference • Permission to use the Wounds Canada logo • Complimentary company profile in the next issue of <i>Wound Care Canada</i>
<input type="radio"/> Industry sponsored sessions	Companies may secure a one-hour block of unopposed time to present on a topic of their choosing to all attendees at one time over the course of the five-day conference. Companies most often choose to feature their products/technology in their presentation.

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 not 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/virtual space 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/Exhibitor

Print Name

Title

Date

Please complete, sign and return to
Maureen Rego
maureen.rego@woundscanada.ca
by November 4, 2021

It is mandatory that Exhibitors/Sponsors to complete and return the form by the deadline date in order to exhibit.