



# WOUNDS CANADA 2021

LIMB PRESERVATION SYMPOSIUM • MAY 28, 2021  
NATIONAL CONFERENCE • OCTOBER 21-24, 2021  
PRESSURE INJURY SYMPOSIUM - NOVEMBER 18, 2021

**VIRTUAL  
CONFERENCES  
AND SERVICES**



## PROSPECTUS FOR INDUSTRY SPONSORS

**CELEBRATING OUR 26<sup>TH</sup> YEAR!**

# Welcome to the Wounds Canada Prospectus with interactive virtual conference features

*Delivering high-quality  
educational content  
at your convenience*



**OUR  
26<sup>TH</sup>  
YEAR**

## **OUR VISION**

A Canada where  
preventable wounds do not  
occur and persons with wounds  
receive the best possible care.

Advancing  
Wound  
Prevention  
and Care

## **Wounds Canada – Who we are**

Established in 1995, the Canadian Association of Wound Care (Wounds Canada) a non-profit organization, is committed to the advancement of wound prevention and care in Canada. Wounds Canada is dedicated to a collaborative, interdisciplinary approach to wound management and prevention to improve the health of Canadians. We focus our efforts in four key areas:

- 1** Professional education
- 2** Public advocacy, awareness and education
- 3** Research
- 4** Partnerships to support improving patient outcomes

## **Wounds Canada Foundation**

In 2019, we launched the Wound Canada Foundation as the charitable organization to support Canadians who have wounds or are at risk for wounds. We strive to raise awareness and provide financial support for programs that help prevent the often-devastating effects of wounds.

For more information, visit: [woundscanadafoundation.ca](http://woundscanadafoundation.ca)

91% of Wounds Canada 2020 virtual conference attendees  
said they would attend another Wounds Canada virtual event



## Our Commitment to Wound Care

With the ongoing uncertainty, Wounds Canada is continuing to offer virtual conferences throughout 2021. You can depend on the same calibre of high-quality educational sessions, poster presentations, engaging discussions along with a showcase of innovative wound care products.

We are also adding a new event for 2021, the Pressure Injury Symposium, to coincide with World Wide Pressure Injury Prevention Day. This one-day virtual conference will be chaired by Dr Alan Rogers from the Ross Tilley Burn Centre and Stephanie Chadwick from the Odette Cancer Centre/ Sunnybrook Health Science Centre.

Our virtual conferences will consist of one track of educational and sponsored presentations along with a virtual exhibit hall and poster hall throughout the duration of each event.

Each virtual conference will be archived and accessible to all registrants for two months after the event on the conference platform with all the sessions being further archived on our website [woundscanada.ca](http://woundscanada.ca).

Wounds Canada is a trusted resource amongst our stakeholders. Check out the many other services we offer on page 12.



## MARK YOUR CALENDAR

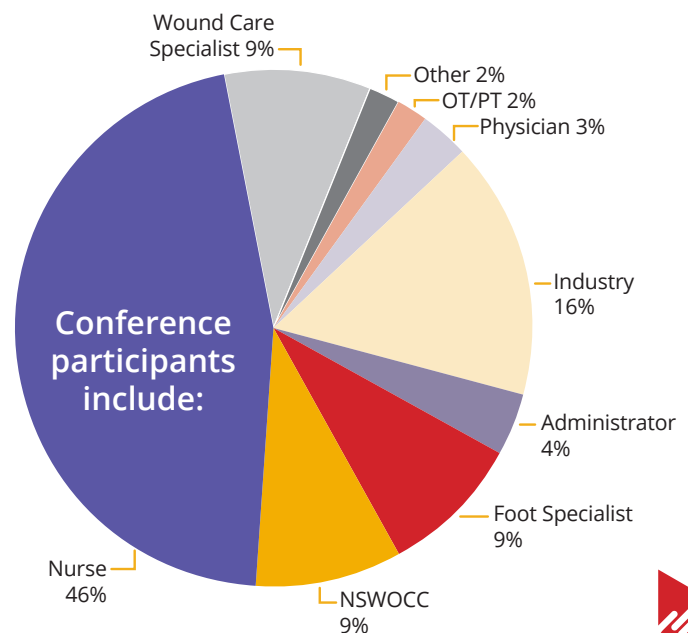
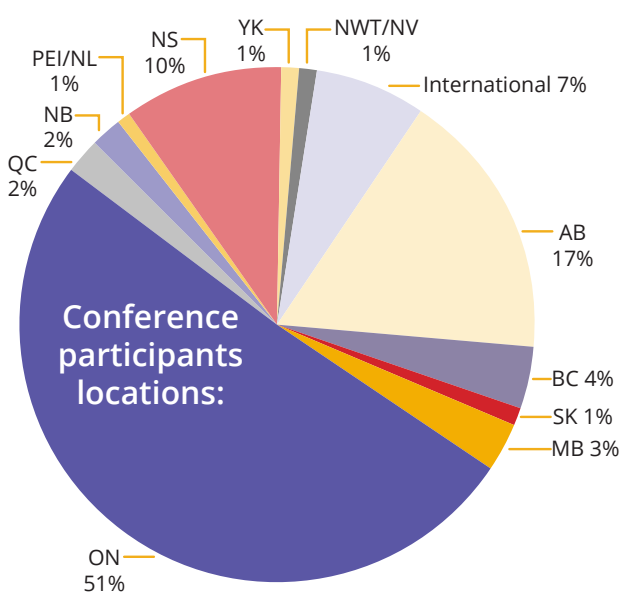
**Limb Preservation Symposium**  
May 28, 2021

**National Conference**  
October 21-24, 2021

**Pressure Injury Symposium**  
November 18, 2021

## Who Attends

Conference attendees mostly comprise of HCPs from across Canada along with some international participants. With the virtual conference, we have opened participation beyond borders and expect many more national and international attendees.



# VIRTUAL CONFERENCE FEATURES AND EXHIBIT BOOTH PACKAGES

BOOK ANY THREE ITEMS BY DECEMBER 15<sup>TH</sup> AND RECEIVE A 10% DISCOUNT

## Virtual Conference Platform Features

- Uses leading edge technology across browsers and devices
- Mimics the dynamics of a physical conference through exceptional visuals and interactivity
- Maximizes current trends in communications and virtual education by providing a combination of live, hybrid and on-demand sessions
- Produces a high caliber educational experience tailored for adult learners
- Offers unopposed educational and industry sessions (one track only) to maximize attendance
- Optimizes participants engagement and interactivity through polling, Q&A and gamification
- Provides sponsors with heightened visibility and networking opportunities through exhibit booths, sponsored sessions, and the networking lounge
- Sponsors receive lead generation and analytics reporting

## Exhibitor Booth Packages

Our virtual conference offers many valuable benefits for exhibitors:

- Extended exhibit times
- Opportunity to chat (text, audio and video) and set up appointments with attendees
- Branding and customization of the booth
- Interactivity with gamification and surveys



# Limb Preservation Symposium

May 28, 2021

This one-day virtual learning event on limb preservation is a joint venture between Wounds Canada and the Canadian Podiatric Medical Association. The program will provide national and international perspectives on the advances in managing diabetic foot related complications.

It will include sessions on the medical management of persons with:

diabetic foot ulcers	vascular considerations	infection
wound management	offloading	the challenges of renal patients

*and more*



*This virtual symposium is a joint venture between Wounds Canada and the Canadian Podiatric Medical Association.*



## EXHIBIT OPTIONS

### BOOTH PACKAGE \$1,850

- Upload unlimited documents and videos
- Attendees can add documents to their briefcase, which can be emailed or downloaded
- Unlimited chat through group and private text, audio or video
- Lead generation for all attendees who have granted permission
- Booth analytics provided at end of event
- Complimentary company profile in June issue of *Wound Care Canada*
- 5 complimentary registrations



## SPONSORED SESSIONS

SPONSORED SESSION  
\$9,500  
2 sessions available/day

### AT THE EVENT

- Sessions: live or semi-live with pre-recorded video and live Q&A
- Live event and hybrid session can include polling for added engagement and market insight
- Promote via conference eblast to all registrants announcing the session
- Analytics reporting
- Lead retrieval of attendees (for those who granted permission at registration)
- A fully unopposed session

### POST-EVENT

- Archived video presentation on platform
- Receipt of video with light editing: title, credit and intro and exit music
- *Presentation Digest* in June issue with embedded video outlining the highlights of the session
- ½ page ad in *Wound Care Canada*
- Session to be posted on *Wounds Canada* YouTube channel (indefinitely)
- Session to be archived on Wounds Canada website for one year
- Promotion of archived presentation on our site through Wounds Canada Facebook/LinkedIn/ Twitter
  - 3x/1 year (until Sept 2022 ) with client-confirmed distribution dates



# National Conference

October 21–24, 2021

New! French Wound Care Symposium  
Sunday, October 24<sup>th</sup>

## The 2021 Wounds Canada National Conference

The Wounds Canada National Conference in the fall is the largest wound-related event in Canada, bringing together health-care professionals, educators and key opinion leaders in a virtual gathering. This continuing education event is designed to support health-care professionals who work with patients with wounds or who are at risk for developing wounds.

### EXHIBIT OPTIONS

<b>BASIC BOOTH PACKAGE</b> \$4,400 – \$4,900	<b>PREMIUM BOOTH PACKAGE</b> \$7,500 – \$8,000
<ul style="list-style-type: none"><li>• Upload unlimited documents and videos</li><li>• Attendees can add documents to their briefcase, which can be emailed or downloaded</li><li>• Unlimited chat through group and private text, audio or video</li><li>• Lead generation for all attendees who have granted permission</li><li>• Booth analytics provided at end of event</li><li>• Complimentary company profile in Nov issue of <i>Wound Care Canada</i></li><li>• 15 complimentary registrations</li></ul>	<ul style="list-style-type: none"><li>• Basic booth benefits</li></ul> <p style="text-align: center;"><b>+</b></p> <ul style="list-style-type: none"><li>• Upload unlimited documents and videos</li><li>• Basic package of 15 registrations + 10 = 25 complimentary registrations</li><li>• Premium location plus added points for the leader board</li><li>• Additional booth designs</li><li>• Daily booth analytics reporting</li></ul>



## SPONSORED SESSIONS

SPONSORED SESSION  
\$15,000  
2 sessions available/day

### AT THE EVENT

- Sessions: live or semi-live with pre-recorded video and live Q&A
- Live event and hybrid session can include polling for added engagement and market insight
- Promoted via conference eblast to all registrants announcing the session
- Analytics reporting
- Lead retrieval of attendees (for those who granted permission at registration)
- A fully unopposed session

### POST-EVENT

- Archived video presentation on platform
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- *Presentation Digest* in the November issue with embedded video outlining the highlights of the session
- ½ page ad in *Wound Care Canada*
- Session to be posted on *Wounds Canada* YouTube channel (indefinitely)
- Session to be archived on Wounds Canada website for one year
- Promotion of archived presentation on our site through Wounds Canada Facebook/LinkedIn/ Twitter
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# Pressure Injury Symposium

**November 18, 2021**

The Pressure Injury Symposium coincides with the recognition of World Wide Pressure Injury Day on Thursday, November 18, 2021. This virtual event will examine the risks and causes along with the multidisciplinary comprehensive management of pressure injuries by dietitians, nurses, surgeons, physicians and physiatry to develop strategies, overcome barriers and improve patient outcomes.

Join us for this one-day virtual learning event with Co-chairs Dr Alan Rogers and Stephanie Chadwick as they lead this important symposium.

## EXHIBIT OPTIONS

### BOOTH PACKAGE \$1,850

- Upload unlimited documents and videos
- Attendees can add documents to their briefcase, which can be emailed or downloaded
- Unlimited chat through group and private text, audio or video
- Lead generation for all attendees who have granted permission
- Booth analytics provided at end of event
- Complimentary company profile in March issue of *Wound Care Canada*
- 5 complimentary registrations

## SPONSORED SESSIONS

### SPONSORED SESSION (2 sessions available) \$9,500

#### AT THE EVENT

- Sessions: live or semi-live with pre-recorded video and live Q&A
- Live event and hybrid session can include polling for added engagement and market insight
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- Lead retrieval of attendees (for those who granted permission at registration)
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**ORDER FORM 2020**

**BOOK ANY THREE EVENTS BY DECEMBER 15<sup>TH</sup> AND RECEIVE A 10% DISCOUNT.**

<b>WOUNDS CANADA CORPORATE MEMBERSHIP</b>	<b>CORPORATE MEMBERS</b>	<b>NON-MEMBERS</b>	<b>QUANTITY</b>	<b>AMOUNT</b>
Annual Corporate Membership Drive	\$1,795	n/a		
Introductory Corporate Membership Fee	\$1,000	n/a		
<b>NATIONAL LIMB SYMPOSIUM – MAY 28, 2021</b>				
Booth Package	\$1,850			
<b>NATIONAL CONFERENCE – OCTOBER 21-24, 2021</b>				
Booth Package	\$4,400	\$4,900		
Premium Booth Package	\$7,500	\$8,000		
<b>PRESSURE INJURY SYMPOSIUM – NOVEMBER 18, 2021</b>				
Booth Package	\$1,850			
<b>PUBLICATIONS</b>				
Presentation Digest - based on your sponsored session – 2 pages	\$2,895			
Sponsored Editorial – 1 page	\$2,750			
Sponsored Editorial – 2 pages	\$4,554			
Conference eblast	\$500			
*Wound Care Canada: 3-issue Ad package – full page	\$4,500			
<b>VIRTUAL COMMUNICATIONS</b>				
Webinar	\$5,200	\$5,500		
Virtual Ad Board	\$6,000	\$6,000		
Social Media & Eblast Campaign	\$2,900	\$3,200		
			<b>SUBTOTAL</b>	
			<b>13% HST</b>	
			<b>WOUNDS CANADA FOUNDATION DONATION</b>	
			<b>TOTAL</b>	

\*The costs above do not cover the purchase or creation of photographs or other images or fees for clinical experts.  
 By submitting this form you are agreeing to the Basic Terms and Conditions for Exhibitors.  
 HST #89313-4015 RT0001

**PURCHASER INFORMATION PLEASE PRINT**

COMPANY NAME: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

METHOD OF PAYMENT:  VISA  MASTERCARD  CHEQUE (made payable to the Canadian Association of Wound Care)

CREDIT CARD NO: \_\_\_\_\_ EXPIRY DATE: \_\_\_\_\_

CARDHOLDER NAME: \_\_\_\_\_

SIGNATURE REQUIRED: \_\_\_\_\_ DATE: \_\_\_\_\_

## **VIRTUAL CONFERENCE TRADE SHOW EXHIBIT - BASIC TERMS AND CONDITIONS FOR EXHIBITORS**

This contract is between Wounds Canada (the Canadian Association of Wound Care) (herein called "Management") and the Exhibitor for the Conference Trade Show (herein called "the Exhibitor.")

### **1. Eligibility and Allotment of Space**

Exhibitors will be limited to those companies or other entities offering materials, products or services of specific interest to registrants, as determined by Management in its sole discretion. Management also reserves the right to determine the eligibility of any product for display at the Exhibition. Exhibitors shall comply with the Canadian Medical Association Policy Summary on Physicians and the Pharmaceutical Industry, and the Commercial Support Policy of Continuing Education, Faculty of Medicine – University of Toronto. Display allotments will be made by management in keeping, with Booth Package levels and, if possible, preferences and priorities of the Exhibitor concerning location. Management, however, reserves the right to make reasonable changes to booth display locations.

### **2. Cancellations, Default in Occupancy and Downgrades**

Notification of cancellation must be made in writing. Any cancellations more than 90 days prior to the show are subject to a 50% penalty. Cancellations made within 90 days obligate the exhibitor to full payment of the booth purchase and forfeiture of all monies paid.

### **3. Indemnity**

You and, as may be applicable, your corporate affiliates, directors, officers, employees, agents, representatives, successors and assigns, agree to defend, indemnify and hold harmless Wounds Canada (the Canadian Association of Wound Care) and its corporate affiliates, and their directors, officers, employees, agents, representatives, successors and assigns, from any and all claims, damages, costs and expenses, including reasonable lawyers' fees and disbursements, related to or arising from your participation in any Wounds Canada event, in particular, but without limiting the generality of the foregoing claims advanced against you by attendees at for representations made by you to them or services or products sold by you to them, either at or following the event.

Every effort will be made by Wounds Canada to make sure virtual sessions run smoothly. However, due to the unstable nature of technology, Wounds Canada takes no responsibility for, and will not be liable for, technical issues beyond our control.

### **4. Exhibitor Materials**

The Exhibitor is responsible for providing all necessary documents, videos, images and information required for population of their virtual display space within the timelines advised by Management. If deadlines are not met, Management holds no responsibility for unsatisfactory population of exhibitor materials or visual display of purchased booth space.

### **5. Subletting**

The Exhibitor agrees not to assign, sublet or apportion display space, or any part thereof allocated to such exhibitor without prior written permission of Management.

### **6. Cancellation or Curtailment of Show**

Management reserves the right, at its sole discretion, to change the date or dates upon which the show is to be held and shall not be liable in damages or otherwise by reason of any such change.

### **7. Regulation Compliance**

If applicable, medical products and services being displayed must comply with Government and/or Health Canada and/or industry regulations.



## PROSPECTUS AT A GLANCE

### WOUNDS CANADA CORPORATE MEMBERSHIP

- Annual membership: \$1,795
- New corporate members: \$1,000

### VIRTUAL CONFERENCE

- Booths from \$1,850
- Sponsored sessions from \$9,500

### VIRTUAL ADVISORY BOARDS

- Sponsored consultations with KOLs: \$6,000

### PUBLICATIONS

- *Wound Care Canada* Ad: Starting at \$850
- Presentation Digest: \$2,895
- Sponsored Editorial: Starting at \$2,750 for one page and \$4,555 for two pages
- All ads appearing in *Wound Care Canada* will also appear on the webpage for the corresponding issue.

### DONATE to WOUNDS CANADA CHARITY

- To support scholarship funding, advocacy, education, research and patient support programs

### WOUNDS CANADA FOUNDATION

Find out more at

[www.woundscanadafoundation.ca](http://www.woundscanadafoundation.ca)

### ELECTRONIC COMMUNICATIONS

- Webinars from \$5,200
- E-blast and social media campaign: \$2,900

### MARKETING AND SOCIAL MEDIA CAMPAIGNS

Talk to us about how you can reach the public, HCPs and government decision makers through an awareness campaign.

### HOW CAN YOU GET INVOLVED?

Contact **Addie North**, Business Manager, at [addie.north@woundscanada.ca](mailto:addie.north@woundscanada.ca) to confirm availability or complete the order form, scan and send to Addie.

TOGETHER, WE CAN IMPROVE  
THE LIVES OF PEOPLE  
LIVING WITH WOUNDS.



The leading wound-related  
knowledge mobilization  
organization in Canada

Find out more about  
Wounds Canada at  
[www.woundscanada.ca](http://www.woundscanada.ca)

