



ANNUAL MEETING
CONGRÈS ANNUEL

OTTAWA

June 27 - 29 Juin, 2025



EDUCATIONAL OPPORTUNITIES

cuameeting.org

Corporate Sponsors

June 2024 - 2025

Platinum Sponsor (\$100,000 per year)



Gold Corporate Sponsors (\$50,000 per year)



Silver Corporate Sponsors (\$25,000 per year)



Contributor





PRESIDENT'S MESSAGE



The CUA is approaching a historic milestone — in 2025, we will be hosting our 80th annual meeting, a testament to the longevity and prestige of the Canadian urological community. Although many changes have occurred in our practice and our association over the last 80 years, the CUA Annual Meeting continues to be the cornerstone for exchanging knowledge and reuniting with colleagues and friends.

We are proud to continue building on the growth of our association. Not only is the CUA *The Voice of Urology* and all its subspecialties in Canada, with a great international reputation, but it has also become a central source of information and education for multidisciplinary audiences. The CUA currently enjoys collaborations with colleagues in medical oncology, radiation oncology, urology nurses of Canada, nurses in oncology, nuclear medicine, and pharmacy, with many others to come.

As we continue to embrace the multidisciplinary transformation of urologic care, Drs. Monica Farcas and Ross Mason and their scientific committee have created a very topical and interactive academic program, with a focus on practical clinical information.

The CUA Annual Meeting and its continued relevance in advancing urologic care will also provide the opportunity for clinicians and industry partners to discuss the many urological innovations and engage directly with key decision-makers and influencers in the field.

On behalf of the CUA Board of Directors, the scientific program committee, and the corporate office, I would like to welcome you to what will be yet another outstanding event in the nation's capital.

Ricardo Rendon
CUA President 2024-2025



Fees and Benefits for each Level of CUA Sponsorship		Patron Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Exhibit Only
Fee		\$120,000 * includes 1 CUA accredited program	\$100,000	\$50,000	\$25,000	\$6,500
Commitment Date		December 2024	December 2024	December 2024	December 2024	First Deadline March 15, 2025
Listing on cuameeting.org		✓ (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		✓	✓	✓	✓	X
Privilege to host an Advisory Board at Annual Meeting HQ and assistance with invites based on Annual Meeting registration list (room and basic AV)		✓	✓ after Patron Commitment	X	X	X
Booth modules fee		\$3,250 (50%)	\$4,875 (25%)	\$5,200 (20%)	\$5,850 (10%)	X
Ability to purchase additional booths for a maximum of 2 booths at this price (discount reflected in column) Billed separately from sponsorship		up to a maximum of 4 booths	up to a maximum of 4 booths	up to 2 booths	1 only	
Priority for booth selection		✓	X	X	X	X
Booth selection after Patron		-	✓	X	X	X
Booth selection after Platinum		-	-	✓	X	X
Booth selection after Gold		-	-	-	✓	X
Booth selection after Silver		-	-	-	-	✓
Full meeting registration (reception (banquet not included), scientific and networking events)		10	8	6	4	2
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 on LCD		2	1	\$1,000 per ad	\$2,000 per ad	X
CUA Sponsorship Recognition at Annual Meeting		✓	✓	✓	✓	X

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



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
- Basic audiovisual (LCD projector and screen)
- Sponsors will receive one (1) topic-exclusive timeslot per day
- Promotion is managed by the CUA: digital promo (which can also be disseminated by sponsors to HCPs), posts on Social Media (FB, IG, LinkedIn, X), weekly eblasts and a text message reminder
- Event listing in the CUA Annual Meeting Guide, the CUA 2025 Meeting Website and CUA Website Events Page
- CUA assistance with registration and logistics
- Post-event metric report

Exclusions

- Honoraria (not included in session sponsorship package) will be issued by the CUA to all speakers and faculty in adherence with CUA's honoraria policy
- Food and beverage are not included but, if required, will be organized through CUA
- Reduced accreditation fees are not included and the program must be accredited through the CUA
- Speaker travel and hotel costs

Prior to securing a session, the CUA must receive a completed educational form which indicates the company's proposed topic, suggested speakers and learning objectives. The completed form will be reviewed and approved by the CUA Continuing Professional Development (CPD) Committee. Upon approval, the company will then be invoiced, and the spot will be secured. Until a company receives approval, the session is NOT confirmed or secured.

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

- [Listing on 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
- 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 session and networking reception (Banquet not included) - food and beverage are included in the exhibit area
- 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) Digital Corporate ads (must be approved by the CUA)
- CUA Patron Sponsorship recognition at the Annual Meeting
- Priority to choose from a list of CUA approved branding/marketing opportunities, after CUA Corporate Sponsors



Platinum Sponsorship

\$100,000 (plus applicable taxes)

Benefits Include:

- [Listing on 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 Sponsorship.**
A maximum of four (4) booths are permitted per company.
- Eight (8) complimentary full meeting registrations (scientific session and networking reception (Banquet not included) - food and beverage are included in the exhibit area
- One (1) Digital Corporate ad (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 the Annual Meeting

Gold Sponsorship

\$50,000 (plus applicable taxes)

Benefits Include:

- [Listing on 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 Sponsorship.**
- Six (6) complimentary full meeting registrations (scientific session and networking reception (Banquet not included) - food and beverage are included in the exhibit area
- Digital Corporate ad 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 the Annual Meeting



Silver Sponsorship

\$25,000 (plus applicable taxes)

Benefits Include:

- [Listing on cuameeting.org as Silver Sponsor](https://cuameeting.org)
- 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 Sponsorship.**
- Four (4) complimentary full meeting registrations (scientific session and networking reception (Banquet not included) - food and beverage are included in the exhibit area
- Digital Corporate ad 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 at the Annual Meeting

Masterclass/Hands-on Course

\$15,000 (taxes not applicable)

One session includes:

- One room for the event and one additional breakout room if required
- Basic audiovisual (LCD projector and screen)
- Sponsors will receive one (1) topic-exclusive timeslot
- Promotion is managed by the CUA: digital promo (which can also be disseminated by sponsors to HCPs), posts on Social Media (FB, IG, LinkedIn, X), weekly eblasts and a text reminder
- Event listing in the CUA Annual Meeting Guide, the CUA 2025 Meeting Website and CUA Website Events Page
- CUA assistance with registration and logistics
- Post-event metric report

Exclusions

- Honoraria (not included in session sponsorship package) will be issued by the CUA to all speakers and faculty in adherence with CUA honoraria policy
- Food and beverage are not included but, if required, will be organized through CUA
- Accreditation fees
- Speaker travel and hotel costs
- Booth not included

Prior to securing a session, the CUA must receive a completed educational form which indicates the company's proposed topic, suggested speakers and learning objectives. The completed form will be reviewed and approved by the CUA Continuing Professional Development (CPD) Committee. Upon approval, the company will then be invoiced, and the spot will be secured. Until a company receives approval, the session is NOT confirmed or secured.

Cancellation Terms :

It is agreed by the sponsor that any request for cancellation must be received in writing by **March 15, 2025** 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.



Exposition Opportunities - Reserve your spot in Ottawa at CUA 2025

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

Exposition Hall space location can only be selected upon receipt of full payment.

EARLY BIRD RESERVATION: Until March 15, 2025	RENTAL FEE: \$6,500 plus applicable taxes
STANDARD RESERVATION: Until May 30, 2025	RENTAL FEE: \$7,000 plus applicable taxes
LAST CALL RESERVATION: As of June 1, 2025	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 64 sq.ft., Width: 8' Length: 8')
- One (1) 6' skirted table with two chairs
- Two (2) exhibitor registrations for each booth module (which do NOT include access to the scientific sessions or networking functions)
- Two (2) full registrations with access to networking reception and scientific sessions (Banquet not included)
- Exhibitor and full registrations include food and beverage in the exhibit area for the duration of the exhibits
- 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)
- Recognition as a CUA exhibitor
- Security in the Exhibit Area
- Does not include: material handling and electrical services. These, and additional décor items such as carpeting are to be reserved and paid for by the exhibitor.
- Additional exposition badges beyond the company's allowance may be obtained at a cost of **\$400.00** CAD plus applicable taxes and includes access to expo hall only (No scientific sessions or networking functions)



Exposition Opportunities for Not-for-Profit organizations (NFPs):

Not-for-profit organizations (with proof of certificate) 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. Only one table top request per company can be submitted. Table top requests will only be processed after March 15, 2025 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 regular booth package.

- Each table top includes a 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 prior to **March 21, 2025** to 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 upon the date their order form is received and adherence to the payment schedule. A floor plan will be distributed for selection based on the assignment schedule 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 no 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.



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 requested.

- The booth cannot be left unattended during exhibit hours. A company representative must be present at all times.
- It is not permissible for exhibitors to disassemble 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 receive the exhibitor manual in February 2025 (also available online). We kindly ask that you use our designated suppliers for all your booth requirements (Shipping, 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 for approval.

For additional information on Exhibit Policies, Rules and Regulations, visit cuameeting.org or contact 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 15, 2025** to receive a 75% refund; 25% is retained for administrative purposes. **No refund will be provided for cancellations received after April 15, 2025.** Transfer of booth fees to the sponsorship program would result in no cancellation.

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

Nadia Pace, Industry Liaison
C/O CUA 80th Annual Meeting
185 Dorval ave. Suite 401
Dorval, QC, H9S 5J9
nadia.pace@cua.org

CUA Accredited Webinars and Slide Decks

Canadian Urological Association
The Voice of Urology in Canada



Association des Urologues du Canada
La voix de l'urologie au Canada



The CUA develops and accredits programs for specialists, which are in line with the Royal College National Standards. These programs are broadcast virtually through CUA's custom webinar platform, with consistent CUA branding. The slide deck developed for the Section 1 group learning webinar, may also be used by the sponsor in accredited field events across the country (national roll-out) for a period of one year (the length of program accreditation for Section 1).

Webinars can be promoted as national or regional events. Promotion and marketing to healthcare professionals (CUA members and beyond) is done by CUA. Webinar sponsors have exclusivity on the program in terms of having their representatives distribute the event promo in the field.

After the event, webinar sponsors will receive an attendee list which includes names and locations (participant permission required), as well as the evaluation tabulation and an on-demand program promo piece.

Following the event, the webinar will be converted into an online Section 3 accredited program - which features the video recording and a quiz. It is posted on CUA's open-access educational resource page, UROpedia Canada.

The program will be promoted through all CUA's marketing channels:

- Targeted member e-blasts: Teaching Thursday (weekly) and Member Monday (bi-monthly)
- Social media: LinkedIn, Facebook, Twitter, and Instagram
- [cua.org](#): What's New page and Upcoming Events page
- Posted and available on-demand on UROpedia Canada - CUA's knowledge resource centre (our central repository for all CUA-developed and accredited programs)

UROpedia[™]
CANADA

COST BREAKDOWN

\$35,000

Virtual hosting fees

Online hosting with CUA branding
Tech support and speaker training support
Webinar recording and post-production editing
Virtual registration page and verification process

\$5,500

CUA Fees: includes accreditation, exclusivity, and on-demand program hosting fees*

\$25,000

Graphics

Digital promo, agenda, speaker spotlights, and more

\$1,250

Simultaneous Interpretation (Up to 2 hours) - Optional

French recording is included in the on-demand program

\$1,250

*Additional Fees: Honorarium

Honoraria is not included in the \$25,000 CUA accreditation, exclusivity and management fees, nor is it included in the basic price. It is paid to the faculty (speakers and/or moderators) according to the CUA Honoraria Policy and upon receipt of a speaker's honorarium form.

Scientific Program Content Development:

The CUA Continuing Professional Development (CPD) Committee may consider sponsor suggestions regarding title, objectives, and possible speakers. All suggestions are reviewed and approved by the CUA CPD Committee. Once the faculty is confirmed, the CUA invites the speakers and provides them with direction regarding content development. The final slide deck, as developed by the faculty, is sent to the CPD Committee for an accreditation review, to ensure that the Royal College's ethical standards are in place (for example: that no trade names are being used for products/drugs; that content is scientifically fair and balanced; that no perceived bias exists). Once the slide deck is approved by the CPD committee, it can, upon request, be sent to the sponsor for a courtesy review (to check for product accuracy ONLY).

Future Use in National Roll Out

The program featured in the webinar is accredited for a period of one year and can be used by the sponsor to organize regional meetings. In that instance, the sponsor must notify the CUA of any planned field events using the slide deck.

Any field that uses a CUA-developed and accredited content, CUA must issue the speaker honorarium. We mandate that all urologists selected as speakers at these events, must be CUA members in good standing. All speakers (both CUA members and non-members) must complete the CUA standard online presenter forms: disclosure of conflict of interest, speaker checklist, and honorarium forms. *Please note that for roll-out events, CUA administrative fees and speaker honoraria fees are NOT included in the cost breakdown outlined for the webinar events above.

The screenshot shows a webinar registration page for 'A Closer Look at Transformative Trials from ASCO GU 2022 - Results from PROPEL and MAGNITUDE'. The event is scheduled for Wednesday, March 2, 2022, from 16:00-17:00 PT / 19:00-20:00 ET / 20:00-21:00 AT. The speakers listed are Fred Saad (Professor and Chief of Urology, University of Toronto) and Kim Chi (Professor of Urology, UBC). The page includes a 'Free sign up' button with a link to cua.org/upcoming-events. Below the registration information, there are icons for 'Interactive Simulation' and 'Claim Section 1 Group Learning Credits'. The main content area features a 'ondemand' logo and 'UROpedia CANADA' branding, with the title 'Female Urology' and a note that 'Webinar Recording Now Available'. Two speakers are shown: Martine Jolivet and Geneviève Nadeau. The text below their photos reads: 'Practice changing principles in the management of SUI, OAB, recurrent UTIs, postmenopausal vaginal symptoms, and female voiding dysfunction.' At the bottom, there is an 'ACCESS' button with a link to cua.org/uropedia and a note: 'Post-Event Quiz: complete to obtain Section 3 self-assessment credits'.

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. _____ 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

Part I - Level of Sponsorship (taxes apply) <input type="checkbox"/> Patron \$120,000 <input type="checkbox"/> Platinum \$100,000 <input type="checkbox"/> Gold \$50,000 <input type="checkbox"/> Silver \$25,000	SUB-TOTAL	\$ TOTAL
	13% HST	
Part II - Exhibits \$6,500 X _____ (No. of booth modules before March 15, 2025) \$7,000 X _____ (No. of booth modules after March 15 and before May 30, 2025) \$7,500 X _____ (No. of booth modules after June 1, 2025) * Meeting sponsors do not need to complete this order form. We will send an invoice.	SUB-TOTAL	\$ TOTAL
	13% HST	
Part III <input type="checkbox"/> CUA Masterclass \$15,000 (no taxes applicable)		\$ TOTAL
Total Package Value (Part I, II & III)		\$

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, 2025
- 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

Cheque payable to Canadian Urological Association or "CUA" Visa MasterCard

CARDHOLDER'S NAME _____

_____ EXPIRY DATE _____ CWV _____
MONTH YEAR

CARD NUMBER _____

Signature of Cardholder _____

(Authorizing charge and acknowledging payment/cancellation policy)

**PLEASE RETURN THIS FORM BY FAX
514-395-1664**

UROpediatm CANADA

CUA'S ONLINE EDUCATIONAL RESOURCE



Clinical Tools



CUAJ Articles



Guidelines



Meeting Recordings



Podcasts



Section 3 Accredited Activities



Slide Deck Presentations



Webinar Recordings



The Voice of *Urologic Oncology* in Canada

Canadian **U**rological Association

The Voice of *Urology* in Canada

cua.org/uropedia