



Canadian Fertility
and Andrology Society

QUALITY AND SAFETY IN ASSISTED REPRODUCTION: ADOPT, ADAPT, OR DISCARD

SEPTEMBER 10TH-12TH, 2020 – TORONTO

EXHIBITOR AND
SPONSORSHIP
OPPORTUNITIES

Leading experts from Canada and around the world explore the medical, scientific, ethical and social controversies in our rapidly evolving speciality. The scientific program has multi-disciplinary appeal and includes cutting edge topics relevant to anyone working in the world of assisted reproduction.

www.cfas.ca



Canadian Fertility
and Andrology Society



EXHIBIT WITH US in Toronto, Ontario

The Canadian Fertility and Andrology Society warmly invites you to participate in its 66th Annual Meeting in Toronto, Ontario between September 10th to 12th, 2020 where we explore the theme of 'Quality and Safety in Assisted Reproduction: Adopt, Adapt, or Discard'.

Grow with Us

Each year, the CFAS draws a growing number of exhibitors to the meeting and we expect our Toronto meeting to generate the most interest yet given the location, timing, and theme of the meeting.

Networking and Learning

The CFAS Annual Meeting offers an intimate setting with considerable opportunity for networking. Within this unique environment, we bring opportunities to your company that no other trade show is capable of.

For more information about the CFAS Annual Meeting, contact the office at 514-300-1333 or email us at office@cfas.ca or visit our website at www.cfas.ca.

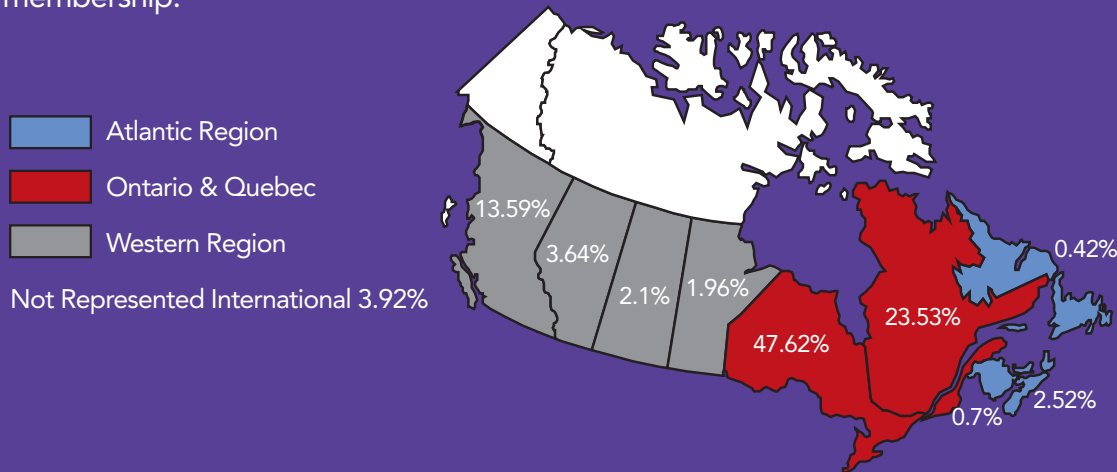


ABOUT THE CFAS

The CFAS is a multidisciplinary national non-profit society that serves as the voice of reproductive specialists, scientists, and allied health professionals working in the field of Assisted Reproduction in Canada.

The mission of the CFAS is to promote excellence in Assisted Reproduction and to responsibly advance reproductive science and medicine in Canada through leadership, research and guidance to the benefit of Canadians and children born of this technology.

The CFAS continues to grow and attract more specialists to its diverse membership.



Our Membership

The CFAS membership is comprised of many disciplines engaged in the field of assisted reproduction including:

- Physicians
- Scientists and Researchers
- Lab Specialists
- Nurses
- Imaging Technologists
- Administrators
- Counsellors
- Reproductive Lawyers
- Ethicists
- Genetic Counsellors

Reproductive specialists from clinics across Canada make up the largest demographic, with most of them having decision-making capacity.



WHO SHOULD ATTEND?

The CFAS Annual Meeting is an important forum for the presentation and discussion of new developments in reproductive medicine and science. Through the Annual Meeting, CFAS brings together all those concerned with developments in this field:

- **Healthcare practitioners**
- **Researchers and scientists**
- **Pharmaceutical, technology and service companies**
- **Government and regulatory bodies**

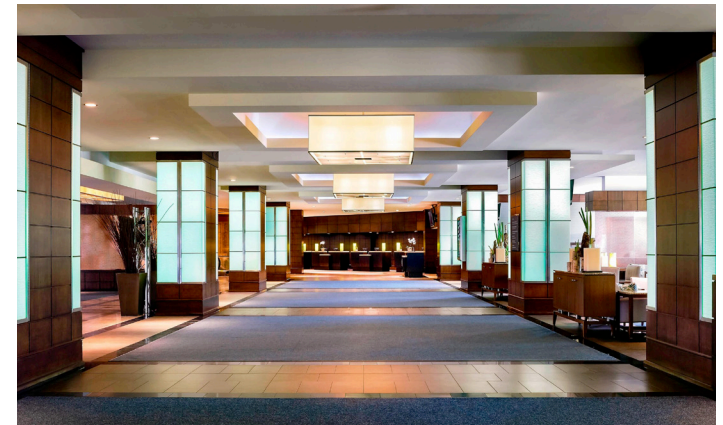
Our industry partners play a vital role in helping healthcare practitioners and scientists deliver the most advanced and safest fertility care in the world. In turn, delegates are given an opportunity to review the ever-developing scientific innovations in these fields. To this end, the Annual Meeting provides a unique occasion for industry and practitioners to come together for a common purpose.

Meeting Venue and Accommodations

The Westin Harbour Castle Toronto offers direct access to all the allures of Canada's busiest city, from its thriving businesses to its many cultural attractions. A special block of rooms has been reserved for the CFAS Annual Meeting delegates.

Westin Harbour Castle Toronto
1 Harbour Square, Toronto, ON
M5J 1A6

www.marriott.com/hotels/travel/yyzwi-the-westin-harbour-castle-toronto/





SPONSORSHIP LEVELS & BENEFITS

CHAMPION SPONSOR

\$90,000

- **20' x 20'** space on the exhibitor floor of the Westin Hotel at the CFAS 2020 Annual Meeting
- Plush carpeting (valued at max \$500.00) will be provided
- Will receive (1) signage roll-up poster which will indicate the sponsorship level and the logo of the Champion Sponsor
- Opportunity to network with the CFAS Board Members and the President at the Cocktail Event prior to the *President's Dinner*
- As part of their sponsorship, Champion Sponsors are provided with Basic AV services. The AV (Audiovisual) Department will provide basic electric bars (2)
- Acknowledgement as a Champion Sponsor shall be included on-site, on the meeting website and in the meeting app as per Royal College Guidelines:
 - i. Acknowledgment as a Champion Sponsor in 'Introductory Slides'
 - ii. Acknowledgment in printed syllabus
 - iii. Acknowledgment in the sponsorship section of meeting app
 - iv. Acknowledgment in Exhibit Hall
- Recognition at the following events:
 - i. ART Professionals' Morning
 - ii. Fertility Nursing Pre-Conference Workshop
 - iii. Scientists in Reproductive Pre-Conference Workshop
- Annual Meeting exhibitor registration for five (5) representatives
- Additional exhibitor registration at 50% off the regular registration fee of \$300
- Ten (10) tickets to the *President's Dinner* at CFAS 2020 Annual Meeting
- Reserved tables at the *President's Dinner* at CFAS 2020 Annual Meeting
- The Champion Sponsor will be explicitly thanked for their contribution at the *President's Dinner*
- Priority reservation for hotel rooms at The Westin Harbour Castle at the CFAS preferred group rate (Sponsor must reserve by the early bird deadline for registration)
- Priority access to any additional activities offered to industry at the Annual Meeting (e.g. breakfast seminars)
- Provided with an Exhibitor's Manual
- Recognition on Signage
- Recognition on Conference Webpage (in Exhibit with CFAS tab)
- Champion sponsors will be recognized at the regional meetings and events during the year:
 - Acknowledgement as a Champion Sponsor in the program, 'Introductory Slides' and event promotion
 - Sponsor logos will be indicated on attendees' name badges
 - Provide bags/other items which include Sponsor's logos at unaccredited events only
 - Opportunity to put up a booth or display
 - Free registration to events for two (2) industry members (excluding the Business Leadership Course)
- Champion Sponsors will be recognized throughout the year by the CFAS. CFAS will help the Champion Sponsor with the promotion and registration of one (1) event. The event must first be approved by the CFAS Board. Please note that a 15% fee will be incurred by the Champion Sponsor for CFAS to complete the event registration on the sponsor's behalf.



SPONSORSHIP LEVELS & BENEFITS

PLATINUM SPONSOR

EARLY BIRD PRICE: \$60,000
POST-DEADLINE PRICE: \$65,000

- **15' x 15'** space on the exhibitor floor of the Westin Hotel at the CFAS 2020 Annual Meeting
- Provided with an Exhibitor's Manual
- Acknowledgement of the **Platinum-level Sponsor** will be included during events on-site, on the CFAS website and in the Final Program of the CFAS Annual Meeting
- Explicit recognition at the following events during the CFAS 2020 Annual Meeting
 - i. ART Professionals' Morning
 - ii. Fertility Nursing Pre-Conference Workshop
 - iii. Scientists in Reproductive Pre-Conference Workshop
- Annual meeting exhibitor registration for five (5) representatives
- Four (4) tickets to the *President's Dinner* at the CFAS 2020 Annual Meeting
- Recognition on the Sponsor Section of the CFAS 2020 Annual Meeting App

GOLD SPONSOR

EARLY BIRD PRICE: \$25,750
POST-DEADLINE PRICE: \$30,750

- **10' x 20'** space on the exhibitor floor of the Westin Hotel at the CFAS 2020 Annual Meeting
- Provided with an Exhibitor's Manual
- Acknowledgement of the **Gold-level Sponsor** will be included during events on-site, on the CFAS website and in the Final Program of the CFAS Annual Meeting event
- Annual Meeting exhibitor registration for four (4) representatives
- Four (4) tickets to the *President's Dinner* at the CFAS 2020 Annual Meeting
- Recognition on the Sponsor Section of the CFAS 2020 Annual Meeting App

BRONZE SPONSOR

EARLY BIRD PRICE: \$5,900
POST-DEADLINE PRICE: \$8,900

- **10' x 10'** space on the exhibitor floor of the Westin Hotel at the CFAS 2020 Annual Meeting
- Provided with an Exhibitor's Manual
- Annual Meeting exhibitor registration for two (2) representatives
- One (1) ticket to the *President's Dinner* at the CFAS 2020 Annual Meeting
- Recognition in the Sponsor Section of the CFAS 2020 Annual Meeting App
- Recognition in the Conference Program



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SPONSORSHIP LEVELS & BENEFITS

STANDARD LEVEL SPONSOR

EARLY BIRD PRICE: \$2,900

POST-DEADLINE PRICE: \$3,900

- **6' x 6'** space on the exhibitor floor of the Westin Hotel at the CFAS 2020 Annual Meeting
- Provided with an Exhibitor's Manual
- Annual Meeting exhibitor registration for two (2) representatives
- Recognition in the Sponsor Section of the CFAS 2020 Annual Meeting App

NON-PROFIT LEVEL SPONSOR

EARLY BIRD PRICE: \$500

POST-DEADLINE PRICE: \$650

- **6' x 6'** space on the exhibitor floor of the Westin Hotel at the CFAS 2020 Annual Meeting
- Provided with an Exhibitor's Manual
- Annual meeting exhibitor registration for two (2) representatives



	Champion 20'x20'	Platinum 15'x15'	Gold 10'x20'	Bronze 10'x10'	Standard 6'x6'	Non-Profit 6'x6'
Decorated lounge area <i>**Terms and Conditions Apply</i>	X					
One 6 ft. skirted table and waste basket		X	X	X		
One skirted table top and waste basket					X	X
Exhibitor name on booth		X	X	X	X	X
Daily cleaning of public areas and booths	X	X	X	X	X	X
# of complimentary Exhibitor Registrations	5	5	4	2	2	2
Additional Exhibitor Registration at 50% off the regular registration fee	X					
# of complimentary President's Dinner Tickets*	10	4	4	1		
Name of Loop Slides	X					
Recognition in General Conference Syllabus	X	X	X	X		
Recognition on Signage	X	X	X			
Recognition in Conference Webpage (in Exhibit with the CFAS tab)	X	X	X			
Recognition in the sponsor section of the meeting 'app'	X	X	X	X	X	
Free wifi in exhibit area	X	X	X	X	X	X
Exhibitor's manual	X	X	X	X	X	X
Recognition at the following activities: 1. ART Professionals' Morning 2. Fertility Nursing Preconference Workshop 3. Scientists in Reproduction Preconference Workshop	3 of 3	3 of 3	1 of 3			
Plush carpeting in booth (value of max \$500.00)	X					
1 roll up poster with logo and sponsorship level	X					
Basic AV electric bars (2 bars)**	X					
EARLY BIRD DEADLINE	FEBRUARY 21 ST , 2020 at 3:00 PM EST					
CAD Prices (Early Bird)	\$90 000	\$60 000	\$25 750	\$5 900	\$2 900	\$500
CAD Prices (After Early Bird)	-	\$65 000	\$30 750	\$8 900	\$3 900	\$650



PRECONFERENCE SPONSORED EVENTS - Open to Champion, Platinum and Gold Sponsors*

Basic Science Preconference Symposium

- Scientists and researchers in reproductive genetics and reproductive endocrinology will meet in Toronto on Wednesday, Sept. 9th, 2020, for a captivating symposium highlighting recent developments and advancements in their field
- Expected attendance of 80-100 scientists in reproductive endocrinology, embryologists, andrologists, academic researchers, and laboratory technicians
- Sponsorship supports honoraria, accommodations, and travel for speakers as well as food and beverage during the meeting
- Sponsors will be recognized in the program, before and after the session, and with signage corresponding to their level of sponsorship
- Sponsor may set up a display outside of the meeting area (table and chairs supplied by CFAS)

Fertility Nursing Preconference Symposium

- Fertility nurses from across Canada will meet in Toronto at The Westin Harbour Castle for a full-day conference on Wednesday, September 9th, 2020
- Expected attendance of 60-80 fertility nurses
- Sponsorship supports honoraria, accommodations, and travel for speakers as well as food and beverage during the meeting
- Sponsors will be recognized in the program, before and after the session, and with signage corresponding to their level of sponsorship
- Sponsor may set up a display outside of the meeting area (table and chairs supplied by CFAS)

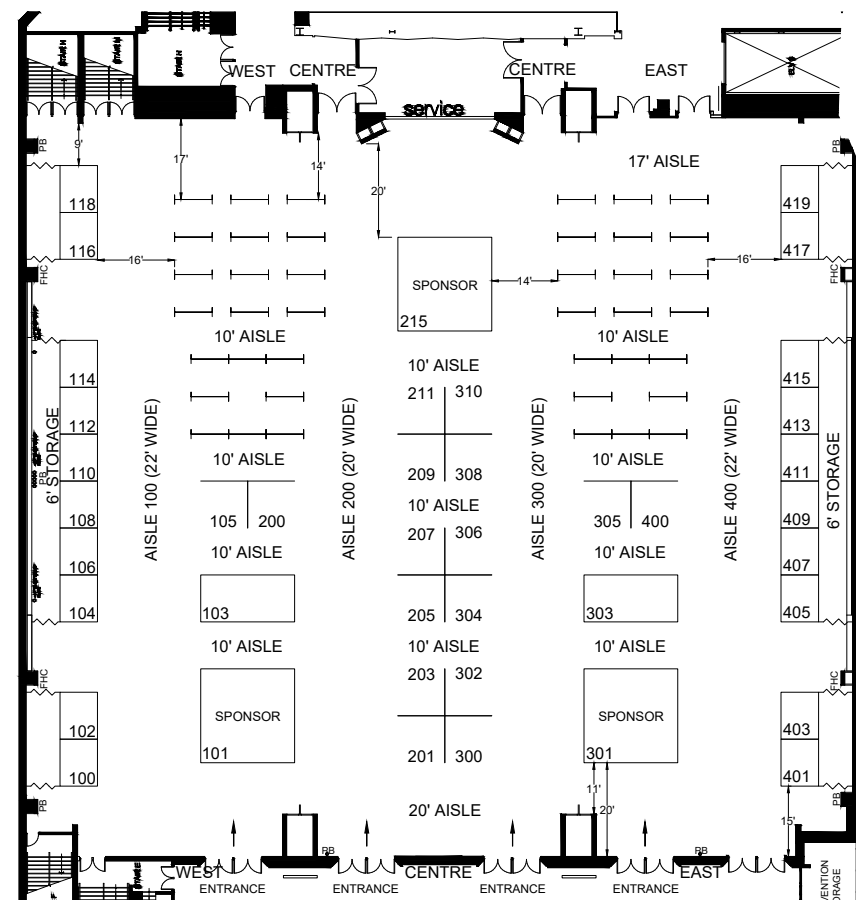
* The preconference events occur before the official start of the CFAS 2020 Annual Meeting.



WHAT'S IN IT FOR YOU?

- Exhibiting with the CFAS gives you access to a diverse group of physicians, clinic owners, hospital representatives, and other health professionals in the field of assisted reproduction and fertility, so you're sure to reach your target audience
- Attendees gain participation points for the chance to win a prize from CFAS by visiting exhibits - this creates incentive for participants to check out your products and services and keeps the exhibit hall buzzing with activity
- CFAS's ever-growing membership coupled with the majority of fertility and IVF clinics in Canada being Ontario-based guarantees a high attendance rate at our 2020 Conference
- Breaks and lunches are always hosted in exhibit hall to ensure maximum traffic and visibility and increase your networking opportunities
- Lists of names of everyone who stopped by your booth
- Complimentary exhibitor registrations
- Lunch and snacks/coffee provided

EXHIBIT HALL FLOOR PLAN





Payment

To register for exhibit space, please fill out the **CFAS Exhibitor Application Form (available online) and submit it to the CFAS Office via email (events@cfas.ca)**. For booths requested prior to March 19th, 2020, a deposit of 50% of the total booth fee is due within 7 days of submitting an Exhibitor Application. Should you wish to pay for your booth via cheque, which may take more than a week to arrive in the mail, a credit card number must be provided to the CFAS Office to hold the booth. This can be filled out on the Exhibitor Application Form or provided to the CFAS Office over the phone (1-514-300-1333). If a cheque is still not received by March 19th, 2020, CFAS will charge the deposit to the provided card. Should the cheque arrive after the card has been charged, CFAS will apply the cheque towards the entire booth fee costs. If an Exhibitor cancels before payment is received, the Exhibitor's credit card will be charged accordingly:

- Cancellation before March 19th, 2020: 25% of the total booth cost charged to card
- Cancellation after March 19th, 2020: 100% of the total booth cost charged to card
- Cancellation after June 11th, 2020: 100% of total booth cost and applicable penalties charged to card

If a deposit is not received within the 7 day window, or a credit card number has not been provided, the requested booth will be released and available to other Exhibitors.

To make payments towards your booth, please call the CFAS Office directly to pay by credit card or mail a cheque to:

Canadian Fertility and Andrology Society
94 Avenue de la Présentation
Dorval, QC, H9S 3L3

CFAS staff will contact the exhibitor (in order of application received) and will confirm a booth number. For booth applications received following March 18th, a 50% deposit will be due upon receipt of the application. If you do not make the following payments for your booth before the below stated deadlines, CFAS reserves the right to release your booth and sell it to another Exhibitor.



Deposit & Payment Schedule

Cancellation Policy

DEPOSIT & PAYMENT SCHEDULE

- Through March 18th, 2020: deposit of 50% of total booth fee due within 1 week of application for exhibit space
- March 19th, 2020 – June 11th, 2020: deposit of 50% of total booth fee due upon application for exhibit space
- June 12th, 2020:
 - o Remainder of entire booth fee due for all exhibitors who applied for exhibit space before June 12th, 2020
 - o 100% of total booth fee due upon application for exhibit space for applications received June 12th, 2020 or later

FOR ALL EXHIBITORS REGISTERED PRIOR TO JUNE 12TH, 2020, CFAS REQUIRES PAYMENT IN FULL NO LATER THAN JUNE 12TH, 2020.

Failure to respect these payment deadlines may result in a late penalty fee and does not release the contracted or financial obligation of the Exhibitor. Any Exhibitor who registers June 12, 2020, or later, will be required to pay for the booth in full at the time of application.

Exhibit Hours:

Thursday, Sept. 10th, 2020 - 12:00 noon to 5:30 pm
Friday and Saturday, Sept. 11th-12th, 2020 - 7:30 am to 4:30 pm

Additional Badges:

Additional exhibitor badges may be obtained at a cost of \$310 per badge plus applicable taxes.

CANCELLATION POLICY

Written notice of cancellation received by CFAS before March 19th, 2020, entitles an exhibitor to a full refund less a 25% processing fee. If space is reduced, the net reduction of space will be treated as a cancellation of space. **No refund is made for cancellations received after March 19th, 2020.**

Please review the CFAS Exhibit Floor Plan herein and indicate your top-three booth spaces, keeping your level of sponsorship in mind. CFAS will do its best to provide you one of your preferred booths or something similar, but please note that booth space is given on a first-come first-serve basis based on the deadline of March 19th, 2020 and no booth space can be guaranteed. If the exhibitor has failed to provide their booth selection by the deadline, or if the exhibitor registers following March 19th, 2020, CFAS will assign a booth location. **CFAS reserves the right to relocate booth assignments based on layout changes and exhibit hall reconfiguration.**



Past CFAS Supporters and Exhibitors

2019 CHAMPION SPONSORS

EMD Serono
Ferring Pharmaceuticals
Merck

2019 SILVER EXHIBITORS

COOPERSURGICAL
Xytex Canada

2019 BRONZE EXHIBITORS

Access Genomics
Audi
Core Cryolab
CReATe BioBank, CReATe
Fertility Centre
Cryos International - USA
Embryotech Laboratories
FertiTech Canada
IGENOMIX
Mellowood Medical Inc.
Mount Sinai Services
Procrea Fertility
Red Leaf Medical
Roche Diagnostics
SIMPLIFY Donor Egg Bank
TD
Thermo Fisher Scientific
True North Imaging
YAD-TECH Inc.

2019 STANDARD EXHIBITORS

Donor Egg Bank USA
Vitrolife
CAN-AM Cryoservices
Clinique ovo
COOK MEDICAL
ELITE IVF
Fairfax Cryobank & Fairfax
Eggbank
Fertility Match Canada
FlowLabs
NW Cryobank
Olympus
PACE PHARMACY AND
COMPOUNDING EXPERTS
ReproMed Ltd.
Somagen Diagnostics Inc.
The World Egg Bank

2019 NON-PROFIT EXHIBITORS

Beginnings Family Services
BORN Ontario
Health Leadership and
Learning Network, York
University
The Society for the Study
of Reproduction