

COS Annual Meeting
and Exhibition

#COS2024

TORONTO MAY 30 – JUNE 2

Advancing eye care
through **innovation,**
education, and advocacy



AN INVITATION TO SUPPORT

Advancing eye care
through **innovation,**
education, and advocacy



OVERVIEW OF THE 2024 COS ANNUAL MEETING & EXHIBITION

As the premier Canadian vision conference and exhibition of its kind, the COS Annual Meeting & Exhibition provides a prime opportunity for industry partners to meet one-on-one and face-to-face to network with delegates in the ophthalmology community.

Sponsor benefits for this year's conference are unparalleled. Whether you choose a Diamond, Platinum, Gold, Silver or Bronze level package, your educational grant allows you to maximize your corporate visibility and build a personal connection with our members, key opinion leaders, and decision-makers. Your educational grant will provide invaluable exposure and strengthen your brand with your key stakeholder group.

CONTACT INFORMATION

SPONSORSHIP

For more information on Sponsorship, please contact **Elisabeth Fowler**, Executive Director and CEO, at efowler@cos-sco.ca or 613.729.6779 x. 225.

CO-DEVELOPED SYMPOSIA

For more information on Co-developed Symposia, please contact **Danika Nieuwkoop**, Manager, Continuing Professional Development, at dnieuwkoop@cos-sco.ca or 613.794.9129.

EXHIBITION

For more information on the Exhibition, please contact **Christine Bruce**, Manager, Event Operations, Sponsorship and Exhibits at cbruce@cos-sco.ca or 613.729.6779 x. 226.

Priority selection of booth location and booth size will be given to sponsors. Diamond level sponsors will be given priority, followed by Platinum, Gold, Silver, Bronze level sponsors and 2023 STC contributors. **The deadline to confirm sponsorship is October 13, 2023.**

SKILLS TRANSFER COURSES (STCs)

For more information on STCs, please contact **Danika Nieuwkoop**, Manager, Continuing Professional Development, at dnieuwkoop@cos-sco.ca or 613.794.9129.

Dear Partner:

The Canadian Ophthalmological Society is pleased to provide the Invitation to Support for the 2024 Annual Meeting & Exhibition. Building on last years' successful event in Quebec City, the COS is thrilled to host the ophthalmology community in the vibrant city of Toronto. The Annual Meeting is more than just an amazing educational event: it is a place to network, to build relationships, to learn from peers, and to celebrate innovation in ophthalmology. The COS Annual Meeting & Exhibition has a well-deserved reputation for excellence, and we invite you to join us in 2024.

COS brings together hundreds of ophthalmologists, residents and fellows in ophthalmology training programs, medical students, researchers, basic scientists, registered ophthalmic nurses, family physicians, and allied health professionals to share ideas and advance their knowledge to improve patient care. Collaborating with more than 12 national affiliate societies, each representing a specific ophthalmological subspecialty, the COS Annual Meeting & Exhibition presents a unique opportunity for innovative thinking, academic excellence, hands on learning, and new perspectives on cutting-edge surgical innovations and leadership.

If you have partnered with the COS in the past, you know that the meeting presents many opportunities to meet with members of the ophthalmology community and to raise the visibility of your company.

We are looking forward to working with you to deliver another world-class ophthalmology meeting.

Yours sincerely,

Mona Harissi-Dagher, MD, FRCSC
Chair, COS Annual Meeting & Exhibition



BACKGROUND ON COS

Founded in 1937, the Canadian Ophthalmological Society (COS) is the national, recognized authority on eye and vision care in Canada. The mission of the COS is to strive toward the provision of optimal medical and surgical eye care for all Canadians by promoting excellence in ophthalmology and providing services to support our members in practice. Our membership includes over 800 ophthalmologists and 200 ophthalmology residents. We work collaboratively with government, other national and international specialty societies, our academic communities (ACUPO), our provincial partners and affiliates and other eye care professionals and patient groups to advocate for health policy in Canada in the area of eye and vision health. COS is an affiliate of the Canadian Medical Association (CMA) and is an accredited, award-winning provider of Continuing Professional Development through the Royal College of Physicians and Surgeons of Canada (RCPSC).

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THANK YOU TO OUR 2023 ANNUAL MEETING & EXHIBITION SPONSORS

DIAMOND



PLATINUM

abbvie

Alcon
SEE BRILLIANTLY

Johnson & Johnson VISION

GOLD

Apellis

BAUSCH + LOMB
See better. Live better.



Scotiabank.
Healthcare+

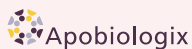
SILVER



 **NOVARTIS** | Reimagining Medicine

 **Théa**
let's open our eyes

BRONZE



AMBASSADOR



TARGET AUDIENCE

- ◆ Ophthalmologists
- ◆ Ophthalmology Residents and Fellows
- ◆ Medical Students
- ◆ Family and Emergency Room Physicians
- ◆ International Keynote Speakers
- ◆ Allied Health Professionals
- ◆ University Department Heads and Program Directors from University Departments across Canada
- ◆ Leadership from the American Academy of Ophthalmology (AAO), the Pan-American Association of Ophthalmology (PAAO), the International Council of Ophthalmology (ICO), and the International Joint Commission on Allied Health Personnel in Ophthalmology (IJAHPO)
- ◆ Key representatives from the Canadian Medical Association (CMA), the Royal College of Physicians, and Surgeons of Canada (RCPSC)

ALLIED HEALTH SOCIETIES

- ◆ Canadian Society of Ophthalmic Medical Personnel
- ◆ Canadian Society of Ophthalmic Registered Nurses
- ◆ The Canadian Orthoptic Society

OVERALL BENEFITS FOR ALL SUPPORTERS

- ◆ Build your brand as a caring patient-centered organization attuned to the needs of specialty physicians
- ◆ Increase your value proposition to specialty physicians by showcasing your role in bringing life changing medicines and equipment to patients in need position your company as a strategic partner with COS in the management of eye and vision health
- ◆ Demonstrate Corporate Social Responsibility (CSR) by partnering with COS, the national specialty society representing ophthalmologists in Canada
- ◆ Network, build relationships, and discuss new products and equipment face-to-face with the end-user

COS Annual Meeting and Exhibition

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SUBSPECIALTY SOCIETIES AND SPECIAL INTEREST GROUPS

- ◆ Canadian Association for Public Health and Global Ophthalmology
- ◆ Canadian Association of Paediatric Ophthalmology and Strabismus
- ◆ Canadian Cornea, External Disease & Refractive Surgery Society
- ◆ Canadian Glaucoma Society
- ◆ Canadian Neuro-ophthalmology Society
- ◆ Canadian Ocular Regenerative Medicine Society
- ◆ Canadian Ophthalmic Pathology Society
- ◆ Canadian Ophthalmological Society's Working Group on Equity Diversity & Inclusion
- ◆ Canadian Ophthalmological Society's Working Group on Women in Ophthalmology
- ◆ Canadian Retina Society
- ◆ Canadian Society of Oculoplastic Surgery
- ◆ Canadian Uveitis Society
- ◆ Canadian Vision Rehabilitation Society
- ◆ Cataract Surgery
- ◆ Council of Canadian Ophthalmology Residents

COS STRIVES TO

- ◆ Provide learning opportunities for ophthalmologists, researchers, and health care providers
- ◆ Present high-quality research and evidence-based updates
- ◆ Introduce new perspectives on cutting-edge surgical innovations
- ◆ Publicize state-of-the-art advances in ophthalmic diagnostics
- ◆ Disseminate information derived from Canadian and International ophthalmological researchers
- ◆ Provide opportunities for collaboration on clinical outcomes, prevention, and population health initiatives
- ◆ Improve the quality of patient care and health outcomes

2024 COS ANNUAL MEETING AND EXHIBITION SUPPORTER LEVELS AND BENEFITS

BENEFIT DESCRIPTION	DIAMOND \$150,000	PLATINUM \$55,000	GOLD \$33,000	SILVER \$22,000	BRONZE \$13,000
<p>Diamond sponsorship level is available to two industry partners based on a first-come, first served basis.</p> <p>Includes:</p> <ul style="list-style-type: none"> ♦ Opportunity to co-develop one of two breakfast symposia (Partners must meet the application deadline of October 13, 2023 to qualify) ♦ Meeting sponsorship ♦ Co-development fee ♦ CME management ♦ Faculty honorarium, travel, accommodation, etc. ♦ Food & Beverage ♦ Audio Visual ♦ Staging ♦ Accreditation submission <p>Full detailed benefits included in the Diamond level sponsorship can be found on page 11.</p>	✓				
<p>Opportunity to provide one room drop with corporate message at the host hotels, offered on first-come, first -served basis. Maximum of two room drops per night (all associated costs of producing the room drop must be covered by Supporter)</p>	<p>✓</p> <p>Complimentary room drop promoting Co-developed Symposia</p> <p>Additional Room Drop \$3,000</p>	\$3,000	\$3,000	\$3,000	
<p>Opportunity to brand hotel key cards – all associated additional costs must be covered by the Supporter. Product specific branding is not permissible. "COS Annual Meeting & Exhibition" must be written on key card</p>	\$5,000	\$5,000	\$5,000	\$5,000	
<p>Priority selection of booth location and booth size will be given to sponsors. Diamond level sponsors will be given first priority, followed by Platinum, Gold, Silver, Bronze level sponsors and 2023 STC contributors. The deadline to confirm sponsorship is October 13, 2023</p>	1 st	2 nd	3 rd	4 th	5 th
<p>Color-coded sponsor recognition ribbons</p>	5	5	4	3	2
<p>Complimentary tickets to the President's Luncheon (additional tickets are not available for purchase)</p>	4	4	3	2	1

BENEFIT DESCRIPTION	DIAMOND \$150,000	PLATINUM \$55,000	GOLD \$33,000	SILVER \$22,000	BRONZE \$13,000
Complimentary delegate registrations should you not be exhibiting (exhibiting companies are provided with 4 complimentary registrations per 10 x 10 booth). Additional delegate registrations may be purchased.	3	3	3	2	2
Opportunity to meet with the COS physician leadership for a one-on-one meeting during the COS Annual Meeting to discuss feedback and opportunities for future collaboration	✓	✓	✓	✓	✓
Company logo by sponsorship level on all COS Annual Meeting & Exhibition collateral, including website, mobile app, and in the Canadian Journal of Ophthalmology (CJO)	✓	✓	✓	✓	✓
Corporate logo placed on the COS supporter recognition sign in a prominent location on-site	✓	✓	✓	✓	✓
Opportunity for representatives from sponsoring organizations to attend scientific sessions *Note: Ticketed scientific add-on sessions and courses do not apply	✓	✓	✓	✓	✓
Acknowledgement of support during President's opening remarks and during the President's Luncheon	✓	✓	✓	✓	✓
Copies of delegate list in advance of the meeting (delegate lists are comprised of only the names of attendees who have given their consent to have their name shared)	✓	✓	✓	✓	✓
Use of the COS logo with the phrase "2024 Canadian Ophthalmological Society Annual Meeting & Exhibition Supporter" until December 31, 2024. Logo use must be in conjunction with Annual Meeting & Exhibition, be accompanied by the above phrase, and receive prior approval from COS.	✓	✓	✓	✓	✓

PLEASE NOTE, INDUSTRY PARTNERS MUST SPONSOR OR EXHIBIT TO ATTEND THE COS ANNUAL MEETING & EXHIBITION.

REGISTRATION IS ONLY OPEN TO SPONSORS AND EXHIBITORS.



SUPPORTER NETWORKING OPPORTUNITIES

- ◆ Opening Welcome Reception on Thursday, May 30, 2024
- ◆ Opportunity to attend scientific sessions (ticketed scientific add-on sessions and courses do not apply)
- ◆ All breaks and lunches served in the Exhibition Hall
- ◆ President's Luncheon, by invitation only (attendees include COS Board of Directors; Council and Committee Chairs; international keynote speakers; key opinion leaders and decision-makers)
- ◆ One-on-One meetings with COS physician leadership

ADDITIONAL SUPPORT OPPORTUNITIES AND BENEFITS

HOTEL ROOM DROP (\$3,000)

The opportunity to provide one (1) room drop at the host hotels is complimentary for Diamond Sponsors to promote the co-developed symposia. The opportunity to provide one (1) hotel room drop at the host hotels is available to Diamond, Platinum, Gold, and Silver level sponsors at a base fee of \$3,000 on a first-come, first-served basis. A maximum of two (2) room drops will be distributed per night. All associated costs of producing and delivering the room drop must be covered by the Supporter.

Hotel Room Drop content and size procedures:

- ◆ Requests must be received in writing by April 2, 2024
- ◆ Room drops must be developed and printed by the sponsors
- ◆ Room drops are subject to approval by the COS and a final draft must be submitted by April 15, 2024 (prior to the room drop being printed by the sponsor)
- ◆ Promotional material should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.); however promotional material encouraging visitation to a commercial exhibit at the COS Annual Meeting & Exhibition is permissible
- ◆ Content can be educational in nature
- ◆ Content may promote educational sessions and accredited or unaccredited events (granted the sessions are approved by the COS)
- ◆ Recommended sizing is no larger than 8.5 by 5.5 inches (half the size of a standard piece of paper)

BRANDED HOTEL KEY CARDS (\$5,000)

This opportunity is available on a first-come, first-served basis to Diamond, Platinum, Gold, and Silver Sponsors. There is one opportunity available. All associated additional costs of producing the key card must be covered by the Supporter. Product specific branding is not permissible. "COS Annual Meeting & Exhibition" must be written on key card. Requests are to be received in writing by April 2, 2024.

SKILLS TRANSFER COURSES (STCs)

Skills Transfer Courses are physician-developed and physician-led small group, interactive workshops. Topics are determined by insight from physician leaders, coupled with evaluations that highlight perceived and unperceived needs with the goals of identifying gaps in knowledge, skills, performance, clinical care or health outcomes. These courses are unique, they can be a customized set up and built to meet the needs of our audience. They are designed to be accredited for Section 3 MOC credits. The COS has been offering Skills Transfer Courses since 2010 and won an award from the Royal College of Physicians and Surgeons of Canada for their innovative delivery. Sponsorship of the STCs is an invaluable contribution to educational excellence. There are three types of STC support: Exclusive Sponsorship at \$11,000 and in-kind support, as well as the advocate support for our educational partners.

The 2024 STC program will be confirmed with the scientific program in the Fall of 2023. The STC program will include only simulation courses. Our goal, depending on physician support, is to increase the simulation courses from 6 in 2023, to 8 in 2024.

The wet labs are interactive workshops that offer instruction, demonstration, discussion, and simulation of surgical, diagnostic and management techniques. The wet lab STCs provide an ideal venue for practicing ophthalmologists to hone surgical techniques, receive extensive one-on-one training with physician experts in their field, and ultimately integrate new treatments into their practice.

Generous financial and in-kind contributions are crucial to the continued success of the STCs. A financial sponsorship of the STC program will be used to offset the high overhead cost associated with developing and delivering these world-class wet lab courses and design and delivery of the self-assessment programs. By providing financial and/or in-kind support, STC contributors help to advance specialized ophthalmic education, improve patient care nationwide, and facilitate peer-to-peer discussion of upcoming surgical techniques and devices.

SPONSOR BENEFIT DESCRIPTION	Visionary Exclusive Sponsorship* (\$11,000)	Innovator In-kind contributor	Advocate Educational partner
Complimentary ticket to the President's Luncheon	✓ (2 delegates)		
Opportunity to have your equipment and instruments be seen, tested, and tried by dozens of participants in wet lab STC		✓	
Opportunity to be present during STC course sessions to support participants with equipment and instruments		✓	
Opportunity for two representatives to attend the Skills Transfer Courses as observers (wet labs)	✓		
Priority exhibit booth selection at the 2025 COS Annual Meeting in Vancouver (following Bronze level sponsors)	1 st	2 nd	
Color-coded supporter ribbons by level	4	2	1
STC delegate lists in advance of the meeting (Delegate lists are comprised of names of attendees only)	✓	✓	

SPONSOR BENEFIT DESCRIPTION	Visionary Exclusive Sponsorship* (\$11,000)	Innovator In-kind contributor	Advocate Educational partner
Use of the COS logo with the phrase “2024 Canadian Ophthalmological Society STC Contributor” until December 31, 2024. Logo use must be in conjunction with Annual Meeting & Exhibition, be accompanied by the above phrase, and receive prior approval from COS	✓	✓	
Company logo by sponsorship level on all COS Annual Meeting collateral, including print program, PDF program, website, mobile app, and in the Canadian Journal of Ophthalmology (CJO)	✓	✓	✓
Acknowledgement of STC support in the Canadian Journal of Ophthalmology (CJO)	✓	✓	
Corporate logo placed on the COS STC Contributor recognition sign in a prominent location and in front of the STC room	✓	✓	✓
Opportunity for representatives from supporting organizations to attend the scientific sessions of the COS Annual Meeting (Some ticketed scientific add-on sessions and courses may not apply)	✓	✓	



CO-DEVELOPED SYMPOSIA

The opportunity to partner on a co-developed symposia is available to Diamond level sponsors only. Sponsors must meet the October 13, 2023 application deadline to qualify.

Co-developed symposia are an essential part of the COS Annual Meeting, are integrated into the scientific program and enhance the delegates' educational experience. They are designed to be accredited for Section 1 MOC credits. They have previously hosted more than 150 delegates over the breakfast timeslot. Evaluation results show these sessions year over year to be perceived by participants as one of the most valuable aspects of the COS Annual Meeting.

Working with industry partners to offer co-developed symposia, the COS creates opportunities based on the educational needs of its members across the country, delivering relevant scientific content in an engaging way. Co-developed symposia are planned to ensure the evidence presented is valid, objective and balanced.

We look forward to partnering with you to continue fostering this exceptional delegate experience.

SYMPOSIUM INFORMATION

There are two breakfast symposium time slots available, based on a first come, first-served basis. Interested Diamond level sponsors will mark their first and second timeslot preferences by completing the application on the following page.

Friday, May 31, 2024 | 7:00 – 8:30 AM,
breakfast served from 6:30 AM

Saturday, June 1, 2024 | 7:00 – 8:30 AM,
breakfast served from 6:30 AM

BENEFITS OF DIAMOND LEVEL SPONSORSHIP

The Diamond level sponsorship includes the following:

- ◆ Highest level of sponsorship recognition at the 2024 COS Annual Meeting & Exhibition
- ◆ Priority booth selection in the Exhibition Hall
- ◆ Opportunity to co-develop one of two accredited symposiums with the COS:
- ◆ Meeting sponsorship at \$50,000
- ◆ Co-development fee at \$37,500
- ◆ CME management at \$34,500
- ◆ Faculty expenses, travel, accommodation, honorarium at \$10,000
- ◆ Food & Beverage at \$5,000
- ◆ Audio Visual at \$5,000
- ◆ Staging at \$3,000
- ◆ Accreditation submission at \$5,000
- ◆ Partner recognition through co-development statement on all meeting and program materials online and in print, and promotional signage for symposia in a prominent location
- ◆ Symposia promotion in an email blast to all registered delegates
- ◆ One room drop to host hotels dedicated to the promotion of the symposia
- ◆ Increased visibility among ophthalmologists as a partner in high-quality, accredited Continuing Professional Development
- ◆ Position your company as a top strategic partner with COS in the management of eye and vision care

Please see the [COS Guide for Co-Development](#) for further details. For more information, please contact **Danika Nieuwkoop, Manager, Continuing Professional Development**, at dnieuwkoop@cos-sco.ca or 613.794.9129.



2024 COS ANNUAL MEETING AND EXHIBITION APPLICATION FOR DIAMOND LEVEL SPONSORSHIP/CO-DEVELOPED SYMPOSIUM

Please complete the following application page to confirm your Diamond level sponsorship and interest in partnering on a co-developed symposium. Submission must be received by **October 13, 2023 to qualify**.

SPONSORSHIP LEVEL

Diamond - \$150,000

Sponsor will adhere to the [National Standard for Support of Accredited CPD Activities](#)

* Includes sponsorship, accreditation submission fee, co-development fee, audio visual, staging, faculty travel, accommodation and honoraria, food and beverage, CME management agency.

**In the unlikely event that the meeting should be moved to a virtual format, the COS will provide virtual benefits of the equivalent value and recognition.

We hereby apply for the following Co-Developed Symposia timeslot:

Friday, May 31, 2024 | 7:00 - 8:30 AM

1st choice

2nd choice

Saturday, June 1, 2024 | 7:00 - 8:30 AM

1st choice

2nd choice

Note: Timeslot allocation is based on the date and time the completed application. The flow of the scientific program and topics allocated may be a consideration in timeslot allocation by COS.

Topic suggestions: _____ Target audience: _____

Suggestions for Physician Chair and Faculty: _____

Note: Topics will be reviewed and approved by the 2024 COS Annual Meeting Planning Committee to ensure content is based on the identified learning needs of the target audience, scientific balance and validity, and to avoid duplication with the scientific program.

AUTHORIZATION

I am the authorized representative of the presenting organization with full power and authority to sign and deliver this application. The company agrees to comply with all policies and guidelines contained in the COS Sponsorship Policy, and the Royal College of Physicians and Surgeons of Canada National Standard for Support of Accredited CPD Activities.

Approved and authorized by Sponsor

Name: _____ Title: _____

Company Name: _____ Email: _____

Signature of Authorized Office: _____ Date: _____

Approved and authorized by Canadian Ophthalmological Society

Name: Danika Nieuwkoop Title: Manager, Continuing Professional Development

Signature of Authorized Office:  Date: _____

PLEASE RETURN APPLICATION AND PAYMENT TO:

DIAMOND LEVEL SPONSORSHIP

Attention: **Danika Nieuwkoop & Christine Bruce**

Email: dnieuwkoop@cos-sco.ca and cbruce@cos-sco.ca

c/o Canadian Ophthalmological Society

309-1505 Laperriere Avenue, Ottawa, Ontario K1Z 7T1

2024 COS ANNUAL MEETING AND EXHIBITION APPLICATION FOR SPONSORSHIP

SPONSORSHIP LEVEL

Platinum - \$55,000

Gold - \$33,000

Silver - \$22,000

Bronze - \$13,000

Sponsor will adhere to the [National Standard for Support of Accredited CPD Activities](#)

*In the unlikely event that the meeting should be moved to a virtual format, the COS will provide virtual benefits of the equivalent value and recognition

Sponsor will adhere to the COS Sponsorship Policy as outlined in [Appendix A](#)

AUTHORIZATION

I am the authorized representative of the presenting organization with full power and authority to sign and deliver this application. The company agrees to comply with all policies and guidelines contained in the COS Sponsorship Policy and the National Standard for Support of Accredited CPD Activities.

Approved and authorized by Sponsor

Name: _____ Title: _____

Company Name: _____ Email: _____

Signature of Authorized Office: _____ Date: _____

Approved and authorized by Canadian Ophthalmological Society

Name: Christine Bruce Title: Manager, Event Operations, Sponsorship and Exhibits

Signature of Authorized Office: _____ Date: _____

PLEASE RETURN APPLICATION AND PAYMENT TO:

Attention: **Christine Bruce**
Email: **cbruce@cos-sco.ca**
c/o Canadian Ophthalmological Society
309-1505 Laperriere Avenue, Ottawa, Ontario K1Z 7T1



COS SPONSORSHIP POLICY

COS greatly appreciates the educational grants it receives in support of educational meetings. This policy outlines the agreement between the Canadian Ophthalmological Society (COS) and any sponsoring organization in relation to the provision of an unrestricted educational grant towards a COS educational opportunity. A sponsoring organization can include industry partners, commercial entities, and other for-profit and not-for-profit sponsor organizations.

SPONSORSHIP/FINANCIAL SUPPORT

- ◆ To ensure the successful accreditation of the CPD activity, both parties are required to abide by all elements outlined in The National Standard for Support of Accredited CPD Activities and the Guidelines for physicians in interactions with industry.
- ◆ All funds obtained from sponsors must be received in the form of an educational grant or in-kind support.
- ◆ All financial support and in-kind support for the development of an accredited CPD activity will be collected and managed through the COS office.
- ◆ Funding may be provided to subspecialty societies or affiliated groups in support of social activities or meetings independent and outside of accredited CPD activities.

CONTENT DEVELOPMENT

- ◆ The Scientific Planning Committee (SPC) cannot be required to accept advice from a sponsor as a condition of receiving financial support. Specific interests of any sponsor must have no direct or indirect influence on the content and/or materials of an accredited CPD activity.
- ◆ Representatives of a sponsor or any organization hired by a sponsor cannot participate in decisions related, but not limited, to the below:
 - A. Identification of the educational needs of the intended target audience;
 - B. Development of learning objectives;
 - C. Selection of educational methods;
 - D. Selection of speakers, moderators, facilitators and authors;
 - E. Development and delivery of content; and
 - F. Evaluation of outcomes.

USE OF FUNDS

- ◆ COS will make all decisions about the use of sponsorship funds with the understanding that there will be accountability and reporting to sponsors (upon request) about how the funds have been used.
- ◆ Physicians involved in planning and delivering educational events may be compensated for any reasonable expense according to COS policy but may not accept any funding directly from sponsors. COS may use sponsorship funds to cover the expenses associated with the content development steps listed above.
- ◆ Sponsorship may not be tied to a quid pro quo agreement.
- ◆ The travel, lodging or other out of pocket expenses of spouses, partners or other family members of the SPC, speakers, moderators, facilitators, authors or participants cannot be paid for or subsidized by the COS, a sponsor or any organization hired by a sponsor.
- ◆ Participants (who are not members of the SPC, speakers and/or moderators) cannot accept payment or subsidies for any expenses to participate in an accredited CPD activity.

RECOGNITION

- ◆ Sponsors will be recognized for their overall support of the accredited CPD activity in accordance with the National Standard for Support of Accredited CPD Activities.
- ◆ Recognition will be through use of the company name and corporate logo. Recognition cannot include product information and must be separate and distinct from the scientific program and educational content.
- ◆ The COS must recognize and disclose to participants all financial support received from sponsors of CPD activities as part of a sponsorship acknowledgement page separate from the educational content.
- ◆ The linking, tagging or alignment of a sponsor's name (or other branding strategies) to a specific educational session or section of an educational program within an accredited group learning activity is prohibited.
- ◆ All accredited co-developed programs should be acknowledged as such in program brochures or materials and will use the following statement: "This [program/webinar/symposium] was co-developed by COS and [partner name] and was planned to achieve scientific integrity, objectivity and balance."
- ◆ The COS name or logo may not be used in any way that might imply endorsement of a company or product.
- ◆ Product-specific advertising, promotional materials or branding strategies cannot be included on, appear within, or be adjacent to any educational materials, slides, abstracts and handouts used as part of an accredited CPD activity; activity agendas, programs or calendars of events (preliminary and final); any webpages or electronic media containing educational material.
- ◆ Product-specific advertising, promotional materials or branding strategies cannot be included on/appear within locations where accredited CPD programming is occurring (e.g. lecture halls, small group discussion rooms, webinars) immediately before, during or immediately after an accredited CPD activity.
- ◆ Corporate messages (appearing in the Annual Meeting program PDF) cannot include product names and images.

ACTIVITIES AND PROGRAMS

- ◆ Sponsors cannot offer activities or programs which conflict with any COS accredited activity, meeting or social event.
- ◆ Sponsors must notify the COS about any meeting, activity or satellite symposia that they will offer outside of the accredited programming (including two days before and after the accredited CPD activity).
- ◆ The term "Satellite Symposia" will be restricted to unaccredited group learning activities offered by sponsors. Satellite Symposia will not occur at times that would conflict with or compete with other accredited group learning activities, nor will they be listed or included within conference brochures or schedules.

COMMUNICATIONS

- ◆ All communications with sponsors in relation to funding must be coordinated through COS. Board, committee or faculty members who engage in communications, in relation to financial support for a COS activity, with industry must do so in collaboration with COS.
- ◆ The COS has an obligation to ensure that their interactions with sponsors meet professional and legal standards including the protection of privacy, confidentiality, copyright and contractual law regulations.

COS Annual Meeting and Exhibition

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TORONTO MAY 30 – JUNE 2