



## Sponsorship and Exhibitor Booking Agreement

Accredited Continuing Professional Development (CPD) activities at the University of Toronto are subject to the [National Standard for Support of Accredited CPD Activities](#), [CMA Guidelines for Physicians Interactions with Industry](#) and the University of Toronto Policy on Sponsorship of Accredited CPD Activities. The intent of these is to safeguard the integrity of accredited CPD activities from the influence of sponsoring organizations that could lead to bias. The general guiding principle is that CPD activities must be free from influence, based on best scientific evidence and focused on improving the knowledge, skills, attitudes and behavior of learners.

### Name and Date of the Accredited Event:

<b>Name of Organization</b> (“Sponsor”):	<b>Sponsorship Type</b> <input type="radio"/> Monetary Sponsorship
<b>Section 1: Monetary Sponsorship</b>	
<b>Type of Monetary Sponsorship:</b> Select all that apply <input type="radio"/> Sponsorship including Exhibitor Booth (Applicable taxes may apply) <input type="radio"/> Educational Grant	
<b>Sponsor Levels</b> (See Prospectus)	<b>Benefits</b>
<input type="radio"/>	
<input type="radio"/>	



## Definitions

**Continuing Professional Development Activities:** Activities or resources include, but are not restricted to: programs, seminars, conferences, workshops, journal clubs, hospital approved rounds, lectures, online programs, and the production of learning resources (e.g. digital assets), designed for participation or use by health professional learners.

**Donation:** A monetary or nonmonetary contribution to the CPD Activity without acknowledgement. Sponsoring organization to issue payment to a charity or public institution.

**Exhibitor Booth:** Exhibition space provided where a particular organization shows their products or information about their products and/or services. Organizational representatives occupy a booth in the designate exhibit area throughout the CPD Activity.

**In-Kind Sponsorship:** Contributions of goods or services, other than cash or cash equivalents. Eligible in-kind contributions would include nonmonetary resources that partners and/or sponsoring organizations provide to support the CPD Activity.

**Educational Grant:** All funds from both for-profit and not-for-profit organizations must be in the form of an educational grant payable to the institution or organization sponsoring the CPD activity, with no stipulations attached such as selecting faculty, authors, participants, or any matters related to the content.

## Sponsorship Conditions

1. **Eligibility:** Sponsors shall comply with the Canadian Medical Association (“CMA”) Code of Ethics, [CMA Guidelines for Physicians in Interactions with Industry](#), the [National Standard for Support of Accredited CPD Activities](#), and University of Toronto Policy on Sponsorship of Accredited Continuing Professional Activities.
2. **Conflict of Interest:** A conflict of interest may arise where a sponsor’s interests are in actual, potential or perceived conflict with the goals and objectives of an educational event. When conflicts of interest do arise, they must be recognized, disclosed and properly managed.
3. **Influence:** The Sponsor cannot have direct or indirect influence on any aspect of the CPD activity. This includes development of educational objectives, identification of learning needs, or evaluation of an accredited CPD Activity. Sponsors cannot be involved with the selection of presentation content including speakers or educational methods used. The scientific planning committee cannot be required to accept advice from a sponsor as a condition of receiving financial or in-kind support. Sponsors cannot delegate or control the content or the registration process. Sponsors are not permitted to distribute promotional items, product samples, gifts, prizes or food at their exhibitor booth. In order to mitigate any conflict of interest or perceived conflict of interest, CPD activities should have multiple sources of sponsorship funding. Funds should be held centrally at an institution (hospital, university department or division). Sponsorship funds cannot be held by any one individual.
4. **Use of Funds:** The purpose of the sponsorship or educational grant is to support the educational programming and to offset costs related to the CPD Activity including exhibitor booths (if applicable). Funds will not be used for hospitality, entertainment or speaker fees, nor will the funds be used to cover private expenditure, professional expenses or for the invitation of spouses/partners. All funds must be undirected and payable to the institution or organization planning the CPD activity.
5. **Payment:** An invoice will be issued to the sponsoring organization. Payment will be due upon receipt.

6. **Recognition:** Displays, materials, and exhibitor booths will be in a separate room from the educational activities. Sponsor representatives must not engage in sales or promotional activities during the accredited activity. Sponsors are not permitted to distribute gift items bearing the exhibitor's name and/or logo. Sponsorship acknowledgement will be recognized as per the benefits section outlined in this sponsorship booking agreement, in compliance with the University of Toronto Policy on Sponsorship of Accredited CPD Activities. Sponsors may not use the University of Toronto name or logo.
7. **Termination:** This agreement will be terminated in writing if there is a material breach of sponsorship conditions.

## Sponsor

- I have read and understand the above Sponsorship and Exhibit Booking Agreement and agree to the Sponsorship Conditions detailed above.
- I have read and understand the National Standard for Support of Accredited CPD Activities

\_\_\_\_\_  
Signature of Sponsor

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

For the University of Toronto

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title