

# 92<sup>nd</sup> Annual Dalhousie Refresher Course

**December 6 – 8, 2018**

**Halifax Convention Centre, Halifax, NS**

We are anticipating a record audience for our 92<sup>nd</sup> Annual Dalhousie Refresher Course in Halifax, NS. Our 3-day comprehensive agenda will attract over 400 Family Physicians from across the Atlantic region. We are inviting your company to join us as an exhibitor to support the 92<sup>nd</sup> Annual Dalhousie Refresher as we continue to gain momentum and grow!

Your company's support will aid us in providing an excellent educational experience for all attendees, and your contribution will be used to help support the overall conference expenses.

If you have any questions, please contact:

Mary Ann Robinson  
CPD Managing Director  
Continuing Professional Development  
5849 University Ave., Room C-106  
Halifax, NS B3H 4R2  
T: 902-494-1459 / F: 902-494-1479  
[Mary.ann.robinson@dal.ca](mailto:Mary.ann.robinson@dal.ca) / <http://cme.medicine.dal.ca/>

The additional benefits of your support include:

- ✓ **Opportunities** to raise your company's profile amongst a valuable target audience.
- ✓ **Recognition**, including acknowledgement and clear demonstration of your organization's involvement, commitment, and support.
- ✓ **Valuable** insights & information as you are welcome to attend the scientific sessions.

To confirm your support, please complete the **Exhibitor Form** (enclosed) and fax it to 902-494-1479 attention **Charlene Joseph-Dunbar (Dal CPD)** or email: [charlene.joseph-dunbar@dal.ca](mailto:charlene.joseph-dunbar@dal.ca)

## **Important!**

Please review carefully the exhibitor terms of agreement, below.

Please consider your exhibit space needs carefully and communicate your reservation information to all concerned. In the event that display units shipped exceed the dimensions of the contracted space, and/or interfere with neighbouring exhibits, Dalhousie reserves the right to refuse such units. If such units are accommodated, the applicable fee for a larger space will be assessed.

Subsequent correspondence about your company's involvement will be directed to the individual(s) signing the reservation form(s). Please provide, with your reservation form, the contact information for exhibit setup details, if other than the signing representative. Include full name, company, mailing address and e-mail address. If alternative contacts are not provided, we assume that the signing representative will ensure all necessary information is communicated to any third parties involved.

In administering the trade show portion of the Refresher, Dalhousie CPD adheres to the Rx&D Code of Ethical Practices and applies it to all exhibitors unless expressly exempted. In particular, please note the following:

### **Rx&D Code of Conduct (excerpts <sup>1</sup>)**

- 16.2.1 *For the purpose of this Code, a Clinical Evaluation Package (or CEP) is: a package containing a limited quantity of a pharmaceutical product sufficient to evaluate clinical response, distributed to authorized Health Care Professionals through different methods of distribution, free of charge, for patient treatment.*
- 16.3.4 ***Giving out CEPs at convention/clinic displays, business meeting and event or at learning programs is prohibited.***
- 11.2.1 *At least one qualified representative of the Member must be on site during congress hours.*
- 11.2.2 *Promotional and educational material available at the display must be consistent with the approved product monograph(s). Reprints of scientific and medical papers may be distributed at the display, provided they are reprinted verbatim, and are not presented in a manner which differs in any way from the approved product monograph(s).*
- 15.1.2 *Members may distribute acceptable service-oriented items to Stakeholders. Reasonable service-oriented items are defined as items whose primary goal is to enhance the Health Care professional understanding of a condition or its treatment or Stakeholders to better perform their professional activities. Items intended for distribution to patients via a Health Care Professional must be useful as aids to patients' understanding of, or adaptation to, their condition(s) or for encouraging adherence with recommended therapy. Such items may bear the corporate name and logo of the Member Company, but must not bear the name of any product.<sup>2</sup>*

<sup>1</sup> Excerpt from the RX&D Code of Conduct (Revised July 2016)

<http://www.canadapharma.org/commitment-to-ethics/with-healthcare-professionals/code-of-ethical-practices>

<sup>2</sup> See CODE OF CONDUCT, P 35 for some examples of SOIs that have been consistently ruled by the Industry Practices Review Committee (IPRC) to be in contravention of the Code. These include items such as pens, post-it notes, notepads, mouse pads...

Each exhibitor is entitled to have a maximum of two representatives in the exhibit room at a time. For the purpose of this policy a "representative" is any company employee or agent. Rotation of staffing duties is quite acceptable, but all representatives must sign in and wear name badges provided by Dalhousie CPD.

Exhibitors agree to abide by the conditions published in this prospectus. Exhibitors further accept responsibility for informing their employees, suppliers or agents, and temporary staff, involved with their exhibit activities of these conditions and agree that their employees, suppliers or agents, and temporary staff will abide by these conditions.

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## EXHIBITOR FORM

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

We understand by remitting this agreement to Dalhousie University, Continuing Professional Development that we are contractually obligated to provide payment prior to the conference dates. We understand that we cannot forfeit or reduce our support once this agreement is signed.

X \_\_\_\_\_  
*Signature*

Name: \_\_\_\_\_ Date \_\_\_\_\_

### Exhibits

10' X 6'	Price	HST (15%)	Total
	<b>\$3295.65</b>	<b>\$494.35</b>	<b>\$3790.00</b>
	<i>(tax registration # 886806561)</i>		

**Please make your cheque payable to Dalhousie Continuing Professional Development**

Return to: Continuing Professional Development, Clinical Research Centre, C-106, 5849 University Ave, PO Box 15000, Halifax, NS B3H 4R2, to the attention of Charlene Joseph-Dunbar, Fax (902) 494-1479, Phone (902) 494-3600 or email to: [Charlene.Joseph-Dunbar@dal.ca](mailto:Charlene.Joseph-Dunbar@dal.ca)