

CSF2021

SEPTEMBER 21-24



CANADIAN SURGERY FORUM CANADIEN DE CHIRURGIE



Invitation to Support

CANADIAN SURGERY FORUM

21-24 SEPTEMBER 2021 – VIRTUAL EDITION

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Dear Valued Partner,

Thank you for your interest in supporting the 2021 Canadian Surgery Forum (CSF) taking place virtually due to COVID-19 from September 21 - 24, 2021. The surgical profession is ever evolving and as it evolves, so does the demand on industry for financial support. We are aware that demonstrating a return on your investment and more importantly, a return on your objectives is essential for a successful and long-term partnership. The CSF provides various avenues for your organization to meet its objectives, whether through networking, education or brand awareness.


The CSF is the largest surgical meeting in Canada that normally brings together 900+ delegates from across the country, over 80% of which are general surgeons. The 2021 Program Committee is comprised of representatives from eight surgical subspecialties ensuring the most comprehensive surgical education is delivered. The 2021 program will feature five 'channels' over four days offering 34 education sessions, three keynote addresses, dedicated industry sponsored symposia, strategic networking opportunities via "Braindates" and various social events. The virtual platform chosen to host the CSF, Nextech AR, offers augmented reality technology allowing for virtual 'portal' experiences, speaker holograms and showcasing products in 3D. This platform was chosen not only because it can deliver a polished and customizable education experience for our delegates but because it also bridges the gap slightly between the virtual and physical worlds. This technology will allow our Partners to interact with delegates and showcase products more efficiently and dynamically than on any other virtual event platform currently operating.

We anticipate 500+ delegates virtually as well as 19 national and international visiting lecturers, and a virtual trade show of 25+ booths. With the cancellation of the 2020 CSF, this virtual edition is an invaluable opportunity to position your organization in view of some of Canada's most respected surgeons to share ideas and improve patient care.

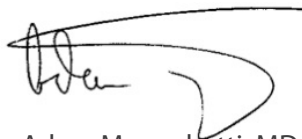
If you are new to partnering with the CSF, we welcome you to peruse these partnership options. We also encourage you to reach out to us should you require tailored solutions not listed in this brochure to connect with your audience. To our continued supporters, the CSF cannot exist without you. Our surgeons appreciate your guidance in keeping them informed with your innovative products and services.

On behalf of the entire CSF 2021 Steering and Program Committees, I hope you will choose to partner with us for what's shaping up to be a unique virtual experience which will define how we offer our surgical education moving forward.

Sincerely,



Mark Walsh, MS, MD, FRCSC, FACS
2021 Steering Committee Chair



Adam Meneghetti, MD, CCFP, MHSc, FRCSC
2021 Program Committee Chair

ABOUT THE CANADIAN SURGERY FORUM

The Canadian surgical community recognizes the Canadian Surgery Forum (CSF) as an important annual educational and networking medium for Canadian surgeons. The CSF Program Committee develops and delivers a quality scientific program through a variety of educational formats including debates, panel discussions, symposia, video sessions, paper and poster presentations, 'Cocktails with the Professor' round tables, postgraduate courses, plenary sessions and keynote lectures. Delegates also have the opportunity to network by participating in various social events, including the National Laparoscopic Suturing Competition, the CSF Soiree & President's Reception, and to be recognized among their peers for outstanding achievements.

The COVID-19 pandemic has altered some of the structure of this year's program preventing the CSF Soiree, postgraduate courses and Cocktails with the Professor from taking place. However, the essence of the CSF remains the same virtually; to bring together Canadian surgeons to share their research, disseminate knowledge and grow their networks.

Participating Societies

The CSF partners with six major surgical societies and a variety of other societies, some rotating annually, to ensure comprehensive and diverse programming for general surgeons in Canada. The CSF Program Committee is comprised of at least two representatives from every surgical subspecialty and program content is developed collaboratively between all committee members.

Major



Other

Canadian Obesity Network

Canadian Association of Bariatric
Physicians and Surgeons

Trauma Association of Canada

EVENT OBJECTIVE

To foster communication among surgical subspecialties and to advance continuing professional development, clinical practice, education, research and public advocacy while providing members of the Canadian surgical community an opportunity to meet and network in a collegial fashion.

Information Contact:

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EVENT GOALS

Learn. Grow. Network.

Accreditation:

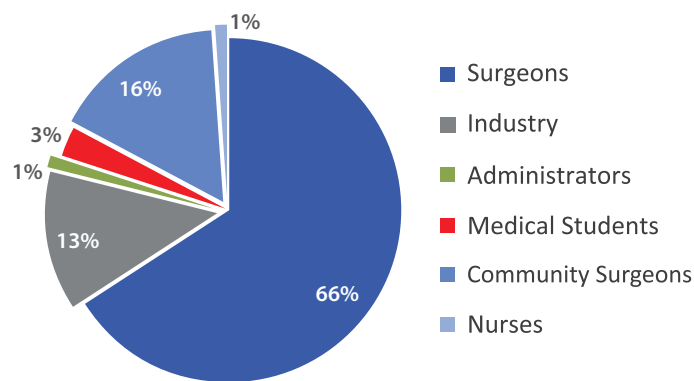
The CSF is accredited by the Royal College of Physicians and Surgeons of Canada to provide continuing medical education for physicians. The CSF abides by all requirements of the National Standards for commercial support of continuing medical education.



WHY SUPPORT THE CANADIAN SURGERY FORUM?

The CSF is the largest surgical meeting in Canada and the only one to bring together a variety of surgical subspecialties. Over 80% of the delegates are academic and general surgeons (including residents and those in fellowship training). One investment allows you to reach 500+ delegates over eight surgical subspecialties. Sponsorship dollars are used to offset the costs of the delivery of the CSF and to help the CSF achieve its event objective and its goals. Investing Partners will be recognized before, during and after the CSF.

2019 CSF Registration Breakdown



929 DELEGATES

Toronto, 2016

905 DELEGATES

Victoria, 2017

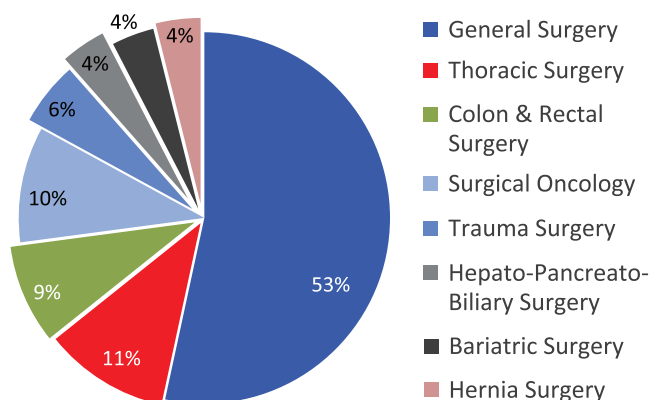
748 DELEGATES

St. John's, 2018

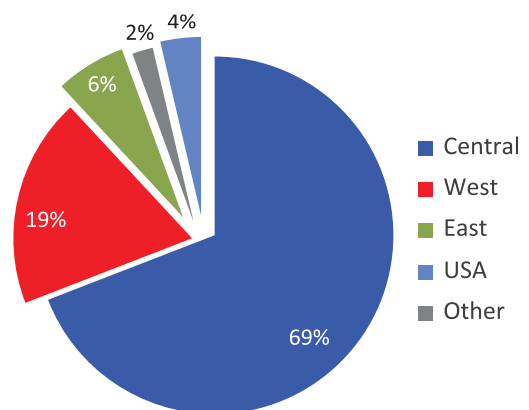
1009 DELEGATES

Montreal, 2019

2019 CSF Physician Breakdown by Specialty



2019 CSF Physician Breakdown by Region



BENEFITS OF A VIRTUAL CSF

There is no doubt that face-to-face meetings are beneficial for a variety of reasons (and the CSF looks forward to safely hosting our delegates in person in 2022 in Toronto). However, the COVID-19 pandemic has allowed the CSF to innovate in ways we otherwise would not have being limited by time, space, budget and human resources. We want to lean in to these new opportunities for both our surgeons and our Partners. Hosting a virtual meeting sees some significant advantages for our Partners primarily:

- Avoiding physical hard costs
- Ability for custom branding throughout the platform
- Enhanced analytics and qualified leads
- New virtual experiences and engagement opportunities

With no physical hard costs to participate and with the ability to utilize technology to identify and track users in the virtual platform (specifically in the exhibit hall), Partners and exhibitors should expect to see a larger return on their investment with a virtual CSF.



PARTNERSHIP LEVELS

The chart below outlines partnership levels but the CSF also offers a la carte items at the Innovator, Collaborator and Contributor levels. The CSF will work with these Partners to select a la carte items that best align with that partner's brand and event objectives.

Level & Price	Innovator \$30,000	Collaborator \$20,000	Contributor \$10,000
PRE-EVENT BENEFITS (April - September, 2021)			
Use of CSF logo with the phrase "2021 CSF Partner" on corporate materials until December 31, 2021	√	√	Logo only
Colour corporate advertisement in a CSF e-blast in August 2021: audience of all CSF registrants and CAGS members (2,000+ recipients)	Full Page	½ Page	¼ Page
Recognition in the Canadian Journal of Surgery (CJS) electronic abstract booklet, published in Fall 2021	√	√	√
Recognition on the online CSF 2021 digital preliminary and final programs (logo displayed on back cover)	Showcased	Highlighted	Displayed
Recognition on all delegate emails (logo & hyperlink)	√	√	√
Acknowledgement on CSF website (logo & hyperlink)	Showcased	Highlighted	Displayed
Copy of the delegate list (contact information not included due to CASL requirements)	√	√	√
EVENT DAY BENEFITS (September 21-24, 2021)			
One complimentary exhibit booth space**	Large Virtual Booth	Medium Virtual Booth	Small Virtual Booth
Learning Pods: 15-30 minute education session of your choice integrated into your virtual exhibit booth (Max 1 per day during lunch)	3	2	1
Opportunity to a host Satellite Symposium at half the participation fee (value of \$5,000)	√		
Preferred choice of satellite symposium timeslot	1st	2nd	3rd
1 sponsored message (text or video) in virtual lobby directing delegates to Partner's programming/exhibit booth etc.	Video or Text	Text Only	
Recognition on the home page/lobby of the virtual platform (logo & hyperlink)	√	√	√
Mainstage Banner	√	√	
On stage partnership recognition during Opening Plenary	√	√	√
Complimentary Forum registrations	6	4	2
Featured Exhibitor Page**	√	√	

Level & Price	Innovator \$30,000	Collaborator \$20,000	Contributor \$10,000
POST-EVENT BENEFITS (October – December 2021)			
Recognition in CAGS winter newsletter and on the CAGS Twitter account	√	√	√
Opportunity to meet face to face in Montreal or Toronto with CSF Manager, CAGS CEO and a minimum of two surgeons, when circumstances permit, to discuss CSF experience & potential future partnerships	√	√	√
Final delegate list including all on-site delegate registrations (emails not included due to CASL requirements)	√	√	√

*See “Exhibitor Opportunities” section (page 18) for more details

** See ‘Featured Exhibitors’ example on page 18 for more details



ADDITIONAL OPPORTUNITIES

The CSF understands that not all Partners have the same objectives for partnering with the CSF. The following opportunities have been structured by **objectives** to better help our Partners decide where to best position themselves in order to network, build brand awareness or educate the delegates. These opportunities are available to all Partners as well as those Partners at the 'Innovator', 'Collaborator' and 'Contributor' levels.

EDUCATE, NETWORK & BUILD VISIBILITY

Only one activation allows Partners to educate, network and build visibility at once.

CHANNEL

\$40,000

Two opportunities available

Are you looking for a medium to be present throughout the CSF with endless creative options to interact with the delegates? Sponsoring an entire 'channel' for the duration of the CSF would allow you to showcase your latest products, offer education sessions, host private networking receptions and/or conduct focus groups with the leaders in Canadian surgery.

The channel may be active for the length of the CSF, from Tuesday September 21 to Friday September 24, 2021*

Cost of the channel includes the broadcaster, technician and administrative support. Additional costs such as speaker honorariums, customizing the channel with personal branding, augmented reality etc. must be covered by the Partner.

**Please note: due to accreditation regulations set forth by the Royal College of Physicians and Surgeons of Canada, all activities on the sponsored channel must take place outside CSF education sessions (unless the Partner is offering co-developed education).*

Information Contact:

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www.canadiansurgeryforum.com

SYMPOSIA SCHEDULE

DATE

TIME

WEDNESDAY, SEPTEMBER 22 2021

5:00PM 6:00PM (EST)

THURSDAY, SEPTEMBER 23 2021

5:00PM 6:00PM (EST)

EDUCATE

SYMPOSIA

Sponsored symposia are a valued part of the annual CSF programming, and demonstrate a Partner's commitment to continuous learning and improvement for Canadian surgeons. We are pleased to offer two options when planning symposia: Co-developed and Satellite.

CO-DEVELOPED SYMPOSIA

\$20,000

Limited number of opportunities available

Co-developed symposia are designed to be accredited sessions for Royal College Section 1 MOC credits and they are integrated into the scientific program providing unique and essential learning opportunities for the delegates. Co-developed symposia are planned to ensure the evidence presented is valid, objective and balanced. In this scenario, two or more organizations, (one of whom must be a physician organization), collaborate to develop and implement an accredited educational activity, learning resource or tool. Many high impact sessions and postgraduate courses at the CSF are eligible for co-development.

SATELLITE SYMPOSIA

\$10,000

Limited number of opportunities available

Satellite symposia are unaccredited learning activities for which funding can be received and "tagged" to such symposia, but not included in the scientific program. They are industry-generated sessions which are distinct from a session generated by one of the participating medical organizations. Satellite symposia allows a partner to create a session that suits their needs and attracts their specific target audience.

SPONSORED SYMPOSIA INFORMATION GUIDE

Introduced in 2019 and retained because they were well received, the CSF Program Committee has set aside dedicated time for the sponsored symposia by industry. No other CSF programming will run concurrently. This will ensure maximum attendance and visibility for our Partner symposia.

CSF organizers will work closely with every Partner to help support their learning objectives via speaker invitations, marketing and virtual platform technical requirements.

Pricing only includes the opportunity to host a sponsored symposium. All costs associated with hosting including custom branding of the virtual platform, speaker honorariums, augmented reality etc. must be covered by the Partner.

Please Note: Sponsored symposia with other CSF Partners may run concurrently with your sponsored session.

WHY HOST A SYMPOSIUM?

- Educate a national audience of surgeons across eight surgical subspecialties
- Provide a forum for industry thought leaders to inspire others
- Position your organization as a provider of high quality or accredited continuing professional development opportunities
- Transfer knowledge from research to practice
- Inform best practices in patient care

NETWORK

SOCIAL EVENTS

The CSF provides the largest national medium for Partners to interact with the thought leaders in general surgery across eight surgical subspecialties. Every social event at the CSF has been well attended by surgeons, residents, medical students and visiting lecturers. Delegates rank networking as one of the most important factors in their decision to attend the CSF. Partners who invest in a social/networking event have the opportunity to interact with delegates in a more casual environment. Partners can position themselves in a highly visible environment that is valued by all delegates.

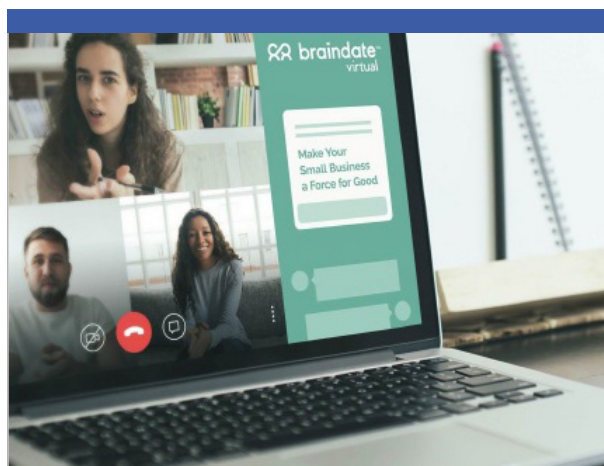
BRAINDATES

\$20,000

Exclusive opportunity

It has been scientifically proven that “Zoom fatigue” is real. CSF organizers also understand that it is impossible to translate virtually those serendipitous delegate ‘run ins’ that occur at the in-person CSF. Therefore, CSF organizers were realistic in designing the networking opportunities for the virtual CSF and opted for shorter, strategic meet ups for delegates. ‘Braindates’ is a platform designed by Canadian company e-180 that facilitates authentic one-on-one or group conversations based on knowledge delegates want to exchange with each other at the CSF. Braindates believe everyone is an ‘expert’ in something and the sole purpose of these meetings is to help delegates learn from each other. On the homepage (known as the “Marketplace”, delegates can post topics they want to **learn** about from others or topics they want to **teach**. Private 30-minute meetings within the platform are then arranged between the interested parties.

As the exclusive sponsor of this activation, you will identify yourself as a trailblazer of collaborative, experiential learning. Exclusive sponsorship allows your company to be the only company at the CSF with access to the platform and thus direct access to Canadian surgeons. By actively participating as users of Braindates, you’ll gain new access to your customers’ feedback and

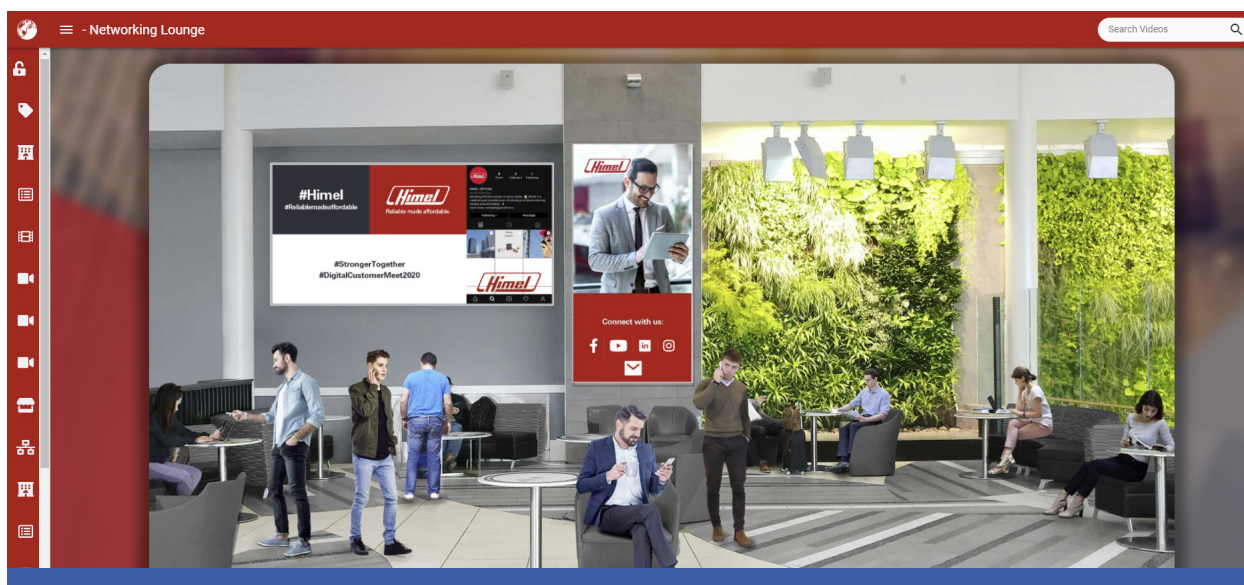


Exclusive sponsorship of Braindates includes:

- Company logo and tagline placement within the platform
- Unlimited ‘braindates’ hosted by your company representatives
- Company logo in all Braindate email appointment confirmations
- Naming rights to the Platform as “Presented By” in all communications and within the platform
- Analytics/metrics regarding usage of the platform sent post-event

86% of Braindate users surveyed said the strategic networking technology is a draw for them to attend the event

98% of Braindate users surveyed said they met someone new they otherwise would not have met



"PITCHFEST"

\$30,000

Exclusive opportunity

Is your organization looking for a lasting legacy with Canadian General Surgeons beyond the four days that host the annual CSF? For the first time ever, the CSF is offering the opportunity for a Partner to host a Hackathon or 'Dragon's Den'-style Pitchfest. Delegates can highlight a problem they feel needs to be solved with the help of industry or propose funding for industry to help support their area of research or something their specific hospital requires. Members of your Executive can be part of a panel of judges deciding on the winning presentations.

This exclusive opportunity allows a Partner brand recognition well before the actual CSF as marketing for this event will begin months before the CSF takes place. The Partner also aligns their brand as one that fuels innovation within Canadian general surgery. There will be no competing CSF programming at this time allowing for optimal attendance with CSF delegates. This will no doubt be one of the most anticipated and social events at the virtual CSF.

Additional costs such as funding for successful pitches must be covered by the Partner.

NETWORKING LOUNGE

TBA

Exclusive opportunity

CSF delegates have identified networking as one of the most important element of the conference and thus the virtual networking lounge will be the most trafficked area of the virtual platform. This exclusive opportunity will allow your organization to have naming rights to the page and branding within the page.

NextechAR will launch a new virtual Networking Lounge in Summer 2021. Organizations can express interest to sponsor this portion of the CSF platform with no financial commitment required until the launch is complete.

Networking Lounge will be open (all times in EST):

Wednesday September 22:
9:00-10:00am and 6:00-7:00pm

Thursday September 23:
9:00-10:00am and 6:00-7:00pm

Friday September 24:
9:00-10:00am

BUILD VISIBILITY

The following opportunities can help Partners build brand awareness or increase traffic to their exhibit booth. All opportunities are activated on-site and some include pre-event marketing and promotion via CSF organizers.

NATIONAL LAPAROSCOPIC SUTURING COMPETITION

SOLD

\$5,000

Exclusive opportunity

This highly anticipated annual event returns in virtual format. It will take place before the Opening Plenary on Wednesday September 22, 2021 at 10:00am. This event will see the return of Dr. Shahzeer Karmali as emcee with his incomparable music playlists and will engage the remote delegates as they cheer for their preferred faculty. The 2021 CSF will mark the 12th year of this exciting competition. This exclusive opportunity includes:

- Equipment (\$10,000 if purchased individually)
- Award for National Champion (\$300 if purchased individually)
- Sutures (in kind)



CHANNEL BREAK

\$5,000

Multiple opportunities

OThe CSF education program features numerous 90-minute education sessions offered concurrently followed by 15 or 30 minute breaks. These breaks are offered on various channels linked to a surgical subspecialty and provide Partners an opportunity to connect with delegates in unique and creative ways. Some ideas could include; yoga, pilates, meditation, game, mixology class, quick 'TED-talk' style education, round table discussion, stand-up comedy, live band etc. The Partner is responsible for any costs incurred with break activities.

Break Dates & Times (all times in EST):

Wednesday September 22: 11:00-11:15am, 2:45-3:00pm and 4:30-5:00pm

Thursday September 23: 11:00-11:15am, 2:45-3:00pm and 4:30-5:00pm

Friday September 24: 11:00-11:15am

REGISTRATION PAGE

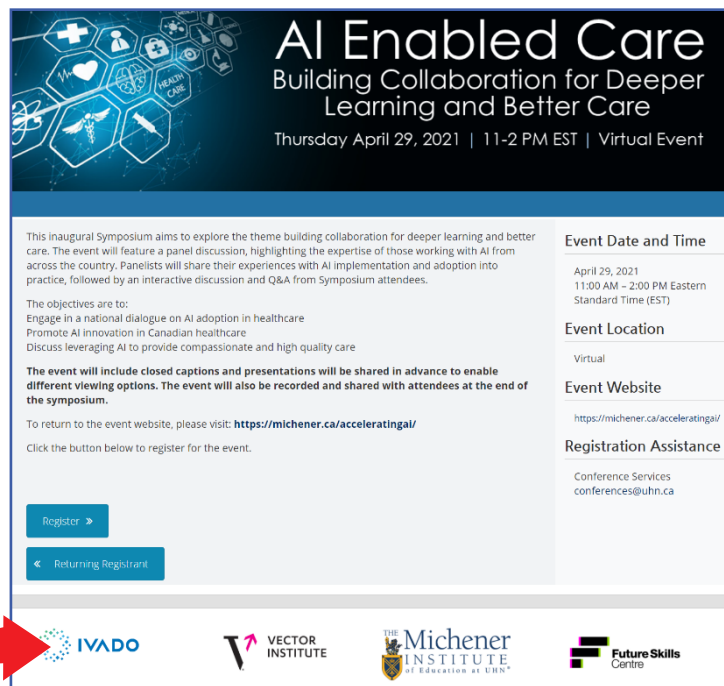
\$9,000

Exclusive opportunity

CGain immediate visibility with exclusive rights to the CSF registration homepage. Delegates on average spend approximately 5-10 minutes on the registration page. CSF registration opens May 11th and closes September 20th .

This exclusive opportunity includes:

- Logo (with hyperlink) prominently showcased on the registration page for the virtual 2021 CSF
- Acknowledgment with logo in all registration confirmation emails sent to delegates (in pdf attachment and email)
- Acknowledgment in all communications related to registration
- Logo (with hyperlink) on the registration webpage on the CSF website



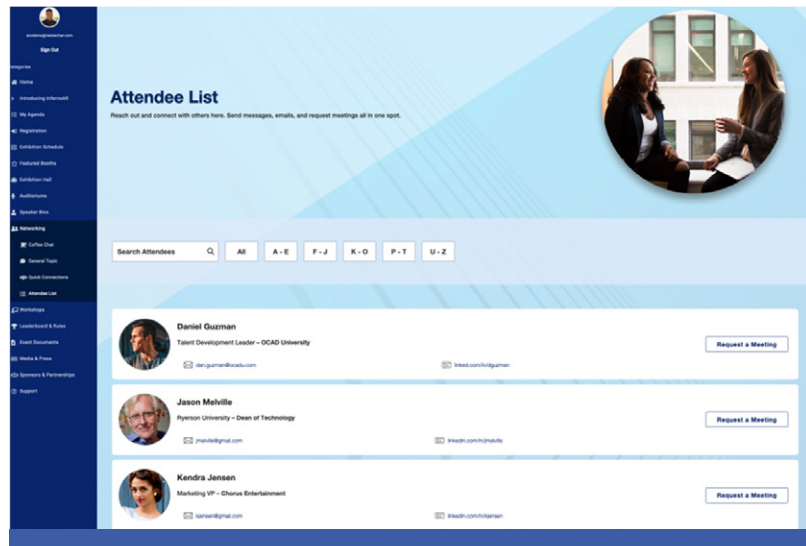
VIRTUAL PLATFORM ATTENDEE LIST PAGE

\$10,000

Exclusive opportunity

CSF delegates have identified networking as one of the most important elements of the conference. The Attendee List page will contain registered delegates of the CSF and will be one of the most visited pages of the platform as delegates seek out their colleagues to contact them directly during the CSF. Partners will ensure optimal visibility with logo (and hyperlink) on this page as delegates will continue to visit the page multiple times a day

for the duration of the conference. It should be noted that sponsorship of this page does not grant the Partner access to any contact information of CSF delegates. The delegates that choose to create profiles will be visible on this page.



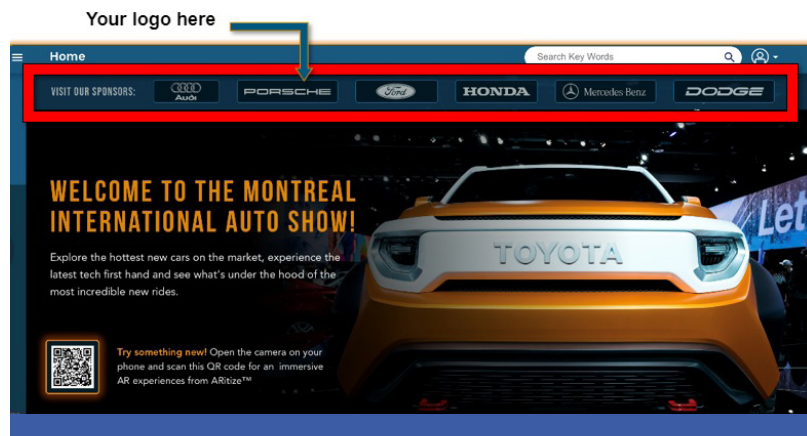
VIRTUAL LOBBY PAGE

\$7,000

Multiple opportunities

After logging in, every CSF delegate will be directed to the virtual lobby. Partners will have the opportunity to have their name and logo placed prominently at the top of the page with a hyperlink to their location of choice; company homepage, virtual exhibit booth, virtual product showroom etc. Delegates will spend a few minutes on this page experiencing the augmented reality 'example' via a QR code on the page. Delegates can also navigate directly to the virtual exhibit hall from the lobby.

Due to the prominent logo placement, hyperlink flexibility and the length of time delegates will spend on this page, this is an affordable way to increase brand awareness and align your organization with the buzzing energy of an innovative virtual conference about to begin.



ADVERTISEMENT IN FINAL DIGITAL PROGRAM

VARIOUS PRICE POINTS

Multiple opportunities

The digital copy of the final CSF program will be available on the CSF website, emailed to every registered delegate and shared with every provincial surgical association and surgical partner society of the CSF. Your organization's visibility is further increased as the digital program continues to be accessible on the CSF website in the 'Program Archives' area for years following the CSF.

Non-product ads are a great way to showcase your organization, encourage delegates to visit your virtual exhibit booth, invite delegates to attend your satellite symposium etc.

- Full page | \$2,000
- ½ page | \$1,000
- ¼ page | \$500

EXHIBITOR OPPORTUNITIES

CSF organizers are aware that exhibiting virtually presents various challenges. This is why the CSF has partnered with Canadian virtual events and e-commerce company; **Nextech AR** to offer exhibitors a unique virtual experience to reach delegates. A virtual exhibit booth will not only provide visibility but allow exhibitors to interact with Canadian surgeons via video chats and showcase products and/or recent research and development via augmented reality experiences: human holograms, 3D product models and immersive virtual portals. Please see options and pricing on page 30.

For organizations who have already invested in sponsored symposia, breaks, landing pages or channels, an exhibit booth is a perfect home base to continue the conversation with delegates.

Exhibit Hours

Exhibitors are welcome to be at their virtual booths all day (9:00am – 6:00pm EST) from September 21-24. However, CSF organizers have identified specific times in the CSF program for delegates to visit with the exhibitors every day from September 22-24:

- 9:00am to 10:00am
- 12:45pm to 1:15pm
- 2:30pm to 3:00pm
- 4:30pm to 5:00pm



Featured Exhibitors

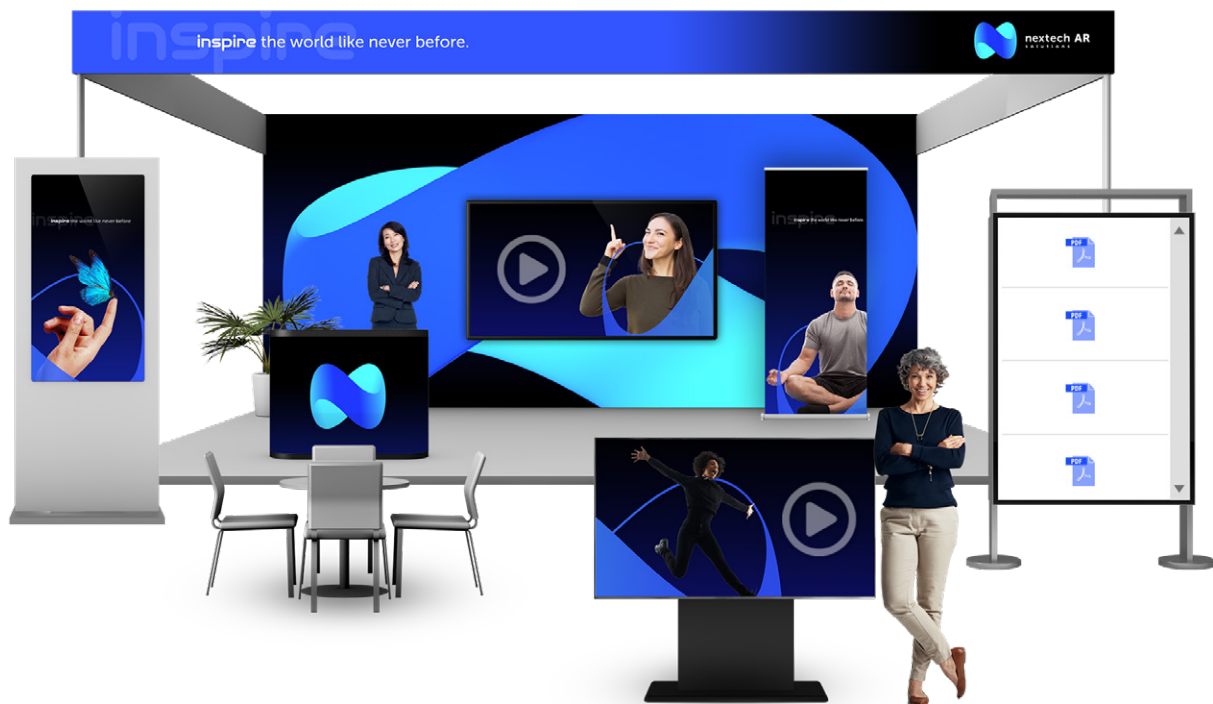
Partners at the 'Innovator' and 'Collaborator' levels will have their booths featured at the top of the Exhibit Hall landing page.

VIRTUAL EXHIBIT BOOTHS:

Sizing and Cost

Large Exhibit Booth

\$5,000 (+HST)

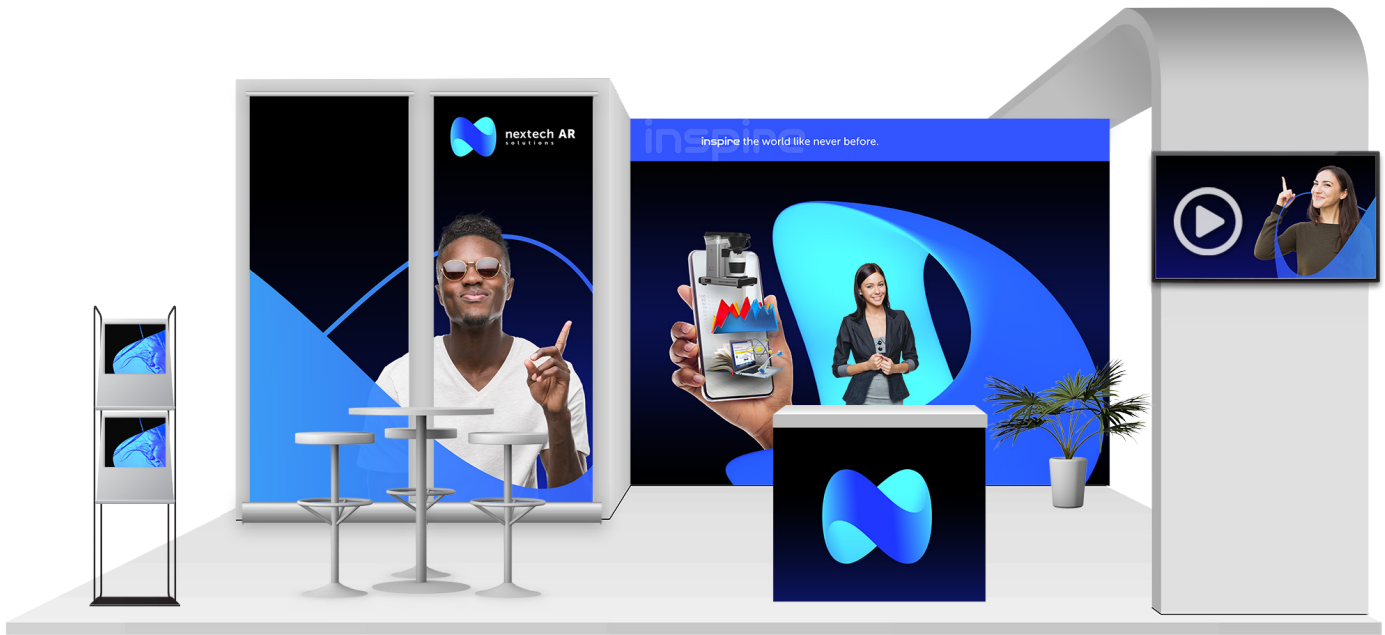


Large Exhibit Booth Includes:

- Company Description
- 1 Top Branded Banner
- 2 Branded Banners
- Up to 4 Resources
- 2 Videos
- 1 Branded Podium
- 1 Large Branded Background
- Listing in Exhibitor Directory
- Social Media Link
- Website URL
- Detailed Metrics: enhanced analytics and qualified leads (Post-Event only)
- 3 complimentary CSF registrations
- Full list of delegates (name, and province only due to CASL requirements) that visited your booth
- Video chat functionality

Medium Exhibit Booth

\$3,000 (+HST)

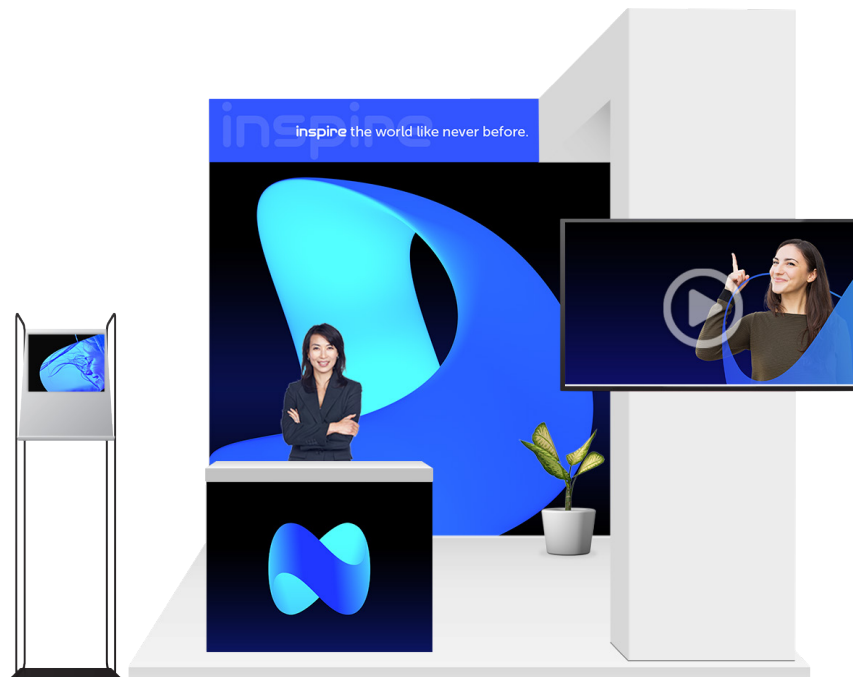


Medium Exhibit Booth Includes:

- Company Description
- 1 Top Branded Banner
- 2 Branded Banners
- Up to 2 Resources
- 1 Video
- 1 Branded Podium
- 1 Branded Background
- Listing in Exhibitor Directory
- Social Media Link
- Website URL
- Detailed Metrics: enhanced analytics and qualified leads (Post-Event only)
- Full list of delegates (name, and province only due to CASL requirements) that visited your booth
- 2 complimentary CSF registrations
- Video chat functionality

Small Exhibit Booth

\$1,500 (+HST)



Small Exhibit Booth Includes:

- Company Description
- 1 Top Branded Banner
- 1 Resource
- 1 Video
- 1 Branded Podium
- 1 Branded Background
- Listing in Exhibitor Directory
- Social Media Link
- Website URL
- Detailed Metrics: enhanced analytics and qualified leads (Post-Event only)
- Full list of delegates (name, and province only due to CASL requirements) that visited your booth
- 1 complimentary CSF registration

AUGMENTED REALITY OPPORTUNITIES: WELCOME TO THE FUTURE

The COVID-19 pandemic has provided numerous barriers for CSF delegates and Partners to gather, collaborate and share research. The CSF wishes to remove as many barriers (financial and technological) as possible to facilitate peer to peer learning, networking and sales.

If budget allows, the use of augmented reality (AR) is highly encouraged for exhibitors at their virtual booth as a way to interact with CSF delegates. The integration of augmented reality creates immersive experiences for delegates that deliver the “WOW” factor. AR allows delegates to experience the real world with additional images overlaid on top of it. Nextech AR has a menu of impressive AR products to choose from which provide memorable moments and brand recognition for Partners all accessed by QR codes. QR codes can be customized with the Partner’s logo. AR is delivered via the delegate’s smart phone making these experiences accessible to everyone at home or at work. Partners are encouraged to activate AR outside their exhibitor booths and extend it to other sponsored activations they such as satellite symposiums, breaks etc.

The costs of all AR technology (outlined below) is the responsibility of the Partner. The CSF receives no profit from the augmented reality pricing. CSF organizers kept pricing wholesale to allow Partners easier access to this technology and wholeheartedly want the virtual CSF experience to be rewarding for every Partner and delegate.

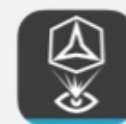
EXPERIENCE AUGMENTED REALITY

To experience the AR, please download the free ARitize app. In this section of the Prospectus, although you can experience the AR examples via the Vimeo links, you are encouraged to download the app and use your smart phone to scan the QR codes associated with every example to unlock the AR experience the way a CSF delegate would.



STEP 1:

Download ~~ARitize~~ – 3D Augmented Reality in the App Store



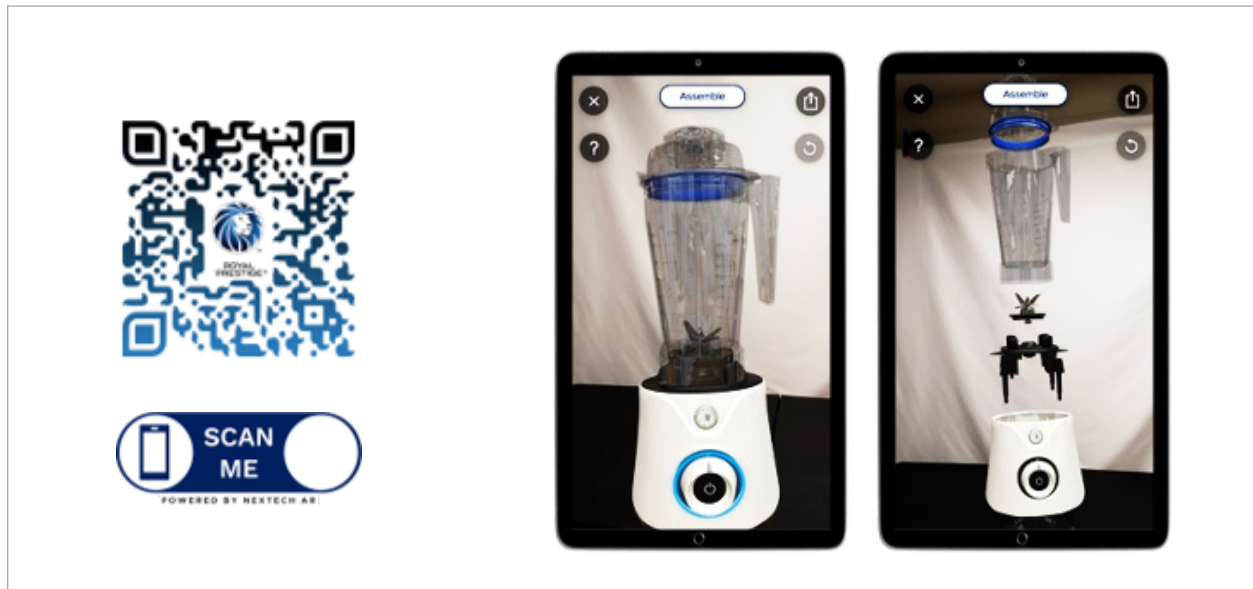
STEP 2:

Scan the QR Code with your phone's camera and open ~~ARitize~~.

AR PRODUCT

\$6,500

AR product is a 3D presentation of a physical product. With this AR opportunity, exhibitors are able to walk delegates through a virtual training or conduct a product demonstration.



View the 3D blender product demonstration here:

<https://vimeo.com/490793513>

Ideas for 3D Product Hologram Activation:

- Product demonstration
- Visual training for services

Required App:

ARitize (free from the Apple app store or Google Play store)

Required Content:

Requires 3D object as a .fbx file or .obj file:

- Scaled using real world measurements with UV maps
- Optimized polygon count (under 10,000 polygons)
- Correctly applied UV maps and textures
- IMPORTANT: CAD files not accepted
- PNG Logo

Delivery time:

45 days

Please Note: one standard product design is offered. Custom products are an additional cost.

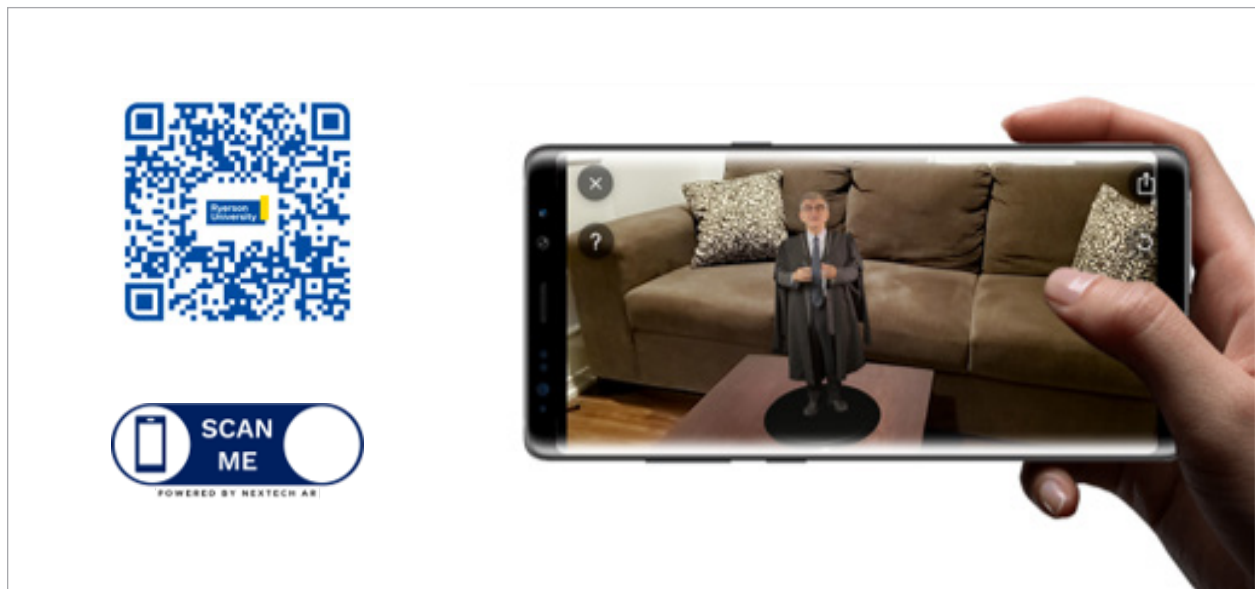
AR HOLOGRAMS

HUMAN HOLOGRAMS:

\$3,900

A human hologram is a 2D video of a person recorded with a green screen which can be placed in a physical or digital space.

Human holograms can be used for brand ambassadors, customized booth attendants, a CEO welcome, a product training and marketing collaterals.



View the human hologram demonstration here:

<https://vimeo.com/511316807/068a078600>

Ideas for Human Hologram Activation:

- Speaker engagements such as presentations, meet and greets and marketing collaterals

Required App:

ARitize (free from the Apple app store or Google Play store)

Required Content:

- Video provided by customer recorded with green screen, with 1080p resolution
- Recommended length 60-90 seconds
- PNG logo

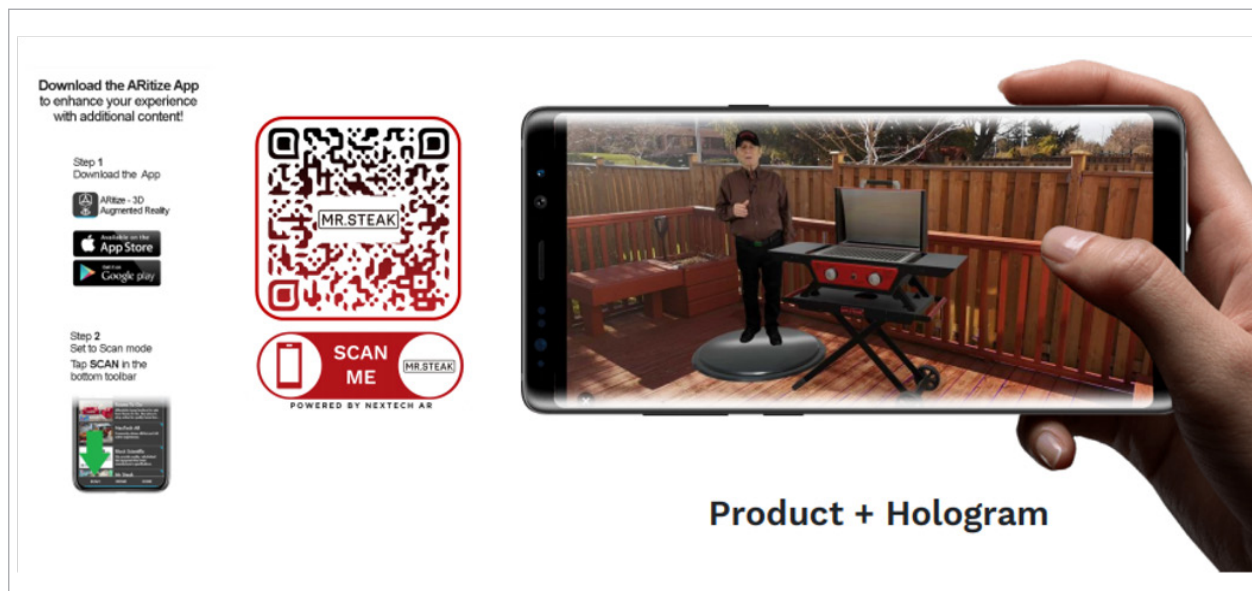
Delivery time:

30 days

HUMAN AND PRODUCT HOLOGRAMS:

\$10,400

Create a fully 3D demonstration by pairing a human hologram with an AR product. The human hologram can interact with the product and attendees can be walked through a demonstration step by step.



View the Mr. Steak human and product hologram demonstration here:

<https://vimeo.com/385081590>

Ideas for Human and Product Activation:

- Human Hologram pairs well with an AR product for training such as product walkthroughs and demonstrations

Required App:

ARitize (free from the Apple app store or Google Play store)

Required Content:

Human:

- Video provided by customer recorded with green screen, with 1080p resolution
- Recommended length 90 seconds

Product:

- Files must already be in 3D
- **fbx file**¹ or **.obj file**² which fulfills 3 key requirements
 - That is scaled using real world measurements with UV maps, Optimized polygon count (under 10,000 polygons)
 - Correctly applied UV maps and textures
- CAD files not accepted

Delivery time:

45 days

AR 360 PORTAL/PLACE

\$6,500

Portals are 360-degree virtual rooms that are accessed through a portal. The delegates will walk into a door frame and be transported into a virtual environment. Use this virtual opportunity to allow delegates to experience site visits, demonstrations, OR tours, factory tours, product stores and much more. Partner's logo can be displayed on portal doorframe/doorstep for additional cost.



View various 360 portal hologram demonstrations here:

<https://vimeo.com/479974330>

Ideas for Portal Activation:

- Storytelling, such as giving the viewer a time elapsed preview of an experience
- A Day In A Life, accessible to new experiences such as top of a mountain or backstage of a concert
- Virtual Visits, such as an OR, product showroom
- Tours, such as a factory or campus
- Demos, such as a product launch

Required App:

ARitize (free from the Apple app store or Google Play store)

Required Content:

Requires 3D object as a .fbx file or .obj file:

- 360 video in full HD with 1080p resolution
- Up to 5 minutes in length
- PNG Logo

Delivery time:

30 days

Please note: One standard portal design is available. Custom portals are an additional cost.



TERMS

Full payment is required upon application.

An Exhibitor Manual with information, rates, virtual specifications and services will be emailed to the exhibitors at least 90 days prior to the CSF.

Due to the limitations of a virtual conference, the CSF cannot offer the option for 'Exhibit Hall only' access for additional exhibitors beyond the complimentary registrations offered with the booth purchase.

PREVIOUS PARTNERS & EXHIBITORS OF THE CANADIAN SURGERY FORUM INCLUDE

Ethicon	Tyco Healthcare Group Canada	Genzyme Canada Inc.	Nestle Health Science
Johnston & Johnston	AMS Canada	Jac-Cell Medic Inc.	Edwards Lifesciences
Auto Suture Company	Bard Canada	Olympus Canada	Sanofi
Merck	Baxter	Theramed Corporation	Medical Futures Inc.
Pfizer	Elsevier Science	Trudell Medical Marketing Limited	BMO Private Banking
AstraZeneca Canada Inc.	Health Match BC	Zimmer Biomet	GE Healthcare
Axcan Pharma Inc.	KCI Medical Canada Inc.	Acelity	Takeda
B&K Medical Systems Inc.	Karl Storz	Elsevier Canada	DePuy Synthes
Bard Canada Inc.	Aventis Pharma	Dulong Medtech, Inc.	Tribute Pharmaceuticals
Bayer	MD Financial Management	CAREstream Medical Ltd.	Novadaq
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Genzyme Biosurgery	Southmedic Inc.	Octapharma Canada Inc.	Lady Minto Hospital
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Pentax	Novo Nordisk	Canada Microsurgical Ltd.	Seaford Pharmaceuticals
Pharmacia Oncology Canada	Medtronic	Bio-Oil	Canadian Hospital Specialties Ltd.
Proctor & Gamble	Thompson Surgical Instruments	Hitachi Aloka	City of Sault Ste. Marie
Royal College of Physicians and Surgeons of Canada	Allergan	Instrumed Surgical	LGFG Fashion House
Schering Canada	Abbott	Keir Surgical Ltd.	SAEGIS
SciCan	ConMed	STERIS Canada Inc.	Melanoma Network of Canada
Stryker	Canica Design	Rivex Pharma	Integra Lifesciences
		CAE Healthcare	

Thank you for your interest in the 2021 Canadian Surgery Forum!

