

Personalized and Targeted Learning
NEW FORMAT

The Canadian Institute's 7th Annual

DRUG PRICING & REIMBURSEMENT IN CANADA

Strategies to Optimize Your Price and Increase Market Access in a Lean Environment

Mapol Inc. Colleagues & Clients save up to \$200*

Join key market participants and industry stakeholders from:

- Government
- Brand And Generic Pharmaceuticals
- Public And Private Payers
- Pharmacies
- Distributors

Take your knowledge further by participating in one of the intensive master classes:

- A** Implementing Strategies for the Successful Launch and Price Sequencing of Innovative Drugs in Canada
- B** Maximizing Your Product's Value with Strategic Life Cycle Management

MAIN FORUM – DAY ONE

An unparalleled faculty and executive panels will provide practical solutions to help you compete in today's restricted market place:

- Analyze **key global trends** and how they will impact you
- Learn **proven strategies** to meet regulatory demands
- Address your **market access and pricing challenges** with proven expert guidance

STREAMS – DAY TWO

Choose the stream that best reflects your business directives

1 Successful Strategies for Market Access and Reimbursement

- Your complete cross-Canada guide to listing on provincial formularies
- How to maximize your market access through private insurers
- Top strategies for structuring PLA's for rare disease and targeted therapies

2 Optimizing Your Price Point

- How to strategically employ health economics
- Practical guidance to apply targeted pricing theories and value-based pricing
- Proven strategies to address government cost containment initiatives

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Join your colleagues, industry leaders and policy-makers, to gain practical strategies to help you compete, and to understand the evolving regulatory developments and how they will impact your business.

In response to rising health care costs in today's lean fiscal environment, federal and provincial governments have taken steps to control pharmaceutical drug prices and restrict access to markets.

This trend significantly impairs the pharmaceutical industry's ability to bring drugs to market quickly at an optimal price, while remaining compliant and profitable. As a result, companies are experiencing additional layers of financial stressors in response to strategies put in place by both public and private payers to minimize pharmaceutical prices across Canada.

The Canadian Institute's 7th **Forum on Drug Pricing & Reimbursement**, brings together key stakeholders to share their perspectives and practical strategies so that you can remain competitive and compliant in today's uncertain and increasingly aggressive market.

- ▶ Get practical and innovative **strategies for structuring product listing agreements**
- ▶ Learn the most **recent updates and developments** impacting drug pricing and reimbursement across Canada
- ▶ Track critical **updates on the new p-CODR**
- ▶ Understand the evolving nature of **bulk purchasing through the Pan-Canadian initiative**
- ▶ Analyze the **latest global and pan-Canadian DP&R trends** in the industry and their impact on Canada

NEW! The Canadian Institute is responding to your request for a **new, improved and strategically priced** learning opportunity. This year, attend the stream that best fits your needs whether it is **Market Access and Reimbursement** or **Pricing**.

Join us June 4-5 to learn the latest trends in Canada and abroad, and for solutions to your unique challenges and opportunities, as the industry moves toward a more unified approach to Drug Pricing and Reimbursement in Canada. Reserve your place today - call 1-877-927-7936 or register online www.CanadianInstitute.com/DrugPricing.

WHO YOU WILL MEET

Pharmaceutical, Biotech, Generic and Brand Presidents, Vice Presidents, Directors, Managers and Analysts of:

- Pricing
- Reimbursement
- Sales
- Pharmacy Services
- Investor Relations
- Market Access
- Regulatory Affairs
- Policy and Compliance
- Government Relations
- Marketing
- Business Development
- National Trade and Formularies

Plus:

- Government
- Patient Advocacy Groups
- Lawyers
- Pricing and Reimbursement Consultants
- Pharmacists
- Large drug chains
- Health Economists

FACULTY LIST

Adrienne Blanchard
Partner
Norton Rose Canada

Michelle Boudreau
Executive Director
Patented Medicine Prices Review Board

Wayne Critchley
Senior Associate, Health & Life Sciences
Global Public Affairs, Inc.

Jill Daley
Associate
Norton Rose & Pharmacist

William Dempster
Principal
3sixty Public Affairs Inc.

Dr. Judith Glennie
Consultant
J.L. Glennie Consultants

Ian Hilley
VP Government Affairs
and Market Access
Mylan Pharmaceuticals

Michael Hurwich
President
Strategic Pricing Management Group

James LeBrocq
Director of Membership
Canadian Association of
Health Reimbursement

Nathaniel Lipkus
Lawyers | Patent and Trademark Agents
Gilbert's LLP

Peter Murray
Director, Private Health Economics
and Reimbursement
Strategic Pricing Management Group

Anita Nador
Partner
Gowling Lafleur Henderson LLP

W. Neil Palmer
President & Principal Consultant
DCI Market Access Inc.

Gordon Polk
CEO
Mapol Inc.

Durhane Wong-Rieger
President & CEO
Canadian Organization for Rare Disorders

Walter Robinson
Vice President,
Governmental Affairs
Canada's Research-Based Pharmaceutical
Companies (Rx&D)

Angela Rocchi
Principal
Axia Research Inc.

Aimee Sulliman
Manager, Market Access & Health
NATIONAL Public Relations

Greg Thomas
Partner & VP Pricing Research
Pricing Solutions

Peter Winters
Senior Research Consultant, Healthcare
Pricing Solutions

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8:00 Registration Opens and Coffee is Served

9:00 **Opening Remarks from the Chair**

Kevin West

VP, Strategic Partnerships and Government Relations
AmerisourceBergen Canada

9:15 **Anticipating and Adapting to Global Trends in Pharmaceutical Pricing and Reimbursement in Canada**

W. Neil Palmer

President & Principal Consultant
PDCI Market Access Inc.

- How Canada fits in the global P&R context
- Value Based Pricing (UK) and AMNOG reforms (Germany) – considerations for pricing in Europe and Canada
- Repercussions of international price referencing without a fee pricing anchor
- Risk sharing, listing agreements vs. increasing demands for price transparency
- Evolution of HTA in Europe and outlook for the QALY
- Formal and informal cooperation between HTA agencies: Harmonization or collusion?
- Implications to Canadian market participants of the Canada – EU Trade Agreement (CETA)
- USA: Implementation of the *Affordable Care Act* and its effect on drug pricing

10:15 Networking Coffee Break

10:30 **View from the Patented Medicine Prices Review Board Recent Development and Upcoming Trends**

Michelle Boudreau

Executive Director
Patented Medicine Prices Review Board

In this session, hear directly from the PMPRB on their policies, guidelines initiatives and future plans, and how all of it will impact your organization this year.

11:15 **Identifying and Evaluating the Key Strategies for Listing, Market Access and Pricing for Oncology Drugs**

Ian Hilley

VP Government Affairs and Market Access
Mylan Pharmaceuticals

Gain essential strategies to successfully navigate the regulatory pCODR mandates, market access, unique pricing considerations, pharmacist and patient considerations to grow market share in oncology pharmaceuticals.

12:15 Networking Luncheon for Delegates and Speakers

1:30 **Leveraging Health Technology Assessments to Gain Market Access and Attain Optimal Pricing**

William Dempster

Principal, 3sixty Public Affairs Inc.

- Update on Health Technology Assessment agencies and provincial evaluations across the country

- Positioning your HTA submissions and related outreach initiatives to achieve successful market access
- Ethically partnering with your associations and other stakeholders to impact HTA policy and processes

2:30 **Turning Medical Marijuana to the Private Payer Sector: Planning for the Billion Dollar Shift?**

James LeBrocq

Director of Membership
Canadian Association of Health Reimbursement

In April 2014, Health Canada will give up the administration of the medical marijuana program. As the largest “prescription” drug in Canada’s history soon to enter the private market and with sales estimated to reach billions, planning is crucial to compete effectively. This session will address the many questions that are arising with respect to this new product on the market: who will pay for it? Does the private payer and public payer have a tiger by the tail here? Do you need to plan for this? What will be your strategy in terms of pricing to benefit from this shifting landscape? Should you plan to compete?

3:15 Networking Coffee Break

3:30 **Practical Solutions to Overcome Challenges in Market Access and Pricing: Planning a Pro-active and Effective Response in Today’s Constrained Environment**

Wayne Critchley

Senior Associate, Health & Life Sciences
Global Public Affairs, Inc.

- Identifying key challenges impacting the Canadian pharmaceutical landscape today
- Determining key strategies, processes and protocols which enable your organization to successfully address these challenges
- Initiatives you can implement to excel in a lean environment

4:30 **Strategies to Prepare a Market Access and Pricing Model for Rare Disease and Targeted Therapies**

Durhane Wong-Rieger

President & CEO
Canadian Organization for Rare Disorders

- Assessing the legitimacy and sustainability of the current prices: how are the entry prices evaluated?
- Evaluating the lack of competition and the impact of exclusivity and small markets in the decrease of entry of competitors
- Determining if pricing should automatically come down after the period of market exclusivity and patent expiration, even if there are no “generic” competitors.
- What is new research predicting in terms of the total impact on budget of an influx of new drugs for rare diseases coming into the market?
- Should public and private drug plans have a single formulary and pricing for rare disease drugs?

5:30 **Chair’s Closing Remarks
Forum Adjourns to Networking Opportunity**

INTENSIVE MASTER CLASSES | WEDNESDAY, JUNE 5, 2013

8:00 a.m. – 10:00 a.m. (Registration Opens at 7:30 a.m.)

Further Your Knowledge!
Attend an intensive master class

A Implementing Strategies for the Successful Launch and Price Sequencing of Innovative Drugs in Canada

Michael Hurwich
President
Strategic Pricing Management Group

Peter Murray
Director Private Health Economics and Reimbursement,
Strategic Pricing Management Group

- Seeing the forest through the trees- Mapping the different elements in the pricing and reimbursement processes
- Evaluating the interaction between pricing, reimbursement and the larger marketing framework
- Counting down to launch: approximating timelines for activities
- Leveraging what you have under your control to maximize value by utilizing the old 80/20 rule
- Looking out as well as in: what can the market tell us?
- Considering the whole portfolio: are there opportunities of synergies between products?

B Maximizing Your Product's Value with Strategic Life Cycle Management

Aimee Sulliman
Manager, Market Access & Health
NATIONAL Public Relations

- Best practices to increase product accessibility for consumers
- Comparing the global and Canadian regulatory environment: where do we stand?
- Assessing the changes and trends in provincial & federal regulations
- Benchmarking your product to facilitate market access planning
- Knowing your options in terms of licensing to obtain rapid access
- Planning for your asset from the outset
- Benefiting from co-promotion of your product with generic pharmaceuticals

STREAMS – DAY TWO | WEDNESDAY, JUNE 5, 2013

This day provides an opportunity for you to define your needs for individualized, practical and targeted learning. Choose the stream which best suits your learning goals and objectives.

STREAM 1 SUCCESSFUL STRATEGIES FOR MARKET ACCESS AND REIMBURSEMENT

Registration and Coffee Served at 9:30 a.m.

10:00 Practical Approach to Developing an Effective Reimbursement Strategy Based on Contextual Data

Dr. Judith Glennie
Consultant, J.L. Glennie Consulting Inc.

- Mapping a route to successful product market access in an environment characterized by bulk purchasing and cost constraint imperatives
- Strategically positioning a product for reimbursement with both public and private payers
- Navigating through the challenges of purchasing and pricing alliances
- Anticipating issues related to reimbursement by assessing your specific environment
- Guide to developing a personalized strategy with the data specific to your context

11:00 Networking Coffee Break

11:15 Successfully Structuring a Product Listing Agreement (PLA)

Anita Nador
Partner, Gowling Lafleur Henderson LLP

PLA's provide certainty in cost to the payer while limiting its exposure to off-label use and indication creep. Creating a product listing agreement will enable your organization to protect the reference price of your product and limit its use of the drug only to patients who qualify. Ensure the public payer will reimburse your product by crafting a strategic PLA.

- Understanding the key regulatory changes impacting product listing agreements
- Determining the expected standards of PLAs
- Best practices and creative solutions for structuring agreements

12:15 Networking Luncheon for Speakers and Delegates

1:30 Legal Perspective on Listing Your Organization's Products on the Provincial Formularies Across Canada

Adrienne Blanchard
Partner, Norton Rose Canada

Jill Daley
Associate, Norton Rose Canada & Pharmacist

In this critical session, you will receive the legal perspective on the provincial formularies through a comparative study.

- Understand the contract drug submission processes, price increase submissions and formulary products
- Acquire crucial information necessary to formulating a viable market product plan including the timing and process for successfully listing your products across Canada

2:30 Developing New Opportunities for Market Access & Reimbursement with Private Insurers

Gordon Polk
CEO, Mapol Inc.

- Analyzing the impact of different drug plan designs on pricing and reimbursement
- Understanding how the different levels of stakeholder influence are affecting product coverage
- What hurdles and challenges arise from rare disease and targeted disease funding?
- Evaluating how industry and private payers can work together to facilitate the timely market access of product listings under private drug plans
- Strategies from public formularies and drug plans for private drug plan product submissions

3:30 Chair's Closing Remarks - Forum Concludes

Register at 1-877-927-7936 or in Toronto 416-927-7936 or www.CanadianInstitute.com/DrugPricing

STREAM 2 OPTIMIZING YOUR PRICE POINT

Registration and Coffee Served at 9:30 a.m.

10:00 Using Value Based Pricing Strategically in a Highly Competitive Market

Greg Thomas

Partner & VP Pricing Research, Pricing Solutions

Peter Winters

Senior Research Consultant
Healthcare, Pricing Solutions

In this session, secure strategies for successful product pricing throughout the product cycle which demonstrates value and maximizes price and revenue.

- Linking value attributes to price
- Successful strategies to optimize the price of both new and existing pharmaceutical products
- Focusing your sales and marketing team on value rather than price or reference pricing
- Tying price elasticity tools to revenue optimization tools in arriving at your optimal price
- Assessing how marketing segmentation across patient groups and physicians/clinics assist you in developing pricing strategies and tactics

11:00 Networking Coffee Break

11:15 Utilizing Health Economics to Support Your Value Proposition

Angela Rocchi

Principal, Axia Research Inc.

- Evaluating economic data to determine how it will inform your decision
- Driving various models to find value for your product
- Understanding both the opportunities and the limitations of health economic data
- Realizing business optimization objectives faster with less risk and at a lower cost through an effective cost effect analysis

12:15 Networking Luncheon for Speakers and Delegates

1:30 Successfully Addressing Government Cost Containment Initiatives and Reference Pricing

Nathaniel Lipkus

Lawyers | Patent and Trademark Agents, Gilbert's LLP

Walter Robinson

Vice President, Governmental Affairs

Canada's Research-Based Pharmaceutical Companies (Rx&D)

- Understanding the proposed changes for bulk purchasing requirements and the Pan-Canadian initiative on the Canadian pharmaceutical market
- Assessing how Canadian pharmaceutical companies may be affected by government pricing alliances
- Understanding the challenges faced by generic companies through government pricing regulations Canada-wide
- What is being done abroad: a comparative study of successful initiatives

2:30 Analyzing the Benefits and Constraints of Applying "Game Theory" to Marketing a Pharmaceutical Product

Michael Hurwich

President, Strategic Pricing Management Group

- Using the theory of game to solidify the decisions regarding whether to market a product immediately and gain a competitive edge over rival firms, or prolong the testing period of the drug
- Understanding the ethical restraints in strategic decision making
- Defining the "rules of the game" and compliance regime
- Maximizing market share through behavioural economics evaluating the difference between healthy competition and destructive behaviour

3:30 Chair's Closing Remarks - Forum Concludes

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Strategic Pricing Management Group (SPMG) is a global leader in the development of value-based strategies, training and education, market research and customer intelligence and tool development across a diverse array of industries. Our value-based solutions provide our clients with unique guidance and insights for their pricing and marketing strategies and tactics. We help clients appreciate, understand and arrive at informed decisions that create, capture and communicate value. www.pricingexperts.net

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CAHR is the professional association through which these professionals meet, learn and promote knowledge and information so that innovative new treatment options can become more readily available to the Canadians who need them. www.caahrp.ca



Rx&D is the association of leading research-based pharmaceutical companies dedicated to improving the health of Canadians through the discovery and development of new medicines and vaccines. Our community represents more than 50 member companies which invest more than \$1 billion in research and development each year in Canada. www.canadapharma.org



Established in 1964, the Canadian Association for Pharmacy Distribution Management is the authoritative voice to manufacturers, pharmacy and governments for the safe, efficient distribution of pharmaceutical products in Canada. We provide advocacy and thought leadership that positively and proactively addresses key issues, defines new standards, develops best practices and shapes policies that drive healthcare forward, affordably and reliably. Visit www.capdm.ca today for current information and valuable resources.

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Join the Canadian Association of Pharmacy in Oncology (CAPHo) a national forum for oncology pharmacy practitioners and other health care professionals interested in oncology pharmacy, at www.capho.org. CAPHo conducts educational events, maintains appropriate professional practice standards, facilitates communication between oncology pharmacists and other interested health professionals and advocates for oncology pharmacy as an area of specialty practice.

Sponsorship & Exhibition Opportunities

Maximize your organization's visibility in front of key decision-makers in your target market. For more information, contact Director of Business Development **Daniel Gellman** at 416-927-0718 ext. 7389, toll-free 1-877-927-0718 ext. 7389 or by email at d.gellman@CanadianInstitute.com

Register at 1-877-927-7936 or in Toronto 416-927-7936 or www.CanadianInstitute.com/DrugPricing

The Canadian Institute's 7th Annual

DRUG PRICING & REIMBURSEMENT IN CANADA

Strategies for Optimizing Your Price and Increasing Market Access in a Lean Environment



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Customize Your Learning	Register & Pay by May 7, 2013	Register & Pay after May 7, 2013
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*Stream choices: 1= Successful Strategies for Market Access and Reimbursement; 2 = Optimizing Your Price Point
*Master Classes are not separately bookable and must be purchased in addition to main forum or stream registration.

CONTACT DETAILS

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Top Reasons to Attend

- Practical strategies to optimize your pricing and reimbursement strategies
- Prepare for changes in the private and public payers market
- Network with key public and private stakeholders from across Canada
- Critical updates directly from PMPRB
- Understand how regulatory initiatives will impact your business operations

ADMINISTRATIVE DETAILS

VENUE: Metropolitan Hotel
ADDRESS: 108 Chestnut Street, Toronto, ON
TEL.: (416) 977-5000

Hotel Reservations

For information on hotel room availability and reservations, please contact the Metropolitan Hotel at (416) 599-0555 and request the 'Canadian Institute's Corporate Rate' when booking.

Registration Fee

The fee includes the program, all program materials, coffee breaks and lunches.

Payment Policy

Payment must be received in full by the program date to ensure admittance. All discounts will be applied to the Program Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at time of order. **Group discounts available to 4 or more individuals employed by the same organization, who register at the same time. Group discounts only available for those attending both conference days (Day 1 and Day 2). For more information on group rates, please call 1-877-927-7936.**

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You must notify us by email at least 48 hrs in advance if you wish to send a substitute participant. Delegates may not "share" a pass between multiple attendees without prior authorization. If you are unable to find a substitute, please notify **The Canadian Institute** in writing no later than 10 days prior to the program date and a credit voucher will be issued to you for the full amount paid. Credit Vouchers are valid for 1 year and are redeemable against any other program by **The Canadian Institute**. If you prefer, you may request a refund of fees paid less a 25% service charge. No credits or refunds will be given for cancellations received after 10 days prior to the program date. **The Canadian Institute** reserves the right to cancel any program it deems necessary and will, in such event, make a full refund of any registration fee, but will not be responsible for airfare, hotel or other costs incurred by registrants. No liability is assumed by **The Canadian Institute** for changes in program date, content, speakers or venue.

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