

# UroGP

UROLOGY IN  
GENERAL PRACTICE  
SYMPOSIUM

## SPONSORSHIP PROSPECTUS

Saturday 14 September 2019  
Melbourne Convention & Exhibition Centre

**Australia's most comprehensive educational  
forum on urology health for GPs.**

Addressing complex issues, exploring solutions  
and unveiling innovative developments.



# INVITATION

On behalf of the University of Melbourne and Austin Hospital, we warmly invite you to be a part of the 10<sup>th</sup> Annual Urology in General Practice Symposium—UroGP 2019.

UroGP is a full day forum which explores complex urology health issues relevant to General Practitioners (GPs), and also touches on the latest solutions available to patients and innovative new developments in the urology field. This symposium represents Australia's leading forum on urological health specifically for GPs, and was started in 2010 due to the vital need for GPs to further their understanding of urological issues, symptoms and treatments for patients young and old.

UroGP also communicates the latest cost effective treatments available for urological issues via the Pharmaceutical Benefits Scheme (PBS).

Over 400 participants are expected to attend UroGP 2019, presenting a valuable marketing opportunity for organisations interested in reaching and educating GPs focused on quality diagnosis, care and treatment of patients with urology issues. A range of partnership packages and display opportunities are available for this one-day forum, to help your organisation reach this valuable market.

## Organising Committee



**Professor  
Damien Bolton**



**Associate Professor  
Nathan Lawrentschuk**

## Host Organisation

UroGP was founded-by, and continues to be hosted-by, the University of Melbourne and Austin Hospital.

The University of Melbourne is committed to delivering quality education and is recognised as one of Australia's top institutions for education and research in the speciality field of urological health.

Austin Hospital is home to the largest urology department in Victoria, and has a strong history of GP education.



# PROGRAM

The program will include presentations by nationally and internationally recognised experts in the urology field. Over one day, the program will progressively explore the likely issues GPs face in different patient age groups and genders.

In the afternoon, the program will separate into two streams; GP stream and nurse stream. The nurses stream will include hands-on workshops for nurses.

## CME POINTS

It is expected this symposium will attract 40 Category 1 points as part of an Active Learning Module approved by the RACGP.

**40**  
CME points

## THE VENUE

The MCEC is conveniently located on the banks of the Yarra River in the heart of the city, close to restaurants, hotels and public transport hubs, and it is just 20 minutes by car from Melbourne Airport.

The newly opened centre is fully integrated with the existing Exhibition Centre, making the MCEC the largest combined exhibition and convention centre in Australia. Visit [www.mcec.com.au](http://www.mcec.com.au) for more information on the MCEC Complex.



## Symposium fast facts

### UroGP 2019

10<sup>th</sup> Annual Urology in General Practice Symposium

### Date

14 September 2019

### Venue

Melbourne Convention & Exhibition Centre

### Delegate market

Over 400 GPs, practice nurses, students, practice managers and other allied healthcare professionals

### Key topics

Issues GPs face in different patient age groups and genders

### Website

Visit [www.urogp.com.au](http://www.urogp.com.au) for the latest information

### Contact

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UroGP Partnerships Manager  
02 9213 4015  
[danny.perry@mci-group.com](mailto:danny.perry@mci-group.com)

# PROGRAM SUGGESTION

Copy of the 2018 program

0700 Registration and arrival coffee	
<i>Chairs: Bradley Newell, Assoc. Prof Justin Tse</i>	
<b>Meeting room: 105 &amp; 106</b>	
0800	Welcome and outline of aims, <b>Prof Damien Bolton</b>
0805	Issues in urologic education for the GP, <b>Assoc. Prof Justin Tse</b>
0810	New medical therapies in BPH for the GP, <b>Dr Joseph Ischia</b>
0820	Case based interactive discussion of treatment options
0830	Greenlight laser – including video demonstration, <b>Mr Dennis Gyomber</b>
0850	PSA testing update: Who needs this test and when? <b>Prof Damien Bolton</b>
0900	Discussion regarding understanding of current guidelines
0910	Radiology: Quiz and Discussion, <b>Dr Joseph Ischia</b>
0920	Active surveillance in prostate cancer –the GP involvement and role <b>Assoc. Prof Nathan Lawrentschuk</b>
0940	Test: Aggressive vs Non-Aggressive management: which cancer and why: Question Based Panel Discussion
0940	Prostate MRI: New Item numbers, Case presentation, <b>Dr Bradley Newell</b>
1005 Coffee and light refreshments with industry	
<i>Chairs: Prof Damien Bolton, Mr Joseph Ischia</i>	
<b>Meeting room: 105 &amp; 106</b>	
<i>Chair: Mr Bradley Newell and Mr Paul McGivern</i>	
<b>Meeting room: 104</b>	
1015	Urological dermatology for the GP; A Case by case Evaluation Scenario, <b>Dr Tony Hall</b>
1030	Imaging investigation for haematuria and other pathology: Case analyses with GP participation, <b>Mr P Liodakis</b>
1045	Brachytherapy for GP's: Understanding the Basics, <b>Dr Michael Chao</b>
1100	Robot prostatectomy: Question and Answer Session, <b>Prof Damien Bolton</b>
1115	GP led case evaluation on optimal urinary stone treatment – General Practice Cases Presented, <b>Mr G Jack</b>
1130	Bladder Cancer and the GP involvement: Case Presentations and Interactive Discussion, <b>Assoc. Prof Nathan Lawrentschuk</b>
1145	Renal Cysts and Renal Masses – What imaging reports mean, <b>Dr Yee Chan</b> Greenlight Laser Simulator and Robot Console Training
1200	Evaluation and session close
1015	Welcome, <b>Mr Bradley Newell and Mr Paul McGivern</b>
1020	Case presentation – Bladder Cancer, <b>Robyn Bolger</b>
1040	Bladder Cancer Charity, <b>Tony Moore</b>
1100	CAUTI – Global trends, <b>Julie Dicker</b>
1120	BPH and Urolift, <b>Mr Dennis Gyomber</b>
1140	Androgen Deprivation for prostate cancer patients – What is it? <b>Carla D'Amico</b>
1155	Female urinary incontinence - Current management strategies, <b>Dr Jos Jayarajan</b>
1215	Evaluation and session close
1215 Coffee and lunch with industry interaction with Greenlight Laser simulator and Robot	
<i>Chairs: Assoc Prof Nathan Lawrentschuk and Dr Jos Jayarajan</i>	
<b>Meeting room: 105 &amp; 106</b>	
1245	Medical Therapies You can Prescribe for Incontinence, <b>Dr Jos Jayarajan</b>
1300	Neuromodulation for incontinence: Case Discussions, <b>Dr Johan Gani</b>
1315	Slings for Urinary Incontinence in Women – Problems and Solutions, <b>Dr Sandra Elmer</b>
1330	Erectile dysfunction in General Practice: Case analyses with audience, <b>Dr Michael Chamberlain</b>
1345	Interactive case discussion and Q&A
1400	Vasectomy and its reversal – the facts, <b>Dr Andrew Troy</b>
1425	Panel Discussion: How should a GP manage these urgent case issues in Urology, <b>Prof Shomik Sengupta</b>
1445	Final Q&A session plus case examples
1455	2018 Urologic Education Symposium Examination prize presentation Summary and evaluation of symposium



# SPONSORSHIP OPPORTUNITIES

Sponsorship package prices are in Australian Dollars (AUD) and are inclusive of 10% Goods and Services Tax (GST). Sponsorship funds will be used for education purposes and not food and beverage.

PACKAGES (includes GST)	Platinum \$24,000	Gold \$15,000	Silver \$10,000
<b>Registrations</b>			
<b>No. of complimentary registrations</b>	10	5	2
<b>Display opportunities</b>			
<b>Display opportunities</b> Platinum sponsor will be given prime position followed by other levels in order of investment	2 x table display (includes 6m x 2m of floor space, two tables, four chairs, two display boards, fascia panel, table cloth and power)	1 x table display (includes 3m x 2m of floor space, includes one table, two chairs, display board, fascia panel, table cloth and power)	1 x table display (includes 2m x 2m of floor space, one table, one chair, display board and table cloth)
<b>Program</b>			
<b>Opening session</b>	Logo on sponsor thank you slide		
	Verbal recognition		
<b>Closing session</b>	Logo on sponsor thank you slide		
	Verbal recognition		
<b>Program</b> Subject to organising committee approval of speaker and topic	Opportunity to provide a speaker in the symposium program. (Subject to committee approval)	Opportunity to provide a speaker in the symposium program. (Subject to committee approval)	
<b>Print and promotional</b>			
<b>Event Bag</b>	Logo to appear on the front of Event Bag provided to all delegates.		
<b>Symposium website</b>	Sponsor's logo hyperlinked to their website until February 2019		
	200 word profile	100 word profile	50 word profile
<b>Email alerts and e-zines</b>	Recognition as a sponsor within your chosen package		
<b>Handbook</b>	Recognition as a sponsor within your chosen package		
	Logo on front cover		
	200 word promotional paragraph and contact listing	100 word promotional paragraph and contact listing	50 word promotional paragraph and contact listing
	1 x full page colour advert in handbook (inside front cover or back cover, portrait)	1 x half page colour advert in handbook (landscape)	1 x half page mono advert in handbook (landscape)
<b>Delegate list</b> Subject to privacy legislation provisions; name, organisation and state only	Electronic copy provided 14 and 7 days prior to the event		
	Hard copy list onsite at the symposium		
	Electronic copy provided within 7 days of the event		
<b>Promotional material</b> (to be provided by partner)	Sponsor to supply a brochure of any type for distribution at the opening session—handout at door and the distribution at the registration area.	Sponsor to supply a brochure of up to 4 pages for distribution at the registration area.	Sponsor to supply a brochure of up to 2 pages for distribution at the registration area

# SPONSORSHIP OPPORTUNITIES

<b>PACKAGES</b> <i>(includes GST)</i>	<b>Platinum</b> <b>\$24,000</b>	<b>Gold</b> <b>\$15,000</b>	<b>Silver</b> <b>\$10,000</b>
<b>Delegate passport</b> Designed to encourage delegates to mingle with all exhibitors—to go in the running for a prize	Logo included on delegate passport		
<b>Signage at venue</b> Retractable/freestanding banner; supplied by sponsor; location at discretion of organisers	3 x banners	2 x banners	1 x banner
<b>Endorsement</b>	Opportunity to showcase your sponsorship of UroGP 2018 for promotional purposes (package level must be listed—all endorsements must be approved by the organiser)		
<b>Networking breaks</b>			
<b>Coffee cart</b> Opportunity to have a barista to wear a branded shirt and opportunity to provide branded coffee cups and merchandise (at sponsors expense)	Opportunity to include a coffee cart in the exhibition area for an additional cost of \$3,300		

*Advert specifications, dimensions and due date to be advised. The sponsor is responsible for supplying artwork for printed materials by the due date.*

*All logos will be reproduced in symposium colours OR black depending on method of print production. All logos must be 300 DPI at 100% in JPEG and EPS format.*

# ADVERTISING OPPORTUNITIES

<b>Handbook</b> A handbook will be distributed to all delegates. Please note that sponsors are entitled to complimentary advertising space in the handbook.		<b>Price</b>
<b>Advertising space in the handbook</b>	Full page colour	\$2,000
<b>Email content</b> Opportunity to provide content included in event emails to GP Database (Est. 5,000 recipients)	1 email	\$1,000
<b>Promotional material</b> Distributed at registration, sponsor to provide approx. 400 items	A4 size or smaller	\$2,000

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

<b>Item</b>	<b>Description</b>	<b>Price</b>
<b>Nurses workshop</b> Opportunity to provide an interactive nurses workshop in one of the topic* areas: <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Nurse catheterisation</b></li> <li><input type="checkbox"/> <b>Prostate cancer injections</b></li> <li><input type="checkbox"/> <b>Continence aids</b></li> </ul> <i>Note: all workshops will be held in the same room and nurses will rotate from one workshop to the next (workshop will need to be repeated for each group)</i>	<ul style="list-style-type: none"> <li>• Opportunity to select workshop topic and provide a facilitator and materials</li> <li>• Recognition as a sponsor in the symposium handbook</li> <li>• Opportunity to place your banner in the workshop room (partner to provide banner/signage)</li> <li>• One complimentary registration</li> <li>• Delegate list (name, organisation and state) provided in electronic format after the symposium (subject to privacy legislation provisions)</li> </ul>	\$3,000 per workshop

Organisations may indicate a different workshop topic for consideration, which would be subject to committee approval.

# EXHIBITION OPPORTUNITIES

A limited number of table displays will be set-up in the foyer area. This foyer area will also host all refreshment breaks, providing excellent foot traffic during break periods and offering a prime networking arena for both delegates and companies on display. All prices are in Australian Dollars (AUD) and include 10% GST.

Display opportunities	
<b>Table display</b>	\$3,500 per display
<b>Inclusions</b>	
<b>One registration</b>	<ul style="list-style-type: none"> <li>• Access to sessions and display area</li> <li>• Arrival and morning tea/coffee and lunch</li> <li>• Handbook</li> </ul>
<b>Equipment</b>	<ul style="list-style-type: none"> <li>• One table</li> <li>• One chair</li> <li>• Table cloth</li> <li>• Power (one single power point)</li> <li>• Additional equipment can be hired through the exhibition supplier</li> </ul>
<b>Exposure</b>	<ul style="list-style-type: none"> <li>• Listing in the handbook including; company name, 50 word promotional paragraph and contact details</li> <li>• Link and listing on the website, including logo</li> </ul>
<b>Delegate list</b> Subject to privacy legislation provisions	<ul style="list-style-type: none"> <li>• Hard copy provided onsite</li> <li>• Electronic copy provided after the symposium (name, organisation and state only)</li> </ul>
<b>Set-up and pack down schedule</b>	<ul style="list-style-type: none"> <li>• Companies with display tables will have access to the venue from 0700 hours (for 0700 hours start)</li> <li>• Pack down will occur from 1300 hours onwards</li> </ul>

*Please note: display tables will be allocated based on sponsorship/exhibition level and application date. A floorplan will be provided closer to the symposium date, and will be available on the website [www.urogp.com.au](http://www.urogp.com.au).*



# GENERAL TERMS AND CONDITIONS

## Things you need to know

The following terms and conditions apply to your application to sponsor and/or display.

- **You** (sponsoring /displaying organisation) by completing an online application form
- **We/Us** (MCI Australia ABN 76 108 781 988) representing the local organising committee and the host body do not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the symposium website for the latest information.
- It is the responsibility of all sponsors, exhibitors and display table holders to follow the Medicines Australia Code and the Medical Technology Association of Australia code of practice. MCI Australia holds no responsibility for breaches to these codes.

## Financial facts

- Telephone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited i.e. you will be billed at the next highest level (early rate to standard, etc).
- You will not receive any sponsorship or display entitlements, including allocation of booth location (allocated to sponsors first and then to display table holders), until all monies have been paid.
- All prices are quoted in Australian dollars and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged if detailed on the application form. Debits to your credit card, except for accommodation, will appear as MCI Australia on your statement.

## If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made before 30 January 2019 will be refunded less 50% of the total purchase price.
- Cancellations made after this date will not be refunded.
- Your non payment does not cancel your contractual obligations to us.

## In the unlikely case that the symposium cancels

- The extent of refunds will be a matter for the host organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

## You and your staff – onsite

- Your application to sponsor or display does not constitute an attendee registration. You will need to do that separately via the relevant registration site.
- All display table staff must be registered using the relevant category i.e. complimentary display table registration, or by purchasing additional display table staff registrations.

## Print entitlements

- Logos and/or company names will be reproduced in the symposium colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.
- No print or website recognition will be given unless payment terms have been met.

## Exhibitor and display table notes

- You may not assign, share, sub-let, or grant licences for the whole or part of a booth or display table without our prior approval.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space/table display causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth, display table or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the symposium unless prior arrangements are made with us.
- Any supplier you use on site must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current broadform liability insurance policy for a minimum of AUD10,000,000. Please forward the name of your insurer, your policy number and its renewal date to us at least four weeks prior. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the organisers to discuss options

## Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the symposium such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation and state of origin may be published on the delegate list which is provided to delegates, display table holders and sponsors at the symposium. If you do not wish your details to be included in this list, please contact us.

# UroGP

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Hosted by:  
Department of Urology and University of Melbourne Department of Surgery, Austin Hospital  
[www.urogp.com.au](http://www.urogp.com.au)

