

UroGP

UROLOGY IN
GENERAL
PRACTICE
SYMPOSIUM

12th ANNUAL UROLOGY
IN GENERAL PRACTICE

SATURDAY 11 SEPTEMBER 2021
MELBOURNE CONVENTION & EXHIBITION CENTRE

SPONSORSHIP PROSPECTUS

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

Addressing complex issues, exploring solutions
and unveiling innovative developments.

Hosted by:

Department of Urology and University of Melbourne Department
of Surgery, Austin Hospital

www.urogp.com.au



INVITATION

On behalf of the University of Melbourne and Austin Hospital, we warmly invite you to be a part of the 12th Annual Urology in General Practice Symposium—UroGP 2021.

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 2021, 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.



EVENT AUDIENCE

450 Delegates

- **65%** GPs
- **20%** Nurses
- **10%** GP Registrars
- **5%** Urologists



Delegates Numbers at the past 3 UroGPs

2018	446
2019	485
2020	223 (VIRTUAL)

PROGRAM

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

CPD POINTS

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

40
CPD points



Symposium fast facts

UroGP 2021

12th Annual Urology in General Practice Symposium

Date

11 September 2021

Delegate market

Over 450 GPs, urologists, nurses and GP registrars

Key topics

Issues GPs face in different patient age groups and genders

Website

Visit www.urogp.com.au for the latest information

Contact

UroGP Partnerships Manager
07 3858 5400
sponex@urogp.com.au

PROGRAM

Copy of the 2020 program

0800	Welcome, outline of aims and opening summary Prof Damien Bolton & Assoc Prof Nathan Lawrentschuk
0805	Issues in urologic education for the GP Assoc Prof Justin Tse
0810	New medical therapies in BPH for the GP Dr Joseph Ischia
0820	Greenlight laser – including video demonstration Mr Dennis Gyomber
0830	Prostate MRI: New Item numbers, case presentation Dr Bradley Newell
0840	Bladder cancer and the GP involvement: case presentations Dr Joseph Ischia
0850	Robot prostatectomy questions answered Prof Damien Bolton
0900	Visit virtual exhibition
0915	Imaging investigation for haematuria and other pathology: Case analyses with GP participation Mr Peter Liodakis
0925	Renal Cysts and Renal Masses: What imaging reports mean Dr Nieroshan Rajarubendrah
0935	Brachytherapy for GP's: understanding the basics Dr Michael Chao
0945	Nephrolithiasis: Case Based: Primary Care Approach Mr Gregory Jack
0955	Active surveillance in prostate cancer –the GP involvement and role Dr Renu Eapen
1015	New medical therapies to be aware of for Urologic Cancers Assoc Prof Nathan Lawrentschuk
1025	Visit virtual exhibition
1040	Medical Therapies You can Prescribe for Incontinence Dr Jos Jayarajan
1050	Use of Mesh and alternate slings for urinary incontinence Dr Sandra Elmer
1100	Neuromodulation for incontinence: case discussions Dr Johan Gani
1110	Erectile dysfunction in General Practice: Case analyses with audience Dr Michael Chamberlain
1120	Vasectomy and its reversal – the facts Dr Andrew Troy
1130	Case discussion: how should a GP manage these recurrent urinary infections? Dr Dixon Woon
1140	Visit virtual exhibition
1155	Research presentations in conjunction with YURO
1355	Closing
1400	Interview/Workshop

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 \$22,000	Gold \$15,000	Silver \$10,000
Registrations			
No. of complimentary registrations	10	5	2
Display opportunities			
Display opportunities 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 and power)	1 x table display (includes 2m x 2m of floor space, includes one table, two chairs and power)	1 x table display (includes 2m x 2m of floor space, one table, one chair, and power)
Program			
Opening session	Logo on sponsor thank you slide		
	Verbal recognition		
Closing session	Logo on sponsor thank you slide		
	Verbal recognition		
Program 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)	
Print and promotional			
Event Bag	Logo to appear on the front of Event Bag provided to all delegates.		
Symposium website	Sponsor's logo hyperlinked to their website until February 2022		
	200 word profile	100 word profile	50 word profile
Email alerts and e-zines	Recognition as a sponsor within your chosen package		
Handbook	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)
Delegate list 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		
Promotional material (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

PACKAGES (includes GST)	Platinum \$22,000	Gold \$15,000	Silver \$10,000
Delegate passport Designed to encourage delegates to mingle with all exhibitors—to go in the running for a prize	Logo included on delegate passport		
Signage at venue Retractable/freestanding banner; supplied by sponsor; location at discretion of organisers	3 x banners	2 x banners	1 x banner
Endorsement	Opportunity to showcase your sponsorship of UroGP 2021 for promotional purposes (package level must be listed—all endorsements must be approved by the organiser)		
Networking breaks			
Coffee cart 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

Pocket program A pocket program will be distributed to all delegates. Please note that sponsors are entitled to complimentary advertising space in the pocket program.		Price
Advertising space in the handbook	Full page colour	\$2,000
Email content Opportunity to provide content included in event emails to GP Database (Est. 1,500 recipients)	1 email	\$1,000
Promotional material Distributed at registration, sponsor to provide approx. 450 items	A4 size or smaller	\$2,000

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	
Table display	\$3,500 per display
Inclusions	
One registration	Access to sessions and display area Arrival and morning tea/coffee and lunch Pocket program
Equipment	One table One chair Power (one single power point) Additional equipment can be hired through the exhibition supplier
Exposure	Listing in Pocket Program with logo Link and listing on the website, including logo
Delegate list Subject to privacy legislation provisions	Electronic copy provided 7 days prior to the event Electronic copy provided after the symposium (Name, Organisation, State and Email Address)
Set-up and pack down schedule	Companies with display tables will have access to the venue from 0700 hours (for 0700 hours start) Pack down will occur from 1300 hours onwards

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.

TERMS AND CONDITIONS

The following terms and conditions apply to your application to partner and/or exhibit at UroGP 2021.

Things you need to know

- You (Sponsoring /Exhibiting organisation) by returning the sponsorship booking form or the exhibition booking form accept these Terms and Conditions.
- We/Us (MCI ABN 76 108 781 988) representing the 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 website (urogp.com.au) for the latest information on the event.
- It is the responsibility of all sponsors, exhibitors and display table holders to follow the Medicines Australia Code and the Medical Technology Association Code of Practice. MCI Australia holds no responsibility for breaches to these codes.

Financial facts

- Phone 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 exhibition entitlements, including allocation of booth location (allocated in order of sponsorship/exhibition level) until all monies have been paid.
- All sponsorship and exhibition prices are in AUD and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and much 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.
- You must notify us in writing if you need to cancel.
- Cancellations made before 31 July 2021 will be refunded less 50% cancellation fee.
- Cancellations made after this 21 July 2021 will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.

In the unlikely case that the event 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 and/or exhibit does not constitute an attendee registration. You will need to do that separately online.
- 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 web format)
- No print of 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 the booth 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 causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with the congress managers.
- Any supplier you use onsite 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 public liability insurance policy for a minimum of USD10,000,000. Please forward the name of your insurer, your policy number, the insured amount and its renewal date to us at least four weeks prior to the event. 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 congress managers to discuss options.

Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event 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, country/ state of origin may be published on the list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.

APPLICATION FORM

CONTACT DETAILS OF APPLICANT			
TITLE		FIRST NAME	LAST NAME
POSITION		INDUSTRY SECTOR	
ORGANISATION NAME (FOR INVOICING PURPOSES)			
ORGANISATION NAME (FOR MARKETING PURPOSES IF DIFFERENT FROM ABOVE)			
POSTAL ADDRESS			
STATE	CITY	COUNTRY	POST CODE/ZIP
TELEPHONE	FAX	MOBILE (INC. COUNTRY CODE)	
EMAIL		WEBSITE	

SPONSORSHIP OPPORTUNITIES	ADVERTISING OPPORTUNITIES	EXHIBITION OPPORTUNITIES	PAYMENT METHOD
PLATINUM AUD22,000	ADVERTISING SPACE IN THE HANDBOOK AUD2,000	TABLE DISPLAY AUD3,500 (PER TABLE DISPLAY)	A tax invoice will be issued, as per agreed payment terms, which is payable within 14 days. All prices quoted are in Australian dollars and include 10% GST. Payments made via electronic funds transfer (EFT) must cover the sponsorship payment and any fees charged by your bank. Credit card payments will attract a processing fee.
GOLD AUD15,000	EMAIL CONTENT AUD1,000	NUMBER OF TABLES REQUIRED <input type="text"/>	
SILVER AUD10,000	PROMOTIONAL MATERIAL AUD2,000		
			ELECTRONIC FUNDS TRANSFER (EFT) (DETAILS OF PAYMENT WILL BE PROVIDED ON INVOICE)
			CREDIT CARD (A SECURE ONLINE LINK WILL BE SENT TO ENABLE PAYMENT)

CONFIRMATION

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation.

I understand and accept the inclusions of the package I am purchasing, and agree to abide by the terms and conditions of participating in this event.

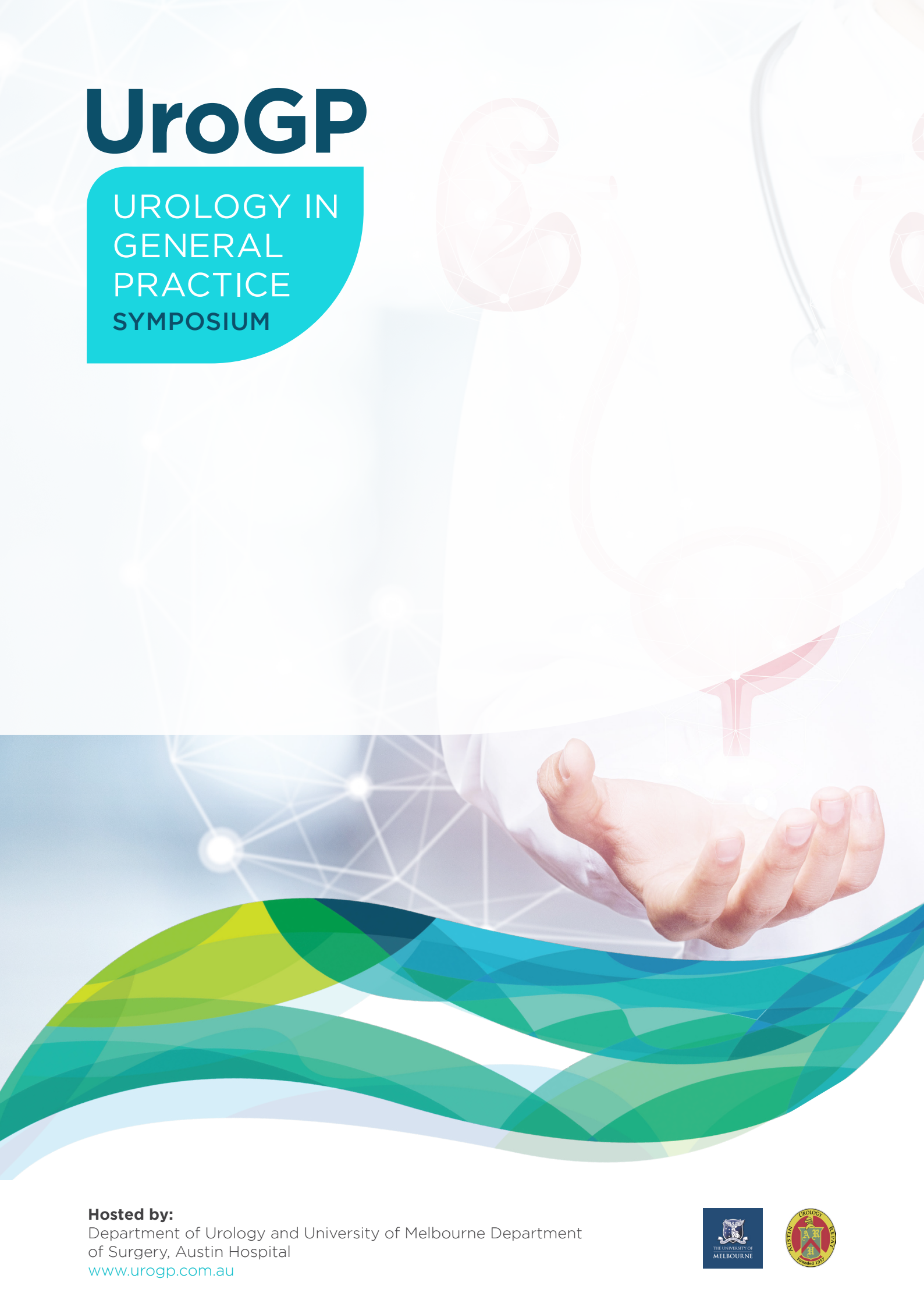
I understand that my organisation must hold public liability insurance for a minimum of AUD10,000,000 (which must cover your organisation for the duration of the event), and will provide a copy of the certificate of currency).

If you are unable to organise the required insurance cover, please contact the congress managers to discuss options.

TOTAL SPONSORSHIP AMOUNT (AUD INC GST)	NAME (PLEASE PRINT CLEARLY)
SIGNATURE	DATE

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