

# UroGP

UROLOGY IN  
GENERAL  
PRACTICE  
SYMPOSIUM

14<sup>th</sup> ANNUAL UROLOGY  
IN GENERAL PRACTICE

SATURDAY 9 SEPTEMBER 2023  
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](http://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 13th Annual Urology in General Practice Symposium—UroGP 2023.

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 2023, 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

### 400+ Delegates

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



### Delegates Numbers at the past 3 UroGPs

<b>2018</b>	446
<b>2019</b>	485
<b>2020</b>	223 (VIRTUAL)
<b>2021*</b>	347
<b>2022</b>	312

\* The 2021 iteration of UroGP was postponed to March 2022 due to Covid.

## 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.

**40**  
CPD points

## CPD POINTS

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



## Symposium fast facts

### UroGP 2023

14th Annual Urology in General Practice Symposium

### Date

9 September 2023

### Delegate market

Over 450 GPs, urologists, nurses and GP registrars

### Key topics

Issues GPs face in different patient age groups and genders

### Presenters

20+ Urologists

### Contact

UroGP Partnerships Manager  
+61 2 9213 4007  
[sponex@urogp.com.au](mailto:sponex@urogp.com.au)

# PROGRAM

<b>0800</b>	Welcome, outline of aims	<b>Prof Damien Bolton</b>
	<b>Session chairs: Prof Damien Bolton &amp; Dr Bradley Newell</b>	
<b>0805</b>	Haematuria- GPs can do more	<b>Dr Stephanie Demkiw</b>
<b>0810</b>	New medical therapies in BPH for the GP	<b>Dr Joseph Ischia</b>
<b>0820</b>	Case based interactive discussion of treatment option	
<b>0830</b>	Greenlight laser – including video demonstration	<b>Mr Dennis Gyomber</b>
<b>0850</b>	PSA testing update: who needs what test and when?	<b>Dr Renu Eapen</b>
<b>0900</b>	Discussion re understanding of current guidelines	
<b>0910</b>	Prostate MRI: new Item numbers, case presentation	<b>Dr Bradley Newell</b>
<b>0920</b>	Active surveillance in prostate cancer –the GP involvement and role Test: Aggressive vs Non-Aggressive management : which cancer and why: Question Based Panel Discussion	<b>Prof Nathan Lawrentschuk</b>
<b>0940</b>	Robot prostatectomy: Question and Answer Session	<b>Prof Damien Bolton</b>
<b>0950</b>	Morning tea with industry	
	<b>Session chairs: Dr Dennis Gyomber &amp; Mr Joseph Ischia</b>	
<b>1015</b>	Urological dermatology for the GP; A Case by case Evaluation Scenario	<b>Dr Tony Hall</b>
<b>1030</b>	Imaging investigation for haematuria and other pathology: Case analyses with GP participation	<b>Mr Peter Liodakis</b>
<b>1045</b>	Kidney lesions – which ones need what treatment?	<b>Dr Nieroshan Rajarubendrah</b>
<b>1100</b>	New medical therapies to be aware of: Quiz and Discussion	<b>A/Prof Joseph Ischia</b>
<b>1115</b>	GP led case evaluation on optimal urinary stone treatment – general practice cases presented	<b>Mr Gregory Jack</b>
<b>1130</b>	Bladder Cancer and the GP involvement: Case Presentations and Interactive Discussion	<b>Prof Nathan Lawrentschuk</b>
<b>1145</b>	Prostate Cancer RT	<b>Dr Michael Chao</b>
<b>1200</b>	Greenlight Laser Simulator and Console Training	
<b>1230</b>	Lunch with exhibitors and interaction with Greenlight Laser simulator and Robot	
	<b>Session chairs: Dr Jos Jayarajan &amp; Prof Nathan Lawrentschuk</b>	
<b>1315</b>	Medical therapies you can prescribe for incontinence	<b>Dr Jos Jayarajan</b>
<b>1330</b>	Use of Mesh and alternate Slings for Urinary Incontinence	Dr Sandra Elmer
<b>1345</b>	Testicular Cancer – When to suspect it and What to do? - interactive discussion	<b>Dr Dixon Woon</b>
<b>1400</b>	Vasectomy and its reversal – the facts	<b>Dr Andrew Troy</b>
<b>1425</b>	Erectile dysfunction in General Practice: Case analyses with audience	<b>Dr Michael Chamberlain</b>
<b>1445</b>	Final Question and Answer session plus Case examples	
<b>1455</b>	Main program closing summary and evaluation of symposium	<b>Prof Damien Bolton &amp; Prof Nathan Lawrentschuk</b>
<b>1500</b>	Research presentations in conjunction with <b>YURO</b>	



# 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 \$25,000	Gold \$17,000	Silver \$12,000
<b>Registrations</b>			
No. of complimentary registrations	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 display tables (includes 2x tables, 4x chairs and power)	1 x display tables (includes 1x table, 2x chairs and power)	1 x display tables (includes 1x table, 2x chairs and power)
<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>Symposium website</b>	Sponsor's logo hyperlinked to their website until February 2024		
	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>EDM</b> (est. 1,500 recipients)	Opportunity to distribute an EDM to the UroGP database	Opportunity to include a 200 word advertorial and banner for distribution in an EDM	Opportunity to include a banner for distribution in an EDM
<b>Digital 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 7 days pre and post to the event		
<b>Digital Satchel</b>	Sponsor to supply a brochure of any type for distribution inclusion in the digital satchel	Sponsor to supply a brochure of up to 4 pages for inclusion in the digital satchel	Sponsor to supply a brochure of up to 2 pages for distribution in the digital satchel

## BRANDING OPPORTUNITIES

Item		Price
<b>Lanyards</b>	<p>Ensure your logo is a highly visible and memorable brand reminder of a successful UroGP.</p> <p>Entitlements:</p> <ul style="list-style-type: none"> <li>• Provided to all attendees for registration identification</li> <li>• Sponsor logo included with the UroGP logo on the name badge</li> <li>• Acknowledgment in all marketing material as Lanyard Partner</li> </ul>	\$5,000
<b>Coffee station</b>	Opportunity to brand the coffee station	\$2,500

## ADVERTISING OPPORTUNITIES

Item		Price
<b>EDM</b>	<p><b>Full EDM</b></p> <p>Opportunity to distribute an EDM to the UroGP database</p>	\$2,500
	<p><b>EDM Advertorial</b></p> <p>Opportunity to include a 200 word advertorial and banner for distribution in an EDM</p>	\$1,500
	<p><b>EDM Banner</b></p> <p>Opportunity to include a banner for distribution in an EDM</p>	\$1,000
<b>Digital satchel</b>	Sponsor to supply a single page PDF brochure for distribution in the digital satchel	\$1,000

# 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
Equipment	One table One chair Power (one single power point)
Exposure	Link and listing on the website, including logo
Delegate list <i>Subject to privacy legislation provisions</i>	Electronic copy provided 7 days pre and post event

*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).*

## 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	BRANDING OPPORTUNITIES	ADVERTISING OPPORTUNITIES	EXHIBITION OPPORTUNITIES	PAYMENT METHOD
<b>PLATINUM</b> <b>AUD25,000</b>	<b>LANYARD SPONSOR</b> <b>AUD5,000</b>	<b>FULL EDM</b> <b>AUD2,500</b>	<b>TABLE DISPLAY</b> <b>AUD3,500</b> (PER TABLE DISPLAY)	<p>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.</p> <p><b>ELECTRONIC FUNDS TRANSFER (EFT)</b> (DETAILS OF PAYMENT WILL BE PROVIDED ON INVOICE)</p> <p><b>CREDIT CARD</b> (A SECURE ONLINE LINK WILL BE SENT TO ENABLE PAYMENT)</p>
<b>GOLD</b> <b>AUD17,000</b>	<b>COFFEE STATION</b> <b>AUD2,500</b>	<b>EDM ADVERTORIAL</b> <b>AUD1,500</b>	<b>NUMBER OF TABLES REQUIRED</b> <input type="text"/>	
<b>SILVER</b> <b>AUD12,000</b>		<b>EDM BANNER</b> <b>AUD1,000</b>		
		<b>DIGITAL SACHEL INSERT</b> <b>AUD1,000</b>		

## 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



# TERMS AND CONDITIONS

The following terms and conditions apply to your application to partner and/or exhibit at UroGP 2023.

## 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 2023 will be refunded less 50% cancellation fee.
- Cancellations made after 31 July 2023 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.

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