SIU 2020 will reach urologists from around the world via SIU’s virtual congress platform!
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## 2019 Society Partner Acknowledgements
The Société Internationale d’Urologie (SIU) is committed to promoting medical education and sharing best practices toward improved urological care worldwide. With more than 10,000 members from 130 countries, the SIU continues to strengthen existing partnerships, and form new relationships and collaborations with national societies and global organizations.

In the face of increasing global health concerns, the SIU continues to explore and develop innovative solutions to connect and engage our international SIU community, including our virtual congress portal, eLearning activities through SIU Academy, and mobile and web-based educational and health apps. In addition to these well-established and recently-introduced initiatives, SIU is also excited to launch its own academic journal, SIUJ, in fall of 2020.

The SIU has been supporting urologists worldwide for over a century, funding scholarships for young urologists, accrediting training centres, equipping and maintaining centres in resource-constrained settings, holds annual world congresses, and supports visiting SIU lecturers at national urology meetings.
Members from 130 Countries

Currently, SIU membership stands at 10,018 members

Top 10 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>1,609</td>
</tr>
<tr>
<td>Greece</td>
<td>608 members</td>
</tr>
<tr>
<td>Australia</td>
<td>562 members</td>
</tr>
<tr>
<td>Indonesia</td>
<td>549 members</td>
</tr>
<tr>
<td>China</td>
<td>502 members</td>
</tr>
<tr>
<td>United States</td>
<td>489 members</td>
</tr>
<tr>
<td>France</td>
<td>446 members</td>
</tr>
<tr>
<td>Turkey</td>
<td>427 members</td>
</tr>
<tr>
<td>Japan</td>
<td>409 members</td>
</tr>
<tr>
<td>South Korea</td>
<td>275 members</td>
</tr>
</tbody>
</table>

6,534 Urologists  3,484 Residents

4,390 Facebook followers  9,239 Twitter followers

Sub-specialties

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andrology</td>
<td>13%</td>
</tr>
<tr>
<td>BPO/LUTS</td>
<td>18%</td>
</tr>
<tr>
<td>Diagnostic Urology</td>
<td>14%</td>
</tr>
<tr>
<td>Endourology</td>
<td>25%</td>
</tr>
<tr>
<td>Female Urology</td>
<td>10%</td>
</tr>
<tr>
<td>Functional Urology</td>
<td>13%</td>
</tr>
<tr>
<td>Incontinence</td>
<td>11%</td>
</tr>
<tr>
<td>Oncology</td>
<td>38%</td>
</tr>
<tr>
<td>Pediatric Urology</td>
<td>8%</td>
</tr>
<tr>
<td>Research</td>
<td>10%</td>
</tr>
<tr>
<td>Stone Disease</td>
<td>20%</td>
</tr>
<tr>
<td>Trauma/Reconstruction</td>
<td>11%</td>
</tr>
</tbody>
</table>

These are self-identified specialties and members can select more than one; percentages do not add up to 100%.
Corporate Sponsors

Sponsors making annual contributions of €100,000 (CAN$145,000) to the SIU will have the highest level of recognition on all SIU platforms and media, and benefit from an exclusive suite of benefits.

Acknowledgement of support as a Corporate Sponsor throughout the year and leading up to the SIU Congress through:

- SIU website—recognition through corporate logo.
- SIU Academy eLearning portal and mobile app—recognition through corporate name on the designated Corporate Sponsors tab.
- Congress website—recognition through corporate name on the designated Industry tab, Sponsor Acknowledgment section.
- Digital SIU eNewsletter—recognition through corporate logo.
- SIU uMagazine (in print and online), 3 editions—recognition through corporate logo.
- Congress mobile app—recognition through corporate name in Sponsor Acknowledgements tab as a Corporate Sponsor.
- Partner Activity Guide (PAG)—recognition through corporate name. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2020 Congress.
- Congress mobile app—supporter recognition through corporate name in Sponsor Acknowledgements tab as a Congress Contributor.

Those companies who wish to sponsor individual items or only wish to exhibit are welcome to do so. Please note that if any of the elements or items listed within do not suit your current objectives, we would be pleased to discuss other options with you to customize your participation.

Society Contributors

Sponsors making contributions of €20,000–€99,000 (CAN$29,076–$145,000) to the SIU will be acknowledged as Society Contributors in all of the following:

- SIU website—supporter recognition through corporate logo.
- Partner Activity Guide (PAG) supporter recognition through corporate logo. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2020 Congress.
- Congress mobile app—supporter recognition through corporate name in Sponsor Acknowledgements tab as a Society Contributor.

Conversion from Euros to Canadian Dollars is approximate and exact rate will be confirmed upon signature of contract.

Congress Contributors

Sponsors making contributions of €20,000–€99,000 (CAN$29,076–$145,000) to the SIU will be acknowledged as Congress Contributors.

Acknowledgement of support as Congress Contributor on all of the following:

- Congress website—supporter recognition through corporate name in Sponsor Acknowledgements section.
- Partner Activity Guide (PAG)—supporter recognition through corporate name. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2020 Congress.
- Congress mobile app—supporter recognition through corporate name in Sponsor Acknowledgements tab as a Congress Contributor.

Those companies who wish to sponsor individual items or only wish to exhibit are welcome to do so. Please note that if any of the elements or items listed within do not suit your current objectives, we would be pleased to discuss other options with you to customize your participation.
The Société Internationale d’Urologie (SIU) is delighted to host the 40th Annual Congress at the Palais des Congrès in Montreal, from October 7–11, 2020.

SIU 2020 will welcome more than 3,000 urologists from around the world to Montreal to learn, network, and experience leading-edge developments in the field. In addition, we anticipate more than 1,000 urologists and healthcare professionals from across the globe will participate via SIU’s official eLearning platform, SIU Academy. The SIU Academy offers live and on-demand access to key sessions, educational videos, live surgeries, and our GU Cancers Triad Bench to Bedside, which will be held on October 7.

The scientific programme features world-class scientific content such as controversies in urology, hands-on training courses, surgical master classes, and symposia focusing on innovation, master video and interactive sessions, and advances in urology.

The SIU is watching the quickly-evolving situation with COVID-19 and at present time, there are no plans to alter the planning for SIU 2020 in Montreal, scheduled for October 7-11. We are hopeful that this situation will not present the same challenges in the Fall as it currently does. We will continue to monitor all updates and recommendations from the World Health Organization and other global health agencies. SIU’s primary concern remains the health and safety of attendees and the public.

To our long-standing partners, your support has been invaluable in making the SIU meeting that is highly valued by urologists around the world, and we appreciate your ongoing partnership. To our new and prospective partners and exhibitors, we look forward to connecting with you and working together to make SIU 2020 a positive experience for your organization.

Choose from a wide array of partnership opportunities that can help you connect with our growing community in a way that is tailored to your specific objectives. You will find everything required to put together a customized presence for your company on this exceptional world stage.
Local Organizing Committee

Co-Chairs
Lysanne Campeau
Montreal, Canada
Dean Elterman
Toronto, Canada
Kevin Zorn
Montreal, Canada

Members
Melanie Aubé-Peterkin, Montreal, Quebec
Duane Hickling, Ottawa, Ontario
Girish Kulkarni, Toronto, Ontario
Luke Lavallée, Ottawa, Ontario
Dan Liberman, Montreal, Quebec
Blayne Welk, London, Ontario

Scientific Programme Committee

Co-Chairs
Christopher Evans
United States
Rajeev Kumar
India

Members
Damien Bolton, Australia
Maurizio Brausi, Italy
Lysanne Campeau, Canada
David Castro Diaz, Spain
Michael Cookson, United States
Jean de la Rosette, Turkey
Sean Elliott, United States
Stavros Gravas, Greece
Robert Hamilton, Canada
Andres Hernandez Porras, Mexico
Mohamed Jalloh, Senegal
Jihad Kaouk, United States
Laurence Klotz, Canada
Sanjay Kulkarni, India
Pilar Laguna, Turkey
Kurt McCammon, United States
Anthony Ng, Hong Kong
Thomas Polascik, United States
Ricardo Rendon, Canada
Rafael Sanchez-Salas, France
Simon Tanguay, Canada
Previous Congress Statistics

<table>
<thead>
<tr>
<th>CONGRESS</th>
<th>CITY</th>
<th>PHYSICAL ATTENDEES</th>
<th>VIRTUAL ATTENDEES</th>
<th>TOTAL COUNTRIES REPRESENTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Athens</td>
<td>2,572</td>
<td>2,618</td>
<td>105</td>
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<tr>
<td>2018</td>
<td>Seoul</td>
<td>1,693</td>
<td>5,500</td>
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<tr>
<td>2017</td>
<td>Lisbon</td>
<td>1,815</td>
<td>1,808</td>
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</table>

2019 Statistics

<table>
<thead>
<tr>
<th>SIU 2019: Top 10 Countries by Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTRY</td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>1  China</td>
</tr>
<tr>
<td>2  Greece</td>
</tr>
<tr>
<td>3  Turkey</td>
</tr>
<tr>
<td>4  Japan</td>
</tr>
<tr>
<td>5  South Korea</td>
</tr>
<tr>
<td>6  India</td>
</tr>
<tr>
<td>7  Canada</td>
</tr>
<tr>
<td>8  Indonesia</td>
</tr>
<tr>
<td>9  United States</td>
</tr>
<tr>
<td>10 United Kingdom</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Physical attendees</th>
<th>2,572</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual attendees</td>
<td>2,618</td>
</tr>
<tr>
<td>Abstracts submitted</td>
<td>1,487</td>
</tr>
<tr>
<td>Invited speakers</td>
<td>226</td>
</tr>
<tr>
<td>Innovators/residents</td>
<td>436</td>
</tr>
<tr>
<td>Countries</td>
<td>100+</td>
</tr>
<tr>
<td>SIU@U Coverage</td>
<td>30+ Hours</td>
</tr>
</tbody>
</table>
Support an Accredited Symposium at the 40th SIU Congress

Accredited Symposia are an essential part of the SIU Congress. They offer the expertise and the latest research of key opinion leaders to enhance participants’ educational experience. At the same time, SIU provides an opportunity for interaction and feedback among peers.

Luncheon Symposium ........................................ €65,000
Partial subsidy available (CAN$94,000)

Breakfast Symposium ........................................ €25,000
(CAN$36,345)

Symposium package elements

- Topic-exclusive, 75-minute timeslot to hold a luncheon symposium
- OR
- Topic-exclusive 60-minute timeslot to hold a breakfast symposium
- Live transmission and capture of your symposium on SIU Academy, our eLearning platform. Following the congress your symposium will be hosted on SIU Academy. This allows congress participants to attend the symposium online if they are not physically able to attend the congress.
- A one-page pdf programme outline will be created in conjunction with content development and made available by September 15. It will be placed in the virtual Congress app and made available for download by October 1.
- Announcement of your symposium on the Congress website
- Announcement of your symposium on the Congress mobile app
- One complimentary Exhibition Booth of 9 m² (3 m² x 3 m²) of exhibit space (space only); priority selection by Corporate Sponsors and Congress Contributors; space allocated on a first-come, first-served basis
- Complimentary registration for up to 6 company representatives
- Complimentary registration for up to 4 symposia faculty presenters
- Recognition of your Corporate Sponsor or Congress Contributor support on-site at the Palais des Congrès, on the Congress website, and on the Congress mobile app

The SIU surveys its members regularly to assess their educational needs in order to guide the development of educational sessions, selection of symposia and studio session topics and titles, learning objectives, as well as faculty selection. Symposia sessions address the perceived and unperceived learning needs of our members.

If you would like more information or wish to make a symposium submission, please contact Lillian Petrusa, Director of Corporate Development, at lillian.petrusa@siu-urology.org by May 1, 2020.
The SIU adheres to and is in compliance with all of the following:


   http://policybase.cma.ca/dbtw-wpd/PolicyPDF/PD08-01.pdf


Available Symposia Timeslots – Accredited

<table>
<thead>
<tr>
<th>Day</th>
<th>Timeslots</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, October 9</td>
<td>8:00–9:00</td>
<td>€25,000 (CAN$36,345)</td>
</tr>
<tr>
<td>Saturday, October 10</td>
<td>12:45–14:00</td>
<td>€65,000 (CAN$94,000)</td>
</tr>
<tr>
<td>Sunday, October 11</td>
<td>8:00–9:00</td>
<td>€25,000 (CAN$36,345)</td>
</tr>
<tr>
<td></td>
<td>12:45–14:00</td>
<td>€65,000 (CAN$94,000)</td>
</tr>
</tbody>
</table>

*Includes full payment of faculty costs
Hands-On Training (HOT) Sessions

Hands-On Training €10,000/course (CAN$14,535/course)

Includes:

• Room rental
• Audiovisual equipment
• Announcement of the session on the Congress website and the Congress mobile app
• Assistance with course promotion, registration, and on-site logistics
• Post-event support with course evaluations, certificates of attendance, and presentations
• 9 m² of exhibit space
• Acknowledgement as a Congress contributor on-site, on the Congress mobile app, on the Congress website in the Sponsor Acknowledgements tab, and the Partner Activity Guide.

Sponsor to provide:

• Staff and equipment as per Programme Chair recommendations

MRI Master Class

The quality and advantages of prostate MRI have redefined diagnostic practice in recent years. Recent publications of Hansen BJUI papers, PROMIS and PRECISION strongly advocate the use of mpMRI for lesion detection and biopsy avoidance in the diagnostic pathway.

This established international workshop has traditionally addressed the approach to learning this new diagnostic tool on workstations in a multidisciplinary fashion involving radiologists, urologists, and pathologists. At the end of the course, we will discuss online learning tools, such as MRI PRO, to consolidate the skills you have learned.

MRI-TRUS Fusion

This interactive course will discuss the fundamentals of MR imaging and interpretation, and focus on the techniques of MRI-TRUS fusion-guided biopsy. The tailored approach of this course offers an opportunity to learn about targeted/image-guided biopsy techniques using MRI-TRUS fusion, based on the participant’s skill level.

Leveraging Ultrasound Technology for Prostate Ablation

This course provides users experience using state-of-the-art simulators/prostate phantoms for the following procedures:

• HIFU treatment planning for prostate HIFU ablation
• Cryoprobe placement and treatment planning for prostate cryoablation using transperineal fusion platform
• Planning for ablative therapy of prostate using MR/3D ultrasound fusion

Lasers and MISTs in LUTS/BPH

BPH diagnosis and treatment represents the largest segment of urological practice, specifically, 23% of all office visits. One of the major challenges for practicing physicians is recognizing, understanding, and implementing innovative procedures, and updating their knowledge with regards to disease processes and new treatment guidelines for the benefit of their patients. With so many treatment modalities available, physicians are tasked with selecting the optimal therapy for their patients, especially given the rise in aging populations and the extensive burden that BPH/LUTS can have on quality of life.
This course will review novel BPH therapies for office-based treatments of LUTS/BPH, including Aquablation, HoLEP, Rezūm™, and UroLift®. The hands-on course will provide practical applications of these technologies in terms of equipment, technical approach, and high-level review of clinical data. The faculty will provide first-hand practical instruction on best practices including patient selection, technique selection, and tips and tricks. The faculty will provide international experience and evidenced-based summaries of the risks and benefits of these procedures to aid with patient counselling for informed consent.

Learning Objectives
At the end of this course, participants should be able to:

- Understand the mechanism of action and technique for each BPH therapy
- Select the most-appropriate patient for each procedure type, based on patient and prostate characteristics
- Learn the clinical data supporting the use of each modality
- Apply the best-practice technique for each modality, based on the literature and expert opinion
- Recognize the challenges associated with each technique and perform the appropriate trouble-shooting
- Practice tips and tricks provided by the experts for executing these novel BPH therapies

Laparoscopic Skills (box trainer)

This course is intended for the urologist who wants to improve their laparoscopic suture skills. It is entirely based on video and individual practice using a box trainer with the guidance of an instructor for each workstation.

Learning Objectives
At the end of this course, the participant should be able to:

- In 2D vision, coordinating proper needle angle and movement
- Placing the trocars to facilitate the suture
- Suturing in different planes
- Establishing the methodology to suture intracorporeally
- Knotting technique and extracorporeal knot without pusher

Robotics – Tips and Tricks for Beginners

This course is intended for urologists in their first 100 robotic surgery cases using the DaVinci Si and Xi platforms. This course incorporates video, specific case discussions, and diagrams based on experience, and is presented by urologists with more than 1,000 cases.

Learning Objectives
At the end of this course, the participant should be able to:

1. Identify appropriate cases for:
   a. Docking and trocar placement in order to avoid collision in difficult anatomy patients
   b. Selecting to use a 0- or 30-degree lens
2. Demonstrate skills in the following:
   a. Suturing in a narrow space
   b. Robotic movements that are uncommon with laparoscopy
   c. Optimizing instruments
   d. Managing difficult anatomy (short, obese, hepatomegaly, big and small prostate, medial lobe, adhesions)

Additional Educational Activities

<table>
<thead>
<tr>
<th>Event</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIU 6th Global Nurses’ Educational Symposium</td>
<td>€20,000 (CAN$29,076)</td>
</tr>
<tr>
<td>SIU Innovators’ Symposium</td>
<td>€20,000 (CAN$29,076)</td>
</tr>
</tbody>
</table>

Sponsor benefits include:

- Announcement of the session on the Congress website and the Congress mobile app
- 9 m² of exhibit space
- Acknowledgement as a Congress contributor on-site, on the Congress mobile app, on the Congress website in the Sponsor Acknowledgements tab, and in the Partner Activity Guide
Semi-Live Surgical Demonstrations

Programme Description

The SIU invites your participation in a full day of semi-live surgical demonstrations, featuring prerecorded videos with post-hoc moderation. The SIU brings a unique experience to this semi-live programme, as it allows us to bring experts from around the world to the meeting and use online technology to incorporate a lively discussion following each surgery. The session will be chaired by world-renowned international faculty and will cover a wide variety of topics.

This educational activity is designed to incorporate evidence-based medicine into the treatment of urological disorders in clinical practice. Speakers will use their personal, institutional, and evidence-based experience to address patient healthcare conditions requiring clinical and surgical treatment.

The SIU Semi-Live Surgical Demonstration programme will address the learner's gaps in knowledge by allowing them to update their knowledge of cutting-edge surgical techniques grounded in evidence-based medicine that will impact local/regional practice patterns, with the ultimate goal of improved patient outcomes.

Learning Objectives

At the conclusion of the Semi-Live Surgical Demonstration participants should be able to:

- Learn about emerging procedures in the area of robotics in oncology
- Recognize important considerations in the surgical techniques for reconstructive surgery such as penile prosthesis, male sling, etc., and select the best reconstructive approach for complex cases
- Learn from other professionals’ clinical experience with surgical conditions, including clinical management, multidisciplinary care, and clinical outcomes.
- Demonstrate practical knowledge related to instrumentation techniques for upper and lower urinary tract cases via surgical and emerging minimally invasive approaches

Preliminary Programme

Chair: Simon Tanguay, Montreal, Canada (MUHC)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30–9:30</td>
<td>Session 1: Oncology–Robotics Surgery</td>
</tr>
<tr>
<td>9:30–11:30</td>
<td>Session 2: Reconstructive–Surgery</td>
</tr>
<tr>
<td>11:30–13:30</td>
<td>Session 3: Endourology–Upper Tract</td>
</tr>
<tr>
<td>13:30–15:00</td>
<td>Session 4: Endourology–Lower Tract</td>
</tr>
</tbody>
</table>
SIU Studio Session ........................................ €25,000 (CAN$36,345)

SIU Studio sessions are intended primarily for an online audience. The session will be captured in SIU’s exclusive on-site studio in Montreal and transmitted via the SIU Academy platform. The studio accommodates a seating area for approximately 50 people and an online audience of more than 1,000 viewers.

Includes:
• Studio set-up, audiovisual equipment, and live transmission
• Announcement of your studio session on the Congress website in the designated non-CPD Sessions tab
• Announcement of the session on the Congress mobile app in the designated non-CPD Sessions tab
• Upload of the session to SIU Academy
• Visitor behaviour report, including the number of participants who viewed the session live and online, and a country report
• Acknowledgement as a Congress Contributor on the Congress website, the Congress mobile app, and on-site at the Congress

Innovation Theatre
Session duration 30 minutes ................................... €15,000 (CAN$21,807)

Session duration 15 minutes ................................... €10,000 (CAN$14,535)

The Innovation Theatre provides exhibitors with an opportunity to showcase the latest technology, science, and innovations. Located in the exhibit hall. Capacity 50 max.

Includes:
• Studio time and set-up
• Standard audiovisual equipment
• Announcement of your session on the Congress website in the designated non-CPD Sessions tab
• Promotion on the Congress mobile app in the designated non-CPD Sessions tab

Sponsor to provide:
• Staff and equipment, as per Chair recommendations

Available Timeslots for SIU Studio and Innovation Theatre

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, October 8</td>
<td>SIU Studio Session Timeslots 15:30–16:15 16:30–17:15</td>
<td>€25,000 (CAN$36,345)</td>
</tr>
<tr>
<td>Friday, October 9</td>
<td>Innovation Theatre 10:30–11:00 15:30–15:45</td>
<td>€15,000 (CAN$21,807) €10,000 (CAN$14,535)</td>
</tr>
<tr>
<td>Saturday, October 10</td>
<td>Innovation Theatre 10:30–11:00 15:30–15:45</td>
<td>€15,000 (CAN$21,680) €10,000 (CAN$14,535)</td>
</tr>
</tbody>
</table>
Resident and Innovator Development Programmes

Tips and Tricks in Research and Publication (uCARE, SIU Academy, and SIUJ) .................................................. €20,000 (CAN$29,076)

uChallenge – Residents' ................................................. €15,000 (CAN$21,807)

Rapid-Fire Q&A ............................................................... €15,000 (CAN$21,807)

Resident Mentoring ......................................................... €15,000 (CAN$21,807)

Includes:

Recognition as a Congress Contributor:
• On the Congress website
• On the Congress mobile app
• On-site at the event

Publication Advertising

Partner Activity Guide

Full page, inside front, or inside back ............................................. €5,000 (CAN$7,269)

All other ad* placements .................................................. €3,500 (CAN$5,088)

* Corporate or disease state ads only; no product ads will be accepted.

Congress Mobile App

Rotating banner ad in the designated .................................... €3,500 (CAN$5,088)

Exhibit Opportunities

Delegate Services

Delegate Lounge ................................................................ €25,000 (CAN$36,345)

Wireless Internet ............................................................... €25,000 (CAN$36,345)

uTech Charging Lounge .................................................. €25,000 (CAN$36,345)

Hospitality Lounge located in the exhibit hall (36 m²) ................ €25,000 (CAN$36,345)

Exhibit Space

Host Country Partner Rate*

9 m² Bare space only ..................................................... CAN$5,000

9 m² Turnkey package ................................................... CAN$6,000

(includes walls, fascia sign, track light with 3 bulbs, small round table with 2 chairs, 1 waste basket, 1 recycling bin)

* Rates subject to Goods and Services Tax and Québec Sales Tax (GST and QST)

International Partner Rate*

9 m² Bare space only ..................................................... €5,000

9 m² Turnkey package .................................................. €5,500

(includes walls, fascia sign, track light with 3 bulbs, small round table with 2 chairs, 1 waste basket, 1 recycling bin)

* Rates subject to Goods and Services Tax and Québec Sales Tax (GST and QST)

Includes:

• Company profile and logo displayed on the Congress mobile app in the designated Exhibitor tab
• Three full exhibitor registrations, including access to the Exhibit Hall and all scientific sessions
• Three Partner Activity and Congress Guides per 9 m² booth

* Corporate or disease state banners ads only; no product banners ads will be accepted.
**SIU 2020**

**Congress Floorplan**

### Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Host Country</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 m²</td>
<td>Bare space only</td>
<td>CAN$5,000*</td>
<td>€5,000*</td>
</tr>
<tr>
<td>9 m²</td>
<td>Turnkey package (includes Walls, fascia sign, track light with 3 bulbs, small round table with 2 chairs, 1 waste basket, 1 recycling bin)</td>
<td>CAN$6,000*</td>
<td>€5,500*</td>
</tr>
</tbody>
</table>

*Rates subject to Goods and Services Tax and to Québec Sales Tax (GST and QST).*
The CanMEDS Physician Competency Framework: Better Standards, Better Physicians, Better Care

CanMEDS is an initiative to improve patient care. The focus of CanMEDS is on articulating a comprehensive definition of the competencies needed for medical education and practice. Its framework is organized around seven roles: Medical Expert (integrating role), Communicator, Collaborator, Leader, Health Advocate, Scholar, and Professional.

Sponsorship Guidelines

The following guidelines enhance your participation while maintaining professional impartiality. They take into account existing guidelines of the Canadian Medical Association, Canada’s Research-Based Innovative Pharmaceutical Companies, Innovative Medicine’s Canada’s Code of Ethical Practices, and the SIU’s own Guidelines for Relationships with Partners of Continuing Professional Development Activities.

- Logos, marks/and or corporate identifiers used for recognizing SIU 2020 Sponsors is limited to “corporate” marks; parent brands only will be accepted. No product logos or marks will be used for recognition. Individual advertising and company booth space, as permitted, may use brand names or product names, marks, or identifiers.
- SIU 2020 programme agendas and content are determined by the SIU Scientific Programme Committees, independent of influence from previous or perspective sponsors or their agents.
- Industry may not organize any functions involving SIU 2020 delegates that will conflict with any educational sessions or social events. Industry promotions should not interfere with the official programme.
- The name and/or logo of SIU 2020 may not be used in conjunction with advertising or promotion of any kind without express written consent from the SIU.
- Programme presentations of the SIU may not be reproduced in any form without written consent of the SIU.
What Does “Going Green” Mean? How Can We Play Our Part?

Going green has become a familiar expression in many organizations and communities, but what does this mean and, more importantly, does this make an actual difference to the global community?

Going green simply means adopting practices and policies that reduce environmental impact and waste.

With a majority of scientists in agreement that global warming is caused by human activity\(^1\), many are looking for ways to work toward a cleaner future. This is especially the case for those in healthcare, who may even witness firsthand some of the negative health impacts of global warming\(^2\).

Large events or gatherings, like educational congresses, can cause significant damage to the environment\(^3\). This is why the SIU has committed to gradually changing our operations to use products, work with suppliers and follow sustainable practices to reduce our negative impact on the environment. This initiative is supported by representatives of global events, tourism and sustainability bodies and was launched in 2019 to “guide event organisers worldwide to embrace and implement sustainable practices.”

With the increasing shift in priorities to ensure sustainability, the SIU is confident that there will continue to be new and innovative ways to move forward on the journey to a sustainable event, without detracting from its educational value.

Have you seen other approaches at events you have attended? Do you have other ideas on changes that can be made? Let us know! communications@siu-urology.org

Here are some of the ways SIU has committed to going green:

- **Ceasing production** of the large final programme to reduce paper use, environmental impact of production and shipping. The programme will instead be available digitally and SIU will replace with an enhanced congress guide and a more comprehensive Congress app.
- **Reducing the amount of shipping** related to promotional and printed items and other materials.
- Congress Lanyards will now be made of **100% recycled materials**.
- Green eco-friendly **badge paper** will be used.
- The SIU will do its best to **purchase locally**, wherever possible.
- The SIU will **donate leftover supplies** to local charities/schools.
- Emphasize working with onsite suppliers with **green initiatives** already in place (hotels, decorators, shipping/freight suppliers).
- Encouraging suppliers to **evaluate their environmental footprint**.
- Selection of “**green venues**” such as this year’s Conference Centre: [https://congresmtl.com/en/convention-center/sustainable-development/](https://congresmtl.com/en/convention-center/sustainable-development/)
- **Future initiatives**: digital certificates for attendance, presentation and accreditation.

References

1. [https://climate.nasa.gov/evidence/](https://climate.nasa.gov/evidence/)
Bench-to-bedside (B2B) has flourished in recent years, in response to the need for transferring laboratory breakthroughs (from the bench) to the patient care setting (at the bedside). Thus, a multi-faceted collaboration among researchers, clinicians, and industry is fundamental in clinical studies in order to translate these findings into clinically-applicable therapeutics.

The multidisciplinary approach fosters an understanding across specialties. These meetings explore topics from basic research through translation into real-world applications. The programmes can be customized to any urological condition and/or specific topic (e.g. diagnosis, treatment, etc.). The programmes are available as one-or two-day live webcasts, or short-course capsules on SIU Academy. SIU partners with various organizations in various regions to organize these meetings, which not only offer an educational opportunity, but also a way to network with colleagues, and acquire insights from the experts during the Q&A and panel sessions, as well as during the speaker’s corner.

Planned Meetings

1- GU Cancers Triad Meeting
October 7, 2020, Palais des congrès de Montréal, Montreal, Canada

The SIU Uro-oncology: GU Cancers Triad meeting offers an engaging way to review current clinical research advancements and their applications in uro-oncology. This meeting will comprise of an international high-profile faculty of experts in many fields. The multidisciplinary approach fosters an understanding across specialties. This series will focus on providing updates on the evolving trends in the early detection of disease, recent results of clinical trials, new therapies, biomarkers, and new technologies and strategies for the treatment of urological cancers, including new surgical techniques. The programme focuses on providing insights and sharing of knowledge and best practices aimed at guiding treatment decisions to improve patient outcomes. SIU partners with various organizations in various regions in organizing these meetings to provide updates on emerging clinical research advances in uro-oncology, and new approaches to patient care optimization. These meetings not only offer an educational opportunity, but also a way to network with colleagues, and acquire insights from the experts during the Q&A and panel sessions, as well as during the speaker’s corner.

Programme Description

The treatment of genitourinary (GU) malignancies has seen tremendous revolution in recent years. Bladder cancer (BCa), renal cell carcinoma (RCC), and prostate cancer (PCa) are the most frequently encountered GU malignancies and represent a heterogeneous population of cancers, in both histology and approach to treatment. These three cancers have undergone major paradigm shifts in their respective therapeutic landscapes due to a greater understanding of their underlying molecular and oncogenic mechanisms.

We are witnessing a rapid evolution in diagnostic modalities with the emergence of novel biomarkers and clinical validation of new diagnostic tools. The advent of immunotherapies has led to further development with the emergence of novel agents that modulate the immune system within the tumour microenvironment. Furthermore, other novel therapies are being developed that are more tailored to a variety of targets.
The increasingly complex treatment landscape for bladder, kidney, and prostate cancers poses a challenge for urologists, medical oncologists, and radiation oncologists alike. In managing these GU cancers, physicians will need to keep up with new data on all treatment options, select therapies on an individual case basis, and use the optimal sequence or combinations while effectively managing side effects.

In December 2019, the SIU conducted the B2B Uro-oncology: GU Cancer Triad meeting in Berlin, Germany, which was well received by participants. The feedback was positive, and most attendees indicated they appreciated the high-quality presentations and clinically relevant topics by a high-profile faculty, including the interactive engagement with the audience.

Building on the success of the first GU Cancer Triad meeting, the SIU will hold a follow up meeting in Montreal on October 7, 2020, in conjunction with the 40th Congress of the SIU. For one day, world-renowned experts will focus on the latest research in the top three GU cancers: bladder, kidney, and prostate.

This programme is designed to meet the needs of urologists, medical oncologists, radiation oncologists, and other healthcare professionals who care for patients with bladder, kidney, and prostate cancers. The topics will enhance their understanding of the latest trends in diagnostic modalities and treatment approaches. It will include a discussion of the challenges and opportunities that new therapeutic approaches in these fields offer. In addition, this programme includes interactive panel discussions to facilitate understanding of how advances in diagnosis and treatment can best be integrated into patient care.

**Proposed Programme Format**

The faculty will review the advances in this era of rapid advancements in drug development in these GU malignancies with multiple exciting trials and ongoing preclinical studies. The programme will highlight many of the promising new therapies that will likely continue to improve outcomes in patients with GU malignancies. The overarching goal of this meeting is to understand and increase participants’ ability to leverage recent developments and apply this knowledge in the care of their patients to improve clinical outcomes and patient quality of life.

The first half of the day will focus on bladder and kidney cancers. These sessions will provide updates on patient selection strategies, current treatment options and changes in treatment guidelines and strategies, as well as emerging novel agents for bladder and kidney cancers. Interactive discussions with experts in the field will serve to enhance the learning experience. The second half of the programme will focus on current and emerging diagnostic and therapeutic strategies for localized and metastatic prostate cancer.

Throughout the sessions, presentations will feature several polling questions to engage and assess participants knowledge gaps as starting points for future programmes. Discussions will be incorporated in each session to provide a way for researchers and physicians to openly discuss any questions they may have regarding the content.
2- Men’s Health
February 2021, Northwestern University, Chicago, United States

Programme Description

With an ever-increasing elderly population and a distinct sex-gap in life expectancy, the topic of men’s health is gaining recognition as a serious public health issue. Female life expectancy has long surpassed that of men globally, currently exceeding it by an average of 2 years. The deficit in male life expectancy can be attributed to various social and environmental factors, as well as to diseases that disproportionally affect men. Notably, men are 70% more likely to die from cardiovascular disease (CVD) and 84% more likely to die from arterial disease than women. With men being significantly less likely to consult a health practitioner than women, it is of utmost importance to recognize the risk factors and lifestyle choices that put men’s health at a heightened risk, as well as how to provide proper care to men who decide to seek preventative or curative medical attention.

Men’s reproductive and urological health is a widely-recognized public health issue. As the population continues to increase and to age, the number of males presenting with reproductive or urological issues is on the rise. It is therefore important for the practicing urologist to understand the current challenges and opportunities in updating their knowledge as regards to novel diagnostic and more effective pharmacological or surgical approaches in these fields.

In order to reduce the impact of reproductive and urological ailments, clinicians should be aware of the indicators and risk factors associated with the presence of comorbidities, such as CVD, diabetes mellitus (DM), and obesity. It is important to recognize the controversies, and contributing social and behavioural factors to guide urologists in designing an effective strategy to promote optimal outcomes in men’s health.

The aim of this meeting is to provide clinicians with recent and clinically relevant research updates in the fields of men’s urological, reproductive, and cardiovascular health, update on best practices, and fill in important knowledge gaps in these fields.

The session will cover the most common challenges in men’s health such as:

- Lower Urinary Tract Symptoms (LUTS) attributed to Benign Prostatic Hyperplasia (BPH)
- Peyronie’s Disease (PD)
- Male Infertility
- Hypogonadism
- Erectile Dysfunction (ED)
- Related comorbidities such as CVD, DM, obesity, etc.

References

SIU would like to acknowledge the support of its 2019 Corporate, Congress, and Society Partners

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