



40th Congress of the
Société Internationale
d'Urologie
October 10-11, 2020

2020 EDUCATIONAL PARTNERSHIP OPPORTUNITIES



Table of Contents

About Us	3
SIU: Bringing Urologists Together	3
Governance	4
Continent and Country Report 2019	5
Opportunities for Partnership	6
SIU 2020	7
An Invitation	7
Scientific Programme Committee	8
A look back	9
Congress Educational Opportunities	10
Virtual Congress Symposium	10
Additional Educational Activities	11
Virtual Exhibit Opportunities	12
Bench to Bedside	14
GU Cancers Triad	14
Men's Health	17
Mobile Health Apps & Educational Games	18
SIU Academy	19
By the Numbers	19
Educational Partnership Opportunities	20
uCARE	22
What is uCARE?	22
What is a Registry Study?	23
Governance	24
Partnership Opportunities	25
2019 Society Partner Acknowledgements	27

About Us

Bringing Urologists **Together**

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.



About Us

Governance

Board of Directors 2019–2020

Executive Committee



Sanjay B.
KULKARNI
INDIA

PRESIDENT



Reynaldo
GÓMEZ
CHILE

PRESIDENT-ELECT



Simon
TANGUAY
CANADA

PAST-PRESIDENT



Yinghao
SUN
CHINA

VICE PRESIDENT



Jean
DE LA ROSETTE
TURKEY

GENERAL
SECRETARY



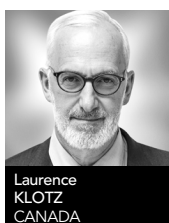
Damien
BOLTON
AUSTRALIA

TREASURER



Stavros
GRAVAS
GREECE

OFFICE OF
EDUCATION



Laurence
KLOTZ
CANADA

OFFICE OF
RESEARCH

Board Members



Mototsugu
OYA
JAPAN

PUBLICATIONS



Rafael
SANCHEZ-SALAS
FRANCE

CONGRESS
ORGANIZATION



Masatoshi
ETO
JAPAN

CORPORATE
DEVELOPMENT



René
SOTELO
UNITED STATES

MEMBERSHIP &
INTERNATIONAL
RELATIONS
-AMERICAS



E.Oluwabunmi
OLAPADE-OLAOPA
NIGERIA

MEMBERSHIP &
INTERNATIONAL
RELATIONS - AFRICA
& MIDDLE EAST



Teng Aik
ONG
MALAYSIA

MEMBERSHIP &
INTERNATIONAL
RELATIONS
- ASIA PACIFIC



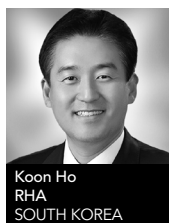
Sean
ELLIOTT
UNITED STATES

CONSENSUS &
EDUCATION



Ashish
KAMAT
UNITED STATES

INNOVATORS



Koon Ho
RHA
SOUTH KOREA

INNOVATORS &
TECHNOLOGY



Pilar
LAGUNA
TURKEY

INSTITUTE &
SCHOLARSHIPS



Rajeev
KUMAR
INDIA

SCIENTIFIC
PROGRAMME
CO-CHAIR



Christopher P.
EVANS
UNITED STATES

SCIENTIFIC
PROGRAMME
CO-CHAIR



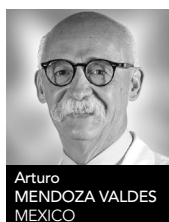
Mihir
DESAI
UNITED STATES

RESEARCH
COMMITTEE



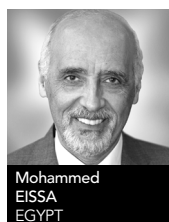
Joyce
BAARD
THE NETHERLANDS

APPLIED RESEARCH
COMMITTEE



Arturo
MENDOZA VALDES
MEXICO

NATIONAL
DELEGATES
REPRESENTATIVE



Mohammed
EISSA
EGYPT

NATIONAL
DELEGATES
REPRESENTATIVE



Nasser
SIMFOROOSH
IRAN

GENERAL ASSEMBLY
REPRESENTATIVE



Sudhir
RAWAL
INDIA

GENERAL ASSEMBLY
REPRESENTATIVE

About Us

Continent and Country Report 2019

Members from 130 Countries

Currently, SIU membership stands at 10,018 members

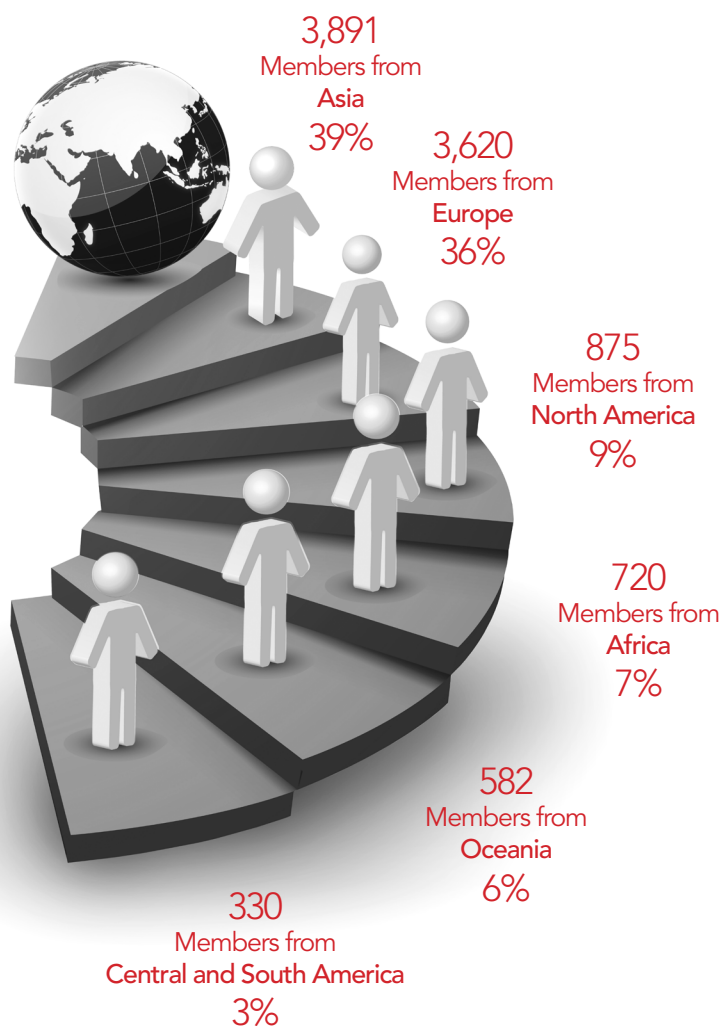
Top 10 Countries

Germany	1,609 members
Greece	608 members
Australia	562 members
Indonesia	549 members
China	502 members
United States	489 members
France	446 members
Turkey	427 members
Japan	409 members
South Korea	275 members

6,534 Urologists 3,484 Residents

 4,604 Facebook followers

 10,183 Twitter followers



Sub-specialties

Andrology	13%	Female Urology	10%	Pediatric Urology	8%
BPO/LUTS	18%	Functional Urology	13%	Research	10%
Diagnostic Urology	14%	Incontinence	11%	Stone Disease	20%
Endourology	25%	Oncology	38%	Trauma/Reconstruction	11%

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

Opportunities for Partnership

Corporate Sponsors

Sponsors making annual contributions of €100,000 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—prominently featured on the home page through corporate logo acknowledgment.
- SIU Academy eLearning portal footer on the home page and mobile app—recognition through corporate name on the designated Corporate Sponsors tab.
- Congress website—recognition through corporate logo on the designated Industry tab, Sponsor Acknowledgment section.
- Digital SIU eNewsletter—recognition through corporate logo.
- Corporate Sponsor listing including company name, logo, description and contact information on the virtual congress platform.
- Congress virtual platform—recognition through corporate logo as a Corporate Sponsor.
- Recognition of your Corporate Sponsor support and in the *SIU@U* Broadcast Schedule
- Corporate Partners may choose to include one full-page, four-colour digital advertisement in the *SIUJ*.
- Congress Virtual Theatre - recognition during official breaks.
- Priority selection of symposia timeslots and virtual exhibit booth location.
- 25% discount on all Congress opportunities.
- 25% discount on all additional eLearning programmes.

Congress Contributors

Sponsors making contributions of €20,000 –€99,000 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 logo in Sponsor Acknowledgements section.
- Congress virtual platform—supporter recognition through corporate name as a Congress Contributor.
- Recognition of your Congress Contributor support in the *SIU@U* Broadcast Schedule

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 to the SIU will be acknowledged as Society Contributors in all of the following:

- SIU website—supporter recognition through corporate logo.
- Recognition of your Society Contributor support in the *SIU@U* Broadcast Schedule and the *SIUJ*

SIU 2020 Virtual Congress

An **Invitation**

The SIU Cordially Invites You

Over the past several weeks, SIU's Congress Organizing Committee and Board of Directors have been reviewing the numerous factors impacting urological education, including the considerations for the health and safety of the urological community and the public. It has become apparent that the best way to meet the educational needs of our members and colleagues while also respecting their health, safety and

reasonable ability to attend an international urology event is host a virtual congress. Our focus remains providing top-line education to our audience of SIU members and urologists around the world through a platform that allows for maximum engagement and interaction. Fortunately, we have provided virtual education to urologists for over 5 years via our congress platform, *SIU@U* and SIU 2020 will provide the same high-quality experience.

SIU 2020 invites our more than 10,000 members from around the world to learn, network, and experience leading-edge developments in the field, free of charge.

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

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.

We are sure you will have questions about this change in format, and we remain available to assist you by tailoring our partnership offering to allow for maximum visibility and impact in this new era of virtual education.



Jean de la Rosette
Turkey
General Secretary



Rafael Sanchez-Salas
France
Congress Organizing Chair

SIU
Around the
WORLD
VIRTUAL 2020
October 10-11, 2020

SIU Scientific Programme Co-Chairs, Drs Christopher Evans and Rajeev Kumar have adapted SIU's diverse scientific programme into a format best suited for a virtual event, while maintaining the high educational value for which SIU programmes are known.

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

CONGRESS	CITY	VIRTUAL ATTENDEES <i>SIU@U</i>	TOTAL COUNTRIES REPRESENTED
2019	Athens	2,618	105
2018	Seoul	5,500	80
2017	Lisbon	1,808	101

2019 Statistics

SIU 2019: Top 10 Countries

	COUNTRY
1	China 
2	Greece 
3	Turkey 
4	Japan 
5	South Korea 
6	India 
7	Canada 
8	Indonesia 
9	United States 
10	United Kingdom 



Educational Opportunities

Virtual Congress Symposium

Support an Accredited Symposium at the 40th SIU Congress – Virtual

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.

Symposium..... €50,000
Partial subsidy available

Symposium package elements

- Topic-exclusive 60-minute timeslot to hold a symposium
- Live transmission of your symposium on **SIU@U**, our virtual congress platform. Following the congress, your symposium will be accessible on SIU Academy, SIU's official eLearning platform. This allows SIU members to access the symposium following the virtual event.
- Conversion, upload, and hosting of the symposium webcast to SIU Academy.
- Promotion of the webcast post-congress
- Promotion of your symposium on the congress website and in the **SIU@U** Broadcast Schedule which will be emailed to all registered participants of the congress, and made available through our virtual congress platform **SIU@U**
- **SIU@U** Metrics reports x2, including the number of participants who viewed the session live and on-demand & a country report
- SIU Academy Metrics Report x 1, in March 2021
- Rotating banner ads: to promote the symposium in the lobby (1) and in the Exhibit Hall (1) of the virtual congress platform
- Promotion of your symposium through SIU broadcast emails x2, SIU eNews, all SIU Social Media platforms including (LindedIn, Twitter, Facebook)
- Pop-up announcements (2) on **SIU@U** virtual congress platform reminding participants to attend the session on the day of the symposium
- Creation of one page PDF Programme outline which be created in conjunction with content development and



made available by September 15. It will be placed in the virtual delegate bag which is available through the resource centre, on **SIU@U**.

- Payment of faculty honorarium as per SIU approved guidelines for up to (4) content experts. Sponsor can make faculty recommendations, final decision rests with SIU.
- Online technical support for the faculty prior to the recording and during the session to troubleshoot
- Announcement of your symposium on the Congress website
- One complimentary virtual Exhibition Booth; priority selection by Corporate Sponsors and Congress Contributors; space allocated on a first-come, first-served basis
- Recognition of your Corporate Sponsor or Congress Contributor support on **SIU@U**, on the Congress website, and in the **SIU@U** Broadcast Schedule

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

Educational Opportunities

Virtual Congress Symposium

The SIU adheres to and is in compliance with all of the following:

1. EACCME Criteria for the Accreditation of eLearning Materials (ELM)

https://www.uems.eu/__data/assets/pdf_file/0017/40157/EACCME-2.0-CRITERIA-FOR-THE-ACCREDITATION-OF-ELM-Version-6-07-09-16.pdf

2. The European Federation of Pharmaceutical Industries and Associations EFPIA 2020

<https://www.efpia.eu/media/413022/efpia-code-2019.pdf>

Available Symposia Timeslots

Sunday, October 11	11:00-12:00 EDT (GMT-4)	€50,000
	12:00-13:00 EDT (GMT-4)	€50,000

*Includes payment of faculty honoraria. Timing is subject to change based on the recommendation of the scientific programme committee.

Additional Educational Activities

SIU Innovators' Activity €10,000

Instructional courses €25,000

Plenary session €20,000

- Announcement of the session on the Congress website and virtual congress platform, and in the *SIU@U* Broadcast Schedule
- Virtual exhibit booth space
- Acknowledgement as a Congress contributor on the virtual congress platform, in the *SIU@U* Broadcast Schedule and SIU Journal, *SIUJ*

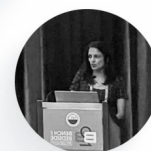


Exhibit Booth - SIU@U

Rate

Virtual Exhibit Booth €2,000

Custom built exhibit booth with the following features:

- Welcome/Product/Services video, product and sales materials to share with attendee's visiting your booth, one on one chat capabilities to create engagement with your booth visitors
- Post Event Report which includes a full list of all participants that visited your booth and downloaded assets and a record of all booth chats



Virtual Exhibit Hall



Sponsorship Guidelines

The following guidelines enhance your participation while maintaining professional impartiality. They take into account existing guidelines of the European Federation of Pharmaceutical Industries and Associations (EFPIA) 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.

The 40th Congress of the Société Internationale d'Urologie is compliant with the provisions of the MedTech Europe Code of Ethical Business Practice.

Bench to Bedside



Bench-to-bedside (B2B) has flourished in recent years, in response to the need for transferring research breakthroughs (from the bench) to the patient care setting (at the bedside).

SIU conducts these programmes in partnership with various organizations to offer regional and global perspectives. These multidisciplinary programmes bring together prominent researchers, clinicians, and industry to foster understanding across specialties through state-of-the-art presentations and panel discussions.



Planned Meetings

1- GU Cancers Triad Meeting—Virtual

November 7-8, 2020 on SIU Academy

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. 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.

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 continue to undergo major paradigm shifts in their respective therapeutic landscapes as we expand our 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.

Bench to Bedside

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 via SIU's eLearning platform, SIU Academy. For two half-day sessions, 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.

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.

On the morning of November 7th, the programme 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. On the morning of November 8th, the programme will focus on current and emerging diagnostic and therapeutic strategies for localized and metastatic prostate cancer.

Throughout the sessions, presentations will 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.



Bench to Bedside

B2B Virtual Meeting: Presenting Sponsor Offerings €35,000

The Société Internationale d'Urologie would like to invite your organization to participate in this prestigious event with world-renowned opinion leaders in the fields of bladder, kidney and prostate cancers. Your support will include the opportunity to showcase late-breaking news on treatments, announce newly approved drugs and/or indications, and clinical trials in a multi-disciplinary forum.

- Meeting Highlights from Experts: Priority selection and sponsor of one expert's spotlight in kidney, bladder or prostate cancer proceeding (including webcast on SIU Academy)

OR

- Priority selection and sponsor of one expert's B2B Meeting Capsules in kidney, bladder or prostate cancer proceeding including flipbook and pdf
- Opportunity to provide up to 2 faculty recommendations to the Scientific Programme Committee for their consideration, final decision rests with the SIU
- SIU will handle faculty invitations, certificates of attendance and evaluations
- Promotion for the B2B will be handled by the SIU through our programme faculty and our global network of educational and research councils.
- Webcasts of the expert's highlights' proceedings and B2B sessions hosted on SIU Academy
- Opportunity to invite 6 company representatives (including registration and course materials)
- Acknowledgment as a Presenting Sponsor in all promotional material and on the SIU Academy platform during the event, B2B Event microsite and all social media sites (Facebook, LinkedIn, Twitter) and the SIUJ
- Floating sponsor banner to promote expert highlight on the SIU Academy event home page
- One virtual booth (prime location)
- Metric Reports x 2 including the number of participants that viewed the experts highlights' session and the sponsors' virtual exhibit booths



B2B – SIU Academy Virtual Exhibit Hall and Exhibit Booth benefits include:

- Virtual Booth with 1 logo and 1 product image
- 1 Video embedded
- 1 Box for PDF Documents display (and download)
- Info Box text
- 1 Box to 2 representatives' profile to message them
- 1 Link to sponsored Expert Highlights

2- Men's Health

Early 2021, in collaboration with Northwestern University

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.¹ The deficit in male life expectancy can be attributed to various social and environmental factors, as well as to diseases that disproportionately 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.² 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

¹Ortiz-Ospina E, Beltekian D. Why do women live longer than men? Our World in Data. <https://ourworldindata.org/why-do-women-live-longer-than-men>. Accessed February 12, 2020

²Goldenberg, L. Men's health: what are the stats? The Consumer's Handbook of Urological Health. PDF File. 2013. Retrieved from:

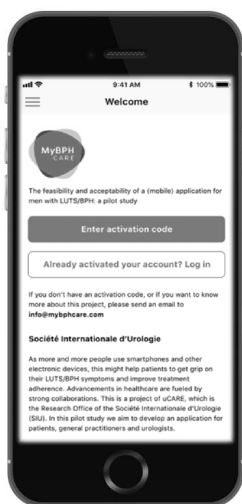
https://www.cua.org/themes/web/assets/files/pdf/consumers_handbook/16-men_rsquo_s_health_what_are_the_stats.pdf. Accessed February 20, 2020

Educational Mobile and Web Apps

Health Apps & Educational Games

Mobile Health Apps

- Can be tailored for every therapeutic area
 - MyBPHCare: SIU's first patient and physician health app
 - Translated into five languages
 - Based on the uCARE pilot study *The feasibility and acceptability of a (mobile) app for men with LUTS/BPH: a pilot study*
 - Study currently being conducted in five countries: Turkey, Greece, Portugal, Spain, and Italy
 - Contact uCARE Research Office for more information
- * Price available after project scope has been determined.



SIU Bladder Cancer Initiatives

Web app game* €50,000
Partial subsidy available

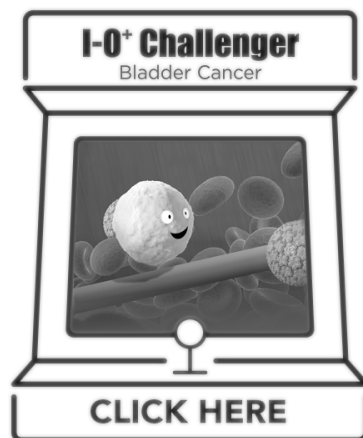
Includes:

- Development and deployment of web app
- Creative and design
- Audience generation and launch
- Analysis of results and reporting of data

www.siu-urology.org/urcade/urcade

*Results from the web app game will be used as a preliminary needs assessment to develop future programmes on bladder cancer.

Full proposal available upon request.



SIU Kidney Cancer Initiatives

Web app game* €50,000
Partial subsidy available

Includes:

- Development and deployment of web app
- Creative and design
- Audience generation and launch
- Analysis of results and reporting of data

www.siu-urology.org/urcade/urcade

*Results from the web app game will be used as a preliminary needs assessment to develop future programmes on kidney cancer.

Full proposal available upon request.





SIU Academy: The Power of eLearning at Your Fingertips

Launched in 2013, the SIU Academy provides urologists with instant access to a comprehensive online library of digital educational content, including lectures, videos, live surgeries, case discussions, webcasts, and reports. The intuitive interface allows users to filter, drill down, and browse content quickly and easily.

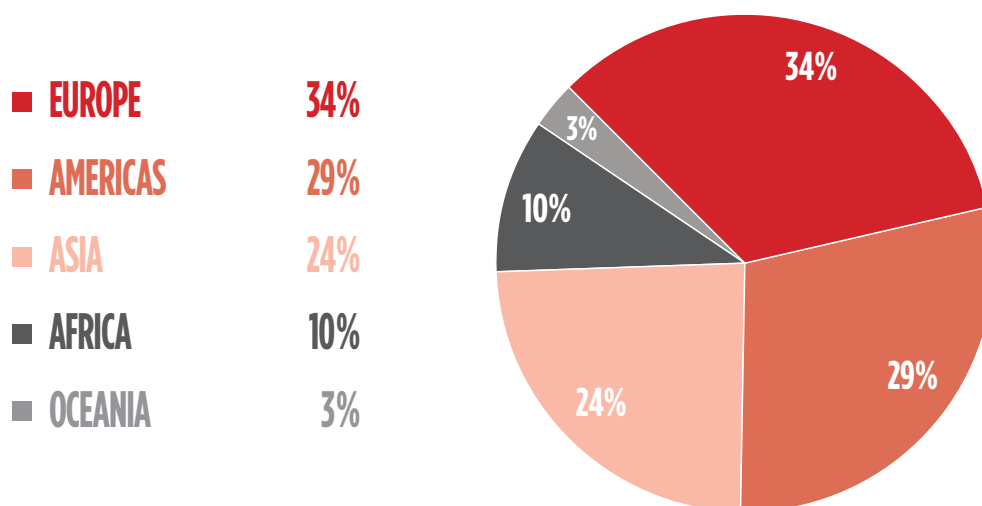
In addition to developing its own content, the SIU collaborates with global pharmaceutical and medical device companies to develop topical, enriched educational programmes.

In 2017, the SIU expanded and reorganized its educational committees to reflect the diversity and growth of our educational offerings. Access SIU Academy here: <https://academy.siu-urology.org>

SIU Academy by the Numbers



Who is logging in, by continent



SIU Academy Educational Partnership Opportunities

By supporting any of SIU Academy's educational initiatives below, your educational grants will be combined with any other support given for the Annual Congress, research programmes, or SIU Foundation, and could potentially elevate your company to Corporate Sponsor status. Your company's total contribution must be equal to or greater than €100,000.

Event Webcasts €25,000

Event webcasts are produced from any educational event deemed instructive and informative. Webcasting allows important programmes to reach a wider range of urologists and have a bigger impact on the target audience. SIU Academy users can watch previously-recorded webcasts and sponsored symposia from SIU Congresses and SIU-endorsed events.

eSeries €35,000

eSeries offer urologists the opportunity to watch presentations given by eminent speakers on a variety of important topics and hot issues in urology. Viewers also have the opportunity to post questions and discuss content with other users through the "Ask the Forum" feature.

Surgical eGrand Rounds Broadcasts starting at €50,000

Surgical eGrand Rounds is a series of broadcasts from one or more hospitals from various geographical locations. These broadcasts aim to enhance medical knowledge, improve surgical skills, and hone clinical reasoning skills for both trainees and urologists. Series will be carefully scheduled to avoid duplication of surgery type.

Expert Opinions Video €40,000

Expert Opinions offer urologists the opportunity to view roundtable discussions, debates, and interviews by leading worldwide experts. These programmes offer participants several medical perspectives from different key opinion leaders.

Clinical Case Studies €75,000

Case Studies are based on important clinical conditions that urologists manage on a day-to-day basis. Streamlined case presentations allow urologists to practice their skills, from assessment to disease management. The convenient format allows urologists to assess their knowledge and easily apply what they have learned to their own practice. Option for CME is available.

Continuing Medical Education programmes €100,000

Continuing Medical Education e-learning programmes are packaged together to create a CME activity with up to four different components. For example, a webcast or a clinical case study can be combined with a literature review. All learning modules are structured to include pre- and post-tests and evaluation forms.

Interactive Case Rounds €25,000

- Case information presented as an interactive module
- Case discussion based on a topical subject is held on the interactive discussion forum on SIU Academy for three days
- The case module is updated daily by the author until the final reveal
- SIU Academy users can post messages from within the case module

*Additional fees may apply to programme changes, additions, and faculty expenses. Programme proposals available upon request. Partial subsidies available for all programmes and can be facilitated through the SIU Corporate Development Office.

SIU Academy

Educational Partnership Opportunities

NEW OFFERING

SIU 360° Webinar Series

SIU Around the World: €10,000

SIU is pleased to address the educational needs of our members worldwide through the SIU 360° Webinars. These webinars will be a series of live, one-hour sessions, that will take place weekly on key topics in urology from different regions in the world with the option of being hosted in different languages.

Through this weekly webinar, high-profile international experts discuss concerning issues and the latest urological developments focused on diverse urological topics. The faculty will include urologists and may include other specialties as well. The webinar offers an engaging way for participants to engage online, discuss and, ask important questions to the experts.

SIU will promote the 360° Webinar Series through digital announcements, pre-webinar promotion, and social media (Twitter, Facebook, and LinkedIn). Webinars will be transmitted live to reach a broader audience. Following the webinar, the sessions will also be uploaded as webcasts onto SIU Academy, and they will be available to SIU members and SIU Academy users to watch on-demand at their own convenience. SIU will handle the following:

- Faculty invitations and all logistics for the webinar
- Technical tests and rehearsal with faculty in advance of the webinar
- Development & Implementation of promotional campaign
- Assistance of SIU staff Central Office and platform technical team during the webinar
- Quality control of webinar prior to upload to SIU Academy
- Hosting on SIU's eLearning portal SIU Academy



Residents' Corner €25,000

The SIU Academy Residents' Corner will feature content specifically geared toward trainees (and even early-career urologists) who are looking to hone their skills and expand their knowledge. Overseen by members of the SIU Academy Sub-Committees and the Education Council, the Residents' Corner will include material such as webcasts, educational videos, surgical videos, and more. It is important to the SIU's mission to prioritize the education and training of residents and fellows, and ensure that we can provide adequate support to their journey into practice.



Collaborative Applied Research

uCARE: Connecting Urologists and Patients to Clinical Research

The SIU continues to invest and drive innovation in urology to promote medical education and research that will benefit patients worldwide. Building on the success of the SIU Academy eLearning portal, the SIU launched uCARE in December 2017.

What is uCARE?

uCARE is a new online platform for global clinical research in urology. The first of its kind in the field of urological clinical research, uCARE connects urologists and patients to clinical studies and registries being conducted around the world.

uCARE is powered by the resources of urological societies and groups from across the globe.

The SIU Group Membership initiative was implemented in the spirit of strengthening collaboration between SIU and urological societies from across the globe, with the objective of allowing each of these countries and associations a proper representation, and to ensure that the educational and research material created is beneficial and relevant to their members.

Through this collaboration, uCARE becomes a global research consortium that will enable us to:



CONNECT
urologists and patients from the SIU's group member countries to studies being conducted around the world



SHARE KNOWLEDGE and build our members' research capacity, allowing us to advance urological research globally



PROVIDE ACCESS to a global network of urological clinical trial and registry information

What is a Registry Study?

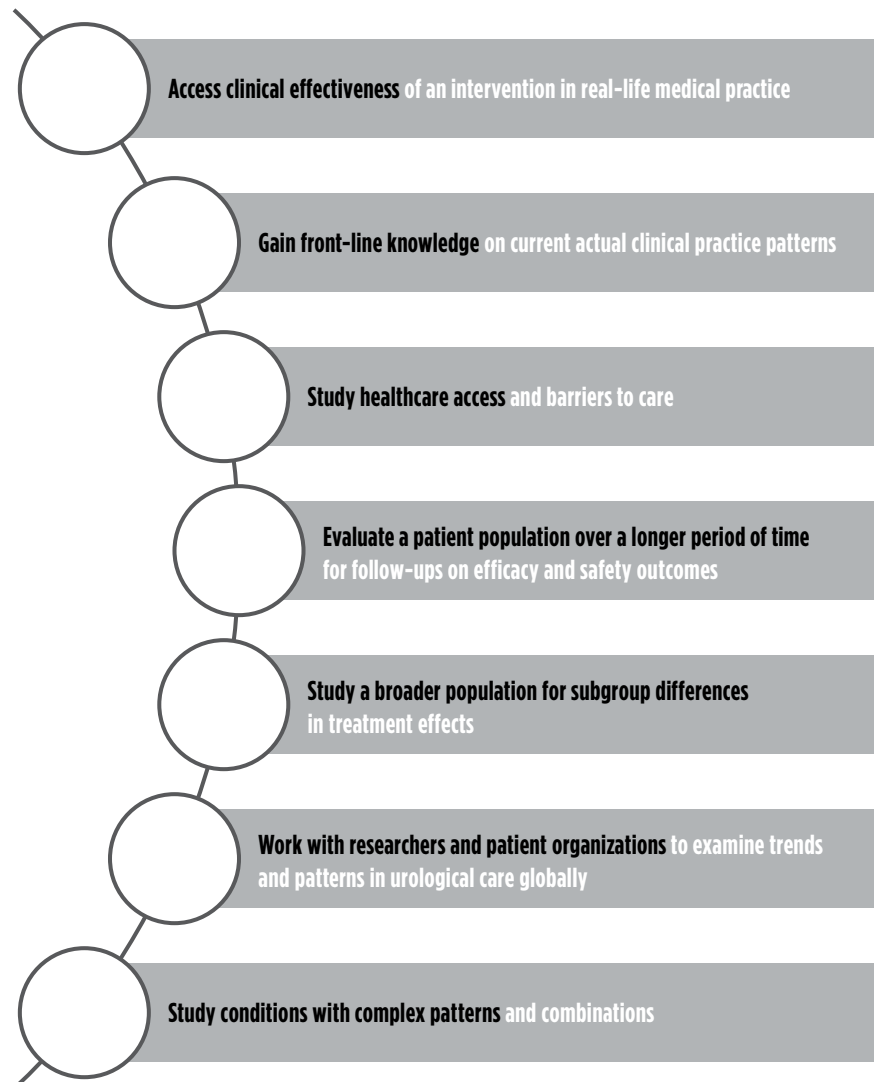
Registry Studies

Registry studies, derived from observational studies, play an important part of the research armamentarium alongside interventional studies. Each is complementary to each other, as some research questions are better answered by one method than another.

In collaboration with our global sponsors, we bring more real-world evidence to current urological research, investing in more practical and meaningful outcomes for our patients. Access uCARE here: www.siu-urology.org/ucare

Why Partner with Us?

Partner with the SIU in developing registry studies that:



Designed with partnerships in mind, uCARE is powered by a research council, made up of representatives from the SIU's group members and global urological partners. The council provides a common framework for collaboration to drive high-quality research activities, aiming to unite, strengthen, and promote urological innovations.



Laurence Klotz
Canada
Chair Office of
Research



Mihir Desai
United States
Research
Committee



Joyce Baard
The Netherlands
Applied
Research Council

Research Council

Group Member Representative

Association

Enyioma Enwerem	Association of Urological Surgeons of Zimbabwe
Rui Chen	Chinese Urological Association
Prodromos Philippou	Cyprus Urological Association
Yasser Farahat	Emirates Urological Society
Selcuk Guven	Eurasian Uro-Oncological Association
Bernhard Ralla	German Society of Residents in Urology
Athanasios Papatsoris	Hellenic Urological Association
Wayne Lam	Hong Kong Urological Association
Lukman Hakim	Indonesian Urological Association
Mohammad Hadi Radfar	Iranian Urological Association
Yoshihiko Tomita	Japanese Urological Association
Ibrahim Ghalayini	Jordanian Association of Urological Surgeons
Patrick Mburugu	Kenya Association of Urological Surgeons
Woong Kyu Han	Korean Urological Association
Bujar Frangu	Kosovo Transplant Association
Teng Aik Ong	Malaysian Urological Association
Mohamed Al-Marhoon	Oman Urological Society
Mohammad Shahzad	Pakistan Association of Urological Surgeons
Michael Eufemio Macalalag	Philippine Urological Association
Raed A. Azhar	Saudi Urological Association
André van der Merwe	South African Urological Association
Yeong-Shiau Pu	Taiwan Urological Association

Audit Committee

Chair	Member	Country
Ranan Dasgupta United Kingdom	Yigit Akin	Turkey
	Manuel Castanheira de Oliveira	Portugal
	Jorge Jaunarena	Argentina
	Samuel Yee	Hong Kong

uCARE Studies

uCARE 2018-001: Pilot study on Ureteral Stenting After Ureteroscopy for Stone Treatment, A Global Perspective on Indications and Outcomes

Lead investigator: Joyce Baard, The Netherlands

Launched: June 2018

Status: Completed

uCARE 2018-002: The Feasibility and Acceptability of a (mobile) Application for Men with LUTS/BPH: A Pilot Study

Lead investigator: Stavros Gravas, Greece

Launched: April 2019

Status: Currently recruiting physicians and patients from: Greece, Italy, Portugal, Spain, Turkey

For more information on these registry studies visit: www.siu-urology.org/ucare

Research Partnership Opportunities

- Join a global community of urologists, patients and organizations committed to urological research
- Partner with the SIU in developing registry studies that enhance urological care and promote positive patient outcomes
- Through registry studies developed with the SIU, gain front-line knowledge of real-world clinical practice standards
- Share important updates on ongoing urological research



For more information on ongoing and future studies, please contact:

Christine Albino
Manager Medical Education and Research
email: christine.albino@siu-urology.org

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

Corporate Sponsors



Congress Contributors



Society Contributors



SIU
Around the
WORLD
VIRTUAL₂₀₂₀
October 10-11



SIU CENTRAL OFFICE

1155 Robert-Bourassa Blvd., Suite 1012
Montreal, Quebec, Canada H3B 3A7
www.siu-urology.org
Fax: +1 514 875 0205



For more information, please contact:

Lillian Petrusa

Director, Corporate Development
Tel: +1 514-875-5665 ext. 21
lillian.petrusa@siu-urology.org

For exhibitor queries, please contact:

Gerri-Lynn Sendyk

Project Manager, Industry Relations & Logistics
Tel: +1 514 875 5665 ext. 42
gsendyk@siu-urology.org