



# 41st Congress of the Société Internationale d'Urologie

Dubai International Convention  
and Exhibition Centre

November 10-14, 2021

In Conjunction with

10<sup>th</sup> Emirates International

UROLOGICAL  
Conference



# 2021 EDUCATIONAL PARTNERSHIP OPPORTUNITIES



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# About Us

## Bringing Urologists Together



The Société Internationale d'Urologie (SIU) develops, shares, and promotes medical education and best practices to improve urological care worldwide. The SIU is a truly international organization, with more than 10,000 members from 130 countries. Through an emphasis on collaboration and cooperation, the SIU continues to strengthen existing partnerships and form new relationships with national societies and global organizations.

The SIU is known for its innovative initiatives and programmes, constantly seeking to connect and engage the international urological community, especially in an increasingly uncertain global environment. The SIU is proud to offer a virtual congress portal, eLearning activities through SIU Academy, and mobile and web-based educational and health apps. In addition, the SIU is proud to offer members and colleagues alike open access to its academic journal, *Société Internationale d'Urologie Journal (SIUJ)*, launched in October 2020.

The SIU has been supporting urologists worldwide for over a century. The Society:

- Funds scholarships for young urologists
- Accredits training centres
- Equips and maintains centres in resource-constrained settings
- Holds annual world congresses
- Creates networking and professional growth opportunities for young urologists and trainees
- Supports visiting SIU lecturers at national urology meetings





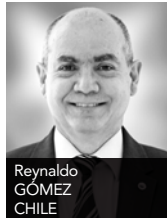
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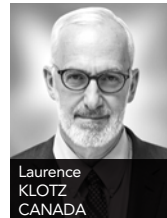
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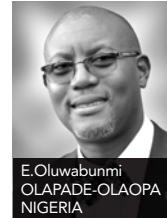
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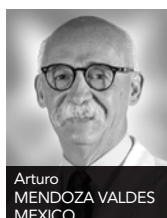
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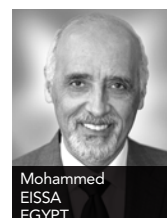
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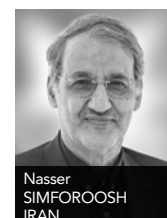
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# About Us

## Continent and Country Report



### Members from 130 Countries

Currently, SIU membership stands at 10,018 members

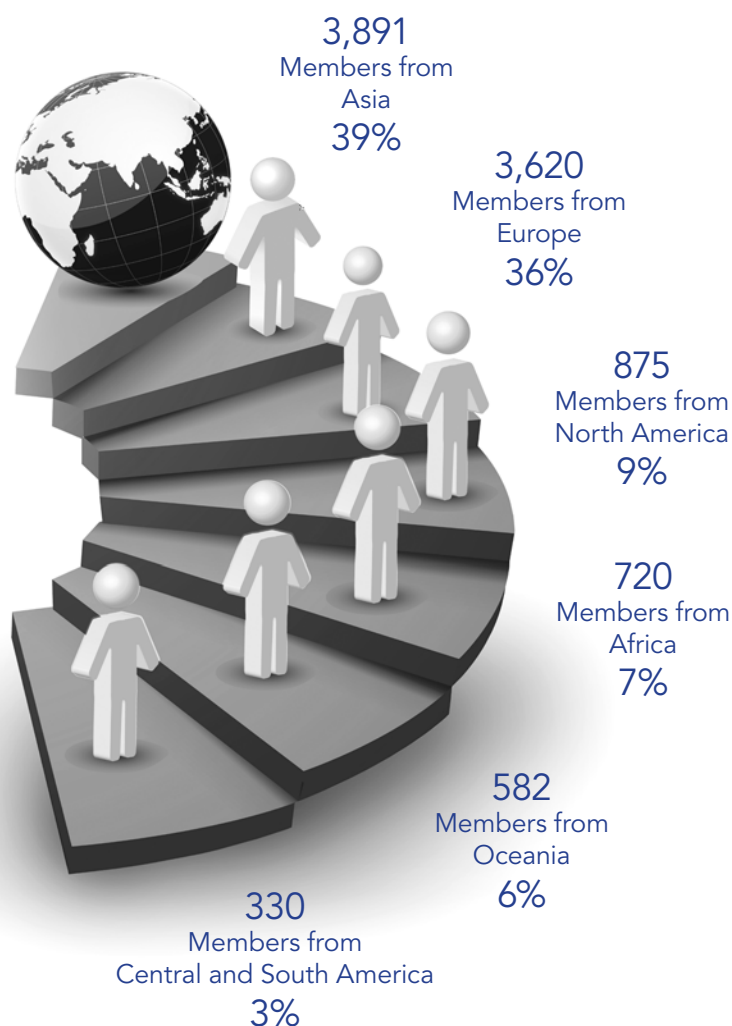
#### Top 10 Countries

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
Mexico	313 members

6,534 Urologists  
3,484 Residents

 4,759 Facebook followers

 11,321 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%.

# SIU 2021 An Invitation



**Jean de la Rosette**  
Turkey  
General Secretary



**Rafael Sánchez-Salas**  
France  
Congress Organizing Chair

## The SIU Cordially Invites You

The Société Internationale d'Urologie (SIU) is delighted to host the 41st Annual Congress being held in conjunction with the 10th Emirates International Urological Conference of the Emirates Urological Society (EUS) at the Dubai International Convention and Exhibition Centre, United Arab Emirates, from November 10 to 14, 2021.

This prestigious event will attract more than 5,000 urologists from around the world, gathering to learn, network, and experience leading-edge developments in the field. The SIU is excited to offer a state-of-the-art event, accessible to all. We anticipate 2,000 participants will join us in Dubai and approximately 3,000 will join us online. In person or online, the SIU remains committed to providing top-line education to SIU members and urologists around the world through a venue that allows for maximum engagement and interaction, always with the best interests of our community at heart. As a pioneer in virtual education, SIU is uniquely positioned to offer interactive and engaging programming in a convenient format that brings together the on-site attendees and the online audience.

Our attendee and partner safety is SIU's priority. The most up-to-date guidelines and recommendations will be observed and maintained at all times. The latest information pertaining to COVID-19 restrictions is available on the [SIU Congress website](#).

The Scientific Programme Committee and Council, led by Drs Christopher Evans and Rajeev Kumar, bring together a wide variety of skills, expertise, and experiences, which allows for unique and targeted educational programming that meets the needs of attendees in an engaging and dynamic format.

The success of SIU programming is due in large part to the support of our long-standing partners. It is thanks to your commitment to urological education that the SIU has been able to enact its mission and create programmes and activities that are highly valued by urologists around the world—thank you. To our new and prospective partners and exhibitors, we look forward to learning more about your needs and sharing with you the many creative and unique opportunities the SIU can offer your organization.

Thank you for joining us on this exciting journey!

**Jean de la Rosette**, Turkey  
General Secretary

**Rafael Sánchez-Salas**, France  
Congress Organizing Chair



41st Congress of the  
Société Internationale  
d'Urologie  
Dubai International Convention  
and Exhibition Centre  
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# EUS Welcome Message



## The Emirates Urological Society Welcomes you

Dear colleagues from around the world,

It is our humble honour to welcome the international urological community to Dubai, November 10 to 14, 2021, as we assemble for the 10th Emirates International Urological Conference being held in conjunction with the 41st Congress of the Société Internationale d'Urologie. Both societies are thrilled to collaborate on this exciting event and dedicated to ensuring a one-of-a-kind experience for attendees.

We are pleased to welcome our colleagues from all around the world as we gather to exchange important updates and innovations in our field. After a long period of isolation for many, this meeting is perfectly placed to reignite the sense of community and collegiality that we have enjoyed for many years. Precautions will be in place to ensure the well-being and comfort of all who join us in Dubai, and delegates will benefit from the state-of-the-art scientific programme and experience the renowned Emirati hospitality throughout their stay.

EUS looks forward to meeting you in Dubai for this exciting, safe, and fruitful urological event.

See you in November!



**AbdulQadir AL-Zarooni**  
President of EUS



**Younis al Shamsi**  
General Secretary of EUS

10<sup>th</sup> Emirates International  
**UROLOGICAL**  
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## Scientific Programme Committee

### Co-Chairs



**Christopher Evans**  
United States



**Rajeev Kumar**  
India

## Local Organizing Committee

### Co-Chairs



**AbdulQadir AL-Zarooni**  
United Arab Emirates



**Yasser Farahat**  
United Arab Emirates

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**Renu Eapen**, Australia  
**Shin Egawa**, Japan  
**Sean Elliott**, United States  
**Yasser Farahat**, United Arab Emirates  
**Stavros Gravas**, Greece  
**Serigne Gueye**, Senegal  
**Laurence Klotz**, Canada  
**Pilar Laguna**, Turkey  
**Kurt McCammon**, United States  
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**Yaser Saeedi**, United Arab Emirates  
**Rafael Sánchez-Salas**, France  
**Derya Tilki**, Germany  
**David Winkle**, Australia  
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## Local Organizing Committee Members

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# SIU 2021 COVID-19 Precautions



As the SIU gets ready to welcome our industry partners to the Dubai World Trade and Convention Centre's (DWTC), please be assured that all event safety measures have been put in place and will be followed at all times for a safe and secure event.

The Dubai World Trade and Convention Centre's (DWTC) own 'Venue Safe' standards ensure strict adherence to all safety and hygiene measures for the safe return of organised events. The venue is certified with the prestigious Bureau Veritas SafeGuard Label, which attests to its compliance with the highest hygiene standards. Bureau Veritas, a world leader in testing, inspection and certification services has developed detailed checklists with global health, safety and hygiene specialists to ensure safe procedures are in place for the resumption of business operations in line with local and international regulations, as well as recognized best practices.

For a full description on the measures being taken at the venue, such as enhanced cleaning and sanitization measures, please click [here](#).



## What is SIU doing to keep you safe?

In addition to all standard requirements, SIU is setting up additional safeguards in its process and procedures to ensure the well-being of SIU 2021 participants and provide an enjoyable SIU Congress experience in a safe atmosphere. This includes measures such as:

- No-contact registration process
- Individually-packaged lunch boxes and water bottles
- Open spaces in exhibit hall for social distancing
- Long-term surface disinfection for high-touch areas

## What Else Can You do to Stay Safe?

It is important to always be aware of and maintain social distancing (2m between people), wear a mask, and follow proper hygiene protocols, including frequent hand washing, sanitization and cough/sneeze etiquette.

We ask for your help in ensuring your own safety and the safety of your colleagues by following directional signage put in place in the venue and complying to the regulations and restrictions required by the venue, SIU, and any local public health authorities.

Finally, please be sure to isolate and advise event staff immediately should you develop any symptoms related to COVID-19.

**For the most up-to-date information, please go to the [SIU Website](#).**

# SIU 2021 A Look Back: Previous Congress Statistics



## Previous Congress Statistics

Congress	City	In-Person Attendance	Virtual attendees <i>SIU@U</i>	Total countries represented
2020	Virtual	N/A	6,401	138
2019	Athens	2,572	2,618	105
2018	Seoul	1,693	5,500	80
2017	Lisbon	1,815	1,808	101

### SIU 2019: Top 10 Countries In-Person Attendance

1	Greece	349
2	Turkey	313
3	China	249
4	United States	154
5	United Kingdom	106
6	Japan	103
7	South Korea	82
8	India	71
9	Canada	70
10	Indonesia	67

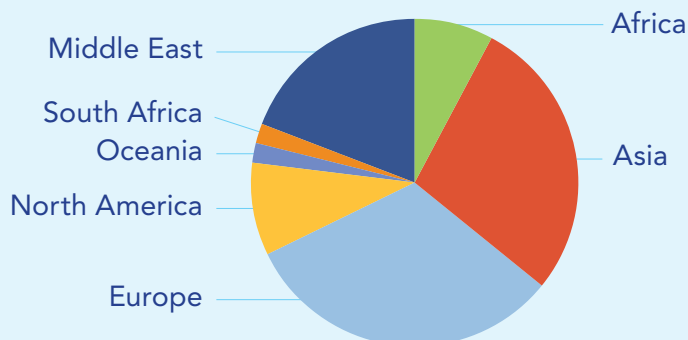


### SIU 2020: Top 10 Countries by Number of Participants

1	China	2,351
2	India	553
3	Mexico	289
4	United Kingdom	235
5	Indonesia	200
6	United States	191
7	Argentina	151
8	Australia	139
9 (tie)	Canada / Iran	138
10	Malaysia	119

### SIU 2019 Athens - In-Person Attendance Metrics by Continent/Region

Africa	8%
Asia	28%
Europe	32%
North America	9%
Oceania	2%
South Africa	2%
Middle East	19%







## 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—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.
- Congress mobile app—recognition through corporate name in Sponsor Acknowledgements tab as a Corporate Sponsor.
- Virtual Congress platform—recognition through corporate logo as a Corporate Sponsor.
- Partner Activity Guide (PAG)—recognition through corporate name and company description. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2021 Congress.
- Congress Broadcast Programme—recognition of your Corporate Sponsor support in the Broadcast Programme, distributed from the SIU Website, social media, email announcements, on-site, and our virtual congress platform.
- Corporate Partners may choose to include one full-page, four-colour digital advertisement in the SIUJ. (Ten Editions)
- Corporate Partners may choose to include one full-page, four-colour advertisement in the PAG, exclusive to corporate partners. Only corporate or disease state ads will be accepted; no product ads will be accepted.
- On-site recognition during the Opening Ceremonies and in the plenary room during official breaks, and on-site in select areas during the Congress.
- Priority selection of symposia timeslots and exhibit booth location.
- 25% discount on all Congress opportunities.
- 25% discount on all additional eLearning programmes.

## Congress Contributors

*Sponsors making contributions of €20,000–€99,999 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.
- PAG—supporter recognition through corporate logo. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2021 Congress.
- Congress mobile app—supporter recognition through corporate logo in Sponsor Acknowledgements tab as a Congress Contributor.
- Congress Broadcast Programme—supporter recognition through corporate logo in the Broadcast Programme, distributed from the SIU Website, social media, email announcements, on-site, and our virtual congress platform.

Those companies that 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–€99,999 to the SIU will be acknowledged as Society Contributors in all the following:*

- SIU Website—supporter recognition through corporate logo.
- PAG—supporter recognition through corporate logo. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2021 Congress.
- Congress mobile app—supporter recognition through corporate logo in Sponsor Acknowledgements tab as a Society Contributor.
- Congress Broadcast Programme—supporter recognition through corporate logo in the Broadcast Programme, distributed from the SIU Website, social media, email announcements, on-site, and our virtual congress platform.

# Congress Educational Opportunities

## Accredited Symposium



## Support an Accredited Symposium at the 41st 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 (90 minutes).....€55,000**

Partial subsidy available

**Luncheon Symposium (60 minutes).....€40,000**

## Symposium package elements

- Topic-exclusive, 90-minute timeslot to hold a luncheon symposium

OR

- Topic-exclusive 60-minute timeslot to hold a luncheon symposium
- Room rental and set-up
- Audio-visual equipment
- Live transmission and capture of your symposium on our virtual congress 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 November 1. It will be placed on the Congress app and made available for download by November 1
- Announcement of your symposium on the Congress website
- Announcement of your symposium on the Virtual Congress platform
- Announcement of your symposium in the Broadcast Programme, which will be made available on the congress website, on-site, and through the virtual congress platform and other digital channels
- One full-page, four-colour digital advertisement in the Broadcast Programme to announce your symposium
- Announcement of your symposium in the PAG



- One full-page, four-colour digital advertisement in the PAG to announce your symposium
- Announcement of your symposium on the Congress mobile app
- Promotion of the webcast post-congress
- One complimentary Exhibition Booth of exhibit space (space only); priority selection by Corporate Sponsors and Congress Contributors; space allocated on a first-come, first-served basis
- Metrics reporting to include the number of participants who attended the symposium in Dubai and those who attended through the virtual congress platform (live and on demand)
- SIU Academy Metrics Report x1 April 2022
- Promotion of your symposium through SIU broadcast emails, SIU eNews, all SIU social media platforms (including LinkedIn, Twitter, Facebook)
- Technical Support for the faculty will be provided on the day of the symposium, on-site and online
- SIU-provided staff assistance on the day of the symposium
- 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 Dubai International Convention and Exhibition Centre, on the Congress website, and on the Congress mobile app

# Congress Educational Opportunities

## Accredited Symposium

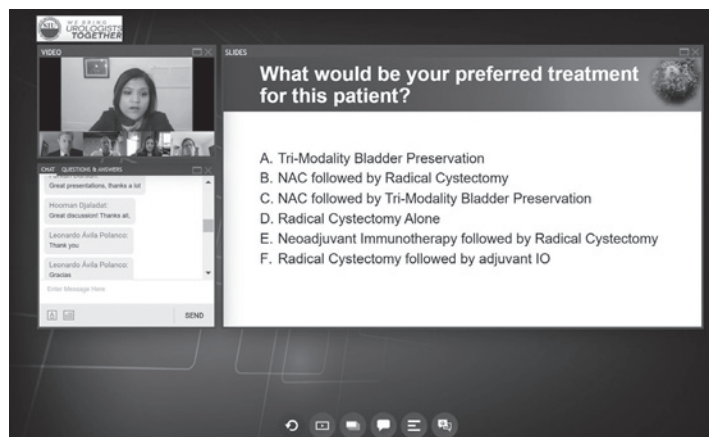


The SIU surveys its members regularly to assess their educational needs to guide the development of educational sessions, selection of symposia and studio session topics and titles, learning objectives, and faculty selection. Symposia sessions address the perceived and unperceived learning needs of our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

If you would like more information or wish to make a symposium submission, please contact Lillian Petrusa, Director, Corporate Development, at [lillian.petrusa@siu-urology.org](mailto:lillian.petrusa@siu-urology.org) by May 1, 2021.

**The SIU is in compliance with all of the following:**

1. European Accreditation Council for Continuing Medical Education (EACCME) Criteria for the Accreditation of eLearning Materials (ELM)
2. The European Federation of Pharmaceutical Industries and Associations (EFPIA) 2020 Code of Practice



### Available Symposia Timeslots – Accredited

Thursday, November 11	12:00–13:00	€40,000
Friday, November 12	12:30–14:00	€55,000
Saturday, November, 13	12:30–14:00	€55,000

# Congress Educational Opportunities

## Hands-On Training Sessions



### **HOT Sessions** ..... €10,000/course

#### **Includes:**

- Room rental
- Audiovisual equipment
- Announcement of the session on the Congress website and the Congress mobile app
- Announcement of your session in the PAG
- Assistance with course promotion, registration, and on-site logistics
- Post-event support with course evaluations, certificates of attendance, and presentations
- One free booth (bare space only)
- Acknowledgement as a Congress contributor on-site, on the Congress mobile app, on the Congress website in the Sponsor Acknowledgements tab, and the PAG.

#### **Sponsor to provide:**

- Staff and equipment as per Programme Chair recommendations

## **Prostate MRI Reading and Fusion Biopsy Workshop**

Session Chair: Christof Kastner (United Kingdom)

### **Programme Description**

The quality and advantages of Prostate MRI have re-defined diagnostic practice in recent years. Publications of Hansen BJUI papers, PROMIS and PRECISION and the integration into guidelines strongly advocate the use of mpMRI for lesion detection and biopsy avoidance in the diagnostic pathway.

Biopsy of the prostate in the bore of the MRI device is costly and time consuming. Instead, fusion technologies that allow accurate overlay of archived MR images over real-time US images have made it possible to combine the power and accuracy of MRI with the ease of use and convenience of US. Strong evidence exists that targeted prostate biopsy, enabled in particular by such fusion systems, improves accuracy of PCa sampling. Fusion of MRI with ultrasound allows urologists to progress from blind, systematic biopsies to biopsies, which are targeted and tracked.

This established international workshop has traditionally addressed the approach to learning this diagnostic tool on workstations in a multidisciplinary fashion involving Radiologists, Urologists and Pathologists. We will use industry provided MRI workstations for in-person attendance and the RAIQC platform for online participation.

### **About the Course**

This course will take you through an in-depth overview of the basic principles of multiparametric MRI (mpMRI) as well as current applications of MRI-US fusion-guided biopsies. The workshop part of the course will give participants insight into the interpretation and application using MRI-US fusion imaging and how to apply it to their practice. Our renowned faculty will share the latest advances and debates in this emerging field.

### **Learning Objectives**

After attending this course, participants should be able to:

- Describe the basic principles of mpMRI of the prostate
- Develop a basic foundation for interpreting multiparametric MR images of the prostate
- Explain the basic concepts of MRI-US fusion
- Recognize the limitations in MRI-US registration and consider metrics for quality control
- Be familiar with various commercial platforms for MRI-US fusion biopsies of the prostate
- Apply MRI-US fusion biopsy techniques to appropriate clinical scenarios
- Implement an MRI-US fusion biopsy program in their routine practice

*A detailed programme proposal is available upon request*





# Congress Educational Opportunities

## Additional Educational Activities



An unrestricted Educational Grant is funding provided by a sponsor to the SIU to support an already existing session within the scientific programme if there exists topic alignment. It should not be used as an opportunity to promote products, brands or business, and must not constitute an inducement to recommend, prescribe, purchase, supply, sell or administer specific medicinal products.

### Instructional Courses\* ..... €15,000

Instructional courses are 90-minute sessions featuring expert-delivered lectures. The session will consist of one panel discussion covering new concepts and providing an evidence-based summary plus take-home messages. The courses are intended for smaller groups to allow for optimal faculty-audience interaction and interactivity.

### Master Class Courses\* ..... €20,000

Master Class courses are 60 minutes expert delivered lectures on a focus area, standard management plus new concepts, and provide evidence-based summary as take-home messages.

### Moderated ePosters..... €20,000

### Plenary Session ..... €20,000

### SIU 6th Global Nurses' Symposium ..... €20,000

### SIU Innovators' Symposium ..... €20,000

#### Sponsor benefits include:

- Announcement of the session on the Congress website and the Congress mobile app
- Announcement of your session in the PAG
- One Free Booth (bare space only)
- Acknowledgement as a Congress contributor on-site, on the Congress mobile app, on the Congress website in the Sponsor Acknowledgements tab, and the PAG.

### Master Class Schedule

#### Friday, November 12

- Advanced Kidney Cancer (08:00–09:00)
- PSMA Theranostics (08:00–09:00)
- Refractory Overactive Bladder Syndrome (11:15–12:15)

#### Saturday, November 13

- Hot Topics in Prostate Cancer (08:00–09:00)

#### Sunday, November 14

- Bladder Cancer: Biomarkers in Early Detection (08:00–09:00)
- Complex Reconstruction (Lower-tract) (11:15–12:15)

### Instructional Course Schedule

#### Friday, November 12

- PCNL Tips/Tricks and Pitfalls (07:30–09:00)
- Orthotopic Reconstruction: How to Improve Outcomes (07:30–09:00)
- Imaging-Guided Biopsy Diagnostic Pathway in Prostate Cancer (11:15–12:45)
- Novel BPH Therapies – Review of Technologies and Practical Instruction (Laser EEP, UroLift, Rezum, Aquablation, Stents) (14:15–15:45)
- Minimally-Invasive PCNL (Mini-PCNL): The Way Forward (14:15–15:45)
- Case Based Discussions in Neuro-urology (16:15–17:45)
- Complex Penile and Urethral Reconstruction in Adults with Prior Hypospadias or Epispadias (16:15–17:45)
- Evolving Treatment Landscape of Cancer: Immunotherapy in Urological Cancer (16:15–17:45)

#### Saturday, November 13

- Tools to Make Caring for Pelvic Pain Easier and More Successful for the Urologist (07:30–09:00)
- PDE 5 Inhibitor Non-Responders for Erectile Dysfunction (07:30–09:00)
- Testosterone, the Prostate and Cardiovascular Disease: Addressing Safety and Efficacy in Testosterone Replacement Therapy (11:15–12:45)
- Virtual Care, TeleUrology, Digital Health-Full Complement of Patient-Centred Urologic Care: The Time is Now! (14:15–15:45)
- Locoregional Relapse of Prostate Cancer for Local Therapy (14:15–15:45)
- Sexual Dysfunction: Peyronie's Disease (16:15–17:45)

#### Sunday, November 14

- Advanced Ureteroscopy (07:30–09:00)

\* Courses are subject to changes please check the congress website for most up to date scientific programme information

# Congress Educational Opportunities

## Semi-Live Surgical Demonstrations



### Thursday, November 11

Coordinators: Jean de la Rosette (Turkey), Rafael Sánchez-Salas (France), Thomas Hermann (Switzerland)

**From €5,000/ 30 min session**

#### Programme Description

The SIU invites your participation in a full day of semi-live surgical demonstrations, featuring pre-recorded 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:

- Demonstrate the use of imaging to perform targeted and systemic biopsies
- Learn about minimally invasive treatment options for localized prostate cancer using focal therapy
- 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
- Apply MRI/US fusion biopsy, HIFU and IRE techniques to appropriate clinical scenarios
- Learn about emerging procedures in the area of robotics in oncology

### Preliminary Programme

07:30–09:00	Session 1: Focal Therapy and Imaging
09:00–11:00	Session 2: Reconstructive Surgery
11:00–13:00	Session 3: Endourology
13:00–15:00	Session 4: Oncology





## Development Programmes

Tips and Tricks in Research and Publication (uCARE, SIU Academy, and SIUJ) .....	€20,000
uChallenge – Residents' Rapid-Fire Q&A .....	€15,000
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### Sponsor benefits include:

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## Delegate Services

Virtual Congress Platform .....	€25,000
Mobile App .....	€20,000
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## Exhibit Opportunities

Exhibit Offering & Manual containing COVID-19 Guidelines will be available soon.

## Publication Advertising

### Partner Activity Guide (PAG)

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### Broadcast Programme

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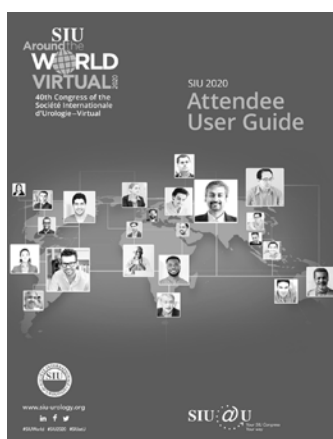
### User Guide .....

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### Congress Mobile App

Rotating banner ad in the designated Exhibitor Listing or Sponsor Acknowledgment tabs* .....	€3,500
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# Sponsorship Guidelines



The following guidelines enhance your participation while maintaining professional impartiality. They take into account the 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.

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- Programme presentations of the SIU may not be reproduced in any form without written consent of the SIU.





**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. They 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

**Virtual Meeting on SIU Academy**  
**May 21-22, 2021**

Presenting Sponsor ..... **€40,000**

#### Scientific Programme Committee

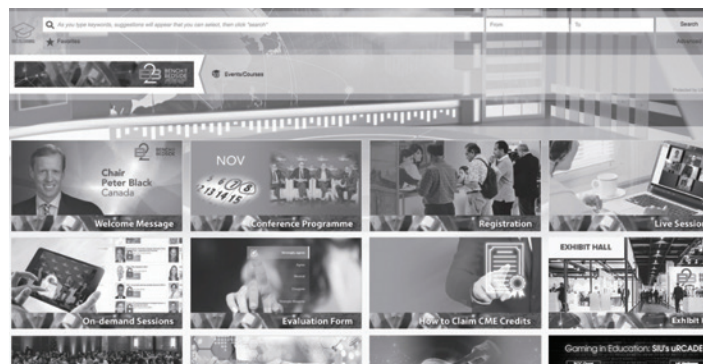
**Peter Black** (Canada)

**Ashish M. Kamat** (United States)

**Stacy Loeb** (United States)

**Simon Tanguay** (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 comprises an international high-profile faculty of experts in genitourinary (GU) oncology. Through a multidisciplinary approach, this B2B series will focus on providing updates on the evolving trends in 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 aims to provide insights and share knowledge and best practices to help guide treatment decisions to improve patient outcomes.

#### Programme Description

The treatment of 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 are continually undergoing major paradigm shifts in their respective therapeutic landscapes as a result of a greater understanding of their underlying molecular and oncogenic mechanisms. In addition to the advent of immunotherapies, other novel targets and combination therapies are being developed and approved that are tailored to a variety of targets. We are also witnessing a rapid evolution in diagnostic modalities, with the emergence of novel biomarkers and clinical validation of new diagnostic tools.

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.

To meet this need, on December 2019, the SIU conducted our first B2B Uro-oncology: GU Cancer Triad meeting in Berlin, Germany, which was well received by participants. The feedback was positive, and most attendees indicated that 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 this first GU Cancer Triad meeting, the SIU held a follow-up virtual meeting on November 7 and 8, 2020. For two half-days, world-renowned experts shared the latest research in the top three GU cancers (bladder, kidney, and prostate) with our online attendees comprising urologists, residents, and trainees, as well as other healthcare professionals with an interest in GU oncology.

The next B2B GU Cancer Triad meeting will be held virtually May 21-22 via SIU's eLearning platform, SIU Academy.

## Proposed Programme Format

The faculty will review the advances in this era of rapid progress 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' abilities 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 May 21, 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 May 22, the programme will focus on current and emerging diagnostic and therapeutic strategies for localized and metastatic prostate cancer.

Throughout the sessions, discussions will be incorporated in each session to provide a way for researchers and physicians to openly discuss any questions they may receive regarding the content.

## Preliminary Agenda

**May 21, 2021 – 08:00AM-12:00PM EDT**

### Bladder Cancer

- Five Practice-Changing Advances on the Horizon
- Making Sense of Urine Markers
- Evolving Therapies for NMIBC
- Shifting Sands: Systemic Therapy for MIBC and Advanced UC in 2021
- Case-Based Panel on Immune-Related Adverse Events

### Kidney Cancer

- Five Practice-Changing Advances on the Horizon
- Optimal Sequencing
- Novel Therapies for RCC: HIF-alpha
- Case-Based Panel: Multimodal Management of Localized RCC

**May 22, 2021 – 08:00AM-11:30AM EDT**

### Prostate Cancer

- State of the Art: The Liquid Biopsy in Urologic Oncology
- Health Disparities in Prostate Cancer
- Five Practice-Changing Advances on the Horizon
- Germline vs. Genome – Case-based Panel on Use of Biomarkers
- State of the Art: Impact of COVID-19 in Urologic Oncology
- High-Resolution Ultrasound
- Case-Based Panel: Focal Therapy in 2021
- Case-Based Panel on the Adoption of Systemic Therapies by Urologists
- State of the Art: Digital Health in Urologic Oncology





## 2- Men's Health Virtual Meeting on SIU Academy June 18-19, 2021

Presenting Sponsor.....€25,000

### Scientific Programme Committee

**Mélanie Aubé-Peterkin** (Canada)

**Robert E. Brannigan** (United States)

**Sean P. Elliott** (United States)

**Ranjith Ramasamy** (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.<sup>1</sup> 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.<sup>2</sup> 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 with 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 them 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:

- LUTS attributed to BPH
- Peyronie's disease (PD)
- Male infertility
- Hypogonadism
- Erectile dysfunction (ED)
- Related comorbidities such as CVD, DM, obesity, etc.

### References

- <sup>1</sup> Ortiz-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
- <sup>2</sup> Goldenberg, 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](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.

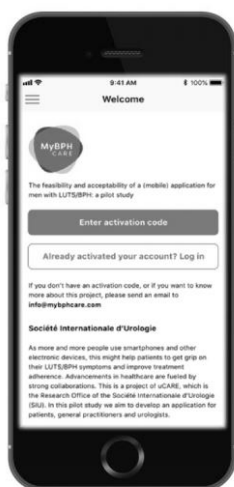
# Mobile Health Apps and Educational Games



## 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

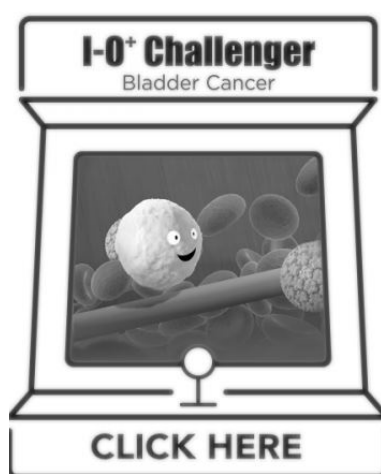
### Includes:

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

[www.siu-urology.org/urcade/urcade](http://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

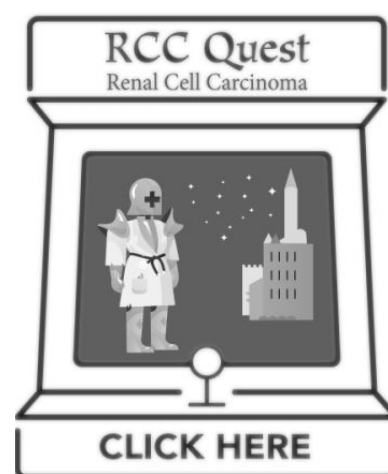
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\* Results from the web app game will be used as a preliminary needs assessment to develop future programmes on kidney cancer.

*Full proposal available upon request.*







SIU would like to acknowledge the support of its 2020 Corporate Sponsors as well as its Society and Congress Contributors.

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UROLOGICAL  
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