



42nd Congress of the  
Société Internationale  
d'Urologie  
**November 9-13**

Featuring the  
7th SIU Global Nurses'  
Educational Symposium

# 2022 EDUCATIONAL PARTNERSHIP OPPORTUNITIES

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Palais des congrès de Montréal  
November 9-13

In conjunction with the  
4th B2B Uro-Oncology:  
GU Cancers Triad Meeting





SIU  
Around the  
**WORLD**  
MONTREAL<sub>2022</sub>



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The Société Internationale d'Urologie (SIU) is the only truly international medical society serving urologists, trainees and affiliated health-care professionals. Founded in 1907, the SIU now brings together more than **10,000 members** from over **130 countries**, representing a spectrum of sociopolitical and practice settings in our membership and activities. It is through this diverse representation that the Society is able to provide unique and valuable offerings in education, research, networking and philanthropy to urologists everywhere.

In the face of increasing global health concerns, the SIU continues to explore and develop innovative solutions to connect and engage our international community.

**The SIU connects urologists around the world through its:**

- Annual Congress and intuitive virtual congress platform, *SIU@U*;
- eLearning portal, *SIU Academy*<sup>®</sup> — an extensive library of educational programmes and a hub for live virtual events;
- New, open-access and free academic journal, *SIUJ*;
- Training scholarships, tailored programming for trainees and young urologists, and collaborative philanthropic activities;
- Research platform, *uCARE*, powered by a global council.



# ABOUT US

## Governance: Board of Directors

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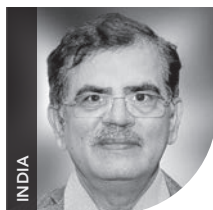
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## ABOUT US

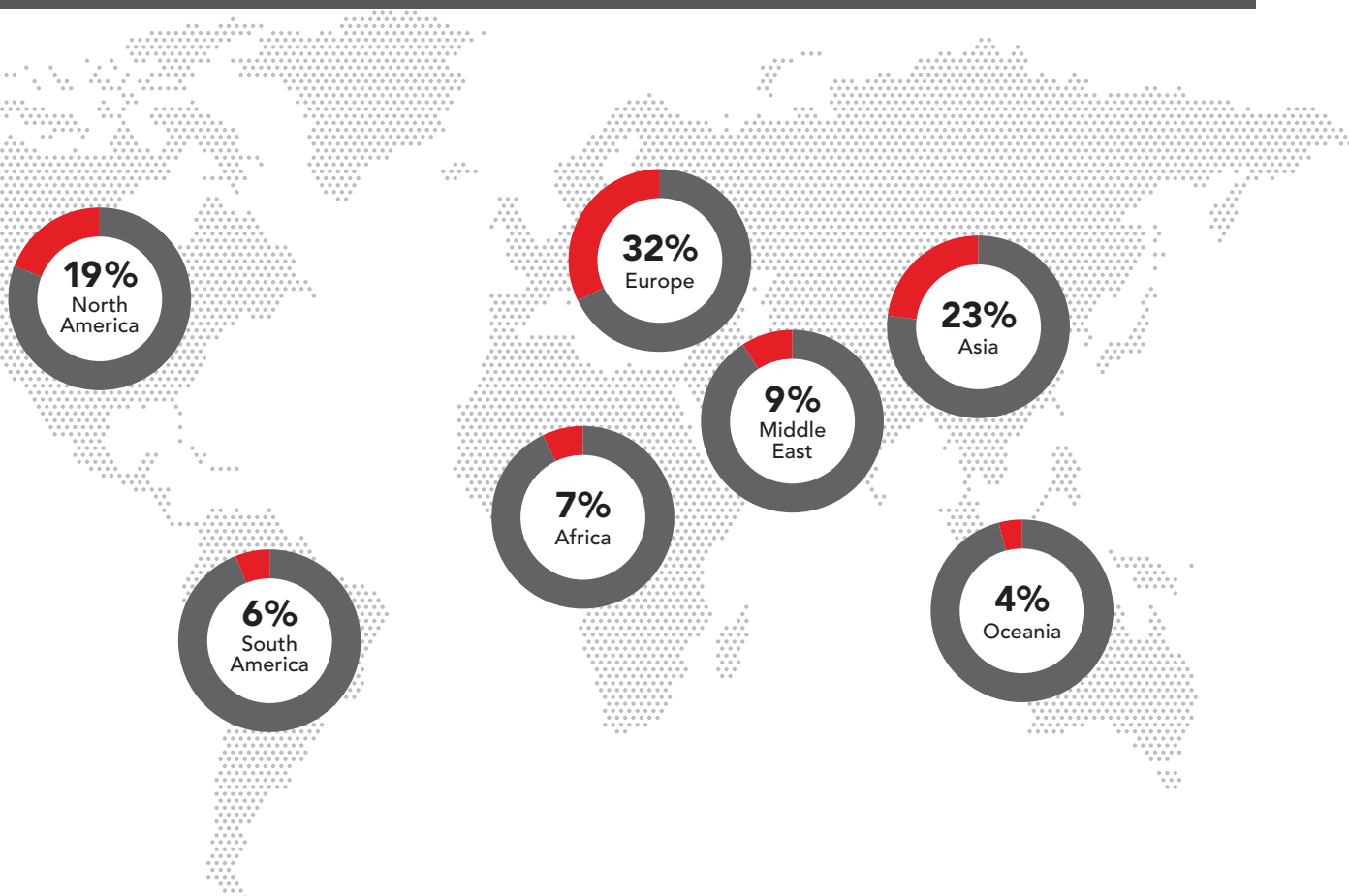
# Continent and Sub-Specialty Report 2021

Members from **130 Countries**

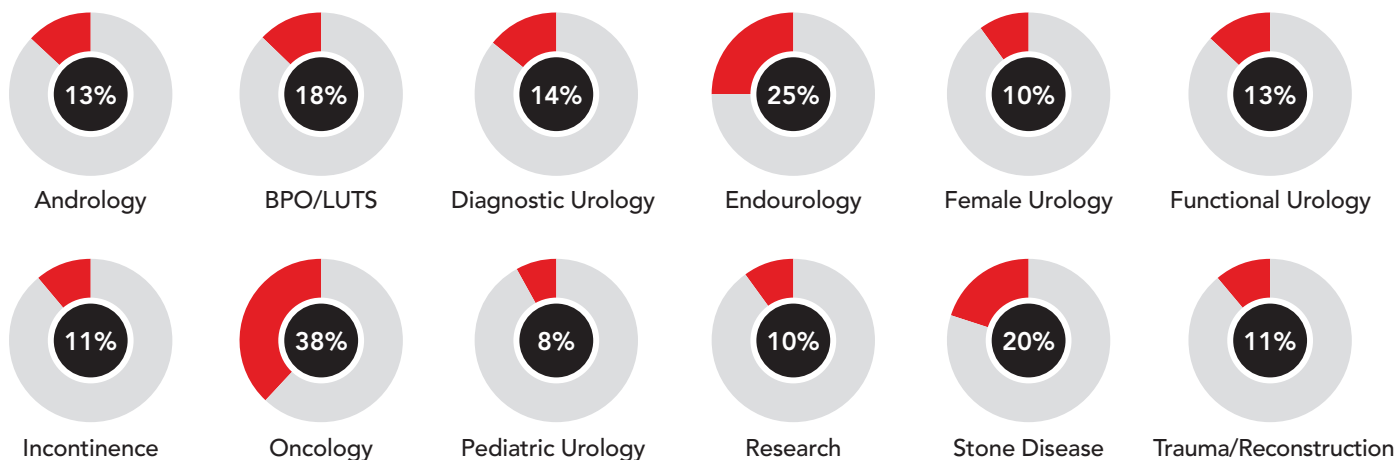
Currently, SIU membership stands at **+10,000 members**

 Facebook followers: **5,134**

 Twitter followers: **12,700**



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





CREDIT © RON STERN

SIU 2022 will welcome over **2,000 urologists** from around the world to learn, network and experience leading-edge developments in the field.

In addition, we anticipate over 2,000 urologists and health-care professionals from across the globe will participate via the SIU's official virtual congress platform, *SIU@U*. Here we will offer live and on-demand access to key sessions, educational videos, semi-live surgeries and the fourth edition of our **Bench-to-Bedside GU Cancers Triad Meeting**, which will be held on **November 11**.

The scientific programme features world-class scientific content such as semi-live surgery demonstrations on November 10 (back by popular demand!), controversies in urology, training workshops, master classes, master video and interactive sessions, and symposia focusing on innovation and advances in urology.

To our long-standing partners, your support—especially during these unprecedented times—has been invaluable in making the SIU's Annual Congress a 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 2022 a positive experience for your organization.

We invite you to browse the wide array of partnership opportunities that can help you connect with our growing community in a way that is tailored to your organizational objectives. We trust that, within this document, you will find everything required to put together a customized presence for your company on this exceptional world stage.



**Jean de la Rosette**  
General Secretary



**Rafael Sanchez-Salas**  
Congress Organizing Chair



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# Staying Safe: COVID-19 Precautions at the Palais

The SIU continues to monitor the ever-changing global health landscape in light of the COVID-19 pandemic. Through selection of a well-equipped venue with rigorous standards, the SIU is confident it can continue to safely host in-person events that bring urologists together.



## The Québec government has lifted most of the public health measures associated with the COVID-19 pandemic.

- Starting March 12, 2022, the vaccination passport is no longer required in Quebec. However, presenting a proof of vaccination remains mandatory, according to federal government requirements, for travel within and outside Canada, by train, plane or cruise ship.
- The requirement to wear a mask or face covering is gradually being relaxed. To find out more, see the Wearing a mask or a face covering in public settings in the context of the COVID-19 pandemic page.
- However, you must continue to follow the basic health instructions.

## Precautions taken by the SIU 2022 venue, the Palais des Congrès de Montréal, include:

- International sanitary certification GBAC Star obtained in 2022.
- Housekeeping services that reflect the new era of cleaning, combining disinfecting and sanitizing.
- Frequent cleaning of contact surfaces.
- Additional handwashing stations and hydroalcoholic gel dispensers placed at room entrances and high-traffic areas.

- High-performance ventilation systems subjected to a preventive maintenance program, and filters are replaced regularly.
- Use of a one-step, hospital-grade disinfectant cleaner based on AHP® (accelerated hydrogen peroxide) technology that delivers fast, effective results.
- Restaurants and catering can resume with 100% of the capacity, with 1m physical distancing between tables.
- Wearing a mask is mandatory when moving around in the Palais; people who are seated quietly (or speaking softly) may remove their mask.
- Adhering to the one-metre physical-distancing rule and minimizing the number of people in event spaces.



For a full description on the measures being taken at the venue, such as enhanced cleaning and sanitization measures, please **click here**.

## WHAT 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.

## FOR MORE INFORMATION, PLEASE VISIT:








<https://www.quebec.ca/en/health/health-issues/a-z/2019-coronavirus/progress-of-the-covid-19-vaccination/covid-19-vaccination-passport>



<https://congresmtl.com/en/covid-19/>

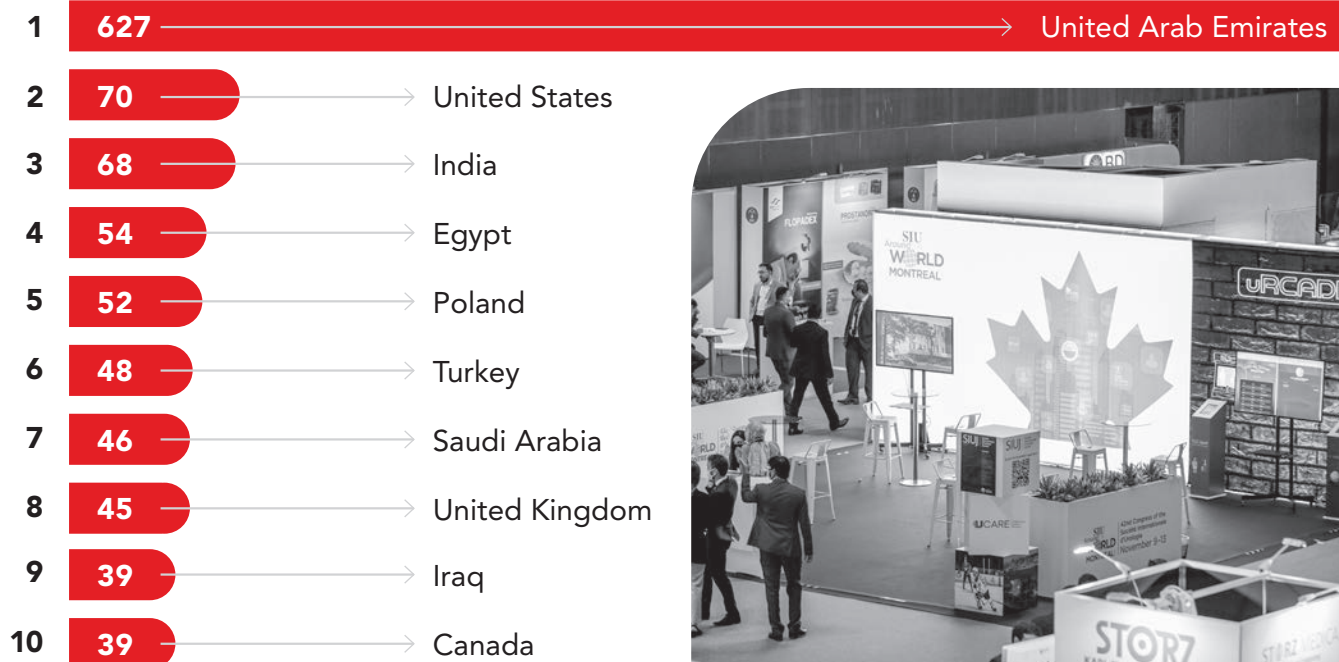
For the latest updates on COVID-19 protocols and regulations, please visit the SIU website: [www.siu-urology.org](http://www.siu-urology.org)

# Past Congress Statistics

 Congress	 City	 Physical Attendees	 Virtual Attendees <i>SIU@U</i>	 Countries Represented
2021	Dubai	1,576	1,714	98
2020	Online	N/A	6,401	138
2019	Athens	2,572	2,618	105
2018	Seoul	1,693	5,500	80

## 2021 CONGRESS STATISTICS

### Top 10 Countries in Attendance



# OPPORTUNITIES FOR PARTNERSHIP

## SPONSOR BENEFITS

Acknowledgment of support as a Corporate Sponsor, Congress or Society Contributor throughout the year and leading up to the SIU Congress through:

	Corporate €100,000	Congress Contributor €20,000	Society Contributor €20,000
<b>SIU website:</b> Recognition through corporate logo.	✓		✓
<b>SIU Academy eLearning portal and mobile app:</b> Recognition through corporate name on the designated Corporate Sponsors tab.	✓		
<b>Congress website:</b> Recognition through corporate name on the designated Industry tab, Sponsor Acknowledgment section.	✓	✓	
<b>Congress mobile app:</b> Recognition through corporate name in Sponsor Acknowledgements tab as a Sponsor.	✓	✓	✓
<b>Partner Activity Guide (PAG):</b> Recognition through corporate name. The PAG will be printed and distributed in the Exhibit Hall at the Congress.	✓	✓	✓
<b>Partner Activity Guide (PAG):</b> Full page, four color corporate advertisement, NO product ads.	✓		
<b>Social media (Facebook and Twitter):</b> Recognition of support through corporate name.	✓	✓	✓
<b>On-site supporter recognition:</b> Through corporate logo in Exhibit Hall at the Congress.	✓	✓	✓
<b>SIUJ:</b> Full page, four color electronic ad, corporate ad only — 6 editions in 2022.	✓		
<b>Society eNews:</b> Recognition of support through corporate logo in Sponsor Acknowledgement section.	✓	✓	✓
<b>SIU uMagazine (in print and online), 3 editions:</b> Full page, four color corporate ad.	✓		
<b>SIU uMagazine (in print and online), 3 editions:</b> Recognition of support through corporate name in Sponsor Acknowledgement area.	✓	✓	✓
<b>25% discount</b> on all Congress opportunities.	✓		
<b>25% discount</b> on all additional eLearning programmes.	✓		
<b>Priority selection</b> of symposia timeslots and exhibit booth location.	✓		



# CONGRESS EDUCATIONAL OPPORTUNITIES

## ACCREDITED SYMPOSIA

### SUPPORT AN ACCREDITED SYMPOSIUM AT THE SIU'S 42<sup>nd</sup> ANNUAL CONGRESS

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

#### Top reasons to host an accredited symposium

- Educate an international audience of urologists
- Transfer knowledge from research to practice
- Highlight thought leaders
- Reach clinical decision makers

**Luncheon Symposium..... €50,000**  
Partial subsidy available (CAN\$72,380)

**Breakfast Symposium ..... €25,000**  
(CAN\$36,195)



#### SYMPOSIUM PACKAGE ELEMENTS:

1

Topic-exclusive,  
**75-minute timeslot** to  
hold a CME-accredited  
luncheon symposium

OR

2

Topic-exclusive,  
**60-minute timeslot** to  
hold a CME-accredited  
breakfast symposium

- Live transmission and capture of your symposium on our virtual Congress platform. This allows Congress participants to attend the symposium online if they are not able to be there in person. Following the Congress, your symposium will be hosted on SIU Academy, the SIU's eLearning platform.
- 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 virtual Congress app and virtual platform, and made available for download by November 1.
- Room rental and setup, including audio-visual equipment.
- SIU medical oversight to develop the symposium programme.
- Full payment of faculty costs will be handled by the SIU.
- To ensure all SIU delegates are provided with information regarding all sessions, the SIU will provide online listings in the following: Congress website, broadcast programme, and Congress mobile app.
- Recognition of your Corporate Sponsor or Congress Contributor support on-site, on the Congress website, and on the Congress mobile app.
- One complimentary Exhibition Booth of 9m<sup>2</sup> (3m x 3m), space only; priority selection by Corporate Sponsors and Congress Contributors; space allocated on a first-come, first-served basis.

# CONGRESS EDUCATIONAL OPPORTUNITIES

## ACCREDITED SYMPOSIA

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, as well as faculty selection. Symposia sessions address the perceived and unperceived learning needs of our members. The following educational needs have been identified among SIU members in a recent survey:



### URO-ONCOLOGY

<b>Management of Urological Cancers in 2022</b>	Current practices and recent developments in the diagnosis, surgical and systemic treatment, and management of treatment-related adverse events in prostate cancer, bladder cancer, and kidney cancer.
<b>Immunotherapy in Uro-Oncology</b>	Biologic basis of cancer immunology, emerging immunotherapies in uro-oncology, and management of immunotherapy-related adverse events.
<b>Molecular Genetics of Cancer and Novel Therapies in Uro-Oncology</b>	Research advances in molecular biology of cancer and the development of new therapies in uro-oncology.
<b>Hot Topics in Uro-Oncology</b>	Cutting-edge research and emerging management of genitourinary malignancies.

### NON-ONCOLOGY

<b>Stone Disease and Endourology</b>	<ul style="list-style-type: none"> <li>• Advances in the surgical and medical management of stone disease</li> <li>• Current practices for metabolic evaluation of urinary stones</li> </ul>
<b>Lower Urinary Tract Dysfunction</b>	<ul style="list-style-type: none"> <li>• Advances in laser surgery and minimally invasive procedures for managing benign prostatic hyperplasia (BPH)</li> <li>• Contemporary approaches for the diagnosis and management of neurogenic bladder</li> </ul>
<b>Reproductive and Sexual Health</b>	<ul style="list-style-type: none"> <li>• Medical and surgical management of erectile dysfunction in 2022</li> <li>• Diagnostic evaluation and treatment approaches for male infertility</li> <li>• Androgen replacement therapy and its implications for cardiovascular risk and metabolic syndrome</li> </ul>
<b>Urinary Trauma and Reconstructive Surgery</b>	Perioperative care and surgical treatment of male and female urinary strictures, as well as other injuries/trauma of the genitourinary tract.
<b>Infections and Inflammations</b>	Trends in the management of urinary tract infections and chronic pelvic pain in 2022.

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](mailto:lillian.petrusa@siu-urology.org) by **May 31, 2022**.

# CONGRESS EDUCATIONAL OPPORTUNITIES

## ACCREDITED SYMPOSIA

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

1. Guidelines – National Standard for Support of Accredited CPD Activities (2017)  
<https://www.royalcollege.ca/rcsite/cpd/providers/tools-resources-accredited-cpd-providers/national-standard-accredited-cpd-activities-e>
2. The Code of Ethics of the Conseil québécois de développement professionnel continu des Médecins (CQDPCM) (2020)  
[http://cqdpdm.ca/tool/httpcqdpdm-cawp-contentuploads202009code-ethique\\_cqdpdm\\_fr\\_vf-rev2020-pdf/](http://cqdpdm.ca/tool/httpcqdpdm-cawp-contentuploads202009code-ethique_cqdpdm_fr_vf-rev2020-pdf/)
3. The Canadian Medical Association Code of Ethical Practices (20), Guidelines for physicians in interactions with industry (2021)  
<https://www.cma.ca/guidelines-interacting-industry>
4. CMA Code of Ethics and Professionalism  
<https://policybase.cma.ca/en/permalink/policy13937>
5. Canada's Research-Based Pharmaceutical Companies (Innovative Medicines Canada) Code of Ethical Practice (2020).  
<http://innovativemedicines.ca/wp-content/uploads/2019/12/IMC-EthicalPractices-2020-web-lowres-EN.pdf>

AVAILABLE SYMPOSIA TIMESLOTS – ACCREDITED		
Thursday, November 10	15:30–16:45	<b>€35,000*</b> (CAN\$50,673)
Friday, November 11	8:00–9:00	<b>€25,000*</b> (CAN\$36,195)
	12:45–14:00	<b>€50,000*</b> (CAN\$72,380)
Saturday, November 12	8:00–9:00	<b>€25,000*</b> (CAN\$36,195)
	12:45–14:00	<b>€50,000*</b> (CAN\$72,380)

\*Includes full payment of faculty costs.

**THE SIU STRONGLY RECOMMENDS THAT THE ACCREDITED SYMPOSIA BE MULTI-SPONSORED.**



### TRAINING WORKSHOPS .....€10,000/course (CAN\$14,510/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
- 9m<sup>2</sup> of exhibit space (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 in the Partner Activity Guide

#### Sponsor to provide:

- Staff and equipment as per Programme Chair recommendations

## WORKSHOPS:

### PROSTATE MRI READING AND FUSION BIOPSY

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 reading and interpretation of prostate MRI and their application for MR-US fusion.

#### Learning Objectives:

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

- Recall key features of systematic prostate MRI reading according to PI-RADS standards
- Read and report basic and intermediate level prostate MRI with confidence
- Recognize the technical features and capabilities of prostate biopsy and fusion technology using MRI for targeting
- Identify the key requirements to safely integrate MRI into the prostate diagnostic pathway



### 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 therapies for their patients; this is particularly critical given the rise in aging populations and the extensive burden that LUTS/BPH 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
- Know 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 appropriate trouble-shooting
- Practice tips and tricks provided by the experts for executing these novel BPH therapies

### 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, participants should be able to:

##### Identify appropriate cases for:

- Docking and trocar placement in order to avoid collision in difficult anatomy patients
- Selecting to use a 0- or 30-degree lens

##### Demonstrate skills in the following:

- Suturing in a narrow space
- Robotic movements that are uncommon with laparoscopy
- Optimizing instruments
- Managing difficult anatomy (short, obese, hepatomegaly, big and small prostate, medial lobe, adhesions)

### 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 demonstrate the following skills:

- 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 knotting without pusher

# CONGRESS EDUCATIONAL OPPORTUNITIES

## ADDITIONAL EDUCATIONAL ACTIVITIES

**SIU 7<sup>TH</sup> GLOBAL NURSES' ..... €20,000**  
**EDUCATIONAL SYMPOSIUM** (CAN\$29,008)

**SIU INNOVATORS' SYMPOSIUM ..... €20,000**  
 (CAN\$29,008)

**Includes:**

- Announcement of the session on the Congress website and the Congress mobile app
- 9m<sup>2</sup> of exhibit space (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 in the Partner Activity Guide



**"THE GLOBAL NURSES' SYMPOSIUM  
IS A TEACHING FORUM FOR NURSES  
TO ADVANCE THEIR UROLOGICAL  
NURSING CARE KNOWLEDGE."**



# CONGRESS EDUCATIONAL OPPORTUNITIES

## SEMI-LIVE SURGICAL DEMONSTRATIONS

**THURSDAY, NOVEMBER 10**

**30-MINUTE SESSION ..... €5,000**  
(CAN\$7,253)

The SIU invites your participation in a full day of semi-live surgical demonstrations, featuring pre-recorded videos with post hoc moderation. The SIU offers a unique experience through this semi-live programme, as it allows us to bring experts from around the world to the meeting and use online technology to generate 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 learners' gaps in knowledge by allowing them to update their understanding 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 end of this course, participants should be able to:

- Recognize important perioperative considerations and techniques for reconstructive urologic surgery, including selecting the best reconstructive approach to optimize treatment outcomes.
- Demonstrate practical knowledge of instrumentation and techniques for the endourologic treatment of upper and lower urinary tract conditions, including the management of special clinical cases.
- Examine the role of micro-ultrasound and focal therapy approaches in the management of radiorecurrent prostate cancer.
- Recognize the advantages and limitations of open surgery, laparoscopic, and robotic-assisted procedures in uro-oncology, with respect to novel devices, instrumentation, and techniques.
- Evaluate their own role in patient management, from multidisciplinary care to treatment outcomes, based on the clinical experience of key opinion leaders in the surgical management of urologic conditions.

### Preliminary Programme:

Co-chairs

- **Mélanie Aubé-Peterkin**, Canada
- **Jean de la Rosette**, Turkey
- **Rafael Sanchez-Salas**, Canada

<b>SESSION 1</b> Endourology	7:30–9:45
<b>SESSION 2</b> Focal Therapy and Imaging in Radiorecurrent Disease	9:45–11:15
<b>SESSION 3</b> Uro-Oncology	11:15–13:30
<b>SESSION 4</b> Reconstructive Surgery	13:30–15:00

# CONGRESS EDUCATIONAL OPPORTUNITIES

## **SIU@U STUDIO SESSIONS**

### **SIU@U STUDIO SESSION ..... €15,000** **(CAN\$21,636)**

SIU@U Studio Sessions are intended primarily for an online audience. The session will be captured in the SIU's exclusive on-site studio in Montreal and made available on-demand via the SIU@U platform. The studio accommodates a seating area for approximately 50 people and an online audience of more than 2,000 viewers.



#### **Includes:**

- Studio set-up, audiovisual equipment, and live transmission
- Programme development and oversight by the SIU
- Complimentary registration for up to 3 faculty studio presenters
- Announcement of the session on the Congress website, mobile app and broadcast programme
- Upload of the session to SIU Academy and SIU@U
- Outcomes report, including the number of participants who viewed the session live and online
- Acknowledgement as a Congress Contributor on the Congress website, the Congress mobile app, and on-site at the Congress

#### **AVAILABLE TIMESLOTS FOR ACCREDITED SIU@U STUDIO SESSIONS**

<b>Saturday, November 12</b>	10:30–11:00	<b>€15,000</b>
	15:30–16:00	<b>(CAN\$21,636)</b>
	16:00–16:30	

# Congress À la Carte

## RESIDENT AND INNOVATOR DEVELOPMENT PROGRAMMES

Tips and Tricks in Research and..... **€20,000**  
Publication (uCARE, SIU Academy, and SIUJ)  
(CAN\$29,008)

uChallenge – Residents' Rapid-Fire Q&A ..... **€15,000**  
(CAN\$21,636)

Resident Mentoring ..... **€15,000**  
(CAN\$21,636)

### Includes:

Recognition as a Congress Contributor:

- On the Congress website
- On the Congress mobile app
- On-site at the event (in select areas)

## DELEGATE SERVICES

Delegate Lounge..... **€25,000**  
(CAN\$36,195)

Wireless Internet ..... **€25,000**  
(CAN\$36,195)

uTech Charging Lounge ..... **€25,000**  
(CAN\$36,195)

Hospitality Lounge located in ..... **€25,000**  
the exhibit hall (36m<sup>2</sup>) (CAN\$36,195)



## PUBLICATION ADVERTISING

### Partner Activity Guide

Full page, inside front, or inside back\* ..... **€5,000**  
(CAN\$7,253)

All other ad\* placements ..... **€3,500**  
(CAN\$5,051)

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

### Congress Mobile App

Rotating banner ad in the designated..... **€3,500**  
Exhibitor Listing or Sponsor Acknowledgment tabs\*  
(CAN\$5,051)

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

## EXHIBIT OPPORTUNITIES

### EXHIBIT SPACE

#### Host Country Partner Rate\*

9m<sup>2</sup> Bare space only ..... **CAN\$5,000**

*\*Rates are quoted in Canadian dollars and are subject to GST, QST based on company's province/country place of business.*

#### International Partner Rate\*

9m<sup>2</sup> Bare space only ..... **€5,000**

*\*Rates are quoted in Euros and are subject to GST, QST based on company's province/country place of business.*

### 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 9m<sup>2</sup> booth



## 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 Medicines 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 2022 sponsors is limited to "corporate" marks; only parent brands 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 2022 programme agendas and content are determined by the SIU Scientific Programme Committees, independent of influence from previous or prospective sponsors or their agents.



Industry may not organize any functions involving SIU 2022 delegates that will conflict with any educational sessions or social events. Industry promotions should not interfere with the official programme.

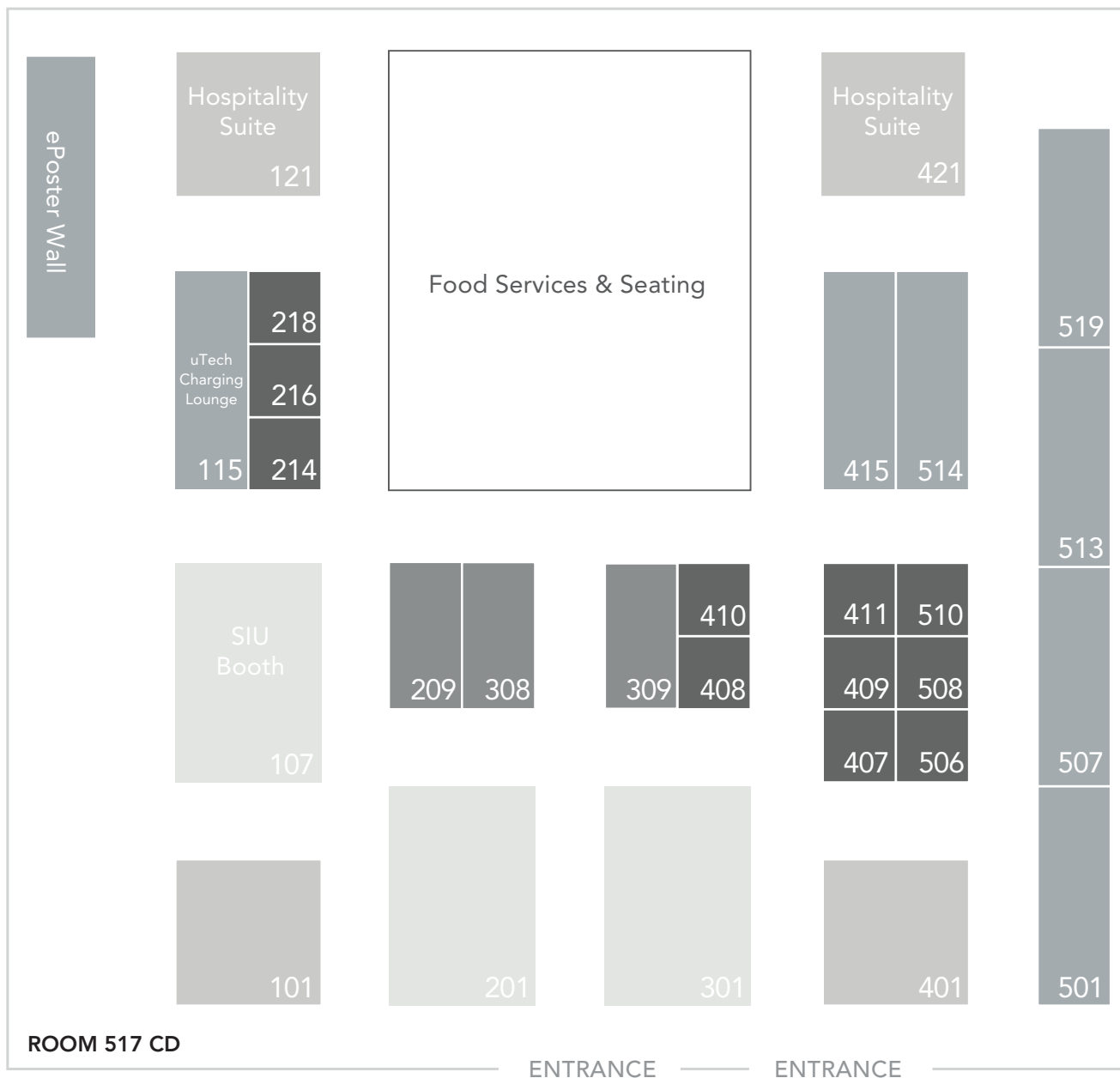


The name and/or logo of SIU 2022 may not be used in conjunction with advertising or promotion of any kind without express written consent from the SIU.



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

# Exhibit Floorplan



Aisles must remain free from obstruction and will be two directional, unless less than a 4m width.

9m<sup>2</sup> 18m<sup>2</sup> 27m<sup>2</sup> 36m<sup>2</sup> 54m<sup>2</sup>

RATES	HOST COUNTRY	INTERNATIONAL
9m <sup>2</sup> Bare space only	CAN\$5,000*	€5,000*
*Rates are quoted in Euros/Canadian dollars and are subject to GST, QST based on the company's province/country place of business.		



**FRIDAY, NOVEMBER 11 (8:00-17:10)**

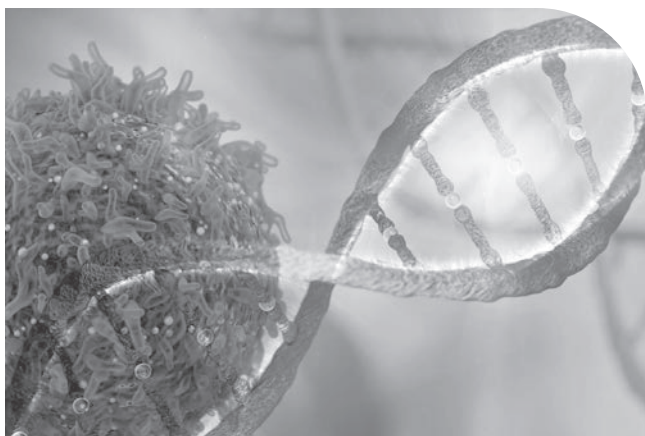
## **B2B URO-ONCOLOGY: GU CANCERS TRIAD MEETING**

**Presenting Sponsor .....from €35,000**  
(CAN \$50,673)

**Contributing Sponsor .....from €15,000**  
(CAN\$21,636)

**The B2B Uro-Oncology: GU Cancers Triad Meeting,** held in conjunction with the 42<sup>nd</sup> Congress of the SIU, offers an ideal approach to review current clinical research advancements and their applications in uro-oncology. This meeting will include a high-profile international faculty of experts in various disciplines, providing the opportunity to foster collaborative discussions across specialties.

In this full-day session, held at the Palais des congrès de Montréal, our expert faculty from around the world will provide updates on the management of the three most prevalent urological cancers (prostate, bladder, and kidney cancers) by emphasizing evolving trends in the early detection of disease, recent results of clinical trials, new therapies, biomarkers, and novel technologies and treatment strategies, including new surgical techniques. The programme will focus on providing insights and sharing knowledge on best practices, aimed at guiding treatment decisions, and ultimately improving patient outcomes.



### **Scientific Programme Committee**

- **Peter Black**, Canada (Chair)
- **Simon Tanguay**, Canada
- **Alexandra Masson-Lecomte**, France
- **Derya Tilki**, Germany

### **Preliminary Programme:**

8:00-8:05

#### **Welcome and Introductions**

8:05-10:50

#### **Bladder Cancer**

Moderator: Alexandra Masson-Lecomte

10:50-12:50

#### **Prostate Cancer**

Moderator: Derya Tilki

14:00-16:05

#### **Kidney Cancer**

Moderator: Simon Tanguay

16:05-17:05

#### **Five Practice-Changing Advances on the Horizon: Bladder, Prostate, and Kidney Cancer**

Moderators: Peter Black & Simon Tanguay

17:05-17:10

#### **Concluding Remarks**

*Executive Summary and Proposal available  
upon request*

# Educational Mobile and Web Apps

## HEALTH APPS & EDUCATIONAL GAMES

### MOBILE HEALTH APPS

- Can be tailored for every therapeutic area
- MyBPHCare: The 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

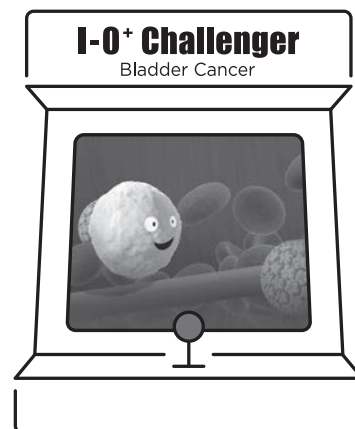
**Web App Game\*** ..... **€25,000**  
*Partial subsidy available* (CAN\$36,195)

#### Includes:

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

**[iochallenger.org](http://iochallenger.org)**

*\*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

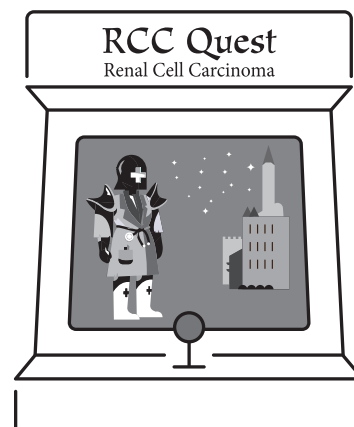
**Web App Game\*** ..... **€25,000**  
*Partial subsidy available* (CAN\$36,195)

#### Includes:

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

**[rccquest.org](http://rccquest.org)**

*\*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.





# 2021 Sponsorship Acknowledgements



THE SIU WOULD LIKE TO ACKNOWLEDGE THE SUPPORT OF ITS  
2021 CORPORATE, CONGRESS, AND SOCIETY PARTNERS

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**SIU**  
**Around the**  
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**MONTREAL** 2022

42<sup>nd</sup> Congress of the  
Société Internationale d'Urologie



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