



Society of Genitourinary
Reconstructive Surgeons

GURS ACADEMIC CONGRESS 2020

HOTEL OMNI MONT-ROYAL
MONTREAL, QUEBEC, CANADA

OCTOBER 5-7, 2020



PARTNERSHIP PROSPECTUS



INVITATION FOR PARTNERSHIP

Dear Industry Colleagues,



Benjamin Breyer, MD, MS
Program Chair



Miroslav Djordjevic, MD
President



Jeremy B. Myers, MD, FACS
Secretary Treasurer

On behalf of the Society of Genitourinary Reconstructive Surgeons, I would like to invite you to exhibit at the 2020 GURS Academic Congress. This meeting will be held October 5-7, 2020 in Montreal, Quebec, Canada.

The GURS program committee has put together a rigorous yet clinically practical program to foster improvement in patient care. The meeting will host nationally and internationally renowned faculty with active interests in male and female genitourethral reconstruction, andrology and urologic prosthetic surgery, female urology, neurology, minimally invasive surgical reconstruction and gender-affirmation surgery. The meeting will highlight state-of-the-art lectures on Transgender Surgery, Genitorurinary Trauma, Transitional Urology, Pripism, and Male Incontinence.

Partnering with us at the GURS Academic Congress will allow you to network with over 200 genitourinary reconstructive surgeons in a relaxed setting that allows ample time for networking and discussion. Industry partners and exhibits are an essential part of our meeting's success and our attendees will be eager to learn about your company's products and services that can assist with the care of their patients.

The Montreal Program Committee, headed by Chair Benjamin Breyer, MD, MS, GURS President Miroslav Djordjevic, MD and Secretary Treasurer Jeremy Myers, MD, FACS, request your participation in this exceptional educational offering.

Thank you for your consideration of our request for participation; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, denise@veritasmeeetingsolutions.com or 973-769-1020.

Kind Regards,

Denise Castetter

Denise Castetter
Director, Industry Relations



ACCOMMODATIONS & VENUE



HOTEL OMNI MONT-ROYAL
1050 Sherbrooke Street West
Montreal, Quebec H3A-2R6

Located downtown on the elegant Sherbrooke Street West near McGill University, the luxury Hotel Omni Mont-Royal dominates the Golden Square Mile's historical district.

PHONE: +1 514-284-1110
Reservations: +1-800-843-6664

ROOM RATE: \$249 CAD single/double plus 18.475% occupancy per night

HOTEL RESERVATION LINK: <https://www.omnihotels.com/hotels/montreal-mont-royal/meetings/gurs-2020-society-of-genitourinary-reconstructive-surgeons-10032020>



CONFERENCE TOPICS

Presentation Formats Include:

- Expert Lecture
- Podium Sessions
- Video Sessions
- Crossfire Debate
- Surgical Techniques

DAY 1 - MONDAY, OCTOBER 5, 2020

12:00pm-5:00pm

RESIDENTS/FELLOWS DAY

DAY 2 - TUESDAY, OCTOBER 6, 2020

7:00am-5:30pm

MALE GENITAL RECONSTRUCTION

Topics Include:

- Lymph edema/buried penis/LS surgery/urethra management
- Penile cancer and treatment
- Peyronie's
- Penile augmentation
- Pathophysiology and treatments for lymphedema
- Treatment considerations of Fournier's gangrene

UROLOGIC COMPLICATIONS OF PELVIC CANCER THERAPY

Topics Include:

- Voiding/fistula/ urethra/ureter
- Sexual dysfunction
- Radiation cystitis
- 2nd malignancy
- Pathophysiology of Radiation Injury
- Treatment of radiation cystitis

DAY 3 - WEDNESDAY, OCTOBER 7, 2020

7:00am-5:30pm

GLOBAL HEALTH AND UROLOGY

Topics Include:

- Establishing a renewable recon program in developing world
- Local surgeon needs
- Tough stricture management

GENDER AFFIRMATION SURGERY

Topics Include:

- Regret (how old is old enough)
- Mental/endocrine management
- Starting a program (North America v Europe)
- Roundtable genital transplant including testis
- Type of phalloplasty
- Primary surgery
- Dealing with urinary complications in men/womenMLE



EXHIBITS AND SPONSORSHIPS

EXHIBIT SETUP

Monday, October 5, 2020 1:00pm - 4:00pm

EXHIBIT HOURS

Tuesday, October 6, 2020 7:00am - 8:00pm

WELCOME RECEPTION 6:00pm - 8:00pm

Wednesday, October 7, 2020 7:00am - 4:00pm

EXHIBIT TEARDOWN

Wednesday, October 7, 2020 after 4:00 pm

Exhibit hours subject to change based on final program.

PARTNERSHIP RESERVATION & PAYMENT

EXHIBIT SPACE RESERVATIONS

Companies wishing to exhibit must submit a completed exhibitor form with method of payment indicated on the form. Exhibits provide an enhanced experience to participants and provide useful information about developments, products and services related to their interests and responsibilities. Products or services displayed must further the purpose of the meeting and provide an atmosphere conducive to exchanging information relevant to the clinical content of the conference.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

- Network with Genitourinary Reconstructive Surgeons from around the world
- Meals and breaks will be held in the exhibit area for greater opportunity to network with the participants
- Company name acknowledged on GURS website, in program materials and signage

PAYMENT

Our tax ID number is EIN # 54-1389700.

Pay by credit card:

Fill out and mail the Exhibit Registration and Invoice form to the address below or fax to Denise Castetter at 847-960-3862.

Please make checks payable to:

Society of Genitourinary Reconstructive Surgeons
1061 East Main Street, Suite 300, East Dundee, IL 60118



PARTNERSHIP OPPORTUNITIES

DIAMOND | \$25,000 | LUNCH SYMPOSIUM

Highlight your product and your commitment to genitourinary reconstructive surgery with a dedicated hour for your product specialist or guest speaker to present to our attendees.

YOUR DIAMOND LEVEL SPONSORSHIP INCLUDES:

- AV, Refreshments and event marketing
- Prime location of exhibit space
- Company recognition on the GURS website
- Recognition on contributor support signage in the meeting pre-function space
- Acknowledgment in the members' business meeting
- Recognition in the registration packet (company name and 50-word description)
- "GURS Connect"-Enhance your opportunity to meet GURS attendees; GURS staff will deliver your message to an attendee of your choice
- Five complimentary registrations for company representatives
- Invitation to the Welcome Reception for five company representatives
- Company description on meeting app

PLATINUM | \$15,000 | BOOT CAMP OR WELCOME RECEPTION

Choose one of the following to sponsor:

WELCOME RECEPTION One of the most visible ways to support GURS and showcase your product. The reception is held in the exhibit hall, showcase your company while the attendees network with colleagues and visit exhibits.

BOOT CAMP Exclusive opportunity to make an early impression with Residents, Fellows and early career Reconstructive Surgeons.

YOUR PLATINUM LEVEL SPONSORSHIP INCLUDES:

- AV, Refreshments and event marketing
- Prime location of exhibit space
- Company recognition on the GURS website
- Recognition on contributor support signage in the meeting pre-function space
- Acknowledgment in the members' business meeting
- Recognition in the registration packet (company name and 50-word description)
- "GURS Connect"-Enhance your opportunity to meet GURS attendees; GURS staff will deliver your message to an attendee of your choice
- Four complimentary registrations for company representatives
- Invitation to the Welcome Reception for four company representatives
- Company description on meeting app

GOLD | \$10,000 | MEETING APP OR INTERNET CODE

Choose one of the following to sponsor:

MEETING APP Make a lasting impression on attendees by sponsoring the app that houses all the materials for the meeting, allowing your banner ad to be viewed by all attendees.

INTERNET CODE Exclusive provider of the WIFI for the meeting. Your company name will be the official name of the wifi and your booth number will be the password. Company name and password will be displayed on signage and in the Program Book.

YOUR GOLD LEVEL SPONSORSHIP INCLUDES:

- Prime location of exhibit space
- Company recognition on the GURS website
- Recognition on contributor support signage in the meeting pre-function space
- Acknowledgment in the members' business meeting
- Recognition in the registration packet (company name and 50-word description)
- "GURS Connect"-Enhance your opportunity to meet GURS attendees; GURS staff will deliver your message to an attendee of your choice
- Three complimentary registrations for company representatives
- Invitation to the Welcome Reception for three company representatives



PARTNERSHIP OPPORTUNITIES

SILVER | \$7,500 | COFFEE BREAK

YOUR SILVER LEVEL SPONSORSHIP INCLUDES:

- Prime location of exhibit space
- Company recognition on the GURS website
- Recognition on contributor support signage in the meeting pre-function space
- Acknowledgment in the members' business meeting
- Recognition in the registration packet (company name and 50-word description)
- "GURS Connect"-Enhance your opportunity to meet GURS attendees; GURS staff will deliver your message to an attendee of your choice
- Two complimentary registrations for company representatives
- Invitation to the Welcome Reception for two company representatives

BRONZE | \$5,000

YOUR BRONZE LEVEL SPONSORSHIP INCLUDES:

- Exhibit space (Floor standing signage or equipment allowed)
- Company recognition on the GURS website
- Recognition on contributor support signage in the meeting pre-function space
- Acknowledgment in the members' business meeting
- Recognition in the registration packet (company name and 50-word description)
- "GURS Connect"-Enhance your opportunity to meet GURS attendees; GURS Staff will deliver your message to an attendee of your choice
- Two complimentary registration for company representative
- Invitation to the Welcome Reception for two company representatives
- Company description on meeting app

BASIC EXHIBITOR PACKAGE | \$3,500

YOUR BASIC EXHIBITOR PACKAGE INCLUDES:

- Exhibit space (No Standing signage or equipment allowed)
- Company recognition on GURS website
- Recognition on contributor support signage in the meeting pre-function space
- Acknowledgment in the members' business meeting
- Recognition in the registration packet (company name and 50-word description)
- "GURS Connect"-Enhance your opportunity to meet GURS attendees; GURS staff will deliver your message to an attendee of your choice
- Two complimentary exhibitor registrations for company representatives
- Invitation to the Welcome Reception for two company representatives
- Company descriptor on the meeting app

