

SIXTH INTERNATIONAL



PROSTATE CANCER SYMPOSIUM
AND WORLD CONGRESS OF UROLOGIC ONCOLOGY

DECEMBER 11–14, 2024

The Mount Sinai Hospital



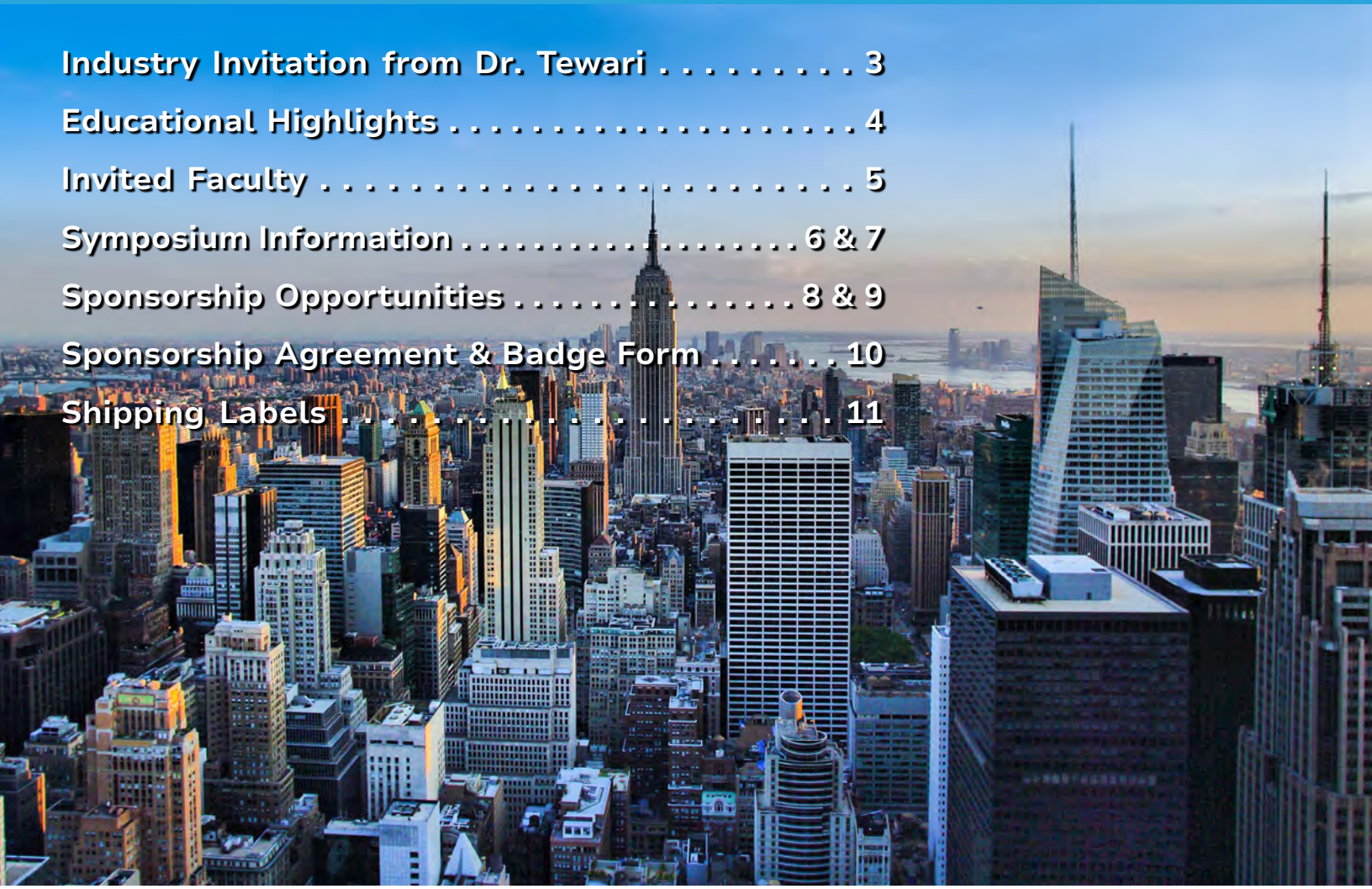
For more information, visit our website

EVENT WEBSITE

EXHIBITOR AND PROMOTIONAL PARTNERSHIP PROSPECTUS

December 11 – 14, 2024 | The Mount Sinai Hospital | New York, New York

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Dear Industry Colleagues:

On behalf of the Department of Urology at the Icahn School of Medicine at Mount Sinai in New York City, I am thrilled to invite you to participate in the Sixth International Prostate Cancer and Urologic Oncology Symposium set for December 11–14, 2024, in New York!

This year's program is our most innovative yet, complete with over 80 world-renowned experts who will provide in-depth training on cutting-edge medical advances and ground-breaking treatment approaches for prostate, kidney, and bladder cancers. There will also be a unique focus this year on critical issues in immuno-oncology, as well as multiple live surgeries and focused demonstrations. Ranked among the nation's best for Urology in the "Best Hospitals" issue of U.S. News & World Report, the physicians of Mount Sinai Urology are leaders in robotic surgery and minimally invasive procedures. Join the Mount Sinai Department of Urology for an interactive symposium with 3-D demonstrations of the latest robotic surgery techniques. Directed by the world's leading robotic experts and taught by an internationally renowned faculty, attendees will gain emerging and practical tools to optimize their robotic surgery skills. In addition to urologic oncology, our department is also on the forefront of general urology, reconstructive urology endourology, andrology, female pelvic medicine, and pediatric urologic conditions.

As you will see in the enclosed Partnership Prospectus, we are offering several sponsorship and exhibitor opportunities for this year's program, to help you gain access to, and inform, symposium attendees about your company, your research development program, and your marketed products. We expect strong attendance at this year's program, including physicians, nurses, pharmacists, and researchers, all of whom will be actively engaged in discussions across the urological cancer landscape. Affiliating with the Sixth International Prostate Cancer and Urologic Oncology Symposium is the most direct route in meeting and sharing your products with some of the most well-known, respected health care providers and decision makers in the urologic community. As an essential part of the symposium, you will be able to make invaluable connections with key opinion leaders, academic researchers, and other industry stakeholders as we continue the tradition of advancing the level of science and quality of care in urologic oncology.

To this end, I invite you to review the attached Partnership Prospectus to learn more about the program and to find out how to reserve your prime exhibit space today. More information can be found at mountsinaiurology.com. If you have any questions, please contact Trinity Campbell at 425-354-8937 or via email at trinity@gaffneyevents.com. We look forward to having you as our industry partner for this year's program!

Sincerely,

Ash Tewari MBBS, MCh, FRCS (Hon.)

*Professor and System Chair, Milton and Carroll Petrie Department of Urology
Mount Sinai Health System*

Chair of Urology, Mount Sinai Hospital

*Director of Center of Excellence for Prostate Cancer at the Tisch Cancer Institute
Icahn School of Medicine at Mount Sinai*

Surgeon-in-Chief of the Tisch

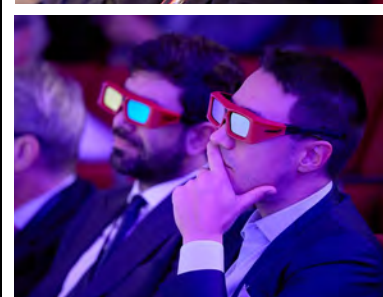
Cancer Hospital at The Mount Sinai Hospital

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Thank you for your support and participation in the **6th International Prostate Cancer Symposium and World Congress of Urologic Oncology**. The following will provide you with important information about this year's meeting and your participation as an exhibitor. If you have any questions or need further assistance, please do not hesitate to contact Exhibit Manager **Trinity Campbell, Gaffney Events** at **425-354-8937** or **trinity@gaffneyevents.com**. We look forward to working with you and assisting to ensure a successful conference for your organization!

EDUCATIONAL HIGHLIGHTS

- Live 3-D surgery transmission covering complex urologic surgery
- Simulation laboratory for hands on experience and training
- Comprehensive didactic lectures from the world's leading experts in urologic oncology
- Robust review of the latest advances in surgical techniques and management of prostate, kidney, and bladder cancer
- Personal interaction with world-class faculty
- Stimulating point-counterpoint debates on timely topics



Ashutosh Tewari

MBBS, MCH, FRCS (HON.)

Chair, Department of Urology
Icahn School of Medicine at
Mount Sinai



Ketan K. Badani

MD, FRCS (HON.)

Chief of Surgical Innovation and Strategy,
Director of Robotic Surgery
Mount Sinai Health System
Professor of Urology,
Icahn School of Medicine at
Mount Sinai Hospital



Peter Wiklund

MD, PHD

Director of Bladder Cancer Program
Icahn School of Medicine at
Mount Sinai

View the latest agenda



and our current faculty here!

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SYMPOSIUM LOCATION

The Mount Sinai Hospital
Annenberg Building / Guggenheim Pavilion
100th Street & 5th Avenue, New York, New York 10029

HOTEL ACCOMMODATIONS

You are responsible for making your hotel room reservations for your company personnel.

Please note that room reservations should be made in advance. Below are a few suggested hotels close to the hospital.



Courtyard Marriott New York Manhattan / Upper East Side
410 E 92nd St, New York, New York 10128



The Franklin New York
164 East 87th Street, New York, New York 10128

EXHIBIT SPACE AND EQUIPMENT

Exhibits and all meal functions will be located at Mount Sinai Hospital in the Guggenheim Pavilion. The General Sessions will take place in Stern Auditorium in the Annenberg Building.

EXHIBIT AREA STAFFING

Please provide us with the names of the individuals who will be representing your company by completing and returning the Exhibitor Agreement and Badge Form, which is located on page 10. Each Platinum Supporter will be entitled to 10 Badges, each Gold Supporter will be entitled to 6 badges, Silver Supporters will be entitled to 4 badges, and each Bronze Supporter is entitled to 2 Badges. Additional badges are \$150.00 each. Each badge gives exhibitor full meeting access.

ELECTRICITY

If you require electricity for your exhibit booth, please contact **Jeff Shutts** at Jeff@sourceoneevents.com

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SET-UP AND DISMANTLING OF EXHIBITS

Exhibit set-up starts on Tuesday, December 10, between 3:00 pm and 6:00 pm. Exhibits **MUST** be set by 6:00 pm on Tuesday, December 10. Set-up of exhibits will not be allowed while attendees are present. Dismantling of exhibits will take place on Saturday, December 14 at 3:40 pm, and **MUST** be complete by 6:00 pm Saturday night.

EXHIBIT HOURS

Tuesday, December 10	3:00 pm – 6:00 pm	Exhibit Set-up
Wednesday, December 11	7:00 am – 6:00 pm	Exhibits Open
Thursday, December 12	7:00 am – 5:00 pm	Exhibits Open
Friday, December 13	7:00 am – 5:30 pm	Exhibits Open
Saturday, December 14	7:00 am – 3:40 pm	Exhibits Open
	3:40 pm – 6:00 pm	Exhibit Dismantle

EXPO SERVICE / SHIPPING OF MATERIALS

Due to regulations at The Mount Sinai Hospital and limitations for unloading trucks, it is highly recommended that you ship your exhibit materials **to the Advance Warehouse**. For companies shipping larger exhibits with wooden crates or medical equipment, it is **MANDATORY** to ship your materials **to the Advance Warehouse**. For drayage and material handling rates along with warehouse address, shipping dates, etc, please refer to the **SourceOne Events Service Kit** that will be available upon request. Shipping labels are provided on the last page of the prospectus.

For additional shipping information or questions, please contact **Jeff Shutts** at **407-284-0412** or at **Jeff@sourceoneevents.com**

SHIPMENT CONFIRMATION

GAFFNEY EVENTS will not assume responsibility for the confirmation of shipped materials or equipment. The exhibitor is solely responsible for their property including loss, damage, or failure to arrive in a timely manner from the initial shipment, up to and including the final shipment to the final destination.

LIABILITY

GAFFNEY EVENTS is not responsible, and the “Exhibitor” hereby waives all claims against the aforementioned, for loss, damage, destruction of property, or bodily injury occurring at or in connection with the exhibit or conference. Further, the exhibitor agrees to hold harmless **GAFFNEY EVENTS** and its employees and agents with respect to such claims and indemnify them against such claims brought by third parties arising out of the actions of exhibitor or its employees. Each exhibitor is responsible for obtaining its own insurance for bodily injury or property loss or damage occurring in connection with the exhibit.

ADDITIONAL INFORMATION

If you have any questions or concerns regarding exhibiting at the **6th International Prostate Cancer Symposium and World Congress of Urologic Oncology**, please feel free to contact Trinity Campbell at **trinity@gaffneyevents.com** or **425-354-8937**.

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SPONSORSHIP PACKAGES

PLATINUM SUPPORTER – \$35,000

This is the most elite level of sponsorship and the most visible way to support the Sixth International Prostate Cancer and Urologic Oncology Symposium. Among other benefits, this level of sponsorship includes a larger 7' x 20' exhibit space and a prime exhibit location.

Includes:

- Recognition as a sponsor of one of the morning or afternoon breaks (Company logo placed prominently on signage acknowledging sponsorship)
- Company logo placed on recognition banner immediately outside of exhibit hall
- Recognition as a Platinum supporter on slides during breaks
- 10 Full-Meeting Access Badges
- 3 Invitations to the Symposium Gala Dinner
- 2 available

SILVER SUPPORTER – \$15,000

This sponsorship level offers you access to and visibility from program attendees through various sponsorship offerings. Key benefits include a 6' tabletop booth and a more premium booth placement than the bronze level.

Includes:

- Company logo placed on recognition banner immediately outside of exhibit hall
- Recognition as a Silver Supporter on slides during breaks
- 4 Full-Meeting Access Badges

GOLD SUPPORTER – \$25,000

This sponsorship level clearly positions your company as a leader in the field. Key benefits include a larger 10' Exhibit Space, premium booth placement, and recognition as a sponsor of one of the attendee refreshment breaks.

Includes:

- Recognition as a sponsor of one of the morning or afternoon breaks (Company logo placed prominently on signage acknowledging sponsorship)
- Company logo placed on recognition banner immediately outside of exhibit hall
- Recognition as a Gold Supporter on slides during breaks
- 6 Full-Meeting Access Badges

BRONZE SUPPORTER – \$7,500

This sponsorship level includes the ability to showcase your company and products with three-day visibility as an Exhibitor with a standard 6' tabletop booth.

Includes:

- Company logo placed on recognition banner immediately outside of exhibit hall
- Recognition as a Bronze supporter on slides during breaks
- 2 Full-Meeting Access Badges

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

\$35,000 – INTERACTIVE TRAINING & LUNCH SESSION SPONSORSHIP

Up to 1 ½ hour dedicated lunch session to include lectures and hands on simulator training of your choice. Includes room rental, A/V, and all food and beverages served during the session.

- 3 available

\$25,000 – GALA DINNER

Recognition on signage as a Gala Dinner sponsor at the entrance of the venue. This sponsorship comes with 5 industry invitations to the dinner.

- 4 available

\$25,000 – LUNCH

Recognition as Lunch Sponsor on signage at the lunch venue entrance and prominent listing as Lunch Sponsor in official agenda. Includes: Up to 30 minute presentation, Room rental, Audio/Visual Equipment, and all food and beverage served during the session.

- 3 available

\$15,000 – CUSTOM PROGRAM LANYARDS

Showcase company name on the lanyards given to each participant for their meeting badges.

- 1 available

\$15,000 – FLOOR CLING DECAL

Graphic of your choice to be placed on floor outside Stern Auditorium.

- 6 available

\$10,000 – HAND SANITIZING WIPES

Highlight your company logo on custom symposium hand wipes that will be distributed to all attendees.

- 1 available

\$10,000 – TABLETOP STICKERS

Showcase your company logo on a custom co-branded highboy tabletop sticker. Company must supply design according to specs given.

- 1 available

\$10,000 – WATER BOTTLES

Showcase your logo on co-branded symposium water bottles distributed to all attendees.

- 1 available

\$7,500 – MICROFIBER 3-D GLASSES CLEANING CLOTH

Showcase your company logo on custom microfiber cleaning cloths that will be distributed to attendees with their 3-D Glasses during presentations.

\$7,500 – METER BOARD

Prominently display your company logo & marketing message on a custom pull up banner. Placed in high foot-traffic areas, these signs will be viewed by all attendees as they walk towards the general sessions.



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6TH INTERNATIONAL PROSTATE CANCER SYMPOSIUM AND WORLD CONGRESS OF UROLOGIC ONCOLOGY DECEMBER 11-14, 2024

Company Name (As it should appear on printed material)

Contact Person (Individual to whom all exhibitor information will be forwarded)

Title

Street Address

City

State

Zip

Telephone

Fax

Email

Product

EXHIBIT LEVEL

☐ Platinum Level: \$35,000

☐ Gold Level: \$25,000

☐ Silver Level: \$15,000

☐ Bronze Level: \$7,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

_____ \$ _____ \$ _____
_____ \$ _____ \$ _____

BADGES NEEDED

Representative Name (First, Last)

Email Address

Phone

PAYMENT

Make checks payable to: Gaffney Events Educational Trust

Mail: Gaffney Events, 27322 NE 143rd Place, Duvall, WA 98019

Please note: There will be a 3.5% service fee added to all credit card charges.

EIN #: 47-3109028

Phone: (425) 442-1314

Credit Card Number _____ CVC Code _____ Expiration Date _____

TOTAL SPONSORSHIP \$ _____ Signature _____ Zip Code _____

*For all sponsorship-related questions, please contact Trinity Campbell at 425-354-8937 or via email at trinity@gaffneyevents.com [Back to Table of Contents](#)

ADVANCE TO WAREHOUSE

FROM: _____

TO: _____

Exhibiting Company

Mount Sinai – MS Urology

Name of Event

Gaffney Events

C/O DEMERS

151a Park Ave.

East Hartford, CT 06108

PACKAGE _____ OF _____

MUST BE RECEIVED BY:

Wednesday, November 27, 2024 by 3:30 pm

ADVANCE TO WAREHOUSE

FROM: _____

TO: _____

Exhibiting Company

Mount Sinai – MS Urology

Name of Event

Gaffney Events

C/O DEMERS

151a Park Ave.

East Hartford, CT 06108

PACKAGE _____ OF _____

MUST BE RECEIVED BY:

Wednesday, November 27, 2024 by 3:30 pm



We look forward to seeing you in New York in December!

For more information, visit our website

gaffneyevents.com

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