

Frontiers in Oncologic Prostate Care and Ablative Local Therapy

FOCAL2021

OCTOBER 22-23, 2021

SLS HOTEL BEVERLY HILLS • LOS ANGELES, CALIFORNIA

PARTNERSHIP PROSPECTUS



FOCALCME

#FOCAL2021

focalcme.com

FOCAL2021

FRONTIERS IN ONCOLOGIC PROSTATE CARE AND
ABLATIVE LOCAL THERAPY (FOCAL) COURSE

Dear Industry Colleagues,

On behalf of Dr Arvin George and Dr Abhinav Sidana, Course Directors, we invite you to join us at the Frontiers in Oncologic Prostate Care and Ablative Local therapy (FOCAL) Course that will be held October 22-23, 2021 at the SLS Hotel in Los Angeles, CA.

This comprehensive 2-day program offers a forum to share current practice standards and to incorporate new strategies in the management of patients with prostate cancer in a rapidly evolving field. Along with the didactic presentations encompassing "cutting edge" topics of the prostate there will also be a Transperineal Biopsy, Focal Therapy and BPH Ablation Hands-on Course.

Partnering with us through exhibit or sponsorship at the 2021 FOCAL Course will allow you to network with 75-100 urologists and expert faculty 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 them in improving the care of their prostate cancer patients.

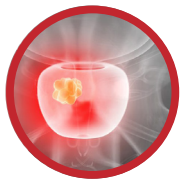
Thank you for your consideration of our request for participation; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, denise@veritasmeetingsolutions.com or 973-769-1020.

Kind Regards,

Denise Castetter

Denise Castetter
Executive Director, Industry Relations



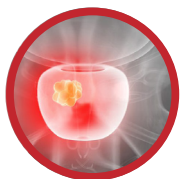


FOCAL2021 AGENDA

SLS HOTEL BEVERLY HILLS
LOS ANGELES, CALIFORNIA

OCTOBER
22-23, 2021
PACIFIC TIME

Friday, October 22, 2021	
6:30 am – 7:20 am	Registration / Continental Breakfast
SESSION 1: PROSTATE IMAGING	
7:20 am – 7:30 am	WELCOME - <i>Arvin K. George, MD</i>
7:30 am – 7:50 am	Prostate MRI for the Urologist <i>Baris Turkbey, MD</i>
7:50 am – 8:05 am	The Manogram: Role of MRI in Prostate Cancer Screening <i>Peter A. Pinto, MD</i>
8:05 am – 8:20 am	Discussion
SESSION 2: INTRODUCTION TO FOCAL THERAPY	
8:20 am – 8:35 am	Rationale for Focal Therapy <i>Jim Wysock, MD</i>
8:35 am – 8:50 am	Selecting Candidates for Focal Therapy <i>Laurence Klotz, MD</i>
8:50 am – 9:00 am	PET Imaging for Selection of Focal Therapy Candidates <i>Michael Gorin, MD</i>
9:00 am – 9:15 am	Live Discussion
9:15 am – 9:45 am	BREAK
9:45 am – 10:00 am	Focal Therapy vs. Active Surveillance for Low Volume GG2 Disease <i>Stacy Loeb, MD</i>
10:00 am – 10:10 am	Prostate Cancer Biomarkers and Focal Therapy <i>Simpa Salami, MD</i>
10:10 am – 10:25 am	Point Counterpoint:
10:10 am	Focal Therapy Can Be Done for MRI Invisible Disease: <i>Arvin George, MD</i>
10:17 am	Focal Therapy Should Not Be Done for MRI Invisible Disease: <i>Simpa Salami, MD</i>
10:25 am – 10:45 am	Introduction of Disruptive Technologies: The Lessons from the Minimally Invasive Surgery <i>Inderbir Gill, MD</i>
10:45 am – 11:00 am	Discussion
11:00 am – 11:30 am	KEYNOTE LECTURE: The Unlikely Candidates: Focal Therapy for Low and High-Risk Prostate Cancer Patients <i>Caroline Moore, MD</i>
11:30 am – 11:45 am	Discussion
11:45 am – 12:45 pm	LUNCH (Potentially Industry Sponsored)



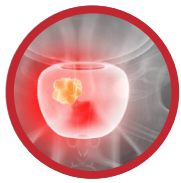
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SESSION 3: PRINCIPLES OF FOCAL TREATMENT	
12:45 pm – 12:55 pm	Modalities, Maps and Margins: Optimizing Oncologic Efficacy <i>Rafael Sanchez Salas, MD</i>
12:55 pm – 1:05 pm	Patient Safety: Operative Techniques to Minimize Morbidity <i>Lance Mynderse, MD</i>
1:05 pm – 1:15 pm	Discussion
1:15 pm – 2:15 pm	Balloon Debate: Optimal Management of Radio-Recurrent Unifocal Disease <i>Moderator: Abhinav Sidana, MD, MPH</i>
	Active Surveillance – <i>Stacy Loeb, MD</i>
	Androgen Deprivation Therapy – <i>Amir Lebatschi, MD</i>
	Cryo – <i>Thomas Polascik, MD, FACS</i>
	HIFU – <i>Caroline Moore, MD</i>
	Radiation – <i>Amar Kishan, MD</i>
	Salvage Radical Prostatectomy – <i>Peter Pinto, MD</i>
2:15 pm – 3:00 pm	BREAK
CONCURRENT COURSE: STATE-OF-THE-ART BPH MANAGEMENT	
3:00 pm – 3:10 pm	Introduction – Workup/Guidelines <i>Amin Herati, MD</i>
3:10 pm – 3:20 pm	Rezum – <i>Christopher Dixon, MD</i>
3:20 pm – 3:30 pm	Urolift - <i>Amin Herati, MD</i>
3:30 pm – 3:40 pm	Enucleation – <i>John Wei, MD</i>
3:40 pm – 3:50 pm	ITind - TBD
3:50 pm – 4:00 pm	Aquablation – <i>Brian Helfand, MD</i>
4:00 pm – 4:10 pm	Summary - <i>Amin Herati, MD</i>
4:10 pm – 4:20 pm	Discussion
4:20 pm – 4:30 pm	BREAK
4:30 pm – 6:00 pm	Live interactive Breakout*
CONCURRENT COURSE: IN-OFFICE TRANSPERINEAL INTERVENTIONS	
3:00 pm – 3:30 pm	In-Office Transperineal Interventions <i>Arvin K. George, MD</i>
3:30 pm – 4:30 pm	In-Office Transperineal Interventions: Live Interactive Breakout session*
CONCURRENT COURSE: FUSION GUIDED ABLATION	
4:30 pm – 6:00 pm	Fusion Guided Ablation: Live Interactive Breakout session*
6:00 pm – 7:00 pm	WELCOME RECEPTION



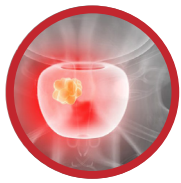
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8:30 am – 10:00 am	Fusion Guided Ablation: Live Interactive Breakout session*
10:00 am – 10:30 am	BREAK
SESSION 4: SURVEILLANCE AND OUTCOME ASSESSMENT AFTER FOCAL THERAPY	
10:30 am – 10:40 am	Role of PSA and Biomarkers in Assessing Focal Therapy Success TBD
10:40 am – 10:50 am	MRI Imaging After Focal Therapy: What and When? <i>Baris Turkbey, MD</i>
10:50 am – 11:00 am	Protocol Biopsy for Surveillance after Focal Therapy <i>Kia Michel, MD</i>
11:00 am – 11:15 am	Discussion
SESSION 5: FOCAL THERAPY CHALLENGES AND CASE DISCUSSIONS	
11:15 am – 11:30 am	Complications of Focal Therapy - Risk Factors, Timepoints, Management <i>Rafael Sanchez Salas, MD</i>
11:30 am – 11:50 am	Mechanisms and Management of Recurrence <i>Sameer Taneja, MD</i>
11:50 am – 12:00 pm	Discussion
12:00 pm – 1:00 pm	LUNCH (Potentially Industry Sponsored)
1:00 pm – 1:15 pm	Abstract Presentations <i>Andre Abreu, MD</i>
1:15 pm – 2:00 pm	Case Discussions <i>Andre Abreu, MD, Jonathan Coleman, MD, Rafael Sanchez Salas, MD, Samir S. Taneja, MD</i>
2:00 pm – 2:15 pm	Outcomes of Existing Focal Therapy Energy Modalities <i>Amir Lebastchi, MD</i>
2:15 pm – 2:25 pm	Focal Therapy Society Update <i>Thomas Polascik, MD, FACS</i>
2:25 pm – 2:40 pm	Discussion



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SESSION 6: STARTING A FOCAL THERAPY PROGRAM

2:40 pm – 2:55 pm	Block by Block: Building a Focal Therapy Program <i>Art Rastinehad, DO</i>
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2:55 pm – 3:05 pm	Billing and Reimbursement* <i>Karen Cornett, Hugo Embert</i>
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3:05 pm – 3:20 pm	Live Discussion
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SESSION 7: FUTURE OF FOCAL THERAPY

3:20 pm – 3:30 pm	Prostate Ablation and Antitumor Immune Response <i>Abhinav Sidana, MD, MPH</i>
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3:30 pm – 3:40 pm	New Modality #1*
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3:40 pm – 3:50 pm	New Modality #2*
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3:50 pm – 4:00 pm	New Modality #3*
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4:00 pm – 4:05 pm	Conclusion
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*non-CME

EXHIBITS & SPONSORSHIPS

Exhibit Space Reservations

Companies wishing to exhibit must submit a completed Exhibit Registration 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.

Why Participate?

- Reach your target audience economically and time effectively
- Network with prominent clinicians and key decision makers
- Enjoy unopposed exhibit hall hours
- Take advantage of educational sessions and learn about the current needs of urologists

Payment

Our tax ID is #46-3254245. If paying by check, please make the check payable to Veritas Meeting Solutions and send to:

Denise Castetter
Veritas Meeting Solutions
1061 East Main Street Suite 300
East Dundee, IL 60118



SPONSORSHIP OPPORTUNITIES

DIAMOND | \$25,000 and above

Custom Package

Custom combination of sponsorship opportunities will be created for your Diamond recognition.

Your Diamond level sponsorship includes:

- Prime location of exhibit space
- 6 foot draped table with chairs
- 6 exhibitor badges
- 6 tickets to Welcome Reception
- Recognition signage at the entrance of exhibit hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails

PLATINUM | \$20,000

Lunch Symposium

Highlight your product and your commitment to Focal Therapy with a dedicated hour for your product specialist or guest speaker to present to our attendees. This option Includes AV, refreshments, and event marketing.

Your Platinum level sponsorship includes:

- Prime location of exhibit space
- 6 foot draped table with chairs
- 6 exhibitor badges
- 6 tickets to Welcome Reception
- Recognition signage at the entrance of exhibit hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails

GOLD | \$15,000 | Choose one of the following:

Welcome Reception

One of the most visible ways to support FOCAL and showcase your product. Be the first to Welcome attendees to the meeting; with a 5 minute intro about your company/technology. The reception is held in the exhibit hall, showcase your company while the attendees' network with colleagues and visit the exhibits.

Faculty Dinner

Sponsor a dinner with the FOCAL Course faculty allowing your organization the opportunity to meet with thought leaders. A short business update or strategic direction presentation may be given. Logistical support provided by the FOCAL Management office.

Your Gold level sponsorship includes:

- Prime location of exhibit space
- 6 foot draped table with chairs
- 5 exhibitor badges
- 5 tickets to Welcome Reception
- Recognition signage at the entrance of exhibit hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails

SPONSORSHIP OPPORTUNITIES

SILVER | \$10,000 | Choose one of the following

Training and Certification Pre-Course

Hold an off-site training program in conjunction with Focal 2021 on the use of your technology, may include online prework, didactic presentations, case observation and simulation.

Internet Code

Exclusive provider of Wi-Fi for the meeting. Your company name becomes the WiFi password as attendees are continuously logging in to check their emails or pull up their program materials.

Coffee Break

Help provide attendees with an AM or PM jolt by sponsoring the coffee breaks during the annual meeting.

Your Silver level sponsorship includes:

- Prime location of exhibit space
- 6 foot draped table with chairs
- 4 exhibitor badges
- 4 tickets to Welcome Reception
- Recognition signage at the entrance of exhibit hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails

BRONZE | \$7,500

Skills Challenge

Provide attendees with a skills challenge specific to your technology, FOCAL staff will work with you to create a challenge that provides a meaningful hands-on interaction with your technology and team. Awards will be presented to the highest performers as an added enhancement to drive traffic towards your booth.

Your Bronze level sponsorship includes:

- 6 foot draped table with chairs
- Standing display and/or equipment allowed
- 3 exhibitor badges
- 3 tickets to Welcome Reception
- Recognition signage at the entrance of exhibit hall
- Logo recognition on conference website
- Recognition in conference program

BASIC EXHIBITOR PACKAGE | \$5,000

- 6 foot draped table with chairs
- (No floor standing signage or equipment allowed)
- 2 exhibitor badges
- 2 tickets to Welcome Reception
- Recognition signage at the entrance of exhibit hall
- Logo recognition on conference website
- Recognition in conference program

INDUSTRY SPONSORED LAB

Provide attendees with a Hands on Training experience with your technology during the Transperineal Biopsy, Focal Therapy and/or BPH Ablation Hands-on Course:

\$10,000 per 1 Technology

\$15,000 for 2

\$20,000 for 3

Includes Basic Exhibitor Package

EXHIBIT REGISTRATION & INVOICE FORM

FRONTIERS IN ONCOLOGIC PROSTATE CARE AND ABLATIVE LOCAL THERAPY COURSE
 Los Angeles, CA | October 22-23, 2021 | focalcme.com

Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Signature _____

SPONSORSHIP OPTIONS

- DIAMOND** (\$25,000 and above)
 - Custom Package
- PLATINUM** (\$20,000)
 - Lunch Symposium
- GOLD** (\$15,000) *Choose one of the following:*
 - Welcome Reception or Faculty Dinner
- SILVER** (\$10,000) *Choose one of the following:*
 - Internet Coffee Break
 - Training and Certification Pre-Course
- BRONZE** (\$7,500)
 - Skills Challenge
- BASIC EXHIBITOR PACKAGE** (\$5,000)
 - No floor standing equipment allowed
- INDUSTRY SPONSORED LAB** *Choose one of the following:*
 - \$10,000 per 1 Technology
 - \$15,000 for 2
 - \$20,000 for 3
 Includes Basic Exhibitor Package

Representative Name (First, Last)	Title	Email Address	Phone

PAYMENT INFORMATION

Please select your preferred method of payment:

- Credit Card:** a member of our accounting team will contact you directly
- Check payable to:** Veritas Meeting Solutions (in US dollars on a US bank) Tax number EIN #46-3254245
 Mail to: 1061 East Main Street, Suite 300 East Dundee IL 60118
- Please invoice me

Return this completed Registration Form to Denise Castetter
 Email: denise@veritasamc.com
 Mail: Veritas Association Management, 10161 East Main Street, Suite 300, East Dundee, IL 60118