

PARTNERSHIP PROSPECTUS

FRONTIERS IN ONCOLOGIC PROSTATE CARE AND ABLATIVE LOCAL THERAPY

FOCAL 2023

November 10-12 • Swissotel Chicago, Illinois



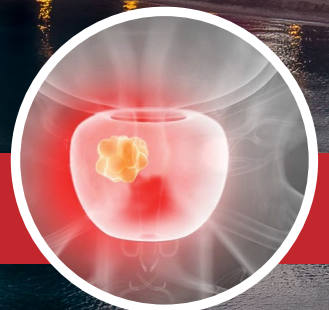
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FOCAL2023

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 November 10-12, 2023 at the Swissotel in Chicago, IL.

This comprehensive 3-day program offers a forum to share current practice standards and to incorporate new strategies in the management of patients with prostate cancer and benign prostatic hyperplasia in a rapidly evolving field. Along with the didactic presentations encompassing "cutting edge" topics, there will also be Hands-on courses focused on In-office transperineal interventions, Fusion-guided ablation, and BPH management.

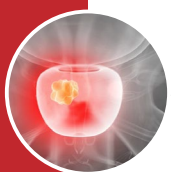
Partnering with us through exhibit or sponsorship at the 2023 FOCAL Course will allow you to network with 150-250 urologists and expert faculty in a relaxed setting that allows ample time for networking and discussion. Industry partners and exhibits are an essential part of our meeting's success and 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 Tyler Gillespie, Tgillespie@veritasamc.com or 847-920-6573.

Kind Regards,

Tyler Gillespie

Tyler Gillespie
Account Manager, Industry Relations



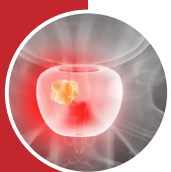
SPONSORSHIP INFORMATION

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
- Engage with community-based and academic urologists
- 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



PARTNERSHIP OPPORTUNITIES

DIAMOND | \$30,000 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 the Welcome Reception
- Recognition signage at the entrance of Exhibit Hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails
- Additional Exhibit Space Available (size, display, etc.)

PLATINUM | \$25,000 | Choose one of the following:

Industry Sponsored Product Theater (40-minute Lunch Talk)

Highlight your product and your commitment to Focal Therapy with a dedicated 40 minutes for your product specialist or guest speaker to present to our attendees.

Focus Group

Unparalleled opportunity to gain insight! FOCAL will organize a group of subject matter experts to convene with your team on a topic of your choosing during the annual meetings.

Training and Certification Pre-Course

Hold an off-site training program in conjunction with the Focal 2023 on the use of your technology, may include online prework, didactic presentations, case observation and simulation.

Your **PLATINUM** level sponsorship includes:

- Prime location of exhibit space
- AV and event marketing
- 6-foot draped table with chairs
- 6 exhibitor badges
- 6 tickets to the Welcome Reception
- Recognition signage at the entrance of Exhibit Hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails
- Additional Exhibit Space Available (size, display, etc.)

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.

Industry Sponsored Product Theater

Highlight your commitment to Focal Therapy with a 30 minute breakfast talk (only ones in the session) or a 20-minute lunch talk (would be shared with another sponsor for the other 20 minutes) by your product specialist or guest speaker to present to our attendees.

New Modality Presentation (Talk on program agenda)

Exclusive opportunity for your company to present a 10-minute non-CME update on your New Modality to our attendees.

Your **GOLD** level sponsorship includes:

- Prime location of exhibit space
- AV and event marketing
- 6-foot draped table with chairs
- 5 exhibitor badges
- 5 tickets to the Welcome Reception
- Recognition signage at the entrance of Exhibit Hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails
- Additional Exhibit Space Available (size, display, etc.)



PARTNERSHIP OPPORTUNITIES

SILVER | \$12,500

Wi-Fi Code

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

Branded Lanyards

Be the exclusive sponsor of the lanyards passed out to all attendees at event. Have your company name and logo on lanyards.

Your SILVER level sponsorship includes:

- Prime location of exhibit space
- 6-foot draped table with chairs
- 4 exhibitor badges
- 4 tickets to the Welcome Reception
- Recognition signage at the entrance of Exhibit Hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails
- Additional Exhibit Space Available (size, display, etc.)

BRONZE | \$10,000 | Choose one of the following:

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.

Coffee Break

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

Your BRONZE level sponsorship includes:

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



PARTNERSHIP OPPORTUNITIES

HANDS-ON TRAINING

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

Participation in Hands-on Training can be included in Diamond, Platinum, Gold Levels

ENHANCE YOUR PRESENCE | \$2,500 | Choose one of the following:

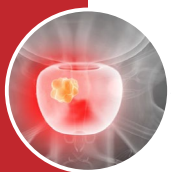
Pens - Be the exclusive sponsor of the Focal Pens. Branded with your company name and logo.

Tote Bags - Be the exclusive sponsor of the Focal Tote Bags. Branded with your company name and logo.

Thumb Drives - Be the exclusive sponsor of the Focal Thumb Drives. Branded with your company name and logo.

Additional Ad Space in Program - According to ¼ page, ½ page, full page. Please reach out for additional details.

*minimum exhibit level and above to purchase



REGISTRATION FORM

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

Signature

SPONSORSHIP LEVEL

☐ **DIAMOND** (\$30,000 and above)

☐ Custom Package

☐ **PLATINUM** (\$25,000) Choose one of the following:

☐ Industry Sponsored Product Theater (40 min)

☐ Focus Group

☐ Training and Certification Pre-Course

☐ **GOLD** (\$15,000) Choose one of the following:

☐ Welcome Reception ☐ Faculty Dinner

☐ Industry Sponsored Product Theater (30 or 20 min)

☐ New Modality Presentation

☐ **SILVER** (\$12,500)

☐ Wi-Fi Code

☐ Branded Lanyards

☐ **BRONZE** (\$10,000) Choose one of the following:

☐ Skills Challenge

☐ Coffee Break

☐ **BASIC EXHIBITOR PACKAGE** (\$5,000)

No floor standing equipment allowed

☐ **HANDS-ON TRAINING** Choose one of the following:

☐ \$10,000 per 1 Technology

☐ \$15,000 for 2

☐ \$20,000 for 3

Includes Basic Exhibitor Package

☐ **ENHANCE YOUR PRESENCE** (\$2,500)

Choose one of the following:

☐ Sponsored Pens

☐ Tote Bags

☐ Custom Thumb Drives

☐ Ad Space in the Program

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 ID number #46-3254245

Mail to: 1061 East Main Street, Suite 300 East Dundee IL 60118

☐ Please invoice me

Return this completed Registration Form to Tyler Gillespie

Email: Tgillespie@veritasamc.com

Mail: Veitas Association Management, 10161 East Main Street, Suite 300, East Dundee, IL 60118

