52nd Annual Conference of Urological Society of India

23 - 26 January 2019

SOA University Convention Center
Kalinga Nagar, Bhubaneswar, Odisha

Industry Prospectus

www.usicon2019.com
Dear Industry Partner,

Warmest greetings from USICON-2019!

On behalf of the Urological Society of India, Urology Academic Forum of Odisha will be hosting the 52nd Annual National Conference of the Urological Society of India (USICON-2019) at SOA Convention Centre, Bhubaneswar between 23rd & 26th January 2019.

It is our pleasure and privilege to present to you the exhibition and partnership opportunities and invite you to participate in the conference.

SOA Convention Centre is a purpose-built and state-of-the-art convention facility and infrastructure. With an expected participation of over 2500 professionals and experts attending to USICON-2019, this is a unique opportunity to connect your products and brands with the prime league audience.

On behalf of the Organizing Committee, I look forward to welcoming you and hosting you in Bhubaneswar.

Warm Regards,

Prof. (Dr.) Datteswar Hota,
Organizing Secretary
About USI

The Urological Society of India (USI) came into existence as ‘Urology Section’ of the Association of Surgeons of India (ASI) at their Annual Conference in Baroda in December, 1961.

At inception a provisional Executive Committee with the late Dr G.M. Phadke as the Chairman and Dr B.N. Colabawalla as the Hon. Secretary-cum-Treasurer, were entrusted with the task of framing the rules, enrolling members and ensuring passage through the Governing Body of A.S.I.

The membership of the Urology Section, which was later on rechristened as, “The Urological Society of India” was 32, most of whom were general surgeons along with a handful of trained urologists.

The first department of Urology, free from the shackles of general surgical service probably was at George's Hospital, Bombay in 1961-62 with Dr B.N. Colabawalla as the Head. Well established centres were soon established at Madras, Vellore, Delhi and Chandigarh under the Chairmanship of Prof A. Venugopal, Prof H.S. Bhat, Prof S.M. Singh and Prof B.C. Bapna. What followed in the subsequent 3 decades, was the establishment of many such departments all over the country. At present, USI has close to 100 centres recognized for M.Ch. Urology training and about equal number of centres recognized by the National Board of Urology for the award of D.N.B.

The Society holds its annual conference usually in the month of January by rotation in the four zones. The annual conference is usually attended by close to 2000 delegates. Apart from scientific deliberations, there is technical exhibition for latest equipment in urology.

The Society has created 4 zonal chapters with the idea of spreading urology to each and every corner of India. Each zonal chapters conducts CME programmes & workshops and zonal annual conference which are attended by 300-400 delegates. The Society also publishes its own journal, the ‘Indian Journal of Urology’, and a Newsletter, four times a year. The Indian Journal of Urology is an indexed Journal by the Excerpt Medica and Pubmed (Medline).

The Indian Urology has now come of age and the membership has now crossed 3100. We have entered the new millennium with plenty of hope and promise from our younger colleagues, who will take us to even greater heights.

USI Council

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Ajit M Vaze</td>
<td>Mumbai</td>
</tr>
<tr>
<td>President-Elec</td>
<td>Madhu S Agrawal</td>
<td>Agra</td>
</tr>
<tr>
<td>Immediate Past-President</td>
<td>Prem Nath Dogra</td>
<td>New Delhi</td>
</tr>
<tr>
<td>Honorary Secretary</td>
<td>Ravindra B Sabnis</td>
<td>Nadiad</td>
</tr>
<tr>
<td>Honorary Treasurer</td>
<td>Rajeev TP</td>
<td>Guwahati</td>
</tr>
</tbody>
</table>

Members

- Sudhir Kumar Rawal
- Vinay Tomar
- Mukti Kanta Senapati
- Ranjan Kumar Dey
- Lalit Kumar Shah
- Kandarp Parikh
- Kandarp Parikh
- Ganesh M Kamath
- K K Panigrahy
- Makarand Khochikar
- Mallikarjuna C

Ex-Officio Members

- S P Yadav
- K K Panigrahy
- Makarand Khochikar
- Mallikarjuna C
About UAFO

Urology Academic Forum of Odisha founded and registered as a society in the year 2015.

UAFO has been conducting various seminars, live operative workshops, CMEs & national conferences in the state of Odisha. The forum is presided by Dr. Prof. Datteswar Hota. The vice-president is Dr S. N. Nayak, honorary secretary is Dr. G.P Singh and honorary treasurer is Dr. Sabyasachi Panda.

The aim & objective of the society are:

- To promote high standard in the practice of Urology
- To promote research in Urology
- To promote the publication of scientific literature pertaining to Urological practice or research
- To promote high standard of academics by organizing CME/Workshop/conferences and other activities
- To endeavor to establish and maintain liaison with other associations or organized bodies in India or abroad, whose objects are in keeping with those of the forum.
- To carry out any other activities that are identical or conducive to the furtherance of the objectives of the forum
Reasons and Benefits to Invest in USICON-2019

USICON recognizes that industry plays a huge part in the success of the conference and it is our aim to work with you to ensure your visibility is strong and that there are plenty of platforms to interact with the delegates.

Whether it is to influence, create lead generation or to raise your company's profile through brand visibility, we have various categories for you to achieve your marketing objectives and offer a valuable experience to the participants.

- USICON speakers and program content aims to form a radical wealth of knowledge in the Urological community with advanced sessions and pioneering topics.
- An ever-increasing research in Urology will benefit from USICON's efforts to advance and improve the knowledge and practice.
- Internationally & Nationally acknowledged experts will enrich the scientific value of the sessions, discussions and workshops.
- Participation as exhibitors and sponsors will ensure premium high-value visibility across a wide spectrum of Healthcare professionals.
- Promotion of USICON-2019 will be done extensively through electronic and social media by engaging with the community in large and various relevant and supporting associations and organizations.
- Showcasing your latest products and systems, at the exhibition, will enrich the learning experience for the attendees.

Who will you meet?

- Urologists from India and SAARC Countries
- Medical Students from institutes across India and abroad
- Research Scientists from globally renowned institutes and organizations
Sponsorship & Exhibition Opportunity

Sponsorship Options Include the Following Modules
Sponsors are free to make their selection from the list of sponsorship options out of the 3 modules: Hospitality & Entertainment, exhibition space and individual sponsorship options.

Hospitality & Entertainment
The conference will offer opportunities for companies that would like to promote their brands.

Brand Awareness Opportunities
Please find the complete list of Individual Sponsorship Items on Page No. 07.

Exhibition Space
Scientific Exhibition is an integral part of the conference and exhibition space is available at the event. Please refer to Page No. 08.

### Hospitality & Entertainment

<table>
<thead>
<tr>
<th>S. No</th>
<th>Category</th>
<th>No.</th>
<th>Sponsorship</th>
<th>Inclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Inaugural Dinner – 23rd January</td>
<td>1</td>
<td>INR 75 Lacs</td>
<td>Signage &amp; branding in dinner area. One 3X6 meters (18 sq. meter) booth space. 10 complimentary passes</td>
</tr>
<tr>
<td>2</td>
<td>IJU Faculty Dinner – 24th January</td>
<td>1</td>
<td>INR 50 Lacs</td>
<td>Signage &amp; branding in dinner area. One 3X3 meters (9 sq. meter) booth space. 5 complimentary passes</td>
</tr>
<tr>
<td>3</td>
<td>Banquet Dinner – 25th January (Entertainment Evening)</td>
<td>1</td>
<td>INR 75 Lacs</td>
<td>Signage &amp; branding in dinner area. One 3X6 meters (18 sq. meter) booth space. 10 complimentary passes</td>
</tr>
<tr>
<td>4</td>
<td>Networking Lunch – 23rd January</td>
<td>1</td>
<td>INR 40 Lacs</td>
<td>Signage &amp; branding in lunch area. One 3X3 meters (9 sq. meter) booth space.</td>
</tr>
<tr>
<td>5</td>
<td>Networking Lunch – 24th January</td>
<td>1</td>
<td>INR 40 Lacs</td>
<td>Signage &amp; branding in lunch area. One 3X3 meters (9 sq. meter) booth space.</td>
</tr>
<tr>
<td>6</td>
<td>Networking Lunch – 25th January</td>
<td>1</td>
<td>INR 40 Lacs</td>
<td>Signage &amp; branding in lunch area. One 3X3 meters (9 sq. meter) booth space.</td>
</tr>
<tr>
<td>7</td>
<td>Networking Lunch – 26th January</td>
<td>1</td>
<td>INR 40 Lacs</td>
<td>Signage &amp; branding in lunch area. One 3X3 meters (9 sq. meter) booth space.</td>
</tr>
</tbody>
</table>
| 8     | Spouse & Kids Entertainment Area              | 1   | INR 40 Lacs | Signage & Branding. One 3X3 meters (9 sq. meter) booth space.  

<table>
<thead>
<tr>
<th>S. No</th>
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</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Audio Visual &amp; Preview room</td>
<td>1</td>
<td>INR 25 Lacs</td>
<td>Branding on scientific screens</td>
</tr>
<tr>
<td>10</td>
<td>Registration &amp; Certificate Kiosk</td>
<td>20</td>
<td>INR 30 Lacs</td>
<td>Signage &amp; Branding</td>
</tr>
<tr>
<td>11</td>
<td>Electronic Posters</td>
<td>10</td>
<td>INR 10 Lacs</td>
<td>Branding on poster stands</td>
</tr>
<tr>
<td>12</td>
<td>Mobile Charging Stations</td>
<td>10</td>
<td>INR 5 Lacs</td>
<td>Branding on stations</td>
</tr>
<tr>
<td>13</td>
<td>Pocket tourist info</td>
<td>1</td>
<td>INR 5 Lacs</td>
<td>Branding on back page</td>
</tr>
<tr>
<td>14</td>
<td>Conference &amp; tour coaches</td>
<td>10</td>
<td>INR 25 Lacs</td>
<td>Branding on coaches</td>
</tr>
<tr>
<td>15</td>
<td>Outdoor Signage (airport &amp; prime locations)</td>
<td>1</td>
<td>INR 25 Lacs</td>
<td>Branding and signage on hoardings and billboards</td>
</tr>
<tr>
<td>16</td>
<td>Advertising in Souvenir – Full page</td>
<td>1</td>
<td>INR 50 Thousand</td>
<td>Branding in inner page</td>
</tr>
<tr>
<td>17</td>
<td>Advertising in Souvenir – Half page</td>
<td>1</td>
<td>INR 25 Thousand</td>
<td>Branding in inner page</td>
</tr>
<tr>
<td>18</td>
<td>Printing &amp; Postage</td>
<td>1</td>
<td>INR 10 Lacs</td>
<td>Full page (4) branding on printed collaterals</td>
</tr>
<tr>
<td>19</td>
<td>Faculty Lounge</td>
<td>1</td>
<td>INR 10 Lacs</td>
<td>Signage &amp; Branding in the area</td>
</tr>
<tr>
<td>20</td>
<td>Registration Kit &amp; stationary</td>
<td>2500</td>
<td>INR 35 Lacs</td>
<td>Branding on bags, notepads &amp; pen</td>
</tr>
<tr>
<td>21</td>
<td>Cloak room</td>
<td>1</td>
<td>INR 10 Lacs</td>
<td>Signage &amp; branding on tags and area</td>
</tr>
<tr>
<td>22</td>
<td>Scientific Hall (Hall A)</td>
<td>1</td>
<td>INR 20 Lacs</td>
<td>Branding &amp; signage in the area</td>
</tr>
<tr>
<td>23</td>
<td>Scientific Hall (Hall B)</td>
<td>1</td>
<td>INR 10 Lacs</td>
<td>Branding &amp; signage in the area</td>
</tr>
<tr>
<td>24</td>
<td>Scientific Hall (Hall C)</td>
<td>1</td>
<td>INR 5 Lacs</td>
<td>Branding &amp; signage in the area</td>
</tr>
<tr>
<td>25</td>
<td>Scientific Hall (Hall D)</td>
<td>1</td>
<td>INR 5 Lacs</td>
<td>Branding &amp; signage in the area</td>
</tr>
<tr>
<td>26</td>
<td>Scientific Hall (Hall E)</td>
<td>1</td>
<td>INR 5 Lacs</td>
<td>Branding &amp; signage in the area</td>
</tr>
</tbody>
</table>
Exhibition Space

<table>
<thead>
<tr>
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<th>No.</th>
<th>Sponsorship</th>
<th>Inclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>Pavilion – 9x9 meters</td>
<td>1</td>
<td>INR 40 Lacs</td>
<td>Octanorm with fascia / Raw space 9 complimentary exhibitor registrations</td>
</tr>
<tr>
<td>28</td>
<td>Exhibition booth – 6X6 meters</td>
<td>1</td>
<td>INR 20 Lacs</td>
<td>Octanorm with fascia / Raw space 6 complimentary exhibitor registrations</td>
</tr>
<tr>
<td>29</td>
<td>Exhibition booth – 3X6 meters</td>
<td>1</td>
<td>INR 10 Lacs</td>
<td>Octanorm with fascia / Raw space 3 complimentary exhibitor registrations</td>
</tr>
<tr>
<td>30</td>
<td>Exhibition booth – 3X3 meters</td>
<td>1</td>
<td>INR 5 Lacs</td>
<td>Octanorm with fascia / Raw space 2 complimentary exhibitor registrations</td>
</tr>
</tbody>
</table>

Special Requests

Tailor packages can be arranged to suit your objectives. Please feel free to contact the conference secretariat to discuss your needs (Contact information provided in the “General Information” section.)
GENERAL Information

SPONSORSHIP & EXHIBITION
The commercial/technical Exhibition will be held at the SOA Convention Centre, Bhubaneswar

ALLOCATION OF EXHIBITION SPACE
Space Allocation will be made on a “first come, first served” basis. A completed Exhibition Booking Form should be emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms & payment are received.

EXHIBITOR REGISTRATION
All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Three exhibitor badges will be given for the 9sqm booked. Any additional exhibitors will be charged an exhibitor registration fee (price available on request).

EXHIBITORS’ TECHNICAL MANUAL
An Exhibitors’ Technical Manual outlining all technical aspects of exhibition will be circulated 1 month prior to the conference. It will include the following:
• Technical details about the Venue
• Final exhibition details and information
• Contractor details
• Services available to exhibitors and order forms

SPONSORSHIP AND EXHIBITION PAYMENT CONDITIONS
• Payment methods
• Electronic transfer
• Demand Draft in favor of USICON-2019
• Bank Transfer

Payment details
Sponsor/Exhibitor is responsible for all bank transfer fees. It is necessary to enclose a copy of the Payment/Transaction Advice obtained from your bank to identify you and confirm your payment.

Bank details
Account Name: USICON-2019
Account Number: 510620110000645
Bank Name & Address: Bank of India, Ranihat branch, Cuttack
IFSC Code: BKID0005106

All invoices for exhibition space shall be issued by USICON-2019 in INR. For payments in other currencies, please note the current conversion rate as per RBI would apply. All completed sponsorships / exhibition space booking forms along with Demand Draft / Bank Transfer Payment Transaction Advice must be deposited to the conference secretariat.

Payment terms
50% payable on presentment of the invoice
50% payable by 31st December 2018

Cancellation terms
Cancellation and changes to your original bookings must be made in writing to Conference Secretariat. If the exhibitor withdraws from the exhibition after signing and returning the booking form, they will be liable to pay the following cancellation fees:
• On or before 30th August 2018: 25% of the total cost
• Between 30th June 2018 to 31st July 2018: 50% of the total cost
• After 30th October 2018: 100% of the total cost
All refunds to be paid 60 days after the closing of the Conference.
Terms and Conditions

Obligations and Rights of the Exhibitor/Sponsor

Booking implies full acceptance by the Exhibitor/Sponsor of the exhibition/sponsorship regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the Conference without compensation or refund of sums already paid, and without prejudice to the Exhibitor/Sponsor. By submitting the booking form, the Exhibitor/Sponsor makes a final and irrevocable commitment to occupy the space/items allocated and to maintain his/her installation until the date and time fixed for closure of the event. The Exhibitor/Sponsor may only present on his/her stand or space the materials, products or services described in the application to participate. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

Obligation and Rights of Organizer

The Organizer undertakes to allocate exhibition space/sponsorship as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment. The Organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors/Sponsors. The Organizer reserves the right to offer to a different firm any stand, space or sponsorship item that has not been occupied by the time the Conference opens, with no obligation to provide compensation to the defaulting Exhibitor / Sponsor.

Liability Insurance

Equipment and all related display materials installed by Exhibitors / Sponsors are not insured by the Organizer, and the Organizer under no circumstances will be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors / Sponsors. The Exhibitor / Sponsor agrees to be responsible for his property and person and for the property and persons of his employees and agents and for any third party who may visit his space through full and comprehensive insurance, and shall hold harmless the Organizer for any and all damage claims arising from theft and those perils usually covered by a fire and extended-coverage policy.

Exhibition Regulations

The Exhibition Manager, acting under the direction of the Organizing Committee, has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager. The Organizer reserves the right to alter the general layout or limit the space allotted to each Exhibitor / Sponsor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such an action. Should any contingency prevent the holding of the exhibition, the Organizer will not be held liable for expenses incurred other than the cost of exhibit space rental fees. All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits. In standard booths, height is restricted to 246cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site. Flammable materials are not to be used. Equipment displayed or demonstrated must be installed with strict adherence to safety measures.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and their dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour shall be allowed. It is the Exhibitor’s responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organizer will arrange for their removal at the Exhibitors’ risk and expense. Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours. Exhibition areas and fittings made available to Exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor. Any special decoration or fittings must be submitted to the Organizer for prior authorization.

Payment is to be made in accordance with the conditions of payment listed in the prospectus. Should the Exhibitor/Sponsor fail to make a payment on time, the Organizer is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand/ sponsorship items or seek compensation for non-fulfillment of contract.
Participation by Exhibitors/Sponsors is dependent upon compliance with all rules, regulations and conditions stated herein. Access to the exhibition is authorized on presentation of a badge issued by the Organizer. Exhibitors’ badges will not be mailed in advance and may be collected from the Registration desk. The Organizer ensures daily cleaning of the aisles. Exhibitors /Sponsors are responsible for the cleaning of their stands. The provision of refreshments for the participants by Exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed.

Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors. The Organizer will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

**Code of Practice**

It is the Exhibitor’s / Sponsor’s responsibility to comply with the local authority’s regulations, Ministry of Health and Code of Conduct and Medical Council of India’s guidelines. Failure to comply with these regulations may not be used as grounds to declare the contract void. Failure to comply with the Rules and Regulations will not expose the Organizer to any suits, demands by the Sponsors/ Exhibitor/ any third party.

**Force Majeure**

The Organizer shall not be deemed in breach of this Agreement, or otherwise be held liable to the Exhibitor/Sponsor, by reason of any delay in performance, or non-performance of any of its obligations hereunder where such delay or non-performance is caused by any Force Majeure. Where the Force Majeure in question prevails for a continuous period of more than 30 days, the parties shall enter into bona fide discussions with a view to alleviating its effects, or to agreeing upon alternative arrangements as may be fair and reasonable. Should the parties be unable to agree on a solution, either party shall be entitled to terminate this Agreement whereupon all monies due from either party as at the date of termination shall be paid over to the other party. The parties shall remain liable for all breaches occurring prior to such termination. In this Agreement, “Force Majeure” means any occurrence, event or condition beyond the reasonable control of the Organizer and which results in or causes the failure of the Organizer to perform any one or more of its obligations under this Agreement, and without prejudice to the generality of the foregoing, shall include acts of God, war or threat of war or violence, terrorist act, act of public enemy, insurrection, state of emergency, civil commotion, riots, strikes, lockouts, embargoes, shortages of labor, water or power reasonably necessary in connection with the Conference, flood, storms, tempest, unavoidable casualties, failure of or refusal by any applicable governmental authority to issue all requisite approvals, suspension termination or revocation of any approvals required, outbreak of infectious disease and any other similar event.