

Sponsorship Opportunities

Partner with
the world's leading
international
urological association



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About SIU

Chaired by a board made up of global thought leaders in urology

Focused on the international market and developing nations

Active in the key countries of the future, including China and India

Responsive and able to offer sponsors a personalized experience

Committed to increasing membership and reaching young urologists

SIU is the world's leading international urological association. For over a century, we have been providing education and training to urologists on every continent. Our industry expertise has allowed us to positively impact thousands of doctors—and help make a difference in the lives of their patients. Now, with developing nations playing an ever-greater role in the industry, SIU is uniquely positioned to offer sponsors an unprecedented level of credibility and visibility in the international market.

Why become a sponsor?

For SIU, sponsorship means partnership. We dedicate full-time resources to meet our objective of offering every sponsor personalized, one-on-one attention. Our team is dedicated to making sure that corporate sponsors get the kind of value they are looking for.

Why SIU is different

SIU offers sponsors a **global visibility** that is unique in the industry.

- Yearly congresses held in a different continent every year on a rotating basis, attended **by thousands of international urologists**
- Training centres active in **21 nations**, including 5 in India and China
- Engaged members who read our newsletters and publications, of which **30%** are in **developing nations**
- Comprehensive information and data disseminated to members through print, internet and mobile channels
- Searchable educational resources for members easily found on our **eLearning portal: the SIU Academy**

How SIU sponsorships are invested

SIU uses resources to further education and training for urologists at the global level.

Sponsorships make it possible for us to increase training and education opportunities for members

Sponsorships enable us to develop digital educational materials based on the needs assessments of SIU members

Sponsorships allow us to offer scholarships that provide financial support and training to the urologists of tomorrow

Sponsorships contribute to the advancement of urology by allowing SIU to hold annual meetings where leading urologists convene to discuss training and education in their field

Sponsorships help us continue to equip training centres in developing countries

Sponsorships facilitate the creation of teaching materials such as International Consultation on Urological Diseases (ICUD) publications to help doctors learn about the latest developments in urology

Sponsorships give us the funds needed to launch and manage joint initiatives with other urological organizations

Sponsorships provide the capital needed to increase humanitarian and philanthropic aid through the SIU Foundation

The benefits of being a sponsor

The SIU sponsorship offering is designed to increase your organization's visibility in the global urology market.

As a sponsor, you will enjoy exclusive access to a suite of services and resources that will help give you an edge over the competition.

Clinical case studies

Case studies are used as a teaching tool for urologists. They provide information on the biological and psychosocial dimensions of a treatment process from the perspective of the patient, their family, the treating physician and the multidisciplinary treatment team. This allows urologists to increase their understanding of a particular disease.

Electronic annotated publications

Electronic annotated publications help urologists critically evaluate the evidence of an article – for example, a recently published clinical trial for a new treatment – and understand how it applies to their practice. A journal article is chosen and reviewed by one or more experts invited by the SIU Multimedia Learning Committee. The resulting critique is then developed into an electronic annotated publication.

eSeries

eSeries offer urologists the opportunity to watch online videos of presentations by eminent speakers. From any computer with an internet connection, viewers can get the most up-to-date information on current hot topics in urology.

Publications

Support the International Consultation on Urologic Disease (ICUD)-SIU Publications developed by international experts working together in committees focused on specific aspects of the consultation topic. Their conclusions are presented during the SIU Congress, and later published in a comprehensive volume that becomes a valuable international reference on the topic. These publications provide up-to-date information on the recommendations by the committees regarding a disease's diagnosis, treatment, and potential new targets for therapy.

Webcasts

Event webcasts are produced from any educational event deemed instructive and informative. Webcasting allow important programmes to reach a wider range of urologists and have a bigger impact on the target audience.

Live surgery webcasts demonstrate surgical techniques or the use of medical technology. Since the surgeries are presented in real time viewers can ask questions during the procedure. Post-procedure, the videos are available for viewing and can be accessed by members at any time on the SIU Academy eLearning Portal.

It's easy to reach us

The entire SIU organization is committed to giving sponsors real value for their investment. That means contributing resources, and applying a hands-on approach. Susie Petrusa, our industry relations expert, is dedicated to developing solid relationships with our corporate sponsors.

With more than a decade of industry experience, Susie understands the needs of sponsors like you. Contact Susie to find out how collaborating with SIU can help your organization meet its strategic and marketing goals.

Susie Petrusa **Industry Relations**

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