

PARTNERSHIP PROSPECTUS



FOCAL2020

FRONTIERS IN ONCOLOGIC PROSTATE CARE AND ABLATIVE LOCAL THERAPY

OCTOBER 2 - 3, 2020
LOS ANGELES, CALIFORNIA
FOCALCME.COM



FOCAL2020

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

Dear Industry Colleagues,

On behalf of Dr Arvin K. 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 2-3, 2020 at the SLS Hotel in Los Angeles, California.

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 and benign prostatic hyperplasia in a rapidly evolving field. Along with the didactic presentations encompassing "cutting edge" topics of the prostate cancer there will also be a Transperineal Biopsy, Focal Therapy and BPH Ablation Hands-on Course.

Partnering with us through exhibit or sponsorship at the 2020 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
Director, Industry Relations





FOCAL2020 AGENDA

Frontiers in Oncologic Prostate Care and Ablative Local Therapy

OCTOBER 2-3, 2020
SLS HOTEL – BEVERLY HILLS
LOS ANGELES, CALIFORNIA

FRIDAY, OCTOBER 2, 2020

6:30 am – 7:30 am Registration & Breakfast

SESSION 1: PROSTATE MRI/FUSION BIOPSY

7:30 am – 7:50 am The Evidence for Prostate MRI and Fusion Biopsy *Peter A. Pinto, MD*

7:50 am – 8:45 am Starting a Fusion Program

7:50 am Prostate MRI for the Urologist *Sadhna Verma, MD*

8:15 am Interactive Session: Prostate MRI Case Review *Art R. Rastinehad, DO*

8:30 am Q & A

SESSION 2: INTRODUCTION TO FOCAL THERAPY

8:45 am – 9:00 am Rationale for Focal Therapy *Mark Emberton, MD, FRCS*

9:00 am – 9:15 am Patient Selection for Focal Therapy *James Wysock, MD*

9:15 am – 9:30 am Discussion

9:30 am – 10:00 am BREAK

10:00 am – 10:15 am Role of Biomarkers in Patient Selection *M. Minhaj Siddiqui, MD*

10:15 am – 10:35 am Point-Counterpoint: AS vs. Focal Therapy for Low Risk Prostate Cancer
Amir Lebastchi, MD vs. Arvin K. George

10:35 am – 10:55 am Introduction of Disruptive Technologies: The Lessons Learnt from the Minimally Invasive Surgery *Inderbir S. Gill, MD*

10:55 am – 11:05 am Discussion

11:05 am – 11:35 am **KEYNOTE #1:** Mind the (Knowledge) Gap: Building Evidence for FT with Clinical Trials
Hashim U. Ahmed, MD

11:35 am – 11:45 am Discussion

11:45 am – 12:45 pm LUNCH (Industry Sponsored Symposia)

SESSION 3: PRINCIPLES OF FOCAL TREATMENT

12:45 pm – 12:55 pm Modalities, Maps and Margins: Optimizing Oncologic Efficacy *Samir S. Taneja, MD*

12:55 pm – 1:05 pm Patient Safety: Operative Techniques to Minimize Morbidity *Stephen Scionti, MD*

1:05 pm – 1:15 pm Discussion

1:15 pm – 2:15 pm Balloon Debate: Optimal Management of Unfavorable Intermediate Risk Prostate Cancer
Moderator: *Abhinav Sidana, MD*
HIFU – *Hashim U. Ahmed, MD*
Whole Gland Radiation – *Amar Kishan, MD*
Radical Prostatectomy – *Inderbir S. Gill, MD*
Cryoablation – *Thomas Polascik, MD, FACS*
Active Surveillance – *Peter A. Pinto, MD*

2:15 pm – 2:25 pm Update on the Focal Therapy Society *Thomas Polascik, MD, FACS*

2:25 pm – 3:00 pm BREAK

HANDS ON COURSES* (Limited Seats Available)

3:00 pm – 6:00 pm **State-of-the-art BPH Management**

3:00 pm – 4:30 pm In-office Transperineal Interventions 1

3:00 pm – 4:30 pm Fusion-Guided Prostate Ablation 1

4:30 pm – 6:00 pm In-office Transperineal Interventions 2

4:30 pm – 6:00 pm Fusion-Guided Prostate Ablation 2

6:00 pm – 7:00 pm **WELCOME RECEPTION**



FOCAL2020 AGENDA

Frontiers in Oncologic Prostate Care and Ablative Local Therapy

OCTOBER 2-3, 2020
SLS HOTEL – BEVERLY HILLS
LOS ANGELES, CALIFORNIA

SATURDAY, OCTOBER 3, 2020

6:30 am – 7:30 am Registration & Breakfast

HANDS ON COURSES* (Limited Seats Available)

7:00 am – 10:00 am **State-of-the-art BPH Management**

7:00 am – 8:30 am In-office Transperineal Interventions 1

7:00 am – 8:30 am Fusion-Guided Prostate Ablation 1

8:30 am – 10:00 am In-office Transperineal Interventions 2

8:30 am – 10:00 am Fusion-Guided Prostate Ablation 2

10:00 am – 10:30 am BREAK

SESSION 4: SURVEILLANCE AND OUTCOME ASSESSMENT AFTER FOCAL THERAPY

10:30 am – 10:40 am PSA and Biomarkers *Leonard S. Marks, MD*

10:40 am – 10:50 am Imaging and Biopsy *Samir S. Taneja, MD*

10:50 am – 11:00 am Functional Outcomes – Assessment, Tools, Frequency
Srinivas Vourganti, MD

11:00 am – 11:15 am Discussion

SESSION 5: FOCAL THERAPY CHALLENGES AND CASE DISCUSSIONS

11:15 am – 11:25 am Post Ablation Imaging for Prostate *Sadhna Verma, MD*

11:25 am – 11:50 am **KEYNOTE #2:** Failure and Rescue: Mechanisms and Management of Recurrence
Mark Emberton, MD, FRCS

11:50 am – 12:00 pm Discussion

12:00 pm – 1:00 pm LUNCH (Industry Sponsored Symposia)

1:00 pm – 1:45 pm Case Discussions
Hashim U. Ahmed, MD, Mark Emberton, MD, FRCS, Leonard S. Marks, MD, Samir S. Taneja, MD

1:45 pm – 2:00 pm Complications of Focal Therapy – Risk Factors, Timepoints, Management
Hashim U. Ahmed, MD

2:00 pm – 2:15 pm Outcomes of Existing Focal Therapy Energy Modalities *Andre Abreu, MD*

2:15 pm – 2:30 pm Discussion

SESSION 6: STARTING A FOCAL THERAPY PROGRAM

2:30 pm – 2:50 pm ABCs of start up: Cost and Contracting *TBD*

2:50 pm – 3:00 pm Billing and Reimbursement (not CME) *Karen Cornett, Hugo Embert*

3:00 pm – 3:30 pm Discussion

SESSION 7: WHAT'S ON THE HORIZON

3:30 pm – 3:45 pm Navigating the Path to Approval *M. Minhaj Siddiqui, MD*

3:45 pm – 3:55 pm New Modality 1 *TBD*

3:55 pm – 4:05 pm New Modality 2 *TBD*

4:05 pm – 4:15 pm New Modality 3 *TBD*

4:15 pm Conclusion

*Non-CME Lab

HOTEL INFORMATION

SLS HOTEL
465 S. LA CIENEGA BOULEVARD
LOS ANGELES, CA 90048



SLS Hotel, a Luxury Collection Hotel, Beverly Hills offers guest a luxurious and elegant hospitality experience in the heart of Beverly Hills in Los Angeles, California's vibrant landscape, located just a block from the Beverly Center.

Room Rate: \$299.00

Reservations: 310-247-0400

Direct Hotel Link: [Click Here](#)

Deadline for Hotel Reservations: Thursday, September 10, 2020

EXHIBITS & SPONSORSHIPS

Exhibit Space Reservations

Companies wishing to exhibit must submit a completed exhibitor 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

Exhibit Schedule

Set up: Thursday, October 1, 2020

Exhibit Hours:

Friday, October 2, 2020 6:30am - 7:30pm

Saturday, October 3, 2020 6:30am - 4:00pm

Tear Down: Saturday, October 3, 2020 After 4:00pm

* Exhibit hours subject to change based on final program

Payment

Our tax ID is #46-3254245. If paying by credit card, please include the credit card information on the exhibitor form and send to denise@veritasmeetingsolutions.com. If paying by check, please make the check payable to Veritas Meeting Solutions and send to:

Denise Castetter
Veritas Meeting Solutions
1061 E. Main St. 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:

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.

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 Platinum 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

- 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 | Virtual Exhibit Included with All Sponsorships

- 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
- Virtual Exhibit Includes:**
- Live reps staff and interact with attendee visitors
 - Product Videos and Marketing Collateral loaded to the booth
 - Zoom business suites with one-on-one appointment setting to host group meetings/demo products
 - Online lead generation and post meeting analytics

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 Station

\$15,000 for 2 Stations

\$20,00 for 3 Stations

Includes Basic Exhibitor Package

EXHIBIT REGISTRATION & INVOICE FORM

FRONTIERS IN ONCOLOGIC PROSTATE CARE
AND ABLATIVE LOCAL THERAPY COURSE
Los Angeles, CA | October 2-3, 2020 | focalcme.com

Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

SPONSORSHIP OPTIONS

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

Representative Name (First, Last)	Title	Email Address	Phone

PAYMENT INFORMATION

Check payable to: Payable to Veritas Meeting Solutions in U.S. dollars drawn on a U.S. bank. TAX ID #46-3254245
Credit Card VISA Mastercard Discover American Express

Credit Card # _____ CW _____ Exp Date _____

Name _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Total \$: _____

Phone _____ Fax _____

Email _____

Return this completed exhibit reservation form and payment to Denise Castetter.
Mail: Veritas Meeting Solutions 1061 E. Main St. Suite 300 East Dundee IL 60118
W: 973-769-1020 | F: 847-960-3862 | denise@veritasmeeingsolutions.com