

Frontiers in Oncologic Prostate Care and Ablative Local Therapy

# FOCAL2020

OCTOBER 3-4

VIRTUAL MEETING



PARTNERSHIP PROSPECTUS

# 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 your support and participation at the Frontiers in Oncologic Prostate care and Ablative Local therapy (FOCAL) Course. This meeting will take place October 3-4, 2020. Please join us as we reimagine the 2020 FOCAL Meeting into a Virtual Meeting that will be an exceptional experience for one-on-one interaction, expertise sharing and more.

This comprehensive 2-day program offers a forum to share best practice standards and to incorporate new strategies in the management of patients with prostate cancer and benign prostatic hyperplasia in a rapidly evolving field.

Industry partners and technical exhibits continue to be an essential part of our meeting's success. FOCAL will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform's technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the live meeting so attractive in the past.

Benefits of the Virtual Booth include:

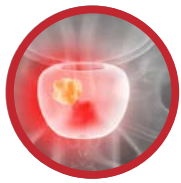
- Live reps staff the booth and interact with attendee visitors via the meeting app
- Product videos and marketing collateral can be loaded to the booth
- Zoom business suites with one-on-one appointment setting to host group meetings/ demo products
- Online lead generation and post meeting analytics

Thank you for your consideration of our request for participation in the 2020 FOCAL Virtual Meeting; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, [denise@veritasmeetingsolutions.com](mailto:denise@veritasmeetingsolutions.com) or 973-769-1020.

*Denise Castetter*

Denise Castetter  
Director, Industry Relations





## SATURDAY, OCTOBER 3, 2020

### SESSION 1: PROSTATE MRI/FUSION BIOPSY

9:30 am – 9:45 am	The Evidence for Prostate MRI and Fusion Biopsy <i>Peter A. Pinto, MD</i>
9:45 am – 10:30 am	Starting a Fusion Program
9:45 am	Prostate MRI for the Urologist <i>Sadhna Verma, MD</i>
8:15 am	LIVE Interactive Session: Prostate MRI Case Review <i>Art R. Rastinehad, DO</i>

### SESSION 2: INTRODUCTION TO FOCAL THERAPY

10:30 am – 10:45 am	Rationale for Focal Therapy <i>Mark Emberton, MD, FRCS</i>
10:45 am – 11:00 am	Patient Selection for Focal Therapy <i>James Wysock, MD</i>
11:00 am – 11:10 am	Role of Biomarkers in Patient Selection in Focal Therapy <i>M. Minhaj Siddiqui, MD</i>
11:10 am – 11:25 am	Live Discussion

#### 11:25 am – 11:40 am BREAK

11:40 am – 12:00 pm	Point-Counterpoint: AS vs. Focal Therapy for Low Risk Prostate Cancer
11:40 am	<i>Amir Lebastchi, MD vs.</i>
11:47 am	<i>Arvin K. George</i>
11:54 am	Discussion

12:00 pm – 1:00 pm LIVE Focal Therapy Gauntlet: Battle of Focal Therapy Ablation Modalities\*

#### 1:00 pm – 1:45 pm LUNCH/EXHIBITS

1:45 pm – 2:05 pm	<b>KEYNOTE #1:</b> Mind the (Knowledge) Gap: Building Evidence for FT with Clinical Trials <i>Hashim U. Ahmed, MD</i>
2:05 pm – 2:15 pm	Live Discussion

### SESSION 3: PRINCIPLES OF FOCAL TREATMENT

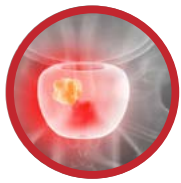
2:15 pm – 2:25 pm	Modalities, Maps and Margins: Optimizing Oncologic Efficacy <i>Samir S. Taneja, MD</i>
2:25 pm – 2:35 pm	Patient Safety: Operative Techniques to Minimize Morbidity <i>Stephen Scionti, MD</i>
2:35 pm – 2:45 pm	Live Discussion
2:45 pm – 3:45 pm	Live Balloon Debate: Optimal Management of Unfavorable Intermediate Risk Prostate Cancer Moderator: <i>Abhinav Sidana, MD</i> HIFU – <i>Hashim U. Ahmed, MD</i> Whole Gland Radiation – <i>Amar Kishan, MD</i> Radical Prostatectomy – <i>Inderbir S. Gill, MD</i> Cryoablation – <i>Thomas Polascik, MD, FACS</i> Active Surveillance – <i>Peter A. Pinto, MD</i>

#### 3:45 pm – 4:00 pm BREAK

### CONCURRENT COURSE: STATE-OF-THE-ART BPH MANAGEMENT

4:00 pm – 4:10 pm	Introduction – Workup/Guidelines <i>Casey Dauw, MD</i>
4:10 pm – 4:20 pm	Prostatic Urethral Lift <i>Amin Herati, MD</i>
4:20 pm – 4:30 pm	Water Vapor Ablation <i>TBD</i>
4:30 pm – 4:40 pm	Enucleation <i>Jonathan Warner, MD</i>
4:40 pm – 4:50 pm	Prostatic Artery Embolization <i>Art R. Rastinehad, DO</i>
4:50 pm – 5:00 pm	Waterjet ablation <i>Mihir Desai, MD</i>
5:00 pm – 5:10 pm	Summary <i>Casey Dauw, MD</i>
5:10 pm – 5:30 pm	Discussion
5:30 pm – 6:30 pm	Live interactive Breakout*





## SATURDAY, OCTOBER 3, 2020 *continued*

### CONCURRENT COURSE: IN-OFFICE TRANSPERINEAL INTERVENTIONS

4:00 pm – 4:30 pm In-Office Transperineal Interventions *Arvin K. George, MD*

4:30 pm – 5:30 pm In-Office Transperineal Interventions: Live Interactive Breakout session\*

### CONCURRENT COURSE: FUSION GUIDED ABLATION

5:30 pm – 6:30 pm Fusion Guided Ablation: Live Interactive Breakout session\*

## SUNDAY, OCTOBER 4, 2020

### SESSION 4: SURVEILLANCE AND OUTCOME ASSESSMENT AFTER FOCAL THERAPY

9:30 am – 9:40 am Functional Outcomes – Assessment, Tools, Frequency *Sri Vourganti, MD*

9:40 am – 9:50 am PSA and Biomarkers *Leonard S. Marks, MD*

9:50 am – 10:00 am Imaging and Biopsy *Samir S. Taneja, MD*

10:00 am – 10:15 am Live Discussion

### SESSION 5: FOCAL THERAPY CHALLENGES AND CASE DISCUSSIONS

10:15 am – 10:30 am Complications of Focal Therapy – Risk Factors, Timepoints, Management  
*Hashim U. Ahmed, MD*

10:30 am – 10:50 am **KEYNOTE #2:** Failure and Rescue: Mechanisms and Management of Recurrence  
*Mark Emberton, MD, FRCS*

10:50 am – 11:05 am Live Discussion

11:05 am – 11:30 am Case Discussions  
*Hashim U. Ahmed, MD, Mark Emberton, MD, FRCS,  
Leonard S. Marks, MD, Samir S. Taneja, MD*

11:30 am – 11:45 am Outcomes of Existing Focal Therapy Energy Modalities *Andre Abreu, MD*

### 11:45 am – 12:30 pm LUNCH/EXHIBITS

### SESSION 6: STARTING A FOCAL THERAPY PROGRAM

12:30 pm – 12:45 pm Contracting and Considerations *TBD*

12:45 pm – 1:00 pm Billing and Reimbursement\* *Karen Cornett, Hugo Embert*

1:00 pm – 1:30 pm Live Discussion

### SESSION 7: WHAT'S ON THE HORIZON

1:30 pm – 1:40 pm Navigating the Path to Approval *M. Minhaj Siddiqui, MD*

1:40 pm – 1:50 pm New Modality 1\* *TBD*

1:50 pm – 2:00 pm New Modality 2\* *TBD*

2:00 pm – 2:05 pm Conclusion

2:30 pm – 7:30 pm Sonacare Users Group Meeting

\*Non-CME Lab

# SPONSORSHIP INFORMATION

The 2020 FOCAL Meeting will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

## SUPPORTING FOCAL

Deliver your message in a professional, focused, and educational environment. FOCAL provides you with networking opportunities to build relations with new and existing customers. The expected 150 plus global participants will be eager to learn about your company and products.

## BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT

### BENEFITS OF THE VIRTUAL EXHIBIT INCLUDE:

- Live reps staff the booth 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

## OPTIMIZE VISIBILITY WITH A PLATINUM, GOLD, INDUSTRY INNOVATION BREAKOUT OR BRONZE LEVEL SPONSORSHIP

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

## FOR MORE INFORMATION ABOUT EXHIBITS, SPONSORSHIPS, OR ADVERTISING OPPORTUNITIES TO SUPPORT FOCAL, PLEASE CONTACT:

**Denise Castetter** | Director of Industry Relations | Veritas Meeting Solutions  
1061 East Main Street, Suite 300, East Dundee, IL 60118  
W: 973-769-1020 | F: 847-649-1704 | [denise@veritasm meetingsolutions.com](mailto:denise@veritasm meetingsolutions.com)

# FOCAL2020

# PARTNERSHIP OPPORTUNITIES

**MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP.** Frontiers in Oncologic Prostate Care and Ablative Local Therapy offers industry sponsors an opportunity to reach clinicians on the latest urological techniques and products. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

## PLATINUM CUSTOM PACKAGE

**\$25,000**

### PLATINUM LEVEL INCLUDES:

- Opportunity to custom an activity or your choice
- Virtual Exhibit
- Company recognition (logo, weblink) posted on FOCAL website, in social media and e-blasts

## GOLD

**\$15,000**

### INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to FOCAL with a 30 minute presentation by your product specialist or guest speaker to present to participants.

### GOLD LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 60 days
- Virtual Exhibit
- Event marketing-1 E-blast promoting your presentation will be sent to FOCAL registrants
- Company recognition (logo, weblink) posted on FOCAL website, in social media and e-blasts

Recording options and logistical instruction provided upon receipt of Registration Form.

## VIRTUAL EXHIBIT INCREASE BRAND AWARENESS AND GENERATE VALUABLE LEADS

**\$5,000**

Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME FOCAL Science and Technology Hall.

### VIRTUAL EXHIBIT LEVEL INCLUDES:

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to booth
- Zoom business suites with one-on-one appointment setting to host group meetings/product demos
- Online lead generation and post meeting analytics

Administrative access to your Virtual Exhibit available upon receipt of payment.

# PARTNERSHIP OPPORTUNITIES

## BRONZE

\$3,500

### CoffeE-TALKS

Deliver your message with 15 minute Topic Related presentations prior to morning sessions or during breaks.

#### BRONZE LEVEL INCLUDES:

- Company recognition (logo, weblink) on FOCAL website, in social media and E-blasts

Coffee Talk plus Virtual Exhibit \$7,500

## INDUSTRY INNOVATION BREAKOUT

\$5,000

Run your own Breakout Session, showcase your technology with a didactic presentation.

#### INDUSTRY INNOVATION BREAKOUT LEVEL INCLUDES:

- Event Marketing-1 E-blast promoting your Breakout Session will be sent to FOCAL registrants
- Company recognition (logo, weblink) posted on FOCAL website, in social media and e-blasts

Industry Innovation Breakout plus Virtual Exhibit \$7,500

# EXHIBIT REGISTRATION & INVOICE FORM

FRONTIERS IN ONCOLOGIC PROSTATE CARE  
AND ABLATIVE LOCAL THERAPY COURSE  
October 3-4, 2020 | focalcme.com

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## SPONSORSHIP OPTIONS

- PLATINUM** (\$20,000 and above)
  - Custom Package
- GOLD** (\$15,000)
  - 30 Minute Presentation
- VIRTUAL EXHIBIT** (\$5,000)
- BRONZE** (\$3,500)
  - Coffee Talk
  - \$7,500 Coffee Talk plus Virtual Exhibit
- INDUSTRY INNOVATION BREAKOUT**
  - \$5,000 per Technology Showcase
  - \$7,500 Industry Innovation Breakout plus Virtual Exhibit

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@veritasmeetingsolutions.com