International Symposium on 10th Focal Therapy and Imaging in Prostate and Kidney Cancer

February 11-13, 2018
Grand Hotel Huis Ter Duin
Noordwijk, The Netherlands

For more information go to: www.focaltherapy.org
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Invitation Letter from
the Symposium Director

Dear esteemed colleagues and friends,

It is with great pleasure to welcome you to The Netherlands and to our 10th International Symposium on Focal Therapy and Imaging in Prostate and Kidney Cancer”, to be held in picturesque Noordwijk from 11 to 13 February 2018.

Focusing on all the key issues and latest developments in focal therapy, a minimally invasive treatment that destroys the known area(s) of cancer while safeguarding a man’s continence and potency, the Symposium has a purely educational character.

During our three day event, which aims to incorporate real-time imaging into the diagnostic and treatment strategy for prostate and kidney cancer, delegates will have the opportunity to get valuable insights by attending to an exciting and interactive scientific program with state-of – the- art presentations, video demonstrations and hands-on workshops, delivered by a World-class faculty. Participants will also have the opportunity to networking with our faculty and exchange opinions and experiences.

I warmly welcome you in Noordwijk, the beautiful seaside city with its lovely historic centre, and I look forward to your active participation for an outstanding meeting!

Symposium Director

Professor Jean de la Rosette
AMC University Hospital, The Netherlands

Organizers
The Symposium is organized in collaboration with:
FOCAL 2016 Highlights (USA)

- **227** multinational **participants**, from **25** different **countries** around the globe
- **International Faculty of** **61 top experts in Urology**
- **Featuring:** more than **40** poster presentations
- **22 leading industry companies**

FOCAL 2016 Industry Partners (USA)

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<td>PRECISION BIOPSY</td>
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<td>PROGENICS</td>
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<td>SIEMENS</td>
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<td>SONACARE</td>
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<td>UC-CARE</td>
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<td>VARIAN</td>
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<td>VITURO</td>
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General Information

Symposium Dates
The Symposium will be held in February 11-13, 2018

Symposium Venue
Grand Hotel Huis Ter Duin
Noordwijk,
The Netherlands
www.huisterduin.com/

Symposium Organizing Bureau
Erasmus Conferences Tours & Travel S.A.
1, Kolofontos & Evridikis str., 161 21 Athens – Greece
Tel.: +30 210 7414700 – Fax: +30 210 7257532
E-mail: info@focaltherapy.org | Website: www.focaltherapy.org

Accommodation at the Symposium Venue
To guarantee the Symposium’s exhibition and conference areas, a certain number of rooms are contracted with Grand Hotel Huis Ter Duin. To fulfill the above, it is strongly recommended to sponsors to book the accommodation of staff and HP guests through the Focal 2018 website.

Grand Hotel Huis Ter Duin
www.focaltherapy.org
SYMPOSIUM VENUE

- Single Room: 175 EURO
- Double Room: 195 EURO

*Rates are quoted per room, per night including breakfast and all taxes.

Accreditation
An application will be made to the European Accreditation Council for Continuing Medical Education (EACCME) for CME accreditation of the Symposium.

Air Tickets
Erasmus S.A. now offers a new online booking service for the participants, available on Focal website. Optional itineraries and prices are offered. A team is available 24 hours on a weekly basis, to ensure that your travel needs will be met.
Registration

<table>
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<th></th>
<th>Early Registration Up to December 1st, 2017</th>
<th>Late Registration From December 2nd, 2017 to February 7th, 2018</th>
<th>February 8th, 2017 and on site</th>
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<tbody>
<tr>
<td>Participants</td>
<td>550 €</td>
<td>650 €</td>
<td>750 €</td>
</tr>
<tr>
<td>Trainees, Residents, Nurses, Technicians, Researchers, Investigators</td>
<td>350 €</td>
<td>450 €</td>
<td>550 €</td>
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<tr>
<td>MRI Course</td>
<td></td>
<td>170 €</td>
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Registration includes:
- Access to all sessions & Exhibition
- Lunches during the official lunch breaks
- Coffee Breaks & refreshments
- Welcome cocktail
- Symposium Documentation
- Certificate of Attendance

**Group Registration Benefits**
Sponsoring companies or institutes are invited to submit group registrations, provided they have a minimum of **10 people** to register.

**Platinum** and **Gold** Sponsors get **10%** discount while **Silver** Sponsors get **5%** discount on registration rates.

For more information, please visit Focal website or contact the Meeting Secretariat:
Erasmus Conferences Tours & Travel S.A, tel: 210 7414700 fax: 210 7257532.
E-mail: info@focaltherapy.org
Become a Sponsor at Focal 2018

Through numerous types of sessions, among which lectures, poster presentations, workshops, videos, etc. delivered by an internationally renowned faculty, Focal 2018 offers a unique opportunity for attendees to meet with and network with a truly international audience and gain insight into the latest scientific and technological advances in Focal.

**Symposium Topics**

**SPECIAL FEATURES**
- Hands-on-Workshops Imaging
- Hands-on-Workshops Ablative Treatments
- Moderated Poster Sessions
- Panel Discussions and Debates

**KEY TOPICS FOCAL THERAPIES**
- Radiosurgery
- Stereotactic Treatment
- Cryosurgery
- Radiofrequency Ablation
- Phototherapy
- Interstitial laser Ablation
- Electroporation therapy
- High-Intensity Focused Ultrasound
- Brachytherapy
- Robotics

**KEY TOPICS IMAGING**
- Image Guided Diagnosis
- Image Guided Surgery
- Image Guided Follow up
- Image Fusion

Sponsorship at Focal 2018 provides great market exposure opportunities. Moreover, it is a fantastic chance to meet and interact with the top experts in Urology and other medical professionals.
Benefits of Sponsoring Focal 2018

- Meeting your target audience face-to-face
- Direct selling to potential buyers
- Building prospect databases
- Building relationships with existing customers
- Demonstrating and launching new products / services
- Building brand awareness
- Positioning your company as a market leader
- Targeting, testing and developing new markets
Sponsorship Packages

IT’S ALL ABOUT EDUCATION!

As Focal is a highly educational Symposium, a range of sponsorship opportunities are provided to reinforce its educational character.

YOUNG DOCTORS AND TRAINEES | 590€

We are happy to stand by and support the future experts in Urology, by providing special offers to be exclusively addressed to Young Doctors and Trainees:

Trainee Package: 590€ per Person in a twin room and includes:

- Full Registration Fee
- Sharing accommodation in twin room for 3 nights (February 11-13, 2018)
  At The Grand Hotel Huis Ter Duin (Symposium Venue)

LIVE BROADCASTING

All Focal 2018 sessions will be broadcasted live through a tailor-made platform hosted on Focal website.
The e-Posters Live platform represents a unique, end-to-end software & hardware solution for the fully automated, electronic management of poster sessions in a scientific conference.

E- POSTERS | 5.000€

The e-Posters Live introduces flexible brand’s acknowledgment:

✔ on Focal website
✔ in Focal 2018 Final Programme
✔ on-site with a roll up banner
✔ insert material into delegates’ bags

Presentation’s details to be discussed with the Symposium Organizing Bureau
(Sample Photo)

WEBCAST YOUR SATELLITE SYMPOSIUM | 2.500€

With a small cost to cover videotaping and editing of your sponsored Satellite Symposium, you can have access to the webcasted video for unlimited use at your discretion.

Sponsor’s brand will be acknowledged:

✔ on Focal website
✔ in Focal 2018 Final Programme
✔ insert material into delegates’ bags
Continued…

Sponsorship Packages

PLATINUM  |  50.000 €

Exhibition Booth
- Booth space of 8 m² (constructions are not included)

Brand Awareness
- Placement of linked Logo and brand acknowledgment:
  ✓ on Focal website
  ✓ in Focal 2018 Final Programme
- Insert material into delegates’ bags

Privileged Supporting Activities
- Organise one (1) Satellite Symposium*  **
- Organise two «Hands on Training» Workshops*  **
- Support of an Advisory Meeting during the first day of the event*  **
  - This meeting is convened to give advice and support
  - Maximum participation: 15-20 persons
  - Presentation’s details to be discussed with the Meeting Organizing Bureau

*Travel, accommodation & transfer expenses of the faculty are at the discretion of the sponsor.
**The program needs to be approved by the Organizing Committee.

Live Broadcasting
- All Focal 2018 sessions will be broadcasted live through a tailor-made platform hosted on Focal website.
Continued...
Sponsorship Packages

GOLD | 30.000 €

Exhibition Booth
- Booth space of 8 m² (constructions are not included)

Brand Awareness
- Placement of linked Logo and brand acknowledgment:
  - on Focal website
  - in Focal 2018 Final Programme
- Insert material into delegates’ bags

Privileged Supporting Activities
- Organise a «Hands on Training» Workshop *  **
- Support of an Advisory Meeting during the first day of the Meeting*  **
  - This meeting is convened to give advice and support
  - Maximum participation: 15-20 persons
  - Presentation’s details to be discussed with the Meeting Organizing Bureau
- Support a Coffee break

*Travel, accommodation & transfer expenses of the faculty are at the discretion of the sponsor.
**The program needs to be approved by the Organizing Committee.

Live Broadcasting
- All Focal 2018 sessions will be broadcasted live through a tailor-made platform hosted on Focal website.
SILVER | 15.000 €

Exhibition Booth
- Booth space of 6 m² (constructions are not included)

Brand Awareness
- Placement of linked Logo and brand acknowledgment:
  - on Focal website
  - in Focal 2018 Final Programme
- Insert material into delegates’ bags

Supporting Activities
- Support of video in the video session (a non CME accredited activity)* **

*Travel, accommodation & transfer expenses of the faculty are at the discretion of the sponsor.
**The program needs to be approved by the Organizing Committee.

BRONZE | 7.500 €

Exhibition Booth
- Booth space of 6 m² (constructions are not included)

Brand Awareness
- Placement of linked Logo and brand acknowledgment:
  - on Focal website
  - in Focal 2018 Final Programme
- Insert material into delegates’ bags

EXHIBITOR | 5.000 €

Exhibition Booth
- Booth space of 6 m² (constructions are not included)
  Exhibition Space distribution will be assigned according to the date of confirmation and after agreement between the Symposium Organizing Bureau and the interested parties on a first come, first served basis. First in priority are the Platinum, Gold, Silver and Bronze Sponsors.

Brand Awareness
- Placement of linked Logo and brand’s acknowledgment:
  - on Focal website
  - in Focal 2018 Final Programme
Build your Promotion!

**Customized Opportunities***

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<tr>
<th>SUPPORT OF SPECIAL SESSION</th>
<th>5.000 €</th>
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<tr>
<td>The Organizing Committee invites pharmaceutical, diagnostic and scientific companies to support special sessions of the scientific Programme of the Symposium. It is in the sponsors’ discretion to cover the travel expenses of at least three (3) invited speakers. Sponsor’s logo will appear on Focal website and in the sponsors’ acknowledgements page of the Final Programme.</td>
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<tr>
<th>SUPPORT OF A CONSENSUS MEETING</th>
<th>15.000 €</th>
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<tr>
<td>The Organizing Committee invites pharmaceutical, diagnostic and scientific companies to organize a consensus meeting on a certain topic. This is a group process where the input of everyone is carefully considered and an outcome is crafted that best meets the needs of the group.</td>
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<tr>
<td>Why support a consensus Meeting:</td>
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<tr>
<td>- Consensus gathers the experience of the whole group</td>
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<td>- Consensus builds relationships between people</td>
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<td>- Consensus moves towards the common good and interest</td>
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<tr>
<td>Sponsor’s logo will appear on Focal website and in the sponsors’ acknowledgements page of the Final Programme.</td>
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<th>SUPPORT OF INTERVIEW CORNER</th>
<th>5.000 €</th>
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<tr>
<td>Select this sponsorship to have your logo appear on prominent signage at the Interview corner of the Symposium. By supporting the interview corner, your branding appears on the signage material of the corner on-site. In addition, your branding is promoted through the Interview section on Focal website for at least 1 year after the event. For a sample interview please visit: <a href="http://www.erasmus.gr/en/congresses/athens/2012/cie2012/webcast/impressions/">http://www.erasmus.gr/en/congresses/athens/2012/cie2012/webcast/impressions/</a></td>
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ADVERTISING IN THE PROGRAMME

Secure extra visibility for your company by placing your own full page color ad in the Symposium Final Programme, which will be provided to all attendees as an insert in the Delegate’s Folder:

- 3rd Inside cover page ad | 1.000€
- Back Cover ad | 1.500€
- Inside Page ad | 900€

SPEAKERS READY ROOM | 8.000 €

Speaker ready room benefits include acknowledgement in the Final Programme and on Focal website. Sponsor’s logo will be attached at the screens of computers and roll up banners will be placed at the speaker ready room.

SUPPORT OF A VIDEO SESSION | 2.500 €

You are invited to submit a short video (5 min.) to be presented during the Video Session. Specifications and submission details are to be announced in due time. This is considered a non CME accredited activity.

WELCOME COCKTAIL | 15.000 €

The welcome reception of the Symposium will take place in the Grand Hotel Huis Ter Duin and will be open to all participants and invited speakers. The sponsors’ company name will appear in the acknowledgements section of the Final Programme of the Symposium, as well as in the welcome reception area.

FACULTY DINNER | 15.000 €

The Faculty Dinner of the Symposium is address to Faculty members by invitation only and it usually takes place in an exclusive restaurant in the town. The sponsors’ company name will appear in the acknowledgements section of the Final Programme of the Symposium and will be displayed in the Faculty Dinner hall. The sponsoring company will receive two (2) invitations for its staff members.
SPONSOR A KEYNOTE SPEAKER

**Europeans | 1.500 €**  
**Non-Europeans | 4.500 €**

Prominent speakers have been invited to address a variety of current topics. This is a perfect opportunity to sponsor one or several of our keynote speakers or speakers in order to maintain and develop the relationship between the sponsor and a prominent Urologist. Your support will be acknowledged in the Focal 2018 Final Programme.

SATELLITE SYMPOSIA | 20.000 €

**Includes:** 60 minutes symposium in the main hall, staff and standard audio visual equipment  
**Acknowledgement:** In the list of sponsors and in the Focal 2018 Final Programme.  
Additionally, it is allowed to place a roll-up banner outside the entrance of the hall during the session  
**Regulations:** Companies may organize satellite symposia to run in conjunction with the Meeting, but outside the main scientific programme. The sponsoring company must provide the subject, as well as nominate speakers and chairpersons. The timeslot will be confirmed upon your application. The sponsoring company will also cover all speaker costs. In order to ensure that Satellite Symposia meet the scientific standards of the Symposium, the Organizing Committee reserves the right to approve or reject any relevant application.

SATELLITE LECTURE | 10.000 €

**Includes:** 30 minutes lecture in the main hall, staff and standard audio visual equipment  
**Acknowledgement:** In the list of sponsors and in the Focal 2018 Final Programme.  
Additionally, it is allowed to place a roll-up banner outside the entrance of the hall during the session  
**Regulations:** Companies may organize satellite lectures to run in conjunction with the Meeting, but outside the main scientific programme. The sponsoring company must provide the subject, as well as nominate speakers and chairpersons. The timeslot will be confirmed upon your application. The sponsoring company will also cover all speaker costs. In order to ensure that Satellite Lectures meet the scientific standards of the Symposium, the Organizing Committee reserves the right to approve or reject any relevant application.
INSERTS IN DELEGATES' BAGS | 2.500 €

Further promote your company’s products by including your flyer / product information in the Symposium bags. Delegates' Bags includes the Programme of the Symposium and is provided to all delegates upon their check-in at the Symposium’s Reception Desk.

*Inserts must be approved by Focal Organizing Committee*

SMARTPHONE APPLICATION | 2.000 €

The Focal 2018 Smartphone application is designed to provide users quick and easy access to the Programme and Live sessions through their mobile devices.

Sponsor’s brand will be acknowledged:
- ✓ on Focal website
- ✓ in Focal 2018 Final Programme
- ✓ on-site with a roll up banner
- ✓ insert material into delegates’ bags

*Presentation’s details to be discussed with the Meeting Organizing Bureau.*

BATTERY CHARGING STATION | 1.000 €

A Battery Charging Station will be constructed to supply electric energy for the recharging of mobile phone devices and laptops. Sponsoring company’s logo will be displayed on the booth panels.

*SPONSORING THE CUSTOMIZED OPPORTUNITIES INCLUDES BRAND ACKNOWLEDGMENT: ON FOCAL WEBSITE AND IN FOCAL 2018 FINAL PROGRAMME.*

VAT IS NOT INCLUDED IN THE ABOVE PRICES
Terms and Conditions

Application for Sponsorship

Application for Sponsorship can be made in writing with the enclosed enquiry form to the Symposium Organizing Bureau:
Erasmus Conferences Tours & Travel S.A.
1, Kolofontos & Evridikis str., 161 21 Athens – Greece
Tel.: +30 210 7414700 – Fax: +30 210 7257532
E-mail: info@focaltherapy.org
Website: www.focaltherapy.org

Once an application is made, a contract will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment to the Symposium Organizing Bureau (details above). Alternatively, an invoice for the deposit can be requested on the booking form. Once this has been received, a confirmation of sponsorship will be sent to you with an accompanying invoice.

Terms of Payment

- 50% upon signature of contract
- 50% by January 12th, 2018

Method of Payment

All payments should be made in Euros, without charges for the beneficiary, to the order of the Erasmus Conferences Tours & Travel SA as follows:

- By bank transfer to the order of the Erasmus Conferences Tours & Travel SA, ALPHA BANK, Account No: 103 002320 000855, Iban No: GR29 0140 1030 1030 0232 0000 855, Swift Code: CRBAGRAAXXX
  If payment is made by bank transfer, please enclose a copy of the bank transfer voucher. Please mention your company and the meeting name on the bank transfer.
- By credit Cards (MASTER / EURO CARD, VISA). Your card number, expire date, date and signature should be filled in on the Booking Form.

Cancellation Policy

Cancellation must be sent in writing to the Symposium Organizing Bureau. The organizer shall retain:

- 10% of the agreed package amount if the cancellation is made more than 6 months prior to the Symposium
- 50% of the agreed package amount if the cancellation is made between 6 and 4 months prior to the Symposium
- 100% of the agreed package amount if the cancellation is made less than 4 months prior to the Symposium
Sponsorship Booking Form
COMPANY’S REPRESENTATIVE DETAILS – INVOICING DETAILS

INVOICE ADDRESS - PLEASE USE BLOCK LETTERS
Name of company__________________________________________
Contact person____________________________________________
Address____________________________________________________
City_________________ Phone_________________________ Country_________________
Fax_________________ E-mail_________________________________
Company Activity___________________________________________ VAT No_________________

We would like to book the following Sponsor items:
_____________________________________________ €_____________________
_____________________________________________ €_____________________
_____________________________________________ €_____________________
_____________________________________________ €_____________________
_____________________________________________ €_____________________

*Please add VAT 21% where applicable

Exhibitors are asked to mention below their preferred exhibition sites (see numbers on floor plan):
1st: _____ 2nd: _____ 3rd: _____

Terms of Payment
The full payment shall be made 30 days before the starting date of the Meeting.

Cancellation Policy
Cancellations must be received in writing. A cancellation charge of 50% of total sponsorship fees will apply to cancellations received between 6 months and 3 months prior to the meeting. For cancellations received later than 3 months prior to the meeting a 100% charge of the application will be applied.

Please return this form to:
Erasmus Conferences Tours & Travel S.A.
1, Kolofontos & Evridikis str., 161 21 Athens – Greece
Tel.: +30 210 741 4700 | Fax: +30 210 725 7532 | Website: www.focaltherapy.org
Att. to Mrs. Lydia Papaevangelou | Email address: l.papaevangelou@erasmus.gr

Signature of this form implies compliance with the rules stated in this document.

Signature: __________________________ Date: __________________

This application is legally binding
Exhibition Floor Plan
WE LOOK FORWARD TO MEETING YOU IN NOORDWIJK

For more information go to: www.focaltherapy.org