



Uro-Oncology and Endourology

16th- 17th August, 2014

Venue : Live operative workshop - Patel Cancer & Superspeciality Hospital, Jalandhar
Telecast & CUE - Hotel Skylark, Jalandhar

Organizing Chairman
Dr. R. S. Chahal

Organizing Secretary
Dr. Swapan Sood

Joint Organizing Secretary
Dr. Atul Mittal

Treasurer
Dr. Atul Khullar

List of Committee's

Scientific and Faculty Co-ordination Committee
Dr. Atul Mittal -- Chair
Dr. Swapan Sood
Dr. R.S. Chahal
Dr. Tanmaya Goel
Dr. Amrinder Singh

Finance, Trade and Souvenir Committee
Dr. Atul Khullar - Chair
Dr. R.S. Chahal
Dr. Anoop Kumar
Dr. Maninder Singh

Registration and Delegate Committee
Dr. Suresh Agrawal - Chair
Dr. Manoj Gupta
Dr. Puneet Grover

Venue Management and Coordination committee
Dr. Tanmaya Goel - Chair
Dr. Suresh Agrawal
Dr. Maninder Singh

Advisors
Dr. Sushma Chawla
Dr. P.S. Bakshi
Dr. Dr. U.S. Ghai

Cultural and Inauguration Committee
Dr. Rajesh Sachhar - Chair
Dr. Atul Khullar

Travel and Tourism
Dr. Rajesh Aggrawal - Chair
Dr. A. Dutta
Dr. Varinder Sagar
Dr. H.S. Bhutani

Introduction

A sporting city Jalandhar is also fast becoming the medical hub of Punjab. It is also well known for cheap medical facilities and boasts more healthcare centers than most other cities in India. Taking advantage of the "Outreach Program" started by the North Zone Urology Society of India the Jalandhar Urological Society along with its sister organizations the Association of Surgeons of India and the Indian Medical Association have endeavored to bring cutting edge Urology to Jalandhar.

Event outline

This event is focusing on Advanced Uro-Oncology and Endourology specially surgical management. The Live surgery program includes one theater dedicated to advanced Uro-Oncology like Laparoscopic Radical Prostatectomy, Laparoscopic Partial Nephrectomy etc. Another theater will be dedicated solely to The Lasers in urology including Holmium, Diode, greenlight, Thulium and their application in prostate and stone disease. In all a total of 20 hours of live surgeries will be demonstrated. One day is dedicated to workshops and discussions to enhance the boundaries of the Urologist. The aim of the event is to arm the Urologist with take home information enabling him to add these procedures to his armamentarium. The event is under the aegis of NZ-USI and being supported by Indian Medical Association, Jalandhar branch and Association of Surgeons of India. The event will be organized by Jalandhar Urology Society at Patel Cancer & Superspeciality Hospital and Hotel Skylark, Jalandhar.

Target audience: The target audience will include Urologists, Oncologists, Physicians, General Surgeons, trainees, researchers, nursing and allied health personnel. Faculty will include eminent national and international leaders in the field. All the major cancer centers in India will be represented. Most teaching medical institutions of North India will also be represented by participating post-graduates and faculty.

Brand mileage:

- Participation at this event can help your brand gain instant recognition among the oncology and non-oncology urological fraternity.
- Your brand will rub shoulders and enjoy a level footing with other multinational as well as indigenous firms.
- Urologists will comprise the vast majority of the attendees, enabling your brand to make a strong sales pitch with individual practitioners as well as hospital administrators.
- Technical equipment manufacturers should be able to strike a chord with the delegates affiliated with both surgical and non-surgical disciplines.
- Pharmaceutical companies will be able to apprise the attendees of their relevant product range, and thereby get an unprecedented advantage of enhanced prescription over their competitors.
- Non-medical product manufacturers will get a platform to showcase their innovation and regional produce, enabling the outstation participants to partake of the local culture and bolster sales.



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Sponsorship levels:

All materials to be provided by sponsors

- I. **Platinum:** INR 500,000
 - a. Central banner placement, The logo of the company will appear on the main backdrop of the stage
 - b. Conference masthead, The welcome banner will support the logo
 - c. Conference promotional material, All information regarding the conference dispatched to the doctors will contain the logo on front page and envelope
 - d. Banquet dinner venue, Main banner will support the logo at the Dinner banquet table and the bar
 - e. Main foyer and lunch area;
 1. 2 x Standee displays at lunch area 6' x 3' provided by company at entrance
 2. 2 x Standee displays at lunch area 6' x 3' provided by company at lunch table
 - f. One Pavillion stall
- II. **Gold:** INR 300,000
 - a. prominent placement in the central conference hall, Logo and company information prominently on sidewall of the conference hall opposite the entrance
 - b. all conference promotional material, All information regarding the conference dispatched to the doctors will contain the logo on half back page
 - c. banquet dinner venue, Residual space on the main banner behind the bar
 - d. main foyer and lunch area
 - i. 2 x Standee displays at lunch area 6' x 3' provided by company near entrance
 - e. one standard stall
- III. **Silver:** INR 1,50,000
 - a. placement in the central conference hall,
 - i. Back walls grid of min 3x3.
 - b. all conference promotional material
 - i. Back page half page for 10 sponsors
 - c. main foyer;
 - i. 2 x Standee displays at lunch area 6' x 3' provided by company near entrance
 - d. one standard stall
- IV. **Bronze:** INR 1,00,000
 - a. Standee placement in the central conference hall and walk in areas
 - b. main foyer one small stall
- V. **Stall:** INR 35,000

Conference Souvenir

Front Inner Page: INR 25000/-
Full inner page: 5000/-

Back Outer: 25000/-
Programme Page: 15000/-

We appreciate your participation.

Organizing Chairman
Dr R.S. Chahal

Organizing Secretary
Dr Swapan Sood

Finance Committee

Dr Atul Khullar () Dr Anoop Kumar () Dr Maninder Singh