



# WCET 2021

23-25 SEPTEMBER  
HAMBURG, GERMANY

## Exhibit and Sponsorship Prospectus



ENDOUROLOGICAL  
SOCIETY



# The 38th World Congress of Endourology and Uro-Technology

23-25 September  
Hamburg, Germany



We invite you to Hamburg, Germany to be part of the world's foremost meeting for Minimally Invasive Urologic Surgery— The 38<sup>th</sup> World Congress of Endourology and Uro-Technology!

The WCET is the premier urologic meeting for introducing, discussing and debating new technologies, treatment and techniques in urology. It brings together urologists from around the world who are leaders and early adopters in the home environment. Comprised of a unique and diverse group of research, clinical and surgical professionals, The Endourological Society is the international organization for worldwide advancement of Minimally Invasive Urologic Surgery and provides the forum for global leadership in urology. As the annual conference hosted by the Society, the World Congress of Endourology and Uro-Technology (WCET) will **welcome more than 1,700 urologic professionals from around the world**. The meeting will provide attendees with an incomparable educational program and showcase the very latest advances and technologies for the treatment of urologic conditions.

The Endourological Society is committed to creating innovative support opportunities that optimize your connections with attendees from around the world! The 2021 meeting will offer exhibit and sponsorship opportunities to better help your company reach your target audience. Our industry relations team can create a package that meets your unique company goals and needs. We hope you will join us in Hamburg, Germany for a successful and innovative WCET 2021!

**For exhibit and  
sponsorship  
opportunities, contact:**

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**WCET 2021 Leadership:**

**Andreas J. Gross**

Congress-President of WCET 2021

**Evangelos Liatsikos**

Scientific Chair

**Jens-Uwe Stolzenburg**

Scientific Chair

# WHY EXHIBIT OR SPONSOR AT WCET 2021?

## Reach Your Target Audience

- WCET 2021 will welcome over 1,700 urologic professionals, allowing your company to connect with your target audience in urologic medicine and provides the opportunity for quality face-to-face interaction.
- More than 70% of attendees are decision makers for their practice.
- The Exhibit Hall will be open daily with unopposed breaks to maximize your time with attendees.

## Be a Part of the Premier Minimally Invasive Urologic Surgical Medicine Meeting

WCET 2021 represented attendees from 70 different countries around the world. Attendance included professionals working in all areas of urologic medicine, including:

- Physicians
- Surgeons
- Oncologists
- Biotechnology Engineers
- Biomedical Engineers
- Physician Extenders
- Nurses
- Scientists

## WCET BY COUNTRY

### International Attendance: WCE 2019

Albania	China	Guatemala	Kuwait	Nigeria	Romania	Taiwan
Argentina	Colombia	Hong Kong	Lebanon	Norway	Russian Federation	Thailand
Australia	Czech Republic	India	Malaysia	Pakistan	Saudi Arabia	Turkey
Austria	Denmark	Indonesia	Mauritius	Paraguay	Singapore	Uganda
Bangladesh	Ecuador	Islamic Republic of Iran	Mexico	Peru	Slovakia (Slovak Republic)	Ukraine
Belgium	Egypt	Isle of Man	Monaco	Philippines	South Africa	United Arab Emirates
Brazil	France	Israel	Namibia	Poland	Spain	United Kingdom
Bulgaria	Germany	Italy	Nepal	Portugal	Sudan	United States
Canada	Ghana	Japan	Netherlands	Qatar	Sweden	Uruguay
Chile	Greece	Kenya	New Zealand	Republic of Korea	Switzerland	Zimbabwe

# WCET 2021 SUPPORT PACKAGES

	Platinum - \$150K	Gold - \$80K	Silver - \$35K
Exhibit Booth – Premium Space	6m x 9m	6m x 9m	6m x 6m
Exhibitor Badges (provides access to all WCET educational sessions)	20	12	7
Tickets to Networking Events	20	10	5
Attendee Bag Insert – Deadline July 6	X (2)	X (1)	
Advertisement in WCET Meeting Program Book – Deadline July 6	Full page	½ page	¼ page
Sleeping Rooms at Headquarter Hotel (if available)	X*		
Dedicated Office/Meeting Space (if available)	X*		
Pre and Post Attendee Mailing Lists	X (3 time usage)	X (2 time usage)	X (1 time usage)
Patron Banner Recognition	X	X	X
Company Logo in Onsite WCET Meeting Program Book	X	X	X
Patron Recognition on Holding PowerPoint Slides Between Poster/Video Sessions Patron Recognition on Intersession Plenary PowerPoint Slides	X	X	X
Patron Logo Recognition on WCET Website with Link to Company Website	X	X	X
Company Contact Information and Description in Exhibitor Directory	X	X	
Promotional Email to WCET Registrants Promoting Symposium, Skills Challenge and Skills Workshop	X	X	X
On-site Signage – Deadline July 6	X	X	X

## PACKAGE OPTIONS

### PLATINUM PACKAGE

Pick 1 of the following:

- Thursday Lunch Symposium for 300 delegates
- Friday Lunch Symposium for 300 delegates
- Saturday Lunch Symposium for 300 delegates

Pick 1 of the following:

- Skills Workshop Thursday
- Skills Workshop Friday
- Skills Workshop Saturday
- Skills Challenge

Pick 1 of the following:

- Exclusive Thursday Evening Symposium for 300 delegates
- Exclusive Friday Evening Symposium for 300 delegates
- Exclusive Saturday Evening Symposium for 300 delegates
- Thursday Lunch Symposium for 100 delegates
- Friday Lunch Symposium for 100 delegates
- Saturday Lunch Symposium for 100 delegates

### GOLD PACKAGE

Pick 1 of the following:

- Exclusive Thursday Evening Symposium for 300 delegates
- Exclusive Friday Evening Symposium for 300 delegates
- Exclusive Saturday Evening Symposium for 300 delegates
- Thursday Lunch Symposium for 100 delegates
- Friday Lunch Symposium for 100 delegates
- Saturday Lunch Symposium for 100 delegates

Pick 1 of the following:

- Skills Workshop Thursday
- Skills Workshop Friday
- Skills Workshop Saturday
- Skills Challenge

### SILVER PACKAGE

Pick 1 of the following:

- Skills Workshop Thursday
- Skills Workshop Friday
- Skills Workshop Saturday
- Skills Challenge
- Exclusive Thursday Evening Symposium for 300 delegates
- Exclusive Friday Evening Symposium for 300 delegates
- Exclusive Saturday Evening Symposium for 300 delegates



# Additional Sponsorship Opportunities

## **WCET 2021 "Register Now" Postcard - \$15,000**

### ***Deadline 15 May***

Exclusive sponsorship of the WCET 2021 attendee "Register Now" mailer which includes your company logo and/or booth number. This will be sent in early summer to a list of over 7,000 professional attendee prospects.

## **Advertisement in WCET 2021 Program Book**

### ***Deadline 6 July***

Full Page - \$3,500

½ Page - \$2,250

¼ Page - \$1,500

Internal company program advertisement in 2021 program book.

## **Attendee Bag Insert - \$4,000**

Include your message in our attendee registration bags- great for new product information, event invites, and promoting your exhibit presence at WCET 2021.

## **Attendee Bags - \$20,000 (Includes Bag Costs)**

Exclusive opportunity to have your company logo on the official attendee registration bag that will be given to all WCET attendees. The attendee registration bag is the primary take away item from the congress.

## **Escalator Graphics- \$25,000**

Strategically placed graphics between the escalators are an effective way to inform attendees about your product and/ or booth location. Create your own advertisement for this opportunity.

## **Attendee Lanyards - \$20,000**

### ***Deadline 6 July***

Exclusive opportunity to prominently display your company logo on the highest visible item distributed at the congress. Every attendee **must** be wearing this item in order to access educational sessions, exhibit hall, and social events.

## **Attendee Registration Promotional Email - \$3,000**

Exclusive opportunity to align your company with the promotion and event updates for WCET 2021. An email will be sent to current/prospective registrants with your company logo/banner with a hyperlink to your company or product website.

## **Luggage Tags - \$7,500**

### ***Deadline 6 July***

Exclusive opportunity to have your company logo on luggage tags that will be distributed to all WCET 2021 attendees with their registration materials.

## **Hotel Key Cards - \$15,000**

### ***Deadline 6 July***

Exclusive opportunity to have your company logo in the hands of attendees staying at the headquarter hotel.

## **Hanging Banners - \$20,000**

Attendees can't miss the promotional banners in the Convention Center. These large, colorful banners provide an unmatched visibility you don't find in any other promotional opportunity.

## **Restroom Graphics - \$40,000**

Add an eye-catching message to the restrooms. Feature your product advertisement or corporate logo, or simply a reminder to visit your booth.

# Sponsorship of WCET 2021 Social Events

(Each social event is exclusive)

## Exhibit Hall Opening Network Reception - \$10,000

Kick off WCET 2021 by announcing your company presence with food, drinks and entertainment at the kickoff event of WCET 2021. (Up to three sponsors)

## Presidents Banquet - \$15,000

Take advantage of evening number two of the invitation only faculty dinner and have three seats during this VIP setting. This will be an intimate opportunity to reach a VIP audience.

## Exclusive WCET 2021 Mobile App - \$15,000

Be the exclusive sponsor for the interactive guide that attendees use during the congress to plan, navigate and prioritize their time at WCET 2021. Your company will be recognized on the mobile app and will receive

at least one push notification a day with messaging letting attendees know to visit your booth during exhibit hall hours.

## Website Banner - \$2,500

A run of site banner with a maximum of three advertisers. Banner will run through a minimum of one month after WCET 2021.

## Wi-Fi - \$20,000

Exclusive provider of Wi-Fi for WCET 2021. Your company name will be the official name of the Wi-Fi and your booth number will be the password. Company name and password will be displayed on signage and in the WCET 2021 program book.

## Exhibit at the WCET

### Exhibit Pricing

3m x 3m - \$7,250

3m x 6m - \$11,500

6m x 6m - \$17,500\* (free stand)

6m x 9m - \$25,000\* (free stand)

### Booth Fees Include:

- Shell scheme with fascia board for company name
- One electrical power drop (5 amp). Additional electricity is responsibility of exhibitor.
- One table and two chairs
- Carpet
- Trash can
- Three spotlights
- Two exhibitor badges per 3m x 3m of booth space (this allows the exhibitor to attend the Welcome Reception)
- A company listing in the WCET 2021 Exhibitor Directory to include company contact details and a brief description (not to exceed 50 words)
- Complimentary copies of the Official WCET 2021 Program

- Access to Educational Sessions

\*6m x 6m and 9m x 9m booth do not include shell scheme with fascia board, electric power drop, table and chairs, carpet, spotlights or trash can.

Note: It is the exhibitor's responsibility to keep and maintain each exhibit space and paths clean, dust-free and in an orderly fashion for the duration of the show.

### Cancellation Policy

On or before 9 February 2021– 50% refunded, written cancellation required after **1 March 2021** – 100% non-refundable.

### Payment Policy

Invoices will be due 60 days from receipt of agreement for all agreements received before or on **15 May, 2021**. All balances must be paid in full no later than 15 July, 2021. All agreements received after **15 July, 2021** must be paid in full immediately via credit card or wire transfer. All companies with delinquent payments will be prohibited from participation until payment is received.



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