The Academy for Clinical Debates & Controversies in Medicine announces

The 2\textsuperscript{nd} World Congress on Controversies in Urology (CURy)

LISBON CONGRESS CENTER • LISBON, PORTUGAL, FEBRUARY 5-8, 2009

Invitation to Industry Sponsorship and Exhibition Prospectus

A comprehensive, multi-disciplinary Congress devoted to debating, in a critical manner, a wide spectrum of current controversies in Urology and all related fields.

Our aim is to delineate the important disagreements, and to discuss the topics between audience and imminent experts in the field - with the ultimate goal of reaching a consensus through evidence-based medicine.

www.comtomed.com/cury
Dear Friends and Colleagues,

Following the success of the 1st World Congress on Controversies in Urology (CURy), we are pleased to invite you to the 2nd World Congress to be held in Lisbon, Portugal, February 5-8, 2009.

The purpose of the 2nd World Congress on Controversies in Urology (CURy) is to disseminate information and to discuss and debate controversial issues in the continuously evolving field of Urology. The Congress promises innovative approaches in communication with substantial discussion and debates.

We invite you to take part in the 2nd World Congress on Controversies in Urology (CURy) and to benefit from the experiences and opinions of experts on a wide spectrum of urological conditions.

We look forward to an exciting scientific event in the beautiful city of Lisbon.

Prof. Francisco Cruz  Prof. Jacob Ramon  Prof. Claude Schulman

Chairpersons, on behalf of The Organizing Committee

Scientific Committee

A. Alcaraz, Spain • L. Boccon-Gibod, France • F. Cruz, Portugal • F. Debruyne, Netherlands • J. Fitzpatrick, Ireland • N. Fleshner, Canada • Z. Kirkali, Turkey • H. Lepor, USA • M. Marberger, Austria • V. Mirone, Italy • D. Pushkar, Russia • J. Ramon, Israel • C. Schulman, Belgium • M. Soloway, USA

Topics

PROSTATE CANCER:

Diagnosis

• Are new markers useful in clinical practice?
• PSA thresholds for biopsy
• Is PSA Velocity selective for clinically significant CaP?
• Nomograms and predicting tables: Pros and cons
• MRI of the Prostate: does it dictate treatment?
• Obesity and Prostate cancer: a mist or a threat?

Localized Disease

• Which treatment is best for clinically localized-prostate cancer?
• Active surveillance
• Surgery
• Brachytherapy
• Radiation therapy and hormones
• Image guided focal therapy

Locally Advanced Disease

• Is there a place for surgery?
• Positive margins: To treat or not to treat?
• The role of chemotherapy in locally advanced disease
• Bladder cancer risk following radiation for Prostate Cancer
Hormonal Treatment
- Optimizing therapy in advanced and metastatic prostate cancer: Continuous vs. intermittent therapy
- Are all hormonal treatments similar?
- Anti-androgen monotherapy: Is it still recommended?
- Are LH-RH Antagonists of significant advantage?

Metastatic Disease and Hormone Refractory Prostate Cancer (HRPC)
- Metastatic disease: Early vs. delayed treatment
- The role of chemotherapy
- The role of bisphosphates
- Targeted therapies: when and for whom?

BLADDER CANCER:
Non muscle invasive disease
- Are new diagnostic markers useful?
- Low-grade tumors: surveillance rather than treatment?
- High-grade tumors: How should they be treated?
- BCG: Optimizing efficacy and managing toxicity
- Mitomycin C: Enhancing activity
- Is maintenance therapy indicated for CIS?

Muscle Invasive Tumors
- Bladder preservation: Pros and cons
- Elderly patients: What is the best treatment?
- Neoadjuvant vs. adjuvant chemotherapy: Are these treatments beneficial?
- Urinary diversion: Options, patient selection and outcomes
- Bladder substitution: Standard or exception?
- Metastatic disease: Is there any effective treatment?
- Potential targets for novel treatment

UPPER TRACT TCC
- Can the kidney be preserved?
- Open vs. Laparoscopic Nephroureterectomy: Pros and cons
- Neoadjuvant and adjuvant treatment

BPH
- Does the clinical practice of BPH treatment differ from that of guidelines?
- Who needs treatment? What do we treat?
- What should be the primary treatment?
- Phytotherapy: Pros and cons
- Combination therapy vs. single treatment
- Laser surgery vs. standard surgery
- Saline vaporization vs. laser vaporization

TESTOSTERONE DEFICIENCY
- Testosterone treatment: For whom?
- Testosterone and the Prostate
- Testosterone and Metabolic Syndrome
- Testosterone and Sexual Function
OVERACTIVE BLADDER
- What do we treat?
- Who do we treat?
- How do we treat?
- What drugs?
- Botulinum toxin and desensitization: Pros and cons

INCONTINENCE
- Injectables: Pros and cons
- Tapes and slings: Which approach? Which material?
- Pelvic prolapse: Best management?
- Post-prostatectomy incontinence: Which approach?

ERECTILE DYSFUNCTION
- ED: a symptom or a clinical condition?
- Erectile dysfunction: Is there a best drug?
- PDE5 inhibitors: How to determine treatment failure?
- Testosterone and PDE5: When and for whom?
- ED post-prostatectomy: What is the ideal management?
- LUTS and ED: Coincidence or association?
- Ejaculatory disorders: Best management?
- Peyronie's Disease

ENDOUROLOGY AND UROLITHIASIS
- Upper ureteric stones: What is the best treatment?
- Lower ureteral stones: ureteroscopy vs ESWL
- ESWL – What is new?
- Determining the ESWL’s treatment endpoint
- Long term adverse effects of ESWL and PCNL
- UPJ obstruction: Endopyelotomy vs pyeloplasty (lap or open)
- Lower pole kidney stone: ESWL vs. RIRS vs. WW

SURGICAL TIPS AND TEACHING VIDEOS
General Information

Official Organizer Sponsorship and Exhibition

Contact
ComtecMed
53, Rothschild Boulevard, P.O. Box 68
Tel Aviv, 61000, Israel
Tel: +972 3 5666166
Fax: +972 3 5666177
E-mail: cury@comtecmed.com
Website: www.comtecmed.com/cury

Language
The official language of the Congress is English.

Registration

<table>
<thead>
<tr>
<th>Registration Fees</th>
<th>Before Nov. 1, 2008</th>
<th>After Nov. 1, 2008</th>
<th>Onsite From Feb. 1, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants - Physicians &amp; Scientists</td>
<td>€ 540</td>
<td>€ 590</td>
<td>€ 650</td>
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<tr>
<td>Residents</td>
<td>€ 380</td>
<td>€ 430</td>
<td>€ 470</td>
</tr>
<tr>
<td>Accompanying Persons</td>
<td></td>
<td>€ 140</td>
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</table>

Registration Fees Include:
Participation in scientific sessions, congress bag, congress program book, all printed material of the congress, invitation to the Welcome Reception, coffee breaks, lunch on Friday and Saturday.

Accommodation
ComtecMed is the official travel agent for the 2nd World Congress on Controversies in Urology. We have managed to book the best available allocation in major hotels in Lisbon that will enable us to comply with all of your future accommodation requests.

We have negotiated the best available special group rates for the companies. If your company is interested in booking hotel accommodation which will not be listed among our hotels, ComtecMed will be pleased to negotiate the rates and allocation for you. The official list of hotel will be published soon in the official Congress web site. Reservation will be confirmed on a first come first served basis.

Tourist Information for Portugal
www.visitportugal.com

Liability
The Congress Secretariat and the organizers cannot accept liability for personal accidents, nor for loss of, or damage to, private property of participants, either during or directly arising from the World Congress on Controversies in Urology. Participants should make their own arrangements with respect to health and travel insurance.

Exhibition
A professional exhibition will be held at the Lisbon Congress Center in conjunction with the Congress. The floor plan has been designed so as to maximize the exhibitors’ exposure to the delegates. Coffee breaks will be held in this exhibition area. Exhibition spaces will be released for general sale six months prior to the opening date of the Congress. Prior to this date, sponsors will have exclusive rights for space selection.

Set-up Times
Wednesday, February 4, 2008 00:00
until Friday, February 6, 2008 06:00

Opening Hours
Friday, February 6, 2009 09:00-17:00
Saturday, February 7, 2009 09:00-17:00
Sunday, February 8, 2009 09:00-13:00

Dismantling Time
Sunday, February 8, 2009 13:00-17:30

Non-Sponsor Booths
Non-Sponsor companies may obtain a space/booth at the exhibition at €800 per sq. m with a minimum booth size of 3x5 sq.m.
CATEGORIES OF SPONSORSHIP

The following are the Sponsorship levels according to the total amount of sponsorship which includes: Satellite Symposia • Sponsorship Items • Exhibition

PRESIDENTIAL CIRCLE

€ 150,000 and up

PLATINUM

100,000-150,000

GOLD

50,000-100,000

SILVER

30,000-50,000

BRONZE

3,000-30,000

Exhibitors booking space with a contribution less than € 15,000 will be acknowledged as “Exhibitors”.
Major Sponsorship Opportunities

Continuing Medical Education (CME)
Approved Symposium €40,000

The Sponsor may donate an unrestricted grant to support an existing session, or suggest a CME-approved session (1.5 - 2 hours) as part of the Scientific Program.

The expenses of the Symposium's chairpersons and speakers (registration, accommodation and travel) will be the responsibility of the Sponsor.

Provided by the Congress
- Symposium hall and standard audio/visual equipment
- Four complimentary registrations (for symposium chairpersons and speakers)
- A 100-word sponsor/product profile will be published in the final Congress Program
- Approximately 10 sq.m exhibition space (Additional space may be obtained at a special, reduced price of €400 per sq.m)
- Two complimentary registrations for exhibitors. (Additional exhibitor's registration may be purchased at €350 per person)
- One A4 page advertisement, full color, published in the final Congress Program
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor logo page
- The Sponsor's logo will appear on a Sponsor Board on site
- The Sponsor's brochure will be inserted in the participants' bags

Satellite Symposium (NON-CME APPROVED) €50,000

The Sponsor may organize an industrial non-CME Satellite Symposium (1.5 - 2 hours) as part of the Scientific Program. Scientific Committee approval of the content and speakers is required. Date and time of the Symposium will be mutually agreed upon.

The expenses of the Symposium's chairpersons and speakers (registration, accommodation and travel) will be the responsibility of the Sponsor.

Provided by the Congress
- Symposium hall and standard audio/visual equipment
- Five complimentary registrations (for Symposium chairpersons and speakers)
- A 100-word sponsor/product profile will be published in the final Congress Program
- Approximately 12 sq.m exhibition space Additional space may be obtained at a special, reduced price of €400 per sq.m
- Two complimentary registrations for exhibitors. Additional exhibitor’s registration may be purchased at €350 per person
- One A4 page advertisement, full color, published in the final Congress Program
- The Sponsor’s logo will be published on the Congress Website providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site
- The Sponsor’s brochure will be inserted in the participants’ bags
- Distribution of your Satellite Symposium Session content, following the event to an extensive data base of 40,000 emails in Urology
PRE/POST-Congress Satellite Symposium
(NON-CME APPROVED) € 60,000

(This option is particularly suited for drug launching and other special events)
The Sponsor may organize an industrial non-CME approved Pre/Post-Congress Satellite Symposium, for 3-4 hours (or more) on Thursday (February 5th, 2009), just before the official opening of the Congress, or on Sunday (February 8th, 2009) at the end of the Congress.
The expenses of the Symposium’s chairpersons and speakers (registration, accommodation and travel) will be the responsibility of the Sponsor.

Provided by the Congress
- Symposium hall and standard audio/visual equipment
- Six complimentary registrations (for symposium chairpersons and speakers)
- A 100-word sponsor/product profile will be published in the final Congress Program
- Approximately 16 sq.m exhibition space (Additional space may be obtained at a special, reduced price of €400 per sq.m)
- Two complimentary registrations for exhibitors (Additional exhibitor’s registration may be purchased at €350 per person)
- One A4 page advertisement, full color, published in the final Congress Program
- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site
- The Sponsor’s brochure will be inserted in the participants’ bags
- Distribution of your Satellite Symposium Session content, following the event to an extensive data base of 40,000 emails in Urology

LUNCH € 25,000

The Sponsor may subsidize “in part” a buffet lunch served on Friday, (February 6, 2009) and/or on Saturday (February 7, 2009).

Provided by the Congress
- Four complimentary registrations (for the Sponsor’s staff)
- The Sponsor’s logo will appear on a special board at the Lunch venue
- A 100-word sponsor/product profile will be published in the final Congress Program
- An A4 half-page advertisement, full color, published in the final Congress Program
- The Sponsor’s logo will be published on the Congress Website providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site
- The Sponsor’s brochure will be inserted in the participants’ bags
Sponsorship Opportunities

In addition to the major sponsorship opportunities, we offer an additional range of other sponsorship packages that are available to meet your various needs.

Welcome Reception: Sole Sponsorship € 25,000

A Welcome Reception for all participants will be held on Thursday evening at the Congress venue.

Provided by the Congress
- The Sponsor’s logo will appear on a special board at the Welcome Reception venue
- A 100-word sponsor/product profile will be published in the final Congress Program
- An A4 half-page advertisement, full color, published in the final Congress Program
- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site
- The Sponsor’s brochure will be inserted in the participants’ bags

Congress Program Book: Sole Sponsorship SOLD

The final Congress Program will include the Scientific Abstracts of the Program of the Congress. The Congress Program will be distributed to all participants and will be an invaluable reference book after the Congress.

Provided by the Congress:
- One A4 page advertisement, full color, published on the back cover of the final Congress Program
- A 100-word sponsor/product profile will be published in the final Congress Program
- The Sponsor’s logo will be published on the Congress Website providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site
<table>
<thead>
<tr>
<th><strong>Internet Center:</strong> Sole Sponsorship</th>
<th>€ 15,000</th>
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<tbody>
<tr>
<td>The Sponsor will provide workstations and technical assistance in the Internet Center</td>
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</table>

**Provided by the Congress**
- Display Sponsor logo/information on screensaver
- Display Sponsor logo/information on screen background
- Distribute mouse pads and related promotional gifts at the Internet center
- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site

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<tr>
<th><strong>Participants’ Bags:</strong> Sole Sponsorship</th>
<th>€ 15,000</th>
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<tbody>
<tr>
<td>The Sponsor will provide the participants’ Congress bags and will pay an additional fee.</td>
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</table>

**Provided by the Congress**
- The Sponsor’s brochure will be inserted in the participants’ bags
- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Special Board on site

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<tr>
<th><strong>CD-ROM:</strong> Sole Sponsorship</th>
<th>SOLD</th>
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<tbody>
<tr>
<td>The CD-Rom will contain all of the CURy Congress abstracts and will be distributed to all the participants and can include the sponsor logo.</td>
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<tr>
<td>An exchange voucher (printed by the sponsor) will be placed in the Congress kit.</td>
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</tbody>
</table>

**Provided by the Congress**
- Exclusive advertisement on the cover of the voucher
- Exclusive advertisement on the cover of the CD-ROM cover.
**Mini Pocket Program**

A pocket size program will be distributed together with the participants’ bags to all participants.

*Provided by the Congress*
- The Sponsor’s exclusive advertisement on the back cover of the Mini Pocket Program
- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site

**Translation:**

Simultaneous translation from English to any required language
(Cost per hall, per day, based on a minimum of 100% per language)

*Provided by the Congress*
- The Sponsor’s logo will appear on a special board in the hall
- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site

**Writing Pads and Pens** provided-in-kind + € 5,000

The Sponsor will provide the participants notepads and pens themselves.

This can be an effective high-profile sponsorship opportunity for a drug launch or for immediate brand recognition.

*Provided by the Congress*
- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
- The notepads and pens will bear the sponsor’s company product/logo and will be distributed in the participants’ bags.
**Congress Lanyard: Sole Sponsorship**
The Sponsor provides printed lanyards for the name badges
The Congress provides the printed lanyards for the name badges

**Provided by the Congress**
- The Sponsor/product name, logo or text printed on lanyards
- The Sponsor's logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor's logo will appear on a Special Board on site

**Speaker’s Sponsor:**

<table>
<thead>
<tr>
<th>Speaker from Europe</th>
<th>€ 4,000</th>
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<tr>
<td>Speaker from USA</td>
<td>€ 8,000</td>
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</table>

The Sponsor may participate in supporting the expenses of one or more invited speakers from Europe, the United States or any other location. Expenses include: registration, accommodation and travel.

**Provided by the Congress**
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**Prizes for Outstanding Abstracts:**

| € 3,000 |

Six prizes of €500 each will be presented to the most outstanding abstracts and posters.
The winners will be announced before the Congress on the Website.
The Sponsor’s representative will be invited to attend the prize giving.

**Provided by the Congress**
- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
- The Sponsor will be acknowledged in the final Congress Program, and the logo will appear on a separate Sponsor Logo page
- The Sponsor’s logo will appear on a Sponsor Board on site
**Brochure Insert**

Based on the specifications of the Sponsor, a brochure will be inserted in the participants’ bags, which will be distributed to all of the participants of the Congress.

*Provided by the Congress*

- The Sponsor’s logo will be published on the Congress Website, providing a two-way link
**SPONSORSHIP BOOKING FORM**

**Please return to:**

ComteMed – Medical Congresses  
53 Rothschild Boulevard S8  
Tel Aviv 61000,  
Israel  
Fax: +972 3 5666177  
Tel: +972 3 5666166 P.O. Box  
Email: lina@comtecin.com  
Website: www.comtecin.com/cury

Contact Name ____________________________________________  
Company Name ____________________________________________  
Address ___________________________________________________  
Post/Zip Code __________________________ Country _______  
Telephone __________________________ Fax ___________________  
Email __________________________ Website ________________________

I would like to book the following sponsorship items:

<table>
<thead>
<tr>
<th>Sponsorship item</th>
<th>Price</th>
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<tbody>
<tr>
<td>CME-Approved Symposium Package</td>
<td>€ 40,000</td>
</tr>
<tr>
<td>NON-CME-Approved Satellite Symposium Package</td>
<td>€ 50,000</td>
</tr>
<tr>
<td>Pre/Post Congress Satellite Symposium Package</td>
<td>€ 60,000</td>
</tr>
<tr>
<td>Lunch</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Congress Program Book</td>
<td>SOLD</td>
</tr>
<tr>
<td>Internet Center</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Participants’ Bags</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>CD ROM</td>
<td>SOLD</td>
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<tr>
<td>Mini Pocket Program</td>
<td>SOLD</td>
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<td>Translation from English</td>
<td>€ 8,000</td>
</tr>
<tr>
<td>Writing Pads and Pens</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Congress Lanyards</td>
<td>SOLD</td>
</tr>
<tr>
<td>Speaker’s Sponsor</td>
<td>€ 4,000/8,000</td>
</tr>
<tr>
<td>Brochure Insert</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>Prizes for Outstanding Abstracts</td>
<td>€ 3,000</td>
</tr>
</tbody>
</table>

I would like to book Exhibition space:

- Sponsor Booth at € 400 per sq. m  
  (minimum booth size: 3x5 meters)
- Non-Sponsor Booth at € 800 per sq. m  
  (minimum booth size: 3x5 meters)

☐ Please call me to discuss the sponsorship package.

Signature ____________________________ Date: ________________________
LISBON CONGRESS CENTER • LISBON, PORTUGAL, FEBRUARY 5-8, 2009
www.comtecmed.com/cury