



# **PARTNERSHIP PROSPECTUS**

# NARUS

**2.16.18 & 2.17.18**

THE COSMOPOLITAN OF LAS VEGAS NV

2ND ANNUAL  
**NARUS**  
NORTH AMERICAN  
**ROBOTIC  
UROLOGIC  
SYMPOSIUM  
2018**

Dear Industry Colleagues:

Starting in 2017, there was a consolidation of all North American urology robotic courses with all the world-renown surgeons in the US from community and academic institutions (Adult, Pediatric, & Allied Health) into a single inclusive annual course each spring North American Robotic Urologic Symposium (NARUS) and a Master Course Series with hands-on labs covering each organ area (prostate, kidney, bladder/reconstruction, and pediatrics) held each fall season.

I would like to invite you to participate in and support NARUS Annual Course. We will have limited support positions available and they will be secured on a first come, first served basis.

Expected attendance at the 2018 Annual Symposium is 350 attendees.

The symposium will include:

- Live surgeries on both days in all tracks
- Adult urology sessions (prostate, kidney, bladder and reconstruction)
- Pediatric urology sessions
- Allied health sessions

If you would like to support this program or have additional questions, please contact Donna Kelly at [donna@veritasmeeetings.com](mailto:donna@veritasmeeetings.com) or visit [www.narus.us](http://www.narus.us).

Don't miss the main North American robotic surgery events of the year!

Sincerely,

Donna Kelly  
Vice President

Veritas Meeting Solutions | 2575 Northwest Parkway | Elgin, Illinois 60124

W: (847)752-6249 | F: (847) 960-3862

[donna@veritasmeeetings.com](mailto:donna@veritasmeeetings.com)

[www.narus.us](http://www.narus.us)



ENDOUROLOGICAL  
SOCIETY



# NARUS FACULTY

## NORTH AMERICAN ROBOTIC UROLOGIC SYMPOSIUM

### PEDIATRICS:

Dr. Walid A. Farhat  
Hospital for Sick Children Pediatric

Dr. Mohan Gundeti  
University of Chicago

Dr. Christina Kim  
Connecticut Children's Medical Center

Dr. Andrew J. Kirsch  
Georgia Urology

Dr. Chester Koh  
Texas Children's Hospital  
Baylor College of Medicine

Dr. Thomas S. Lendvay  
University of Washington

Dr. Bruce W. Lindgren, MD  
Lurie Children's Hospital

Dr. Paul H. Noh  
Cincinnati Children's Hospital

Dr. Craig Peters  
UT Southwestern Children's Health

Dr. Aseem R. Shukla  
Children's Hospital of Philadelphia

Dr. Benjamin M. Whittam  
Indiana University Health

Dr. Richard Yu  
Boston Children's Hospital

### ALLIED HEALTH:

Dr. John W. Davis  
The University of Texas MD  
Anderson Cancer Center

Dr. Khurshid A. Guru  
Roswell Park Cancer Institute

Kyle Langston, MSPAS, PA-C  
Lehigh Valley Health Network

Suzannah Sorin, MSPAS, PA-C  
New York University

Dr. Michael D. Stifelman  
Hackensack University  
Medical Center



# NARUS FACULTY *continued*

## NORTH AMERICAN ROBOTIC UROLOGIC SYMPOSIUM

### ADULT:

Dr. Ronney Abaza  
Ohio Health Dublin  
Methodist Hospital

Dr. Tom Ahlering  
University of California Irvine  
School of Medicine

Dr. Mohamad Allaf  
The John Hopkins

Dr. Monish Aron  
University of Southern CA

Dr. Ketan Badani  
The Mount Sinai Hospital

Dr. Sam Bhayani  
Washington University  
School of Medicine

Dr. John Davis  
The University of Texas  
MD Anderson Cancer Center

Dr. Mark Delworth  
TriCare / Urology Specialists

Dr. Mihir M. Desai  
University of California

Dr. Daniel Eun  
Temple University Hospital

Dr. Inderbir Gill  
University of Southern California

Dr. Alvin Goh  
Memorial Sloan Kettering  
Cancer Center

Dr. Khurshid Guru  
Roswell Park Cancer Institute

Dr. Ash Hemal  
Wake Forest Baptist

Dr. Jim Hu  
New York-Presbyterian Hospital  
(Cornell)

Dr. Jean Joseph  
University of Rochester

Dr. Jihad Kaouk  
Cleveland Clinic Foundation

Dr. Isaac Kim  
Cancer Institute of NJ - Rutgers

Dr. David Lee  
University of Pennsylvania

Dr. Mani Menon  
Henry Ford Hospital

Dr. Alexandre Mottrie  
Vattikuti Foundation

Dr. Vip Patel  
Florida Hospital  
Global Robotics Institute

Dr. James Peabody  
Henry Ford Hospital

Dr. James Porter  
Swedish Medical Center

Dr. Koon Rha  
Yonsei University  
School of Medicine

Dr. Craig Rogers  
Henry Ford  
Vattikuti Urology Institute

Dr. Rene Sotelo  
University of Southern California

Dr. Michael Stifelman  
Hackensack University

Dr. Chandra Sundaram  
Indiana University  
Purdue University

Dr. Ash Tewari  
The Mount Sinai Hospital

Dr. Matthew Tollefson  
Mayo Clinic

Dr. Drew Wagner  
Beth Israel Deaconess  
Medical Center

Dr. Tim Wilson  
John Wayne Cancer Institute

# LEARNING OBJECTIVES

## TOPIC AREA: PROSTATE

1. To critique high impact publications in robotic surgery for prostate cancer
2. To demonstrate refined techniques for preserving urinary control after robot-assisted radical prostatectomy, and link them to patient reported outcomes
3. To demonstrate nerve preserving surgical plane selection and recognition

## TOPIC AREA: RENAL

1. To demonstrate the surgical steps of robotic surgery procedures for kidney cancer
2. Analyze the robotic techniques unique to the surgical management of kidney cancer
3. Describe tips and tricks to manage difficult intra-operative situations and avoid complications
4. Discuss the key complications and outline the intra-operative and post-operative management related to robotic surgery procedures

## TOPIC AREA: BLADDER

1. To demonstrate the surgical steps of robotic surgery procedures for bladder cancer
2. Analyze the robotic techniques unique to the surgical management of bladder cancer
3. Describe tips and tricks to manage difficult intra-operative situations and avoid complications
4. Discuss the key complications and outline the intra-operative and post-operative management related to robotic surgery procedures

## TOPIC AREA: RECONSTRUCTION

1. To demonstrate the surgical steps of robotic surgery procedures for reconstructive surgery
2. Analyze the robotic techniques unique to the surgical management of reconstructive patients
3. Describe tips and tricks to manage difficult intra-operative situations and avoid complications
4. Discuss the key complications and outline the intra-operative and post-operative management related to robotic surgery procedures

## PEDIATRIC

### Topic Area I: Ureteral Reimplantation:

1. To discuss the role of pediatric robotic reimplantation for the treatment of VUR
2. To analyze the key steps of pediatric robotic reimplantation as well as tips and tricks to maximize surgical success rates and minimize complications

### Topic Area II: Pyeloplasty / Heminephrectomy / Uretero-ureterostomy / Pediatric Oncology:

1. To discuss the role of robotic surgery for pediatric kidney procedures such as pyeloplasty, nephrectomy / hemi-nephrectomy, and uretero-ureterostomy.
2. To describe the key steps as well as tips and tricks of pediatric robotic kidney procedures.

### Topic Area III: Complex Reconstruction:

1. To describe recent refinements and advances in robotic surgical technology that benefit pediatric complex reconstruction procedures
2. To discuss the use and focused patient selection process for pediatric robotic reconstruction procedures

## ALLIED HEALTHCARE

1. Provide a unique opportunity for the peri-operative nurses and allied health professionals working in robotics to learn strategies for successful robotic surgery across multiple specialties from the pre-, intra-, and post-operative perspectives.
2. Collaborate with or without their surgeon counterparts.
3. Discuss and experience hands-on workshops that cover areas such as optimizing efficiency, team management, assist strategies, communication, organization, positioning/safety concerns, troubleshooting.

# PARTNERSHIP OPPORTUNITIES

**MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP.** The North American Robotic Urologic Symposium (NARUS) 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 clinician's eager to learn about new technologies and innovations that aim to improve patient care.

Corporate functions may not be held concurrent with official symposium/congress' scientific or social functions. Any function, regardless of size and location, must be approved by the course's industry relations department.

## PINNACLE LEVEL • \$100,000+

### • WELCOME RECEPTION SPONSORS (Limit 1) \_\_\_\_\_ \$100,000+

One of the most visible ways to support the North American Robotic Urologic Symposium. A 5-minute Welcome Message from the Microphone, GOBO lighting showcasing your logo and a prime location to feature your exhibit space. The reception is held in the exhibit hall, showcase your company while the attendees' network with colleagues and visit the exhibits. **Your premium exhibit space will include use of a private room to meet with physician or staff.**

- Includes food, beverage, event marketing
- Premium exhibit assignment included
- Draped table with chairs
- 8 exhibitor badges
- 8 tickets to Welcome Reception
- Recognition signage at Welcome Reception
- Full page advertisement included in program
- Company link on conference website
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails upon payment
- Attendee list sent prior to event

## DIAMOND LEVEL • \$50,000

### • PRODUCT THEATRE LUNCHEON (Limit 2) \_\_\_\_\_ \$50,000

A non-competing timeslot to highlight your drug, device or service featuring a member of your speaker's bureau. Price includes: room, basic audio-visual package, promotion of program to our attendees, lunch and beverage. **Your platinum exhibit space includes 6 badges in this package.** *Day of Luncheon will be assigned at a first come, first serve basis.*

- Includes AV, lunch, beverage, event marketing
- Premium exhibit assignment
- Draped table with chairs
- 6 exhibitor badges
- 6 tickets to Welcome Reception
- Recognition signage at luncheon entrance
- Full page advertisement in program
- Recognition signage at entrance of exhibit hall
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails upon payment
- Attendee list sent prior to event

# PARTNERSHIP OPPORTUNITIES *continued*

## PLATINUM LEVEL • \$30,000

- **FACULTY DINNER** (Limit 1) \_\_\_\_\_ **\$30,000**

Be the first to welcome and spend time with our expert faculty along with our Pinnacle Partners. Our Thursday night Faculty dinner opportunity includes a 15-minute update or introduction of your product or company and attendance by up to 4 of your company representatives. **Your premium exhibit space and up to 4 badges are included in this package.**

- Includes faculty food and administrative coordination
- Premium exhibit assignment
- Draped table with chairs
- 4 exhibitor badges
- 4 tickets to Welcome Reception
- Full page advertisement in program
- Recognition signage at entrance of dinner
- Logo recognition on conference website
- Platinum recognition in conference program

## GOLD LEVEL • \$15,000

- **EXHIBIT AREA BREAKS** (Limit 2) \_\_\_\_\_ **\$15,000**

Sponsor two conference breaks on the same day so that all attendees can enjoy a pause from the educational sessions and visit the exhibit hall. Sponsorship signage during breaks and prime exhibit location will be provided. **Day of break will be assigned at a first come, first serve basis.**

- **CONFERENCE BAGS** (Limit 1) \_\_\_\_\_ **\$15,000**

Your company name/logo is displayed on the conference bag along with conference name and logos for all attendees. All attendees will become a walking advertisement.

- **CONFERENCE INTERNET ACCESS CODE** (Limit 1) \_\_\_\_\_ **\$15,000**

Your company name will become the code that all attendees must use to access WIFI in the conference area

- Includes food, beverage, event marketing
- Premium exhibit assignment included
- Draped table with chairs
- 4 exhibitor badges
- 4 tickets to Welcome Reception
- Recognition signage at Welcome Reception
- ½ page advertisement included in program
- Company link on conference website
- Logo recognition on conference website
- Recognition in conference program
- Attendee list sent prior to event

# PARTNERSHIP OPPORTUNITIES *continued*

## SILVER LEVEL • \$10,000

- **PRIVACY DOOR HANGER** (Limit 1) \_\_\_\_\_ **\$10,000**

The “Privacy Please” sign is a fun and unique way to get your message to all attendees staying at the host hotel. Development, production, and distribution as well as any costs associated with this are the sole responsibility of the sponsor and a proof must be pre-approved by NARUS no later than February 1, 2018.

- **KEY CARD SPONSORSHIP** (Limit 1) \_\_\_\_\_ **\$10,000**

The “Custom Keycard” is a fun and unique way to get your message to all attendees staying at the host hotel. Development, production, and distribution as well as any cost associated with this are the sole responsibility of the sponsor and a proof must be pre-approved by NARUS no later than February 1, 2018.

- Exhibit space and refreshments or bags
- Draped table with chairs
- 4 exhibitor badges
- Company link and logo on conference website
- Recognition in conference program
- Attendee sent prior to event

## BRONZE LEVEL • \$ 7,500

- Draped table with chairs
  - Standing display and/or equipment is allowed
- 3 exhibitor badges
- Company name on conference website
- Recognition in conference program
- Attendee list given at exhibitor check-in

## TABLE TOP EXHIBITS ONLY • \$4,500

- Draped table with chairs
  - **No floor standing display and/or equipment**
- 2 exhibitor badges
- Company name on conference website
- Recognition in conference program
- Attendee list given at exhibitor check-in



## EXHIBIT SCHEDULE

The conference has been carefully scheduled to allow maximum exposure for exhibits.

	Thursday February 15, 2018	Friday February 16, 2018	Saturday February 17, 2018
<b>Exhibit Move-In*</b>	7:00PM – 11:59PM		
<b>Exhibit Hours*</b>		7:00AM – 4:00PM Breakfast 7:00AM-8:00AM** Break 10:00am-10:30am** Lunch 12:00PM-1:00PM ** Break 3:00pm-3:30pm**	7:00AM – 4:00PM Breakfast 7:00AM-8:00AM** Break 10:00am-10:30am** Lunch 12:00PM-1:00PM ** Break 3:00pm-3:30pm**
<b>Exhibit Tear-Down*</b>			4:00PM

*\*Exhibit schedule subject to change.*

*\*\*Partnership Opportunity*

## PARTNERSHIP RESERVATION AND PAYMENT

Exhibits provide an educational service to participants and provide useful information about developments, products and services related to their interests and responsibilities. Products or services displayed must further the purpose of the meeting and provide an atmosphere conducive to exchanging information relevant to the clinical content of the conference.

**Industry wishing to exhibit, must submit a completed exhibitor form with method of payment indicated on the form.** If paying by credit card, please include the credit card information on the exhibitor form to Donna Kelly at Veritas Meeting Solutions. The tax ID number is EIN # 46-3254245.

Please make checks payable to: Veritas Meeting Solutions  
2575 Northwest Parkway  
Elgin IL 60124

## CONTACT US

**Donna Kelly**  
**Vice President**

Veritas Meeting Solutions, 2575 Northwest Parkway Elgin IL 60124  
W: 847-752-6249 | F: 847-960-3862 | [donna@veritasmeetingsolutions.com](mailto:donna@veritasmeetingsolutions.com)

# 2018 NARUS ANNUAL MEETING ACCOMODATIONS



## The Cosmopolitan of Las Vegas

3708 Las Vegas Boulevard South

Las Vegas, NV 89109

Reservations: 702.470.0375 | Main: 702.936.6012

<https://aws.passkey.com/go/SROBO8>

## THE COSMOPOLITAN IS A UNIQUE LUXURY RESORT HOTEL AND CASINO IN THE HEART OF THE LAS VEGAS STRIP LIKE NONE OTHER

Enjoy residential-styled living spaces with private terraces and breathtaking skyline views. Explore the one-of-a-kind restaurant collection featuring the Las Vegas debuts of world-class chefs. Let the stylish art and design exhilarate your cultural sensibilities and the vibrant nightlife capture your imagination. The eclectic mix of hand-selected boutiques, an unrivaled Pool District, 100,000 square-foot casino, and serene Sahra Spa & Hammam complete an unforgettable luxury experience.

- **Discounted Room Rate with Resort Fee INCLUDED:** \$245.00 (plus approximately 13.38% tax)
  - **Resort Fee includes:**
    - High-Speed Internet
    - 24 Hour Fitness Center access
    - Unlimited local, toll-free and domestic long-distance telephone calls (50 states)
    - Tennis court access (based upon availability)
    -
- **Rate Valid:** Monday - February 12, 2018 thru Wednesday – February 21, 2018
- **Rate Cut-Off Date:** Thursday – January 25, 2018
- **Group Name for Rate:** NARUS Annual Meeting
- **Reservations:** 702.470.0375

## PASSKEY FOR DIRECT HOTEL BOOKING:

<https://aws.passkey.com/go/SROBO8>



## BOOK EARLY!!!

Limited Room Block due to hotel's popularity and location on the Las Vegas Strip

Company Name (As it should appear on printed material)

Contact Person (Individual to whom all exhibitor information will be forwarded)

Title

Street Address

City

State

Zip

Telephone

Fax

Email

Product

Special Requests/Considerations: ie. electricity (may incur additional charges)

### BADGES (please look at partnership opportunity descriptions to determine your badge allotment)

Representative Name (First, Last)	Title	Email Address	Phone

### INDICATE PARTNERSHIP LEVEL

- |  |   |
|--|---|
| <input type="checkbox"/> <b>PINNACLE</b> \$100,000+    | <input type="checkbox"/> Welcome Reception  |
| <input type="checkbox"/> <b>DIAMOND</b> \$75,000 /each | <input type="checkbox"/> Product Theatre Luncheon    Check choice: <input type="checkbox"/> Friday (or) <input type="checkbox"/> Saturday |
| <input type="checkbox"/> <b>PLATINUM</b> \$50,000      | <input type="checkbox"/> Faculty Dinner   |
| <input type="checkbox"/> <b>GOLD</b> \$25,000/each     | <input type="checkbox"/> Conference Bag (or) <input type="checkbox"/> Internet Code   |
|  | <input type="checkbox"/> Breaks → Check choice: <input type="checkbox"/> Friday AM / PM (or) <input type="checkbox"/> Saturday AM / PM    |
| <input type="checkbox"/> <b>SILVER</b> \$15,000/each   | <input type="checkbox"/> Key Card (or) <input type="checkbox"/> Privacy Door Hanger   |
| <input type="checkbox"/> <b>BRONZE</b> \$10,000        | <input type="checkbox"/> Exhibit (Floor standing and/or equipment allowed)  |
| <input type="checkbox"/> <b>EXHIBIT</b> \$4,500        | <input type="checkbox"/> Table Top Exhibit Only (NO floor standing and/or equipment allowed)  |

### PAYMENT OPTIONS

Method of Payment:  Check    EIN # 46-3254245     Credit Card:  Visa     MC     AMEX  
 Make check payable to: **Veritas Meeting Solutions c/o NARUS**

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CCV Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Total \$ \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Please process payment as indicated above: Signature \_\_\_\_\_

**Return this completed exhibit reservation form and payment to Donna Kelly.**

**Mail:** Veritas Meeting Solutions, 2575 Northwest Parkway Elgin IL 60124

W: 847-752-6249 | F: 847-960-3862 | [donna@veritasmeeingsolutions.com](mailto:donna@veritasmeeingsolutions.com)