


31<sup>st</sup> ANNUAL  
PERSPECTIVES  
IN UROLOGY™  
POINT  COUNTERPOINT

EXHIBIT AND SUPPORT PROSPECTUS

October 18-20, 2024

Westin Kierland  
Scottsdale, Arizona



PROGRAM CHAIR

**E. David Crawford, MD**  
Professor of Surgery, Urology  
University of California, San Diego  
La Jolla, California

Organized by Carden Jennings Publishing Co., Ltd., in partnership with *Grand Rounds in Urology*



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Dear Industry Colleagues,

On behalf of Program Chair, Dr E. David Crawford, we invite you to join us at the 31st Annual Perspectives in Urology: Point Counterpoint meeting that will be held October 18-20, 2024, at the Western Kierland in Scottsdale, AZ.

This conference focuses on LUTS, localized and advanced prostate cancer, bladder cancer and immunotherapy, upper tract cancer management, renal cell carcinoma, MRI and imaging, and other urologic topics. The conference's format includes not only didactic lectures, but also debates and point-counterpoint discussion panels.

Partnering with us through exhibit or sponsorship at the 31st Annual Perspectives in Urology: Point Counterpoint meeting will allow you to network with 75-100 urologists and expert faculty in a relaxed setting that allows ample time for discussion. Industry partners and exhibits are an essential part of our meeting's success, and our attendees will be eager to learn about your companies' products and services that can assist them in improving the care of their patients.

Thank you for your consideration of our request for support; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, [dcastetter@cjp.com](mailto:dcastetter@cjp.com) or 973-769-1020.

Kind regards,

A handwritten signature in cursive script that reads "Denise Castetter". The signature is written in black ink and is positioned below the "Kind regards," text.

Denise Castetter, RPh  
Senior Director of Corporate Relations

## EXHIBIT AND SUPPORT APPLICATION

### SPONSOR/EXHIBITOR PACKAGES

*Exhibit space is limited and available on a first-come, first-served basis. Additional exhibit information will be provided upon confirmation.*

Choose one of the following:

#### **Platinum Level – \$35,000**

- Includes one premium exhibit booth space and 4 complimentary full conference registrations
- Support of one product theater (exclusive of speaker expenses and/or honorarium), including food and beverage and AV costs
- Partial support of the Welcome Reception (includes signage)
- Complimentary one-page insert into meeting bag (content must be provided by sponsor)
- Receipt of full attendee list after conference

#### **Silver Level – \$15,000**

- Includes one premium exhibit booth space and 3 complimentary full conference registrations
- Support of conference Wifi
- Complimentary one-page insert into meeting bag (content must be provided by sponsor)
- Receipt of full attendee list after conference

#### **Bronze Level – \$7,500**

- Includes one premium exhibit booth space and 2 complimentary conference registrations
- Support of the coffee breaks (includes signage)
- Receipt of full attendee list after conference

#### **Exhibitor – \$5,000**

- Includes one exhibit booth space and 1 complimentary full conference registration
- Receipt of full attendee list after conference

### SPECIAL FUNCTION SUPPORT OPPORTUNITIES

*For additional exhibitor registrations or information, please contact: Denise Castetter, [dcastetter@cpj.com](mailto:dcastetter@cpj.com)*

Advisory Board time slot – \$25,000  
(does not include cost of food and beverage or AV)

Faculty Dinner – \$10,000

Hotel Key Cards – \$5,000

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## EXHIBIT AND SUPPORT APPLICATION

### APPLICANT INFORMATION (as it should appear in the official program)

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Contact E-mail: \_\_\_\_\_

### WE WOULD LIKE TO SUPPORT AS FOLLOWS:

Platinum (\$35,000)

Silver (\$15,000)

Bronze (\$7,500)

Exhibitor (\$5,000)

### PAYMENT INFORMATION (please remit payments by **October 1, 2024**)

We agree to pay the TOTAL sum of (USD): \$ \_\_\_\_\_

Pay by Credit Card: We will send you a secure link for credit card payment.  
Do not provide your credit card information with this form.

ACH Payment

Check payable to: "Carden Jennings Publishing Co., Ltd." (in US dollars on a US bank) and  
Mail to: 485 Hillsdale Drive, Suite 341, Charlottesville, VA 22901. Tax ID Number: 62-1460831

Please invoice me

Please return this completed registration for to: Denise Castetter  
Phone: 973-769-1020  
E-mail: dcastetter@cjpc.com

#### Please have an authorized party sign and date below to indicate your agreement with the terms and conditions below.

The undersigned Applicant hereby makes application to obtain from Carden Jennings Publishing Co., Ltd. ("Conference Management") the exhibit space, commercial support preferences, and special function support preferences selected in this Exhibit and Support Application (collectively, the "Services"). The Applicant acknowledges and agrees exhibit space locations shall be assigned by Conference Management, in its own discretion. The Applicant acknowledges and agrees that, upon acceptance by Conference Management, this Exhibit and Support Application will become a contract between Conference Management and the Applicant for the provision of the Services and that the Services shall be provided subject to the terms of the standard Conference Support and Exhibition Terms and Conditions agreement, which is available at: <https://grandroundsinurology.com/cjp-conference-registration-and-attendance-terms-and-conditions/>.

For (Print Applicant's Company Name): \_\_\_\_\_

By (Authorized Signature): \_\_\_\_\_ Print Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Cancellation Policy:** Notification of cancellation of exhibit space must be submitted in writing to Denise Castetter (email acceptable: [dcastetter@cjpc.com](mailto:dcastetter@cjpc.com)) prior to September 13, 2024. Cancellations received in writing on or before September 13, 2024, are subject to a \$2500 administrative fee. Cancellations received after September 13, 2024, will NOT receive a refund. Paid space unclaimed by 12:00pm on Friday, October 18, 2024, may be repossessed without indemnity by the **PCP 31** Organizers.