

2022 SPONSORSHIP PROSPECTUS

Advancing Innovation in Urologic Research and Education



SBUR.org | sbur@affinity-strategies.com

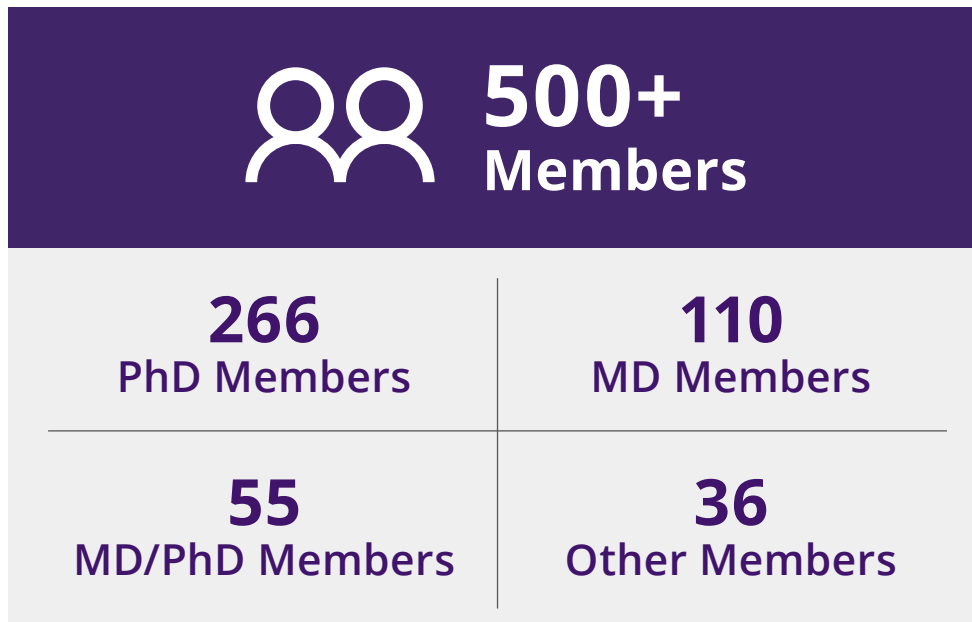
403 W St Charles Rd, Suite 403B, Lombard, IL 60148

The Society for Basic Urologic Research Association Profile

The Society for Basic Urologic Research (SBUR) is a society of scientists whose expertise includes the study of urologic cancers (prostate, bladder, kidney, testis, penis), the biology of prostate growth, kidney and bladder function, autoimmune urologic diseases, infectious diseases, neuro-urologic diseases, male reproductive biology, infertility and erectile dysfunction.

Founded	1986
Headquarters	Lombard, IL
Nonprofit Status	501(c)(3)

Our Members



Members include molecular biologists, immunologists, epidemiologists, oncologists, biochemists and clinical urologic scientists. SBUR members serve on a wide variety of advisory panels, study sections, editorial boards and in the pharmaceutical industry.

Our Mission

Promote **Collaborations** among member scientists and exchange of expertise between clinical and basic scientists.

Develop **Educational Forums** concerning scientific advancements related to the field of urology.

Promote **Advocacy** and the interests of urologic disease investigators with national funding agencies, industry representatives and academic institutions with regards to urology related research.

Serve as a **Resource** for research information and expertise to clinical urologists through the American Urological Association and Urological societies worldwide.



Our Meetings

The SBUR organizes two meetings a year to share new findings at a multidisciplinary level, to promote interaction among members and other interested scientists and to highlight new areas of research and funding opportunities. The purpose of attending meetings is to better understand how the focus on a specified field of study, can be influenced by that of others in the same or different fields.

Our Spring meeting is held annually in conjunction with the American Urological Association. We host a one-day meeting for our members and non-members who wish to attend. Our annual Fall meeting is our main event of the year! We organize 5-6 sessions on various topics over a 2 ½ day period. The meeting includes named lectures, a Trainee Affairs Symposium, awards ceremony, and two poster sessions for our members to socialize with presenting authors. There are many opportunities for you to meet and mingle with our members! To the right is the data from our 2021 Virtual Annual Meeting.

Molecular Mechanisms of Urological Diseases and Treatment Resistance

- 301 Meeting Registrations
- 108 Trainee Affairs Symposium Attendance Record
- 5 Countries Represented
- 119 Abstracts Submitted for Presentation



2021 ANNUAL MEETING NOVEMBER 4-7

NOW MEETING VIRTUALLY!



KEY ENGAGEMENT METRICS



AUDIENCE INTERACTIONS



TOP CONTENT INTERACTIONS



Agenda Views

492 Plenary Session II: Endocrine and Genetic Regulations in Urological Biology

473 Plenary Session VI: Urological Stem cells, Lineage Plasticity, and Treatment Resistance

394 Plenary Session I: Emerging Technologies and Models for Urological Research

380 Plenary Session VI continued: Urological Stem Cells, Lineage Plasticity, and Treatment Resistance

365 Plenary Session IV: Infection, Inflammation, and Immune Response in Urological Biology

345 SBUR Awards Presentation
322 Plenary Session III: Epigenetic Regulations of Urological Development and Diseases

Live Stream Unique Views



SBUR Annual Meeting Sponsorship Levels

	Platinum	Gold	Silver	Bronze
Exhibit Booth (in-person including 6ft table, 2 chairs, sign with company logo)	✓	✓	✓	✓
Company logo in meeting program	✓	✓	✓	✓
Complimentary Registration(s) (includes access to all meeting events)	4 attendees	3 attendees	2 attendees	1 attendee
Company Logo on meeting page (duration of 1 year)	✓	✓	✓	
One (1) advertisement in meeting program	Full Page	Full Page	Half Page	
Social media recognition, one (1) post	Full page	Full page	1/2 page	
Recognition in meeting eblast to attendees	✓	✓	✓	
President Recognition in welcome speech	✓	✓		
One Newsletter Advertisement	✓	✓		
Sanitation Station (includes 500 1oz bottle of hand sanitizers with company logo and sign on table acknowledging sponsor) (Three (3) available, FCFS) — or — Charging Station (includes a table with company logo and various charging outlets) (Five (5) available, FCFS)	✓			
Value:	\$10,600	\$6,000	\$4,150	\$1,950
Your Price:	8,500	\$5,000	\$3,000	\$1,500

Add On Options

Coffee Break ————— **\$2,500**
 (Includes beverage napkins with sponsor logo (one color), and signage on table acknowledging sponsor; 5 available FCFS)

Lunch Sponsor ————— **\$3,500**
 (30 minutes of presentation time in front of meeting attendees, food cost not included)

Trainee Affairs Symposium Dinner Sponsor **\$3,500**
 (30 minutes of presentation time in front of our Trainee members, food cost not included)

Annual Meeting Memorabilia

Printed with partner and SBUR logos

Pens	\$850
Lanyards	\$1,300
Tote Bag	\$1,500
Meeting Journal	\$1,800

365 Sponsorship

New for 2022!

To be eligible for a 365 Sponsorship, partners must align with SBUR's mission and all content must be approved by the Executive Committee.

Premier SBUR Supporter \$18,500	<ul style="list-style-type: none">• *Two (2) Social Media Post from SBUR's Twitter/Facebook/LinkedIn accounts (<i>Executive Committee approved post</i>)• *Two (2) full page newsletter ads per a year• *Two (2) e-mails to SBUR members (<i>Executive Committee approved email</i>)• One (1) 30-minute meeting with the SBUR Executive Committee• Website Sponsor for one year• Annual Meeting Silver Package (<i>Exhibit booth, logo on meeting page and program, 2 comp registrations, social media recognition</i>)
SBUR Supporter \$12,500	<ul style="list-style-type: none">• *One (1) Social Media Post from SBUR's Twitter/Facebook/LinkedIn accounts (<i>Executive Committee approved post</i>)• *One (1) full page newsletter ad per a year• *One (1) e-mail to SBUR members (<i>Executive Committee approved email</i>)• One (1) 15-minute meeting with the SBUR Executive Committee• Website Sponsor for one year• Annual Meeting Bronze Package (<i>Exhibit booth, logo in meeting program, 1 comp registration</i>)

**Content must be approved by the Executive Committee before being published*

The deadline to order sponsor materials is **August 31st, 2022.**

For sponsorship inquiries, package customization, and questions, please contact the SBUR office at **sbur@affinity-strategies.com**