

# 2026 Partnership Prospectus Meeting



## IFRUE

### August 27-30, 2026

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Grand Hyatt Denver - Denver, Colorado

# INVITATION FOR PARTNERSHIP

Dear Urologic Industry Partner,

We are pleased to invite you to participate as a valued partner in the upcoming Integration of Functional Reconstructive Urology with Endourology (IFRUE), taking place August 27-30, 2026 at the Grand Hyatt Denver Hotel in Denver, Colorado.

IFRUE stands at the forefront of a transformative movement in urologic care—bringing together minimally invasive endourology and functional reconstructive urology to drive innovation and improve patient outcomes. This highly specialized meeting delivers a focused, collaborative environment that draws leading urologists, APPs, fellows, and decision-makers from across the country and around the world.

As an industry partner, your participation is more than a sponsorship—it's a strategic opportunity to engage directly with those shaping the future of patient care.

The enclosed Partnership Prospectus outlines a range of sponsorship and exhibit opportunities designed to help your organization:

- Connect with a concentrated audience of specialists seeking advanced solutions for complex urologic disorders
- Showcase your innovations in a setting built for meaningful interaction and educational exchange
- Collaborate with thought leaders and align your brand with the next wave of integrated urologic care

IFRUE 2026 is developed in collaboration with major societies such as the Society of Benign Prostate Disease (SoBPD), Sexual Medicine Society of North America (SMSNA), Society of Women in Urology (SWIU), the American Association of Clinical Urology (AACU), and the North American Robotic Urology Society (NARUS)—ensuring a dynamic and comprehensive program.

In conjunction with this year's meeting will be the **NextGEN FRUE Cadaver and Simulation Lab**, held Thursday, August 27th at Science Care in Aurora, CO. This highly interactive session is designed for a targeted audience of fellows and early-career urologists specializing in:

- Functional Reconstructive Urology
- Sexual Medicine
- Urogynecology/Reconstructive Pelvic Surgery (URPS)
- BPH and Endourology

We are once again opening the lab to a select group of vendors, offering a **unique opportunity to directly engage** with 40 future leaders in urology in a **collaborative, hands-on environment**.

**Lab focus areas** will include BPH therapies, male and female incontinence devices, prosthetics, neuromodulation, urethral stricture management, and advanced endourology techniques.

## Why Partner with IFRUE 2026?

- **Premium access** to a the FRUE NextGEN Lab, high-value audience
- **Dedicated lab space and podium time** to demonstrate your technology
- Opportunities for **meaningful dialogue** with emerging thought leaders
- A relaxed yet focused setting designed to foster interaction and innovation
- Visibility in a program supported by top societies in the field

Your involvement directly enhances the educational value of the lab experience and allows participants to explore technologies that are transforming patient care.

We would be honored to have your organization join us in Denver meeting and become an integral part of this exciting and fast-growing field. To explore partnership options or reserve your space, please contact Tyler Gillespie at [tgillespie@veritasamc.com](mailto:tgillespie@veritasamc.com) or (847)920-6573.

Thank you for your consideration. We look forward to collaborating with you at IFRUE 2026.

Warm regards,



Brian J. Flynn, MD  
Program Chair



Fernando Kim, MD, MBA, FACS  
Program Director

# PARTNERSHIP OPPORTUNITIES

IFRUE 2026 offers a unique platform for your organization to connect with leading urologic specialists, demonstrate your commitment to advancing patient care, and elevate your brand within a rapidly growing subspecialty. Below are high-visibility sponsorship tiers, each offering strategic exposure, access, and engagement.

## PLATINUM

\$50,000

Our premier sponsorship tier, offering maximum visibility, access, and engagement.

### INDUSTRY SPONSORED PRODUCT THEATER LUNCH

A high-profile, 60-minute lunch session for your product specialist or guest speaker to showcase innovations to all attendees.

#### Platinum Level Includes:

- **Unlimited complimentary full conference registrations** – Maximize your presence and team participation across the entire event.
- **Premium exhibit booth space** in a prime, high-traffic location.
- **Company recognition** on the IFRUE website, marketing materials, and on-site signage.
- **Recognition on exclusive Contributor Signage** – Showcasing your brand as a leader in the field.
- **Post-conference attendee list** (names and institutions only) – Expand your network and follow up strategically.
- **Full AV support and integrated event marketing** – Ensure your presentations are high-quality and professionally supported.

## DIAMOND

\$30,000

Designed for deep engagement, strategic exposure, and educational outreach.

### INDUSTRY SPONSORED PRODUCT THEATER BREAKFAST

A dedicated 60-minute session to engage early risers with a focused, informative product presentation.

#### Diamond Level Includes:

- **Six (6) full conference registrations** – Expand your footprint and increase engagement with key stakeholders.
- **Premium exhibit booth space** with high visibility.
- **Company recognition** on the IFRUE website and event signage.
- **Recognition on Contributor Signage** – Reinforcing your support throughout the event.
- **Post-conference attendee list** (names and institutions).
- **AV and event marketing support** – Ensuring seamless and professional visibility.

## GOLD (Choose One)

\$15,000

An accessible tier that offers strong brand alignment and presence.

**WELCOME RECEPTION** High-visibility event in the exhibition hall; network while showcasing your brand.

**HOTEL KEYCARDS** Put your logo in every attendee's hand throughout their stay.

**WIFI SPONSOR** Your company name becomes the Wi-Fi password; and featured on signage.

**BRANDED LANYARDS** Worn by all attendees, giving your logo non-stop visibility.

**YOUNG IFRUE RECEPTION SPONSOR** Connect with emerging leaders in urology in a dynamic, social environment.

**FOCUS GROUP SESSION** Get direct, valuable feedback from a curated panel of key opinion leaders and clinicians.

#### Gold Level Includes:

- **Four (4) full conference registrations** – Ample access for your team to network and engage.
- **One exhibit booth space** – Connect with attendees and showcase your innovations.
- **Company recognition** on the IFRUE website and select on-site signage.

# PARTNERSHIP OPPORTUNITIES

## SILVER (Choose One)

\$10,000

### KNOWLEDGE ON TAP - Sip, Share, and Showcase.

**Knowledge on Tap** offers your company a relaxed, high-impact platform to connect with attendees during the final evening reception. In this "Sip & Learn" style setting, your team will deliver a brief and engaging 10-minute presentation while guests enjoy curated **charcuterie boards and craft beverages**.

This is a unique opportunity to highlight a product, share clinical insights, or deliver key takeaways in a setting that promotes **conversation, connection, and memorability**—ensuring your brand leaves a lasting impression as the event concludes.

#### Includes:

- Dedicated presentation time during the final evening reception
- Prominent promotion in the official conference program and announcements
- Branding on event signage, drink stations, and charcuterie displays
- Optional collaboration with IFRUE moderators or faculty for added clinical impact

### MASTER THE MOVE - Engage. Compete. Connect.

Transform your booth into a hub of excitement with **Master the Move**, a hands-on challenge that showcases your technology through interactive, skill-based competition. Whether it's a precision task, timed activity, or procedural demonstration, this activation draws traffic, fosters engagement, and demonstrates real-world application in a memorable way.

Participants compete at your booth for a chance to win a **sponsor-provided prize** with the IFRUE team promoting your challenge across the event for maximum participation.

Prize Expectations: To ensure strong engagement and reflect the prestige of IFRUE, sponsors participating in Master the Move are asked to provide a **high-value, technology-forward prize** - items that excite and attract high participation from attendees. We kindly ask that gift cards of nominal value not be used, as they do not align with the competitive, premium nature of this activation. Need inspiration? We're happy to provide a curated list of recommended prize ideas to help make your booth the center of attention (i.e. MacBook, iPad Pro, and Apple AirPods Pro).

#### Includes:

- Custom skills challenge hosted at your exhibit booth
- Prize giveaway (provided by Sponsor)
- Promotion via signage, mobile alerts, and live announcements
- Leaderboard and awards recognition at the closing session

#### Silver Level Includes:

- Three conference registrations
- Exhibit booth
- Website and event signage recognition

## BRONZE

\$7,500

**COFFEE BREAKS** – Help provide attendees with an AM or PM jolt by sponsoring the coffee breaks during the annual meeting.

#### Bronze Level Includes:

- One exhibit booth space and 2 complimentary conference registrations
- Company recognition on website and signage
- Recognition on Contributor Signage

## EXHIBITOR

\$5,000

#### Exhibitor Level Includes:

- Includes one exhibit booth space and 1 complimentary full conference registration
- Company recognition on website and signage
- Recognition on Contributor Signage

# ADDITIONAL SPONSORSHIP PARTNERSHIP OPPORTUNITES

Maximize your visibility and impact at IFRUE by taking advantage of these exclusive sponsorship and exhibitor enhancements:

## **Faculty Dinner Sponsorship – \$15,000**

Align your brand with thought leadership. Sponsor an intimate, high-profile dinner with IFRUE faculty and key decision-makers. This premium opportunity offers direct engagement in a relaxed, influential setting.

## **Additional Booth Space – \$4,000**

Expand your footprint on the exhibit floor to showcase more products, increase traffic, and enhance attendee interaction. Additional space ensures your solutions get the attention they deserve.

## **Additional IFRUE Meeting Badge – \$500**

Bring more of your team to engage with attendees and amplify your presence. Additional badges provide access to sessions, the exhibit hall, and networking opportunities.

**NextGEN FRUE CADAVER / SIMULATION LAB Pass – \$5,000** Exhibitors who add the NextGEN FRUE Cadaver and Simulation Lab Pass to the IFRUE meeting sponsorship will receive four lab passes for their team which will grant unlimited access to the lab and fellows events for four of their team members. Sponsorship of an IFRUE exhibit and purchase of the NextGEN FRUE Lab Pass is required to attend the lab and associated fello events.

**Important: Following the purchase of the NextGEN FRUE lab Pass** please contact FRUE at [admin@ifrue.org](mailto:admin@ifrue.org) for the information and prospectus.

**Please Note:** All presentations at IFRUE are the intellectual property of the organizers. Unauthorized reprints, electronic replication, or distribution of IFRUE content constitutes copyright infringement.



# REGISTRATION FORM



## Integrating Functional Reconstructive Urology & Endourology

August 27-30, 2026 • Denver, CO • Grand Hyatt Denver

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

Signature

*Cancellation Policy - Full refunds not guaranteed if you cancel less than 45 days prior to meeting start date.*

### PARTNERSHIP OPTIONS

**PLATINUM** (\$45,000)

Industry Sponsored Product Theater Lunch

**DIAMOND** (\$25,000)

Industry Sponsored Product Theater Breakfast

**GOLD** (\$15,000) Choose One:

Welcome Reception

Wifi Sponsor

Young IFRUE Reception

Hotel Keycards

Branded Lanyards

Focus Group Session

**SILVER** (\$10,000) Choose One:

Knowledge on Tap

Sunday Technology Showcase

**BRONZE** (\$7,500)

Coffee Breaks

**EXHIBITOR** (\$5,000)

**ADDITIONAL SUPPORT OPPORTUNITIES**

Faculty Dinner (\$15,000)

Additional Booth Space (\$4,000)

Additional Badge (\$500)

NextGEN FRUE CADAVER, SIMULATION LAB Pass (\$5,000)

REPRESENTATIVE NAME  
(FIRST, LAST)

TITLE

EMAIL ADDRESS

PHONE

REPRESENTATIVE NAME (FIRST, LAST)	TITLE	EMAIL ADDRESS	PHONE

### PAYMENT INFORMATION

*Cancellation Policy - Full refunds not guaranteed if you cancel less than 45 days prior to meeting start date.*

Please select your preferred method of payment:

Credit Card: A member of our accounting team will contact you directly

*A 4% processing fee will be added to all credit card payments*

Check payable to: Veritas Association Management (in US dollars on a US bank) Tax ID #46-3254245

Mail to: 1061 East Main Street, Suite 300, East Dundee, IL 60118

Please Invoice Me

Return this completed Registration Form to Tyler Gillespie

Email: [tgillespie@veritasamc.com](mailto:tgillespie@veritasamc.com)

Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118