

LUGPA

Advertiser and Sponsor Prospectus



LUGPA

Integrated Practices
Comprehensive Care

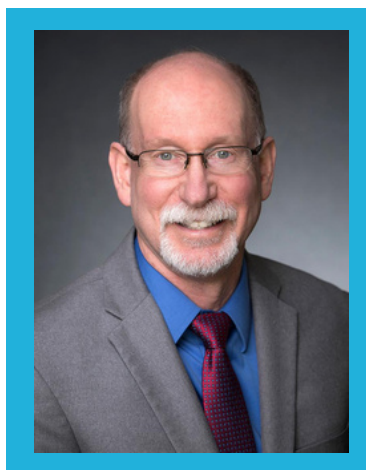


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DISCOVER LUGPA



LUGPA is excited to present our suite of virtual advertising and sponsorship opportunities. Our vibrant community of members represent the pinnacle of energy, commitment and strategic leadership in urology. Through shared efforts, LUGPA and our industry allies can elevate our ability to engage, communicate with and educate the urology community to the fullest.



"As we work to advance the independent practice of urology, we look forward to further strengthening of our relationships with our industry partners. This synergy is crucial to the success of our mission, which ultimately culminates in best practice for our patients."

-Dr. Scott B. Sellinger

President, Advanced Urology Institute
President Elect of LUGPA

WHY WORK WITH LUGPA?

- Increased exposure to LUGPA members.
- Clear and consistent positioning of LUGPA industry relationships to internal audiences.
- Countless opportunities for brand exposure.
- Cultivate connections and build relationships with important players in the urology community.
- Help to support and advance private urology, while enhancing your company's reputation as a dedicated supporter.



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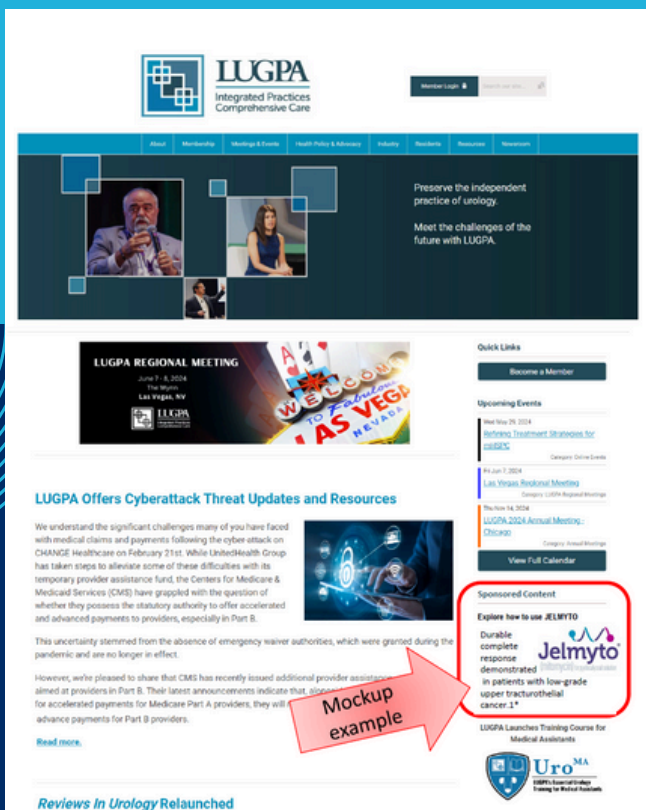
New Offerings

Sponsored Content

Produced by you, sponsored content offers an opportunity to gain continued exposure to LUGPA's membership.

Online Surveys

Leverage your surveys on the LUGPA website as well as direct emails to get results from our members!



This could include: articles, white papers, e-books, social media, and other videos (long and short content)



An easy way to get input from LUGPA urologists and administrators!

Media Monitor

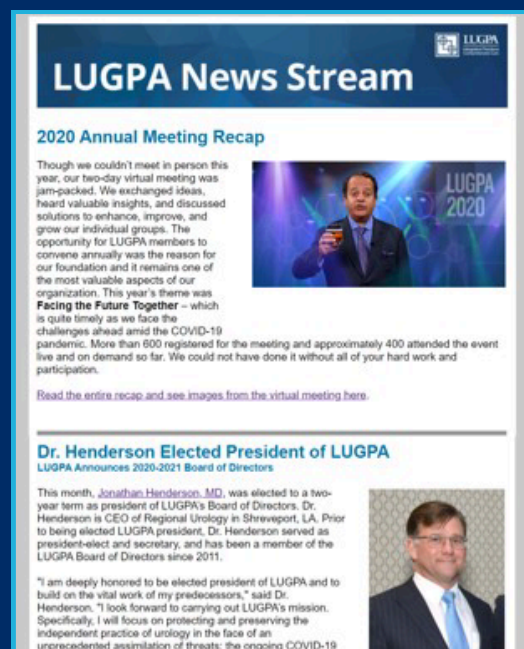
LUGPA's **weekly** e-publication with a reach of 4,000 members and urology colleagues with a consistent **40% open rate**. Sent out every **Monday**, sponsoring the Media Monitor solidifies your connection to LUGPA members weekly.

News Stream

LUGPA's **monthly** e-publication with a reach of 4,000 members and urology colleagues with a consistent **40% open rate**. LUGPA's News Stream is a timely collection of the associations events, announcements and other member activities. Put yourself front and center of urology decision makers and practice leaders.

Clinical Trials

Promote your clinical trials on LUGPA's website to **accelerate your recruitment process** and **get direct access to LUGPA members**.



Webinars

Boost your brand visibility with a dynamic and engaging webinar! LUGPA offers **three unique types** of online platforms, each crafted to align with your specific marketing goals. We're excited to collaborate with you and help you achieve your objectives with precision and creativity.



Innovation Theater

An information hub for the future of urology!

- Exclusive area on lugpa.org that features industry presentations, podcasters, white papers and articles.
- Leverage this opportunity to showcase your new technology.
- LUGPA will drive awareness to this page using social media and other marketing channels.

Industry Theater

Pre-recorded promotional talk on the LUGPA website.

- Provide additional visibility to your company.
- Highlight key products and services to LUGPA members.
- Recording will remain on lugpa.org for **1 year**.

Food For Thought

Live webinar that we help promote through our social media.

- Broadcast during the lunch hour for easy visibility.
- Leverage the LUGPA database to ensure the best audience for your company.
- Establish on-on-one connection with LUGPA members during your exclusive program.



LUGPA INDUSTRY PARTNER GUIDELINES

- LUGPA builds relationships that advance LUGPA's mission and values in no way pose a conflict of interest or impact the objectivity of the Association.
- LUGPA retains authority over the selection of sponsorship benefits.
- Communication to all LUGPA stakeholders shall be transparent and straightforward regarding the purpose and activities of the sponsorship program.
- LUGPA does not endorse any commercial products. View LUGPA's principles of partnership [here](#).



Want to learn more? Connect with Kelsey!

Phone: (312) 833-3467

Email address: kbrooks@lugpa.org



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