

# LUGPA

Advertiser and Sponsor  
Virtual Prospectus



**LUGPA**

Integrated Practices  
Comprehensive Care

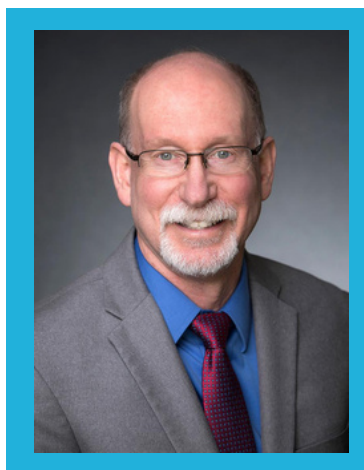


LUGPA Advertiser and Sponsor Prospectus

# 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 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.

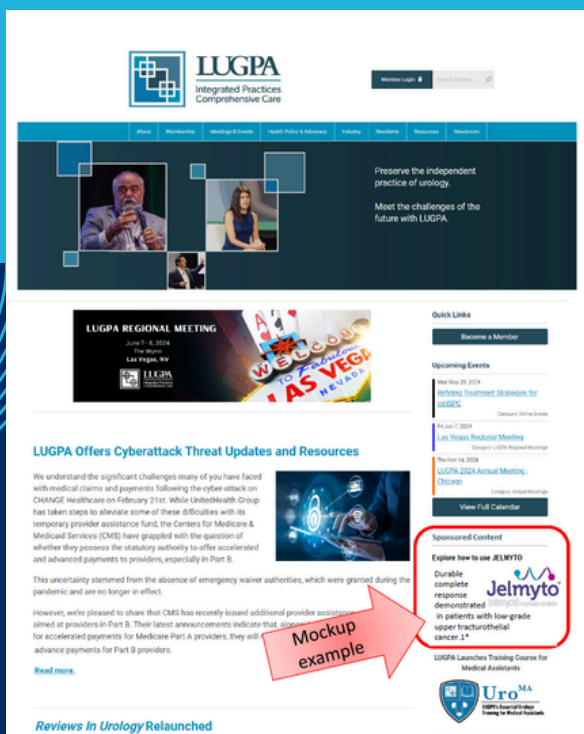


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# New Offerings

## Sponsored Content

Produced by you, sponsored content offers an opportunity to gain continued exposure to LUGPA's membership. We would use our e-publications to draw members to your sponsored content.



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

## Online Surveys

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

\*\*Reach out to learn more about **omnibus** survey options.



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 experience! LUGPA offers three distinct online platforms, each tailored to align with your specific marketing objectives. As part of our comprehensive support, we will promote your webinar through our electronic publications—including email campaigns, news stream, and media monitor—and post the recording on the LUGPA website for on-demand viewing after the event.

## Innovation Theater

**An information hub for the future of urology!**

Target audience: LUGPA Physicians and Practice administrators

- Features industry presentations, podcasters, white papers and articles.
- 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.**

Target audience: LUGPA Physicians and Practice administrators

- Provide additional visibility to your company.
- Highlight key products and services to LUGPA members.
- Increased visibility with LUGPA members

## Food For Thought

**Live webinar during the lunchtime hour.**

Target audience: LUGPA Practice administrators

- Direct access to a targeted, engaged audience.
- Cost effective lead generation: all registrants go directly through your link
- Customizable content: you are in charge of the content and the speakers. we are just the host!



**We're excited to collaborate with you and bring your message to our engaged network with precision and creativity.**

For more information contact Kelsey at [kcartwright@lugpa.org](mailto:kcartwright@lugpa.org)

# 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: [kcartwright@lugpa.org](mailto:kcartwright@lugpa.org)**



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