

ICE25

International Conference on Endourology

27-29 November, Rome, Italy

www.ICE25.org



Industry
Options

eau Endourology

eau European
Association
of Urology

Welcome

Dear Industry Partner,

Partner with us at ICE25 in Rome!

We are excited to invite you to partner with us for the inaugural **International Conference on Endourology (ICE25)**, set in the historic and vibrant city of Rome from **27-29 November 2025**. This premier event, organised by the EAU's newly established Endourology Section, offers a unique platform to showcase your brand to a global audience of leading professionals in the field of endourology.

Semi-live surgical cases will be presented in full length, "as-live", with moderation and detailed interactive discussion with the surgeons. There will be opportunity to present your data or research with a plenary presentation or showcase your newest innovations and technology at the technology forum, as well as opportunities for hands-on training workshops to provide urologists with the opportunity to enhance their skills through practical courses. Industry partners will be given the opportunity to tailor their sponsorship package to meet specific marketing and business objectives.

Join us in shaping the future of endourology

By sponsoring ICE25, you will not only enhance your brand's reputation but also contribute to the advancement of endourology. This is a unique opportunity to be part of a transformative event that will set new standards in the field.

We look forward to partnering with you and making ICE25 a landmark success!

On behalf of the organisers,

Prof. Olivier Traxer

Chair, EAU Endourology Section

Meeting Dates

Thursday 27 - Saturday 29 November 2025

Congress Location

Cardo Roma, Autograph Collection
Viale del Pattinaggio 100
Rome, Italy, 00144

Congress Office

Congress Consultants B.V.
PO Box 30016, 6803 AA Arnhem
The Netherlands
ICE@congressconsultants.com

Marketing & Sales Department

sales@uroweb.org

Participants

The expected attendance of the ICE25 is around 600 delegates. Among the delegates will be urologists, surgical oncologists, residents in urology, urological researchers, registered nurses and other healthcare professionals.

Accreditation

An application has been made to the EACCME® for CME accreditation of this event.

Scientific Programme

The scientific programme of the ICE25 Meeting will cover all endourological procedures, both upper and lower urinary tract, including prostate and urothelial tumors. The latest developments in urinary stones, focal therapy and laparoscopic technology will also be discussed. The programme will include Plenary Sessions, Thematic Sessions as well as Poster and Video Sessions.

Registration

Congress Consultants B.V., as congress organiser, will handle all registrations. All congress participants including exhibitors should be registered. E-mail for registrations: registrations@congressconsultants.com

Semi-live Surgery**€15,000**

The Semi-Live Surgery programme offers an unparalleled opportunity to showcase surgical expertise. It will feature three simultaneous 45-minute surgeries, professionally recorded by a team highly experienced in capturing high quality surgical videos. Filmed in leading hospitals across Europe and performed by renowned surgeons, these sessions provide a unique educational experience.

Each semi-live surgery recording includes a shared copyright licence, enabling you to utilise the content both internally and externally for educational purposes.

There will be a total of 18 time slots available, allocated on a first-come, first-served basis.

Price includes one full registration per surgery; however, travel and accommodation for the surgeon are not included.

Industry Workshop**€22,500**

Deliver an engaging and interactive experience with a 60-minute workshop designed to showcase your equipment, devices, or expertise. Whether through plenary demonstrations, individual presentations, or practical applications, this session provides a unique opportunity to connect directly with 25–50 delegates, depending on the room setup.

Sponsors are responsible for arranging and inviting the speaker, as well as covering the speaker's travel and accommodation.

This package includes:

- 2 ICE25 registrations
- Acknowledgement in all ICE25 publications
- Promotional poster displayed in a specially assigned area
- Promotional poster at the session room entrance

Technology Forum**€7,500**

The Technology Forum at ICE25 provides a unique platform to showcase your company's latest innovations and advanced technologies. Whether presenting data, sharing results, or demonstrating your newest developments, this is your opportunity to captivate a global audience of endourology professionals.

This package includes:

- A 15-minute presentation followed by a 5-minute discussion
- 1 ICE25 registration

Copyright License Fee**€11,500**

You can choose to have your industry session or technology forum session video recorded for your own use as a direct after-sales tool. The fee includes the full copyrights of your industry session or technology forum which enables you to develop educational material for internal and external use based on the recorded materials.

Session Evaluation**€5,500**

Receive a detailed and customised evaluation of your session, based on anonymous and encrypted feedback from your attendees.

Session Lead Retrieval**€8,500**

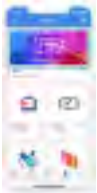
Get the leads and basic contact details (name and email address) of your session attendees approx. 72 hours post session to follow up after the congress.

Profile Opportunities

Meeting App

The meeting app offers industry partners various features to gain more visibility, connect with the right attendees and boost engagement. The analytics and evaluations report provides you with valuable insights into the attendees' engagement with your company profiles, banners and sponsored sessions.

Possible options:



Large card with custom banner €5,350

Sponsor appears on a large card with a customisable banner in the industry overview. Large cards appear at the top of the list and will certainly attract attention.



Session Banner €2,850

Make your session stand out with a session banner. These can be linked to any page in the app or to an external URL, which will be opened within the app.



Push Message €2,850

Send targeted, sponsored push messages during the event to share industry news and updates. Messages support rich text and multimedia.

Banner in Email Blast

€8,500

Pre-meeting

Add your company banner to the email blast that will be sent out to all delegates in the week before the meeting. The mailing includes all practical information and is perfect to increase your brand awareness and the traffic to your website. A great way to promote your Industry Session, Live Surgery or Tech Forum!

Post-meeting

The highlights of the meeting will be shared via this mailing, which is a perfect way to direct ICE25 delegates to the recording of your Industry Session or to generate traffic to your website! The mailing will be distributed a couple of days after the meeting.

Congress Services

Wi-Fi

€6,850

A Wi-Fi connection will be available for all participants in the meeting venue. The sponsor will be acknowledged on the Wi-Fi splash screen and on the website.

Cardboard Stools

€8,000

Offer the congress delegates your own branded cardboard stool to sit on. 100 stools will be placed in the public areas throughout the congress venue and will therefore create maximum visibility for your company branding. The price excludes the design and includes the production costs.

Exhibition Opportunities

Exhibition Space

6sqm	€5,450
9sqm	€8,200
12sqm	€10,700

Exhibition space is rented as floor space only, meaning without any prefabricated walls, installations, furniture, electricity, carpet or furnishings, or any other technical supplies and facilities.

The exhibition booth spaces will be assigned on a first come, first served basis.

Exhibition Schedule

Thursday, 27 November 2025	Full day
Friday, 28 November 2025	Full day
Saturday, 29 November 2025	Half day

Location

The exhibition area will be situated near the session rooms. Catering will be served in the exhibition.

Exhibition Entitlements

All exhibiting companies will receive the following acknowledgement

- Company name and weblink on the website
- Company name and profile in the exhibition section of the app

Exhibiting companies are further entitled to the following number of complimentary registrations:

Booth Size	Congress badges	Exhibitor badges
< 9 sqm	1	2
9 - 12 sqm	1	3
> 12 sqm	1	4

With an exhibitor badge, company representatives can:

- Enter the exhibition area
- Partake of all coffee/lunch breaks in the exhibition area
- All sponsored sessions

Additional exhibitor and congress badges can be purchased via the Registration Office

Reservation Conditions

All prices are in Euro and excluding VAT (if applicable). All reservations must be made in writing to the EAU Sales & Marketing department.

Meeting Organiser

Congress Consultants B.V.
PO Box 30016, 6803 AA Arnhem
The Netherlands
T +31 (0)26 389 1751
ICE@congressconsultants.com
www.ICE25.org

Contact Details

To discuss the above mentioned or alternative industry options please contact the EAU Marketing & Sales department.

EAU Marketing & Sales Department

T +31 (0)26 389 06 80 or sales@uroweb.org

Reservation conditions

The EAU trusts that all companies, next to the EAU regulations, commit to the existing European and national regulations of the healthcare authorities.

Reservation conditions

All reservation requests must be made by means of the official forms provided for that purpose and returned duly completed and signed. Reservation requests sent without the official application form will not be accepted. The organisers have the right to deny advertisement space or exhibition space to any company or organisation whose activities do not directly concern the general topic of the meeting or whose products fail to meet the level of performance required by the organising committee.

Payment conditions

All sponsoring options will be invoiced by email. All amounts mentioned in the sponsoring options and on the reservation form are in Euros and excluding VAT. In case Value Added Tax is applicable, this will be mentioned on the invoice. All payments are due within 30 days after invoice date.

All payments must be made in Euros in either of the following two ways:

- by bank draft payable in the Netherlands to the order of:
Congress Consultants B.V. – ICE25
PO Box 30016
6803 AA Arnhem
The Netherlands
- by bank transfer to
Congress Consultants B.V. – ICE25
ING Bank
Account: 65.55.01.533
IBAN: NL94INGB0655501533
SWIFT/BIC: INGBNL2A

Cancellation policy

All partial or total cancellation by sponsors and exhibitors must be made in writing (registered letter) to Congress Consultants B.V. and will be subject to the following cancellation policy. Congress Consultants B.V. will retain the following percentages, after having sent a written confirmation of the sponsorship/exhibition booking and after having received a written cancellation of the sponsor/exhibitor by the following dates:

- before 1 July 2025: 10% of the rental/sponsorship amount (incl. VAT) will be retained
- between 1 July 2025 and 1 October 2025: 50% of the rental/sponsorship amount (incl. VAT) will be retained
- after 1 October 2025: the total amount (incl. VAT) will be retained

Impossibility - Force Majeure

The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party - such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilities - to the extent that such circumstance makes it illegal or impossible for Congress Consultants to hold the Congress. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical - but in no event more than 10 days - after learning of such basis.

In addition, the following will apply with specific respect to the COVID-19 outbreak characterized as a pandemic by the World Health Organization on March 11, 2020: If (1) the country, the state or province where the Congress venue is located, or the country(ies), state(s) or province(s) from which a majority of Congress attendees are traveling, issues a regulation, advisory, notice, or warning (collectively, a "Notice") advising travelers to avoid travel to the city where the Congress Venue is located, avoid gatherings of the size contemplated by this Agreement, or to shelter in place/stay at home as a result of the COVID-19 pandemic, and such Notice covers the Congress dates, and (2) as a direct result of such Notice, Client wishes to modify its Agreement with Congress Consultants, Client will notify Congress Consultants as soon as reasonably practicable, but in any event at least 14 days before the first day of the Congress. Upon Congress Consultants' receipt of Client's notice, Congress Consultants and Client will commence good faith

discussions regarding potential amendments to this Agreement, which may include, by way of example, rebooking the Congress (with any deposits on file being applied to the rebooked Congress) or Congress Consultants and Client may, as a matter of final resort, mutually agree to terminate the Agreement without liability if they agree that no suitable alternatives exist and termination is in the best interest of both parties. If Congress Consultants and Client cannot reach an agreement to amend or terminate the Agreement within 14 days of the date Congress Consultants receives Client's Notice, or such other time as mutually agreed by the parties, and Client is not permitted to terminate without liability under paragraph 1 above, the Agreement will remain in full force and effect. This paragraph will become null and void upon the World Health Organization's declaration that the COVID-19 pandemic has ended.

Termination of the Agreement in accordance with this Impossibility section will be without liability. For purposes of this Agreement, "without liability" means that, except as set forth in the next sentence, no money damages (including any liquidated damages identified in this Agreement) will be due by the terminating party to the other party as a result of the termination and Congress Consultants will refund to Client any deposits that Congress Consultants has received from Client for the Congress. Notwithstanding the foregoing, Client agrees that, if the Agreement is terminated in accordance with this Impossibility section within 14 days before the first day of the Congress, Client will be liable for any expenses Congress Consultants has already incurred in preparation for the Congress. Any such amounts will be deducted from any deposit that Congress Consultants will return to Client or, if no deposit is on file, Congress Consultants will invoice Client for such amounts.

Regulation compliance

The exhibitors and sponsors agree to observe all regulations and requirements stipulated in this document and shall not construe them as merely administrative. The exhibition and congress management and the authorities of the congress venue shall exercise full power in the duties vested to their rank to find the means necessary in order to enforce the present regulations to their full extent. The exhibitors and sponsors accept to comply with all regulations thereof and any new provision and/or amendment that may be brought due to the circumstances at that time, and adopted as being in the interest of the event pursuant to which the organisers reserve the right to convey new information even verbally. Any infraction of customary and statutory regulations, instructions or government decrees and/or amendments enacted or referred to, may result in the immediate eviction of the offending exhibiting or sponsoring person or company by decision of the organisers, without prior notice and without prejudice to any compensation that could be claimed as a result against the offender in repair for damage and signed, payment default or injury from which the event could suffer. The aforementioned shall apply in particular in the event of insurance default, non-conformity to the general instructions, failure to comply with safety regulations, non-occupancy of the booth, absence of the reservation form duly completed and signed, payment default. Disputes arising in connection with the present clauses shall be settled in any court having jurisdiction over the organisers' head office.

Insurance

Exhibitors and sponsors are required to subscribe to public liability and property damage insurance for their equipment and/or merchandise, whether this equipment and/or merchandise is their own or that of a third party, with the exception of the organisers' personal property which falls within their own responsibility. By reason of their participation, exhibitors and sponsors agree to renounce a possible right of action against:

- The ICE25 meeting
- The European Association of Urology
- The EAU Section Office
- Congress Consultants B.V.
- The city of Rome
- Italy
- Other sub-contractors and their personnel

The coverage afforded under the aforementioned terms and conditions are enforced by a group of insurance companies.

Sponsorship Reservation Form

Company Contact Details		
Company name		
Contact person		
Job title		
Address		
Postal code, city and country		
Telephone		
E-mail		
VAT number		
PO number (if applicable)		

Industry Options		
Educational Opportunities	Semi-live Surgery	€15,000
	Industry Workshop	€22,500
	Technology Forum	€7,500
	Copyright Licence fee	€11,500
	Session Evaluation	€5,500
	Session Lead Retrieval	€8,500
Profile Opportunitites	ICE25 App	
	• Large card with custom banner	€5,350
	• Session banner	€2,850
	• Push messages	€2,850
	Banner in Email Blast	
	• Pre-meeting	€8,500
	• Post-meeting	€8,500
	Wi-Fi	€6,850
Cardboard stools	€8,000	
Exhibition Opportunities	Exhibition space 6 sqm	€5,450
	Exhibition space 9 sqm	€8,200
	Exhibition sapce 12 sqm	€10,700
Total amount		€

To reserve an industry option, please check the box of the option(s) of your choice and indicate the total amount of your sponsorship reservation. For reservations of advertisement space, please indicate the position of your first choice. After receipt of the completed Industry Option Reservation Form, we will send you a confirmation of the availability of the industry option(s). The corresponding invoice will be sent to you by email. Payment of the invoice is due within 30 days after invoice date. We accept all terms included in the General Conditions of Congress Consultants B.V., the Industry Options brochure, as well as the cancellation clauses.

Date: _____

Signature: _____

To be returned duly completed and signed to:
Congress Consultants B.V. / ICE25 / EAU Sales & Marketing department
E: sales@uroweb.org T +31 (0)26 389 0680