

Virtual Annual Meeting
May 21-22, 2021

We are delighted to announce the 2021 R.O.C.K. Society Annual Meeting will take place May 21-22 as a virtual event.

Since the inception of the Research on Calculus Kinetics (ROCK) Society, beginning in the late 1970s, clinicians and researchers focused on urinary stone disease have come together annually to exchange ideas and information.

The Society includes a broad range of members who contribute to the scientific presentations: urologists, nephrologists, dieticians, chemists, and physicists.

As a valued industry partner, I would like to invite you to participate in and support the 2021 R.O.C.K. Annual Meeting. There are a number of ways in which companies can assist R.O.C.K. in furthering its mission to educate urologists. These are outlined in this prospectus. I urge you to review them and let me know how we can help your company bring its message and product to our exceptional and highly qualified audience. I look forward to working with you towards a successful meeting!

Sincerely,



Yvonne Grunebaum, CEM

Attendance History

2019:	Cleveland, OH	102
2018:	Rochester, NY	117
2017:	Madison, WI	124
2016:	New York City, NY	113

PAST EXHIBITORS

Allena Pharmaceuticals
Alnylam Pharmaceuticals
BARD Medical
Boston Scientific
Coloplast
Cook Medical
Dicerna

Karl Storz
Litholink/LabCorp
Litholyte
Mission Pharmaceutical
Olympus
Retrophin
Richard Wolf

PLATINUM LEVEL SPONSORSHIP - \$20,000

- Recognized as the Platinum Sponsor on screen 3 times during the day.
- Virtual Symposium – 30 minute presentation during the virtual meeting.
- One PowerPoint slide shown at the beginning, end and during any breaks in the program. Minimum time will be 20 seconds per sponsor. The first PowerPoints will be shown for 30 minutes before the start of the program. The PowerPoints will remain up for 2 minutes after the program ends. The length of time for the breaks will be determined upon completion of the program.
- Company name included with at least 3 promotional email blasts sent between now and May 21st. The program is being marketed to HCPs focused on urinary stone disease.
- Digital Marketplace virtual double booth – a link to the Digital Marketplace will remain in the virtual meeting navigation during the live broadcast as well as the archived virtual meeting which will be actively promoted for new registrants after the live broadcast. Your booth, branded with your logo, will feature a main video screen, two banner stands featuring a number of links for information downloads (such as PDFs and PowerPoint presentations), additional videos to play in the featured video screen, and external URL links. Your team provides us with the files to build the virtual booth. Please see page 3 for file submission deadlines
- Company receives 6 free registration to logon to the program.
- A list of all registrants including institution, address and email.
- Two emails during the 2021 year to the list of ROCK Annual Meeting attendees.

GOLD LEVEL SPONSORSHIP - \$10,000

- Recognized as the Gold Sponsor on screen 3 times during the day.
- One PowerPoint slide shown at the beginning, end and during any breaks in the program. Minimum time will be 20 seconds per sponsor. The first PowerPoints will be shown for 30 minutes before the start of the program. The PowerPoints will remain up for 2 minutes after the program ends. The length of time for the breaks will be determined upon completion of the program.
- Company name included with at least 3 promotional email blasts sent between now and May 21st. The program is being marketed to HCPs focused on urinary stone disease.
- Digital Marketplace virtual booth – a link to the Digital Marketplace will remain in the virtual meeting navigation during the live broadcast as well as the archived virtual meeting which will be actively promoted for new registrants after the live broadcast. Your booth, branded with your logo, will feature a main video screen, two banner stands featuring a number of links for information downloads (such as PDFs and PowerPoint presentations), additional videos to play in the featured video screen, and external URL links. Your team provides us with the files to build the virtual booth. Please see page 3 for file submission deadlines.
- Company receives 4 free registration to logon to the program.
- One email during the 2021 year to the list of ROCK Annual Meeting attendees
- A list of all registrants including institution, address and email

SILVER LEVEL SPONSORSHIP - \$5000

- Recognized as the Silver Sponsor on screen 3 times during the day.
- One PowerPoint slide shown at the beginning, end and during any breaks in the program. Minimum time will be 20 seconds per sponsor. The first PowerPoints will be shown for 30 minutes before the start of the program. The PowerPoints will remain up for 2 minutes after the program ends. The length of time for the breaks will be determined upon completion of the program.
- Company name included with at least 3 promotional email blasts sent between now and May 21st. The program is being marketed to HCPs focused on urinary stone disease.
- Digital Marketplace virtual booth – a link to the Digital Marketplace will remain in the virtual meeting navigation during the live broadcast as well as the archived virtual meeting which will be actively promoted for new registrants after the live broadcast. Your booth, branded with your logo, will feature a main video screen, two banner stands featuring a number of links for information downloads (such as PDFs and PowerPoint presentations), additional videos to play in the featured video screen, and external URL links. Your team provides us with the files to build the virtual booth. Please see page 3 for file submission deadlines.
- Company receives 3 free registration to logon to the program.
- One email during the 2021 year to the list of ROCK Annual Meeting attendees
- A list of all registrants including institution and address.

EXHIBIT SPONSORSHIP - \$1500

- Recognized as an exhibitor on screen 3 times during the day with all other exhibitors, during the breaks.
- Digital Marketplace virtual booth – a link to the Digital Marketplace will remain in the virtual meeting navigation during the live broadcast as well as the archived virtual meeting which will be actively promoted for new registrants after the live broadcast. Your booth, branded with your logo, will feature a main video screen, one banner stand featuring a number of links for information downloads (such as PDFs and PowerPoint presentations), additional videos to play in the featured video screen, and external URL links. Your team provides us with the files to build the virtual booth. Please see page 3 for file submission details.
- Company receives 2 free registration to logon to the program.

Please contact Yvonne Grunebaum to discuss how your company can partner with R.O.C.K.

Digital Marketplace Hall



Diamond Level Virtual Booth



Gold Level Virtual Booth



Virtual Booth Asset Submission Instructions and Deadlines

Welcome to the Digital Marketplace! Please email your digital assets to industry@rocksociety.org no later than May 7, 2021.

The first screen registrants will see after clicking the Digital Marketplace button is the virtual exhibit hall. This will display all participating company logos. Virtual booth areas where content will be populated:

- A.** Company and/or product logo (JPG or PNG).
- B.** Company description, maximum 50 words. Please note the first 80 characters, including spaces, will appear without having to click on a link to expose the full description.
- C.** The main screen is intended to feature an embedded video (a link to an online video or send the video file). You can also post a static image that hyperlinks to a website, video, or some other URL. A PowerPoint Show that has been exported as an MP4 may also be used.

The main screen is not intended to have a list of links.

If your embedded video must have a customized thumbnail (E.g. to obscure product branding) as the display image shown before a registrant hits play, please send one at the screen size listed below.

Screen size: 750 x 460 pixels

Acceptable video file formats: MP4, .MOV, .WMV, or, .AVI

- D.** Company or product slogan: suggested 50 characters in length, including spaces
- E.** This is a scrolling banner where your contact information and company website will be posted. We recommend using a representative's email and phone number. Below the company contact information, you can list other resources such as PDFs, a PowerPoint slidedeck (5 slides max), static images (.jpg or .png), URLs to external sites like an online survey or product page.

Platinum sponsors have a slightly bigger booth with 2 scrolling banners.

- F.** Company logo and social media links

Live Chat: A registrant must initiate the chat. You can have as many reps logged in but only 1 rep can chat with a registrant at a time. Your virtual booth reps must have their chat window open to see if a registrant has clicked your company's chat button. A doorbell sound will alert reps when a registrant clicks on the Live Chat button in your virtual booth. The registrant's name will appear in your chat window in the cue and you will see how long they have been waiting (ex: idle for 1 minute, 3 minutes, 5 minutes, etc). Once a rep picks up a registrant who is in the chat cue, the registrant name disappears from the queue. A transcript of all chat (text based only) will be available to your team. It will not be available to anyone else but your team who has the Live Chat function enabled with their login.

A sample Digital Marketplace can be viewed online:

www.prrri.com/virtual

username: licensing@prri.com

password: PRRI

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VIRTUAL SUPPORT OPPORTUNITIES AGREEMENT FORM

Supporter

Contact

Title

Address

City/State/ Zip/Country

Telephone

Fax

Email

Once the R.O.C.K. Society receives your request form you will be notified regarding approval of your request.

Please select your support level below:

PLATINUM LEVEL - \$20,000 GOLD LEVEL - \$10,000 SILVER LEVEL - \$5,000 EXHIBIT LEVEL - \$1,500

PAYMENT INFORMATION:

WIRE TRANSFER – Please call our offices at +978.927.8330 for wiring information

Check amount enclosed: \$ _____

CREDIT CARD



Amount to be charged: \$ _____

Credit Card Number

Expiration Date

Security Code (3-4 numbers on front or back of card)

Name as it appears on credit card

Cardholder's Signature

Please check if credit card billing address is same as contact information at the top of the form.

Billing address if different than above: _____

Authorized Signature

Print Name

Title

DO NOT EMAIL full credit card information. Form must be faxed if credit card number is showing via **978.524.0461**. If you prefer to email please leave out the credit card number and in that space write your phone number and we will call you.