



# USICON 2027

60<sup>TH</sup> Annual Conference of  
Urological Society of India

21<sup>st</sup> - 24<sup>th</sup> January, 2027 | Lucknow

Trade  
Brochure



# President Elect

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## MESSAGE



**Dr. R. Keshavamurthy**

*President Elect, Urological Society of India (USI)*



**Dear Esteemed Industry Partners,**

Warm greetings from the Urological Society of India.

It gives me great pleasure to welcome you to **USICON 2027**, the 60th Annual Conference of the Urological Society of India, being held in the culturally vibrant city of **Lucknow**. The trade exhibition has always been an integral and valued component of USICON, reflecting the strong partnership between the urology fraternity and the medical industry.

Advancements in urological care are deeply influenced by innovation, technology, and collaborative efforts. Industry partners play a pivotal role in translating scientific progress into practical clinical solutions that enhance patient outcomes. USICON provides an ideal platform for meaningful engagement, exchange of ideas, and showcasing cutting-edge technologies that shape the future of urology.

I commend the industry partners for their continued support and commitment to academic growth, skill development, and technological advancement. I am confident that USICON 2027 will offer a stimulating and rewarding experience through vibrant interactions between clinicians, researchers, and industry leaders.

I wish you a successful exhibition and a memorable association with USICON 2027, and I look forward to welcoming you personally in Lucknow.



# Secretary

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## MESSAGE



**Dr. Uttam Mete**  
*Honorary Secretary  
Urological Society of India (USI)*

**Dear Industry Partners,**

It is a pleasure to extend my greetings to you as we come together for **USICON 2027**, the 60th Annual Conference of the Urological Society of India, in **Lucknow**. This annual meeting stands as a cornerstone for professional exchange, organizational growth, and collective progress within the urological community.

The trade exhibition represents an important interface where ideas translate into solutions. It enables clinicians to engage with emerging technologies, practical innovations, and evolving treatment platforms that support excellence in clinical practice. Your participation significantly enriches this ecosystem by bridging scientific intent with real-world application.

USICON 2027 has been thoughtfully designed to encourage focused interaction, visibility, and collaboration between delegates and industry partners. I am confident that the exhibition will provide meaningful opportunities for dialogue, learning, and long-term partnerships.

I thank you for your valued participation and wish you a highly successful exhibition and a fulfilling experience at USICON 2027.

# Hon. Treasurer

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## MESSAGE



**Dr. Vinod K V**

*Hon. Treasurer, Urological Society of India (USI)*

**Dear Esteemed Industry Colleagues,**

I am pleased to extend my welcome to you at **USICON 2027** in **Lucknow**. This annual meeting is not only a scientific congregation but also a platform where responsible planning, innovation, and collaboration come together to strengthen the future of urological practice in India.

The involvement of industry partners is central to creating a well-supported and impactful conference ecosystem. Your participation enables the Society to invest in quality scientific programming, skill development initiatives, and sustainable growth of academic activities that benefit the wider urology community.

USICON 2027 has been structured to offer a focused and professionally managed trade environment, ensuring effective engagement, transparency, and value for all stakeholders. I trust that the exhibition will be both productive and rewarding for our partners.

I thank you for your continued association and support, and I wish you every success during the conference.

# Organising Chairman

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## MESSAGE



Dr. M S Ansari

*Organising Chairman,  
USICON 2027*

Dear Industry Partners,

It is my privilege to welcome you to **USICON 2027** in **Lucknow**. Hosting this landmark edition of the conference is a responsibility we undertake with great enthusiasm, careful planning, and a strong commitment to delivering a seamless and impactful experience for all stakeholders.

The trade exhibition has been thoughtfully integrated into the overall conference design to ensure optimal footfall, visibility, and ease of interaction. From layout planning to logistics, branding opportunities, and delegate movement, every effort has been made to create a vibrant and professionally managed exhibition environment that supports meaningful engagement between industry partners and the urology community.

We deeply value the trust and support extended by our industry partners. Your participation strengthens the foundation of USICON 2027 and enables us to deliver a world-class scientific and trade experience.

On behalf of the Organising Committee, I wish you a successful exhibition and an enjoyable stay in Lucknow. We look forward to working closely with you throughout the conference.

# Organising Secretary

## MESSAGE



Dr. Sanjoy Kumar Sureka

*Organising Secretary,  
USICON 2027*

Dear Industry Partners,

It gives me great pleasure to welcome you to **USICON 2027** in the historic city of **Lucknow**. As Organising Secretary, my focus has been on bringing together the many elements that make a conference truly effective—scientific content, delegate experience, and meaningful industry engagement.

The trade exhibition has been carefully planned to ensure smooth operations, optimal accessibility, and sustained interaction throughout the conference. We have worked closely with various committees to align the exhibition schedule, delegate flow, and academic sessions so that industry partners receive maximum visibility and engagement.

Your collaboration and support are vital in transforming planning into execution. We sincerely appreciate your trust and participation, and we remain committed to providing a professional, responsive, and well-coordinated environment for all our industry partners.

I wish you a highly successful exhibition and a rewarding association with **USICON 2027**.

# USI Council



**Dr. Rajeev T P**  
President



**Dr. R. Keshavamurthy**  
President Elect



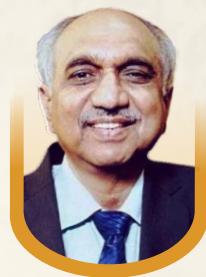
**Dr. Lalit Shah**  
Imm Past President



**Dr. Uttam Mete**  
Hon Secretary



**Dr. Vinod. K. V**  
Hon Treasurer



**Dr. S P Yadav**  
Council Member NZ



**Dr. Shivam Priyadarshi**  
Council Member NZ



**Dr. Arun Chawla**  
Council Member SZ



**Dr. L N Dorairajan**  
Council Member SZ



**Dr. A Kumar Sinha**  
Council Member EZ



**Dr. Subodh Das**  
Council Member EZ



**Dr. Arvind Ganpule**  
Council Member WZ



**Dr. Rohit Joshi**  
Council Member WZ



**Dr. Kamal Jeet Singh**  
President NZUSI



**Dr. Rajendra B Nerli**  
President SZUSI

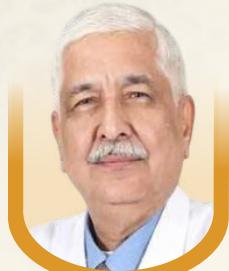


**Dr. R Kumar Dey**  
President EZUSI



**Dr. Ajay D Bhandarkar**  
President WZUSI

# Organising Committee Members



**Prof. Rakesh Kapoor**  
Patron In Chief



**Dr. Aneesh Srivastava**  
Advisor In Chief



**Dr. M S Ansari**  
Organizing Chairman



**Dr. Salil Tandon**  
Co-Organizing Chairman



**Dr. Apul Goel**  
Co-Organizing Chairman



**Dr. H S Pahwa**  
Co-Organizing Chairman



**Dr. Sanjoy Kumar Sureka**  
Organizing Secretary



**Dr. Pratipal Singh**  
Co-Organizing Secretary



**Dr. Uday Pratap Singh**  
Co- Organizing Secretary



**Dr. Sanchit Rustagi**  
Organizing Treasurer



**Dr. Arpan Yadav**  
Executive Coordinator

# Conference

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## VENUE

Indira Gandhi Prashthan (IGP) is one of North India's premier convention and exhibition centres, located in the heart of Gomti Nagar, Lucknow. Spread across a beautifully planned, eco-friendly campus, IGP features state-of-the-art auditoriums, multiple conference halls, modern AV and live-streaming facilities, and ample parking. With excellent connectivity to the airport, railway station, hotels, and major city attractions, and surrounded by premium hospitality and entertainment hubs, IGP offers the perfect blend of modern infrastructure and Lucknow's renowned warmth—making it an ideal venue for national and international conferences and events.



# Trade Opportunity & Tariff

## PLATINUM

₹ 1.3 CR

### Inclusions

1. 1 Premium Stall - In prime Location
2. 15 Complimentary Trade Registrations with access to all meals
3. 5 Gala Dinner Passes
4. Hall A Sponsorship with complete branding rights for one full day
5. Delegate Kit Insert for promotional materials
6. Conference Highlights Handout featuring sponsor branding
7. One Premium Creative Space in the Faculty Lounge
8. Exclusive Branding on the Welcome Arch at the entrance of Indira Gandhi Pratishthan (IGP)
9. Multiple Branding Opportunities Inside IGP (3 designated spaces)

## DIAMOND

₹ 1.1CR

### Inclusions

1. One Premium Stall located in a prime area
2. 10 Complimentary Registrations with all meals included
3. 5 Gala Dinner Passes
4. Multiple Branding Opportunities (2 Number)
5. Entertainment Area Sponsorship, including branding and chair covers
6. Delegate Kit Insert for promotional material
7. One Full-Page Advertisement in the Conference Souvenir and Scientific Booklet
8. Hall B Sponsorship with complete branding, including chair covers

**\*All tariff is exclusive of GST and on first come, first served basis**

# Trade Opportunity & Tariff

## GOLD

₹ 85 LAKHS

### Inclusions

1. One Premium Stall in a prime location
2. 10 Complimentary Registrations
3. 3 Gala Dinner Passes
4. Hall C Sponsorship including branding and chair covers
5. Delegate Kit Insert for one day
6. One Full-Page Advertisement in the Conference Souvenir and Scientific Booklet
7. Multiple Branding Avenues at Indira Gandhi Pratishthan (2 Number)

## SILVER

₹ 60 LAKHS

### Inclusions

1. One Premium Stall in the trade area
2. 5 Complimentary Registrations
3. 2 Gala Dinner Passes
4. Delegate Kit Insert
5. Hall D Branding for one day, including complete branding, standees, and chair covers
6. One Full-Page Advertisement in the Conference Souvenir and Scientific Booklet

\*All tariff is exclusive of GST and on first come, first served basis

# Trade Opportunity & Tariff

BARE SPACE ( PAVILION )			
Category	A Category Stall	B Category Stall	C Category Stall
Size of Stall	80 Sqmtrs	32 Sqm	9 Sqmts
Inclusions	Bare space for custom pavilion	Bare space for custom pavilion	Bare space for custom pavilion
Financial Commitment (exclusive of GST)	30 Lakhs	15 Lakhs	8 Lakhs

SCIENTIFIC SESSION			
Category	Main Hall (Halls A, B, C, D)	Non Main Hall (Halls E, F)	
Time slot 15 minutes	INR 20 Lakhs	INR 8 Lakhs	All prices are exclusive of GST

**Preference will be given to first come first serve basis on complete payment but subject to workshop committee approval.**

- Time management to be strictly followed.
- Scientific session allotment shall be strictly on a first come first served basis.
- Cost of travel and logistics of the guest speaker to be borne by the partner.
- Organizers shall not be responsible for transmission and network related deficiencies.
- Charges incurred at the venue will be taken care by the organisation.

# Trade Opportunity & Tariff

## SOCIAL EVENTS PARTNERSHIP OPPORTUNITIES

### Presidential Banquet Dinner at USICON 2027 (January 2027)

**Available Opportunities - 1 nos.**

**Financial commitment of INR 75 Lakhs + GST**

Opportunity to have a named Presidential Banquet Dinner (7.30 PM-11.00 PM)

All dinner publicity and branding to carry company name and logo on exclusive basis e.g., Presidential Banquet Dinner supported by "X Company"

Additional venue branding opportunities at the presidential dinner venue will be offered subject to approval of organizing committee

Organizing committee to have final say in selection of venues, suppliers and event flow

Entry and access to the event will be controlled and monitored by the Organizing committee. Invitation opens only to invited guests and 10 personnel from the partner company

3 Units of 3 x 3m stalls will be complimentary

### Inaugural Dinner at USICON 2027 (January 2027)

**Available Opportunities - 2 nos.**

**Financial commitment of INR 50 Lakhs + GST Per Day**

Opportunity to have a named Pre Conference Dinner (7.30 PM-11.00 PM)

All dinner publicity and branding to carry company name and logo on exclusive basis e.g., Pre Conference Dinner supported by "X Company"

Additional venue branding opportunities at the Inaugural dinner venue will be offered subject to approval of organizing committee

Organizing committee to have final say in selection of venues, suppliers and event flow

Entry and access to the event will be controlled and monitored by the Organizing committee. Invitation opens only to registered conference delegates and 20 personnel from the partner company

3 Units of 3 x 3m stalls will be complimentary

**\*All tariff is exclusive of GST and on first come, first served basis**

# Trade Opportunity & Tariff

## SOCIAL EVENTS PARTNERSHIP OPPORTUNITIES

### Pre Conference Day Dinner at USICON 2027 (January 2027)

**Available Opportunities - 1 nos.**

**Financial commitment of INR 30 Lakhs + GST**

Opportunity to have a named Pre Conference Dinner (7.30 PM-11.00 PM)

All dinner publicity and branding to carry company name and logo on exclusive basis e.g., Pre Conference Dinner supported by "X Company"

Additional venue branding opportunities at the banquet dinner venue will be offered subject to approval of organizing committee

Organizing committee shall select venues, suppliers, vendors and event flow

Entry and access to the event will be controlled and monitored by the Organizing committee. Invitation opens only to registered conference delegates and 30 personnel from the partner company

2 Units of 3 x 3m stalls will be complimentary

## ZONE PARTNERSHIP OPPORTUNITIES

### Registration Area

**Available Opportunities - 1 nos.**

**Financial commitment of INR 75 Lakhs + GST**

Exclusive branding opportunity of the registration desk area.

All registration desk personnel to wear uniform of the partner company (to be provided by partner) All lanyards to have USICON 2027 Logo and partner logo

Space provided for building of reception counter (to be done by partner)

Exclusive entry of 10 personnel along with company pass entitlements into the delegate, OC, faculty and VIP registration areas

Opportunity to provide handouts/material etc. to delegates (to be printed and procured by partner) after confirmation by organizing committee

4 Units of 3 x 3m stalls will be complimentary in the registration area or 2 units in the exhibition area

If registration badges are provided in the hotels, company person can put up desk in the respective hotel and provide badges. Company can put up branding of 4 X 8 in the hotels where bulk badges are being provided.

**\*All tariff is exclusive of GST and on first come, first served basis**

# Trade Opportunity & Tariff

## ZONE PARTNERSHIP OPPORTUNITIES

### Lunches

#### **Available Opportunities - 2 nos.**

#### **Financial commitment of INR 30 Lakhs + GST Per Day**

Exclusive branding opportunity of the food court area (Main food court that will be operational on all days) All catering personnel to wear uniform of the partner company be provided by partner)

Space provided for building of welcome counter (to be done by partner) Exclusive entry of 10 personnel along with partner pass entitlements into the zone

Arrangement of food & beverages with cost to be taken care of by the company. To ensure consistent supplies of material on all 4 days procurement has to be done from the venue only.

Company can restrict this for faculty and delegates only.

### Cloak Room

#### **Available Opportunities - 1 nos.**

#### **Financial commitment of INR 20 Lakhs + GST**

Opportunity to exclusively manage and brand all cloak rooms at the venue during USICON 2027

Company personnel to manage end-to-end cloak room operations

Luggage tags can have company branding (to be printed and procured by partner)

Exclusive entry of 10 personnel along with partner pass entitlements for managing the various cloak rooms

### Preview Room

#### **Available Opportunities - 1 nos.**

#### **Financial commitment of INR 20 Lakhs + GST**

Exclusive branding opportunity of the preview room

Preview room name to be re-branded as "X Company Preview Room"

All event personnel to wear uniform of the partner company (to be provided by partner)

Space provided for building of welcome counter (to be done by partner)

Exclusive entry of 8 personnel along with partner pass entitlements into the zone

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# Trade Opportunity & Tariff

## ZONE PARTNERSHIP OPPORTUNITIES

### Faculty Lounge

**Available Opportunities - 1 nos.**

**Financial commitment of INR 25 Lakhs + GST**

Exclusive branding opportunity of the faculty lounge

Faculty lounge name to be re-branded as “X Company Faculty Lounge”

Food and beverages as per policy and safety guidelines can be served by the partner company

Exclusive entry of 10 personnel along with partner pass entitlements into the zone

All event personnel to wear uniform of the partner company (to be provided by partner)

Space provided for building of welcome counter (to be done by partner)

### Hospitality Lounges

**Available Opportunities - 1 nos.**

**Financial commitment of INR 10 Lakhs + GST**

Hospitality Lounges

Opportunity to create company branded hospitality lounge Organizing Committee to provide a bare space

All expenses towards construction and decoration (as per conference theme) to be done by partner company Exclusive entry of 10 personnel along with partner pass entitlements into the zone

### Tea/Coffee/Water Station

**Available Opportunities - Multiple**

**Financial commitment of INR 10 Lakhs + GST**

Opportunity to brand the tea/coffee/water stations placed at various areas within the convention Centre Option (at partner company's cost) to build custom tea/coffee booth at various locations

Note: Stocking, serving, refilling, disposal, health & safety, vendor selection and licenses to be managed by the organizing committee

**\*All tariff is exclusive of GST and on first come, first served basis**

# Trade Opportunity & Tariff

## ZONE PARTNERSHIP OPPORTUNITIES

### Help Desk

**Available Opportunities - Multiple**  
**Financial commitment of INR 10 Lakhs + GST**

Opportunity to brand the Help desks placed at various areas within the convention Centre  
All help desk personnel to wear uniform of the partner company (to be provided by partner)  
Option (at partner company's cost) to build custom help desk booth at various locations  
Note: Help desk manpower to be provided by the organizing committee.

### Logistics Partner

**Financial commitment of INR 10 Lakhs + GST**

Opportunity to support the complete transfers of participating delegates and faculty from various transportation hubs (airport, bus stand and railway stations) to various drop locations (selected hotels across the city and venue). Partner company can display their name on the vehicle.

Further transfers to be supported from the various hotels to the venue for 4 days on a pre-determined circuit transfer route

All management personnel to wear uniform of the partner company (to be provided by partner)

Option (at partner company's cost) to undertake the entire opportunity on actual expenditure

### Venue Wifi

**Available Opportunities - 1 nos.**  
**Financial commitment of INR 5 Lakhs + GST Per Day**

Home Page AD when logging on to the internet on Conference WI FI Connection - Per Day Option

Opportunity to brand the Wi-Fi landing page, Wi-Fi name and Wi-Fi password

Logo on the Wi-Fi password distribution desk

Option (at partner company's cost) to provide branded print coupons of Wi-Fi password

**\*All tariff is exclusive of GST and on first come, first served basis**

# Trade Opportunity & Tariff

## ZONE PARTNERSHIP OPPORTUNITIES

### Director Meeting Rooms

**Available Opportunities - Limited Slots**

**Financial commitment of INR 10 Lakhs + GST Per Slot**

Limited Slots on “first-come, first-serve” basis.

### Kit Counter Branding

**Available Opportunities - 1 nos.**

**Financial commitment of INR 50 Lakhs + GST**

Kit Bag Branding/ Kit Counter Branding 50 Lakhs (for 10,000 kits)

Exclusive branding opportunity inside the Conference Kit or at the Kit Counter backdrop

Company Registration - 10

Company brochures - Insert in conference kit

### Poster Area Branding

**Available Opportunities - 1 nos.**

**Financial commitment of INR 10 Lakhs + GST per day or 30 Lakhs for 3 Days**

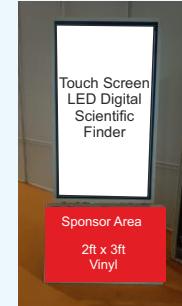
Exclusive branding opportunity in the Poster Area

Company Registration - 10

Company brochures - Insert in conference kit

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# Trade Opportunity & Tariff

Other Opportunities			
Categories	Available Opportunities Slots	Financial Commitment	IMAGES
RELAXING LOUNGE BRANDING	4 Zones	INR 10 Lakhs each	
PEN DRIVE BRANDING	1 No	INR 5 Lakhs each	
DIGITAL SIGNAGE ADD (30 SEC)	1 No	INR 5 Lakhs each	

\*All tariff is exclusive of GST and on first come, first served basis

# Trade Opportunity & Tariff

Categories	Available Opportunities Slots	Financial Commitment	IMAGES
<b>COMPANY ADVERTISEMENT IN</b> A) PROGRAM BOOK B) INFO BOOK/VENUE DETAILING C) ABSTRACT BOOK/SOUVENIR D) DAILY NEWS BULLETIN FOR ONE DAY	"First-Come, First-Serve" Basis	Full Page- 2 Lakhs Half Page- 1 Lakhs Quarter Page – 50,000/- (Combo in all 4 will be 25% discount) Quarter Page – 50,000/- Quarter Page – 50,000/-	
CONFERENCE KIT PEN BRANDING	1 No	INR 10 Lakhs (Pens to be provided by company)	
CONFERENCE NOTEPAD BRANDING	1 No	INR 10 Lakhs (Pads to be provided by company)	

**\*All tariff is exclusive of GST and on first come, first served basis**

# Trade Opportunity & Tariff

Categories	Available Opportunities Slots	Financial Commitment	IMAGES
<b>MOBILE APP - ADV/ BANNER</b> A) PUSH NOTIFICATION IN MOBILE APP B) ONE SMS TO ALL REGISTERED DELEGATES C) EMAIL TO ALL REGISTERED DELEGATES EXCLUSIVE MAILERS TO CONFERENCE DATA - AS SPECIAL AD'S / INVITATIONS / ANNOUNCEMENTS	"First-Come, First-Serve" Basis	INR 3 Lakhs	
VOLUNTEER APPARELS (T-Shirts)	Contact Secretariat		
DATA READER - DELEGATE BADGE TO BE SCANNED WHEN VISITING THE BOOTH	Contact Secretariat		

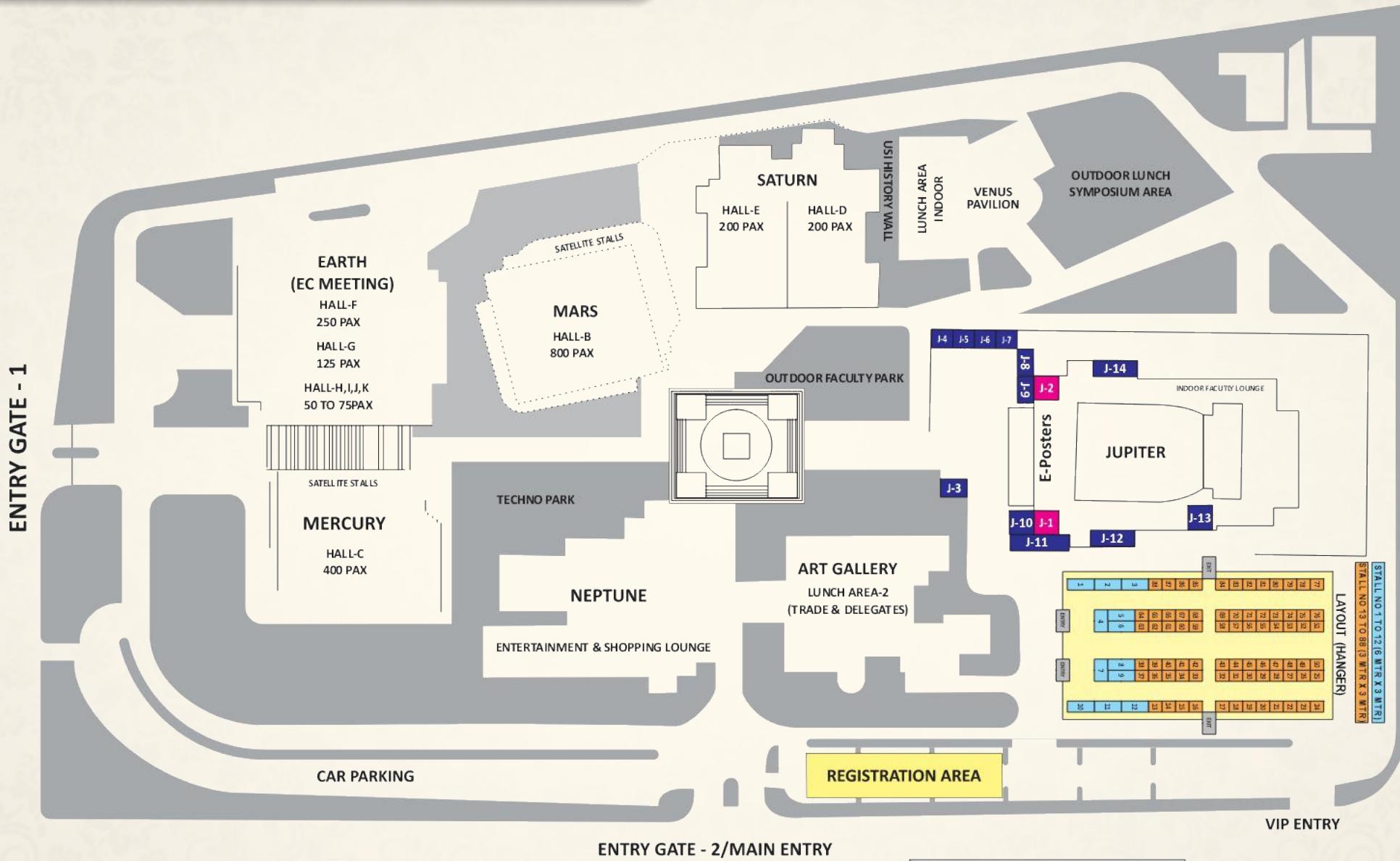
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# Trade Opportunity & Tariff

Categories	Available Opportunities Slots	Financial Commitment	IMAGES
WATER BOTTLE BRANDING	Contact Secretariat	INR 4 Lakhs	
CUBE BOX BRANDING	Contact Secretariat	INR 2 Lakhs	
PRE-CONFERENCE - CAUSE 5K RUN	Contact Secretariat		
BUNTING IN THE EXHIBITION AREA WITH SPONSOR LOGO AND CONFERENCE BRANDING	Contact Secretariat		
GROUP REGISTRATION	Contact Secretariat		

\*All tariff is exclusive of GST and on first come, first served basis

# Proposed Venue layout



**ENTRY GATE - 2/MAIN ENTRY**

J-1 & J-2 (5MTR X 8MTR)  
J-3 TO 11 (6MTR X 3MTR)  
J-12 & 14  
J-13 (3MTR X 3MTR)



Scientific Partner



## CONFERENCE SECRETARIAT

**Dr. Sanjoy Kumar Sureka**

**Organising Secretary**

Address :- Department of Urology & renal transplant ,Sanjay Gandhi Postgraduate Institute of Medical Sciences (SGPGIMS), Raebareli Road, Lucknow, Uttar Pradesh, Pin-226014, India  
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