2027 Annual Urology Advocacy *Summit*

Washington, DC | March 1-3, 2027

Hyatt Regency Washington on Capitol Hill



Opportunities for Industry

American Urological Association | 125 1902-2027

Annual Urology Advocacy *Summit*

The American Urological Association's Annual Urology Advocacy Summit brings together urologists, researchers, advanced practice providers and patients to advance policies that benefit the urology community. The three-day event strengthens advocacy before Congress, federal agencies and state legislatures while elevating both physician and patient voices.

AUA INSURANCE ROUNDTABLE

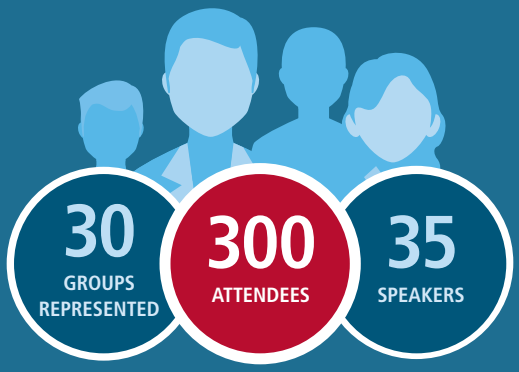
The second annual Insurance Roundtable will unite representatives from the AUA, private payers, industry and the patient community for solutions-focused discussions on medical policy, prior authorization, artificial intelligence, payment and reimbursement, patient access and high-quality urologic care.

AUA RESEARCH ADVOCACY SYMPOSIUM

The second annual Research Advocacy Symposium will bring together researchers, policy experts and advocates to examine the evolving U.S. research policy landscape. Participants will gain the knowledge, connections and practical tools needed to engage policymakers and advocate for sustained federal investment in urologic research.

PATIENT ADVOCACY CONNECTIONS PROGRAM (PACP)

Held the day before the AUA Summit, the Patient Advocacy Connections Program (PACP) is an event designed to expand, strengthen, and unify the voice of urologic patients. The day-long, in-person event brings together patient advocacy organizations, patients and care partners, and other leaders in healthcare policy for patient-centered advocacy and lobbying in preparation to hit the Hill. PACP participants will then join physicians at the AUA Summit, a program that includes in-person programming and a day of Capitol Hill meetings.



MORE THAN 200 MEETINGS combined with lawmakers on Capitol Hill and Federal Agencies

20 AGENDA TOPICS
Including:
- Prior Authorization Reform
- Use of AI in Healthcare
- Reforming Medicare Reimbursement

90% of attendees described the Advocacy Summit as "Excellent" or Very Good"

2 MAJOR NETWORKING EVENTS

Average event stats

WHO ATTENDED IN THE PAST?

ALL EIGHT AUA SECTIONS

UROLOGY SPECIALTY ORGANIZATIONS

- American Association of Clinical Urologists
- Large Urology Group Practice Association
- R. Frank Jones Urological Society
- Sexual Medicine Society of North America
- Society of Academic Urologists
- Society of Urologic Nurses and Associates
- Society of Urodynamics, Female Pelvic Medicine & Urogenital Reconstruction
- Society of Urologic Oncology
- Society of Women in Urology
- Society for Basic Urologic Research
- Urological Association of Physician Assistants
- Urological Society for American Veterans

PATIENT ADVOCACY ORGANIZATIONS

- Active Surveillance Patients International
- American Cancer Society Cancer Action Network
- Bladder Cancer Advocacy Network
- Bladder Exstrophy Community
- Cancer Support Community
- Chris "CJ" Johnson Foundation
- FORCE - Facing Hereditary Cancer Empowered
- FrankTalk
- Kidney Cancer Action Network
- Men's Health Network
- National Association for Continence
- National Kidney Foundation
- Prostate Conditions Education Council
- RetireSafe
- The Endometriosis Summit
- United Spinal
- Veterans Prostate Cancer Awareness
- VHL Alliance
- ZERO – The End of Prostate Cancer

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NEW *Sponsorship Opportunities*

CONNECTING PATIENTS AND POLICYMAKERS TITLE SPONSORSHIP - $100,000

Elevate Your Impact at the 10th Annual Urology Advocacy Summit

As the title sponsor of the "Connecting Patients and Policymakers" initiative, you'll gain exclusive access to a groundbreaking opportunity to directly connect with urologists and their patients from across the nation. This unique program aligns with the AUA's mission to empower urologists to advocate for policies that positively impact patient care.

By sponsoring the "Connecting Patients and Policymakers" initiative, you'll demonstrate your commitment to improving urological patient care and make a lasting impact on the future of the field.

	PATRON $10,000	LEADER $25,000	CHAMPION $45,000
OVERALL AUA SUMMIT			
Summit Registrations	1 company rep	2 company reps	4 company reps
New! AUA Insurance Roundtable Access	X	1 company rep	2 company reps
Sponsor page in official event program	Acknowledgement	Logo	Logo
Sponsor page on the website	Acknowledgement	Logo	Logo
Social event access		2 company reps	4 company reps
Table-top exhibit		X	X
Post-program attendee listing		X	X
"Thank You" in opening/closing remarks			X
Ad in official event program			X
Company mention in press releases			X
PATIENT ADVOCACY CONNECTIONS PROGRAM			
Recognition on signage at the event	X	X	X
Opportunity to attend and participate in the Patient Advocacy discussion sessions	X	X	X
Logo on electronic invitation to all Patient Advocacy Groups		X	X
Opportunity to participate in the planning of one of the scheduled discussion sessions, including input on the selection of topic(s) and presenters			X
Opportunity to make remarks or introduce special guest speaker(s) during one of the Panel Discussions			X
Up to six invites to the networking reception and opportunity to make brief remarks.			X
Up to four invites to the networking reception and opportunity to make brief remarks.		X	
Two invites to the networking reception.	X		

NEW *Sponsorship Opportunities*

2027 Annual Urology Advocacy Summit – Hotel Branding

Hotel Key Cards

Put your brand directly into attendees' hands! Your company's logo, message, or product image will be featured on the key cards distributed to attendees staying at the Hyatt Regency Washington on Capitol Hill. As attendees check in, access their rooms, and carry their key cards with them, your message stays top-of-mind in a subtle yet effective way.

Deadline(s):

- Low-res PDF submitted to AUA for content approval: TBD
- Print-ready files submitted to PLI: TBD

Investment: $5,000 (does not include production & shipping fees)
Availability: 1

Elevator Branding



Located in the main lobby, this elevator package will be seen and used throughout the 2027 Annual Urology Advocacy Summit.

Includes:

- Clings on external doors of four elevators in the main lobby

Deadlines:

- Artwork concept proof due to AUA: TBD
- Final print-ready files submitted to Fed Ex: TBD

Investment: $7,500
Availability: 1

Lounge Branding



Customized table tents, floor graphics, and branded pillows transform the hotel lobby lounge into a welcoming networking hub where attendees can relax, recharge and connect between sessions.

Includes:

- Table tents
- 3 Floor Clings
- Pillows in the seating area

Deadlines:

- Artwork concept proof due to AUA: TBD
- Final print-ready files submitted to Fed Ex: TBD

Investment: $10,000
Availability: 1

Lanyard



Exclusive Sponsorship of the 2027 Annual Urology Advocacy Summit lanyards

Includes:

- Company logo on attendee lanyards

Deadlines:

- Logo due to AUA: within one week of signed contract

Investment: $10,000
Availability: 1

NEW *Sponsorship Opportunities*

Messenger Bag



Celebrate the Annual Urology Advocacy Summit with a co-branded messenger bag highlighting your company's logo. This practical, high-visibility promotion keeps your brand in attendee's hands throughout the event and beyond.

Includes:

- Annual Urology Advocacy Summit & Sponsor Company logo lock-up on front pocket

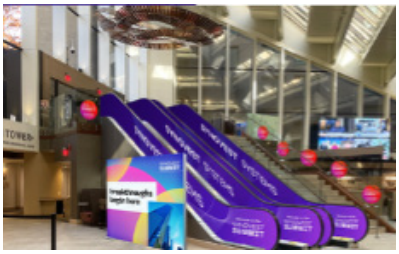
Deadlines:

- Artwork concept proof due to AUA: TBD
- Final print-ready files submitted to AUA: TBD

Investment: $12,000

Availability: 1

Escalator Branding - $25,000



Located in the main lobby, this escalator package will be seen and used throughout the 2027 Annual Urology Advocacy Summit.

Includes:

- Clings on both sides of escalator glass on both escalators

Deadlines:

- Artwork concept proof due to AUA: TBD
- Final print-ready files submitted to Fed Ex: TBD

Investment: $25,000

Availability: 1

Don’t miss this chance to make a lasting impact on the future of urology.

Submit your proposal today!

American Urological Association | 125 1902-2027

CONTACT INDUSTRY RELATIONS

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Learn More

AUASummit.org