



USICON 2027

60TH Annual Conference of
The Urological Society of India

📅 21st - 24th January, 2027 | *Lucknow*

📍 Indira Gandhi Pratishthan

Trade
Brochure



President

MESSAGE



Dr. R. Keshavamurthy

President, 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.



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

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 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. Keshavamurthy R.
President



Dr. Kandarp Parikh
President Elect



Dr. Rajeev T P
Imm. Past President



Dr. Uttam Mete
Hon Secretary



Dr. Vinod. K. V
Hon Treasurer



Dr. Anup Kumar
Hon Secretary Elect



Dr. Harprit Singh
Hon Treasurer Elect



Dr. P. P. Singh
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. Amit Ghose
Council Member EZ



Dr. T B Yuvaraja
Council Member WZ



Dr. Rohit Joshi
Council Member WZ



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President NZUSI



Dr. Rajendra B Nerli
President SZUSI



Dr. R Kumar Dey
President EZUSI



Dr. Ajay D Bhandarkar
President WZUSI

Organising Committee Members



Dr. Rakesh Kapoor
Patron In Chief



Dr. D Dalela
Patron



Dr. SN Shankhwar
Patron



Dr. M S Ansari
Organising
Chairman



Dr. Apul Goel
Co-Organising
Chairman



Dr. HS Pawha
Co-Organising
Chairman



Dr. Salil Tandon
Co-Organising
Chairman



Dr. Sanjoy Kumar Sureka
Organising Secretary



Dr. Pratipal Singh
Co-Organising
Secretary



Dr. Uday Pratap Singh
Co-Organising
Secretary



Dr. Sanchit Rustogi
Organising Treasure

Executive Coordinator Team



Dr. Arpan Yadav
Chief



Dr. Anupam Shukla



Dr. Avneet Gupta

Organising Committee Members

Advisory Team



Dr. Aneesh Srivastava
Advisor in chief



Dr. Vishwajit Singh



Dr. Iswar Ram Dayal



Dr. Shahikant Mishra

Digital And Supportive Team



Dr. Alok Srivastava



Dr. Manoj Yadav



Dr. Ashish Rajan



Dr. Amit Mittal



Dr. Sanjeet Singh



Dr. Rohit Kapoor

Conference 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.

Indira Gandhi Pratishthan



PLATINUM INR 1 Crore

Inclusions (2 Slots Available)

1. 1 Premium Stall (9 x 6 metres each) located in the Premium Exhibition Pavilion
2. One Satellite Stall in Hall B or Hall C Lobby
3. 10 Complimentary Trade Registrations with access to all meals
4. 5 Gala Dinner Passes
5. Delegate Kit Insert for inclusion of promotional materials
6. Conference Highlights Handout featuring sponsor branding (one full page)
7. One Full-Page Advertisement in the Conference Souvenir and Scientific Booklet

DIAMOND INR 90 Lakhs

Inclusions (6 Slots Available)

1. One Premium Stalls (6 × 3 metres each) located in the Premium Exhibition Pavilion
2. One Satellite Stall in Hall B or Hall C Lobby
3. 10 Complimentary Registrations with all meals included
4. 5 Gala Dinner Passes
5. Multiple Branding Opportunities (two designated spaces)
6. Delegate Kit Insert for inclusion of promotional materials
7. One Full-Page Advertisement in the Conference Souvenir and Scientific Booklet
8. Hall B or Hall C Sponsorship with complete branding, including chair covers, for one full day

GOLD **INR 75 Lakhs**

Inclusions (8 Slots Available)

1. One Premium Stalls in the Premium Exhibition Pavilion
2. One Satellite Stalls in Hall D or Hall E Lobby
3. 10 Complimentary Registrations
4. 3 Gala Dinner Passes
5. Delegate Kit Insert for one day
6. One Full-Page Advertisement in the Conference Souvenir and Scientific Booklet

SILVER **INR 55 Lakhs**

Inclusions

1. One Premium Stall in the Trade Area
2. 5 Complimentary Registrations
3. 2 Gala Dinner Passes
4. Delegate Kit Insert for promotional material
5. One Full-Page Advertisement in the Conference Souvenir and Scientific Booklet

Trade Opportunity & Tariff

Hospitality & Entertainment

S. No.	Particulars	Contribution	Entitlements
1	Pre-Conference Faculty Networking Interaction – 20th January	INR 30 Lakhs	• Signage & branding in dinner area • Welcome address by senior company executive (2 minutes) • Recognition of sponsoring organisation's contribution to Urological Education • 1 Complimentary stall • 5 complimentary passes for your team
2	Inauguration Day Networking Reception – 21st January	INR 50 Lakhs	• Signage & branding in dinner area • Welcome address by senior company executive (2 minutes) • Recognition of sponsoring organisation's contribution to Urological Education • 1 Complimentary stall • 10 complimentary passes for your team
3	IJU Faculty Networking Interaction– 22nd January	INR 30 Lakhs	• Signage & branding in dinner area • Welcome address by senior company executive (2 minutes) • Recognition of sponsoring organisation's contribution to Urological Education • 1 Complimentary stall • 5 complimentary passes for your team

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

Trade Opportunity & Tariff

Hospitality & Entertainment

S. No.	Particulars	Contribution	Entitlements
4	Grand Networking Evening with National & International Faculty – 23rd January	INR 1 Crore	• Signage & branding in dinner area • Welcome address by senior company executive (2 minutes) • Disease-focused session titled in the name of the sponsoring brand • Recognition of sponsoring organisation's contribution to Urological Education • 1 Complimentary stall • 10 complimentary passes for your team
5	Scientific Networking Symposium at Refreshment Break – 21st January	INR 40 Lakhs	• Signage & branding in dining area • Company-sponsored Brand Symposium (15 minutes) • 1 Complimentary stall • 5 complimentary passes for your team
6	Scientific Networking Symposium at Refreshment Break – 22nd January	INR 40 Lakhs	• Signage & branding in dining area • Company-sponsored Brand Symposium (15 minutes) • 1 Complimentary stall • 5 complimentary passes for your team
7	Scientific Networking Symposium at Refreshment Break – 23rd January	INR 40 Lakhs	• Branding in dining area • Company-sponsored Brand Symposium (15 minutes) • 1 Complimentary stall • 5 complimentary passes for your team
8	Scientific Networking Symposium at Refreshment Break – 24th January	INR 20 Lakhs	• Signage & branding in dining area • 1 Complimentary stall • 5 complimentary passes for your team

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Trade Opportunity & Tariff

Hospitality & Entertainment

S. No.	Particulars	Contribution	Entitlements
9	Spouse & Delegate Engagement Zone	INR 30 Lakhs	• Signage & branding in the Engagement Zone • 5 complimentary passes for your team
10	Outdoor Faculty Lounge with Lucknowi Zayka	INR 30 Lakhs	• Exclusive branding
11	Coffee Shop – Hall A Pre-Function Area (All 4 Days)	INR 10 Lakhs	• Branding rights at coffee shop
12	Coffee Shop – Techno Park (Near Hall B & C) Pre-Function Area	INR 10 Lakhs	• Branding rights at coffee shop
13	Coffee Shop & Snacks – Exhibition Hall	INR 15 Lakhs	• Branding rights at coffee shop

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Trade Opportunity & Tariff

Brand Awareness Opportunities

S. No.	Particulars	Slots	Contribution	Entitlements
1	Preview Room Branding	5	INR 7 Lakhs	Signage and branding
2	Faculty Lounge	1	INR 10 Lakhs	Signage and branding
3	Registration Area with Registration Kiosk & Registration Kit	1	INR 50 Lakhs	Branding on registration kiosk, delegate bags, Registration Kit
4	Lanyard	2000	INR 10 Lakhs	Branding
5	Certificate Counter with Certificate Kiosk	1	INR 20 Lakhs	Branding on certificate envelopes and kiosk branding
6	Electronic Posters	15	INR 5 Lakhs	Signage and branding
7	Mobile Charging Station	10	INR 3 Lakhs	Branding on charging station and LED screen
8	Airport Lounge & Arrival Welcome Area	1	INR 30 Lakhs	Signage and branding
9	Airport Lounge (Departure)	1	INR 10 Lakhs	Thank-you cards and messages
10	Outdoor Signage at City Prime Locations	Multiple	INR 20 Lakhs	Branding
11	Water Bottle	1	INR 15 Lakhs	Branding
12	Cloak Room	2	INR 20 Lakhs	Space and branding
13	Mobile App	1	INR 10 Lakhs	Branding

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

Trade Opportunity & Tariff

Brand Awareness Opportunities

S. No.	Particulars	Slots	Contribution	Entitlements
14	Washroom Branding & Sponsorship (All Halls)	1	INR 20 Lakhs	Branding in washrooms, branding on housekeeping staff T-shirts, housekeeping managed by sponsor
15	Hall A	1	INR 50 Lakhs	Complete branding including chair covers for 1 Day
16	Hall B	1	INR 30 Lakhs	Complete branding including chair covers for 1 Day
17	Hall C	1	INR 30 Lakhs	Complete branding including chair covers for 1 Day
18	Hall D	1	INR 20 Lakhs	Complete branding including chair covers for 1 Day
19	Hall E	1	INR 20 Lakhs	Complete branding including chair covers for 1 Day
20	Hall F	1	INR 20 Lakhs	Complete branding including chair covers for 1 Day
21	Hall G	1	INR 20 Lakhs	Complete branding including chair covers for 1 Day
22	Operation Theatre Branding & Promotion	1	INR 30 Lakhs	High-impact, dedicated brand visibility and promotional placement within the specialized Operation Theatre learning/broadcasting zones.

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

Trade Opportunity & Tariff

Premium Exhibition Pavilion

Booth Type	Size (Metres)	Available Units	Contribution
Premium Exhibition Booth	9 × 6	2	INR 80 Lakhs
Standard Exhibition Booth	6 × 3	6	INR 65 Lakhs
Compact Exhibition Booth	3 × 3	8	INR 45 Lakhs

Exhibition Area

Booth Type	Size (Metres)	Available Units	Contribution
Standard Exhibition Booth	6 × 3	12	INR 20 Lakhs
Compact Exhibition Booth	3 × 3	60	INR 8.5 Lakhs

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Trade Opportunity & Tariff

Other Opportunities

Categories	Available Opportunities Slots	Financial Commitment
Mascot Branding	2	INR 15 Lakhs (Per day/ Per Mascot)
Golf Cart Branding	5–6 carts	INR 25 Lakhs (for all days)
Podcast Zone with Photo Gallery	1	INR 30 Lakhs
Photography Permission in Trade Area	1	INR 3 Lakhs
Social Media Screen Branding	2	INR 15 Lakhs
Selfie Point – Central Area	1	INR 20 Lakhs
Selfie Point – Peripheral Area	2	INR 10 Lakhs
Vending Machine Branding	1	INR 10 Lakhs
Scientific Session Sponsor – Hall A	15 minutes	INR 30 Lakhs
Scientific Session Sponsor – Hall B	15 minutes	INR 20 Lakhs
Scientific Session Sponsor – Hall C / D	15 minutes	INR 10 Lakhs
Scientific Session Sponsor – Hall E / F	15 minutes	INR 8 Lakhs
Pen Drive Branding	1 No	INR 5 Lakhs
Physical Directional Signage Branding	10 no	INR 10 Lakhs
Digital Signage Add (30 Sec)	10 no	INR 5 Lakhs
Branding for UROMATE HALL	1 Slot	INR 20 Lakhs
Branding for Residents Exam Hall	1 Slot	INR 20 Lakhs

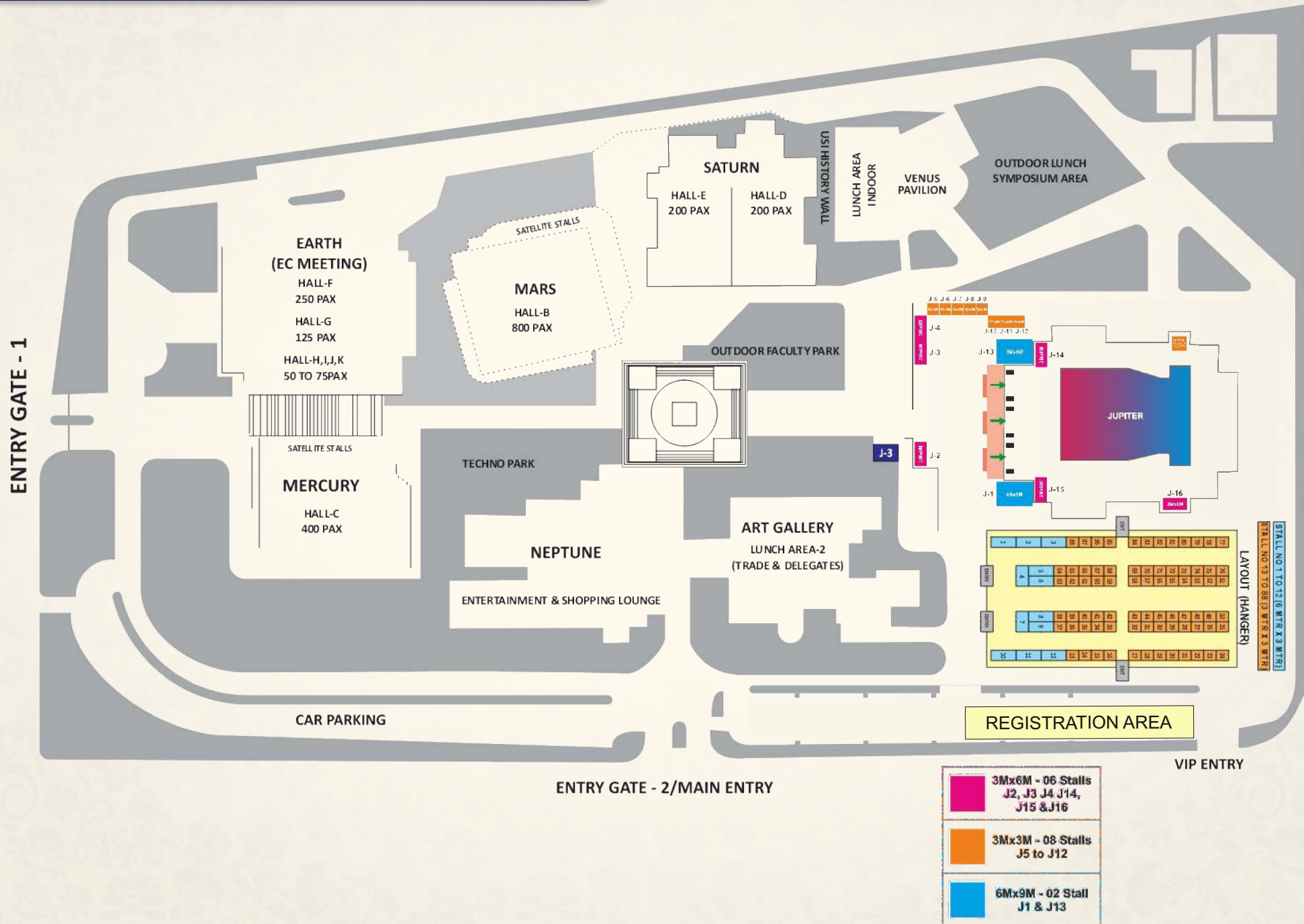
***All tariff is exclusive of GST and on first come, first served basis**

Trade Opportunity & Tariff

Other Opportunities		
Categories	Available Opportunities Slots	Financial Commitment
Company Advertisement In 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 – 1 Lakhs (Combo in all 4 will be 25% discount)
Conference Kit Pen Branding	1 No	INR 10 Lakhs (Pens to be provided by company)
Conference Pad Branding	1 No	INR 10 Lakhs (Pads to be provided by company)
Mobile App - Branding	Contact Secretariat	INR 10 Lakhs
Conference Certificate Envelope Branding	1 Slot	INR 20 Lakhs
Volunteer Apparels (T-Shirts & Caps)	Contact Secretariat	INR 10 Lakhs
All Delegate Data Except Phone Numbers	-	INR 10 Lakhs
USICON 2027 Art Wall	-	INR 20 Lakhs
USICON History Wall	-	INR 20 Lakhs
For Other Branding	Contact Secretariat	-

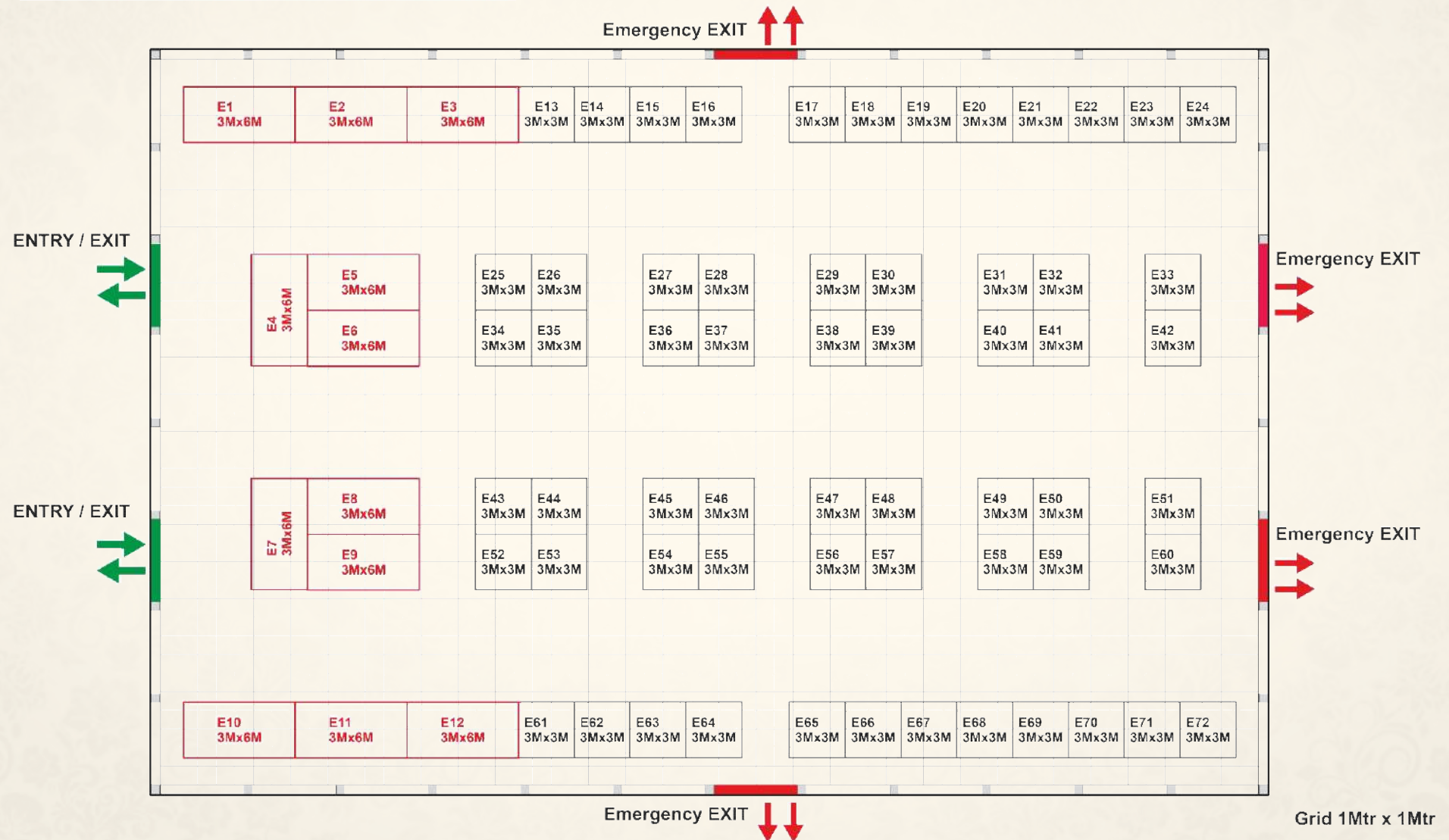
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Proposed Venue layout



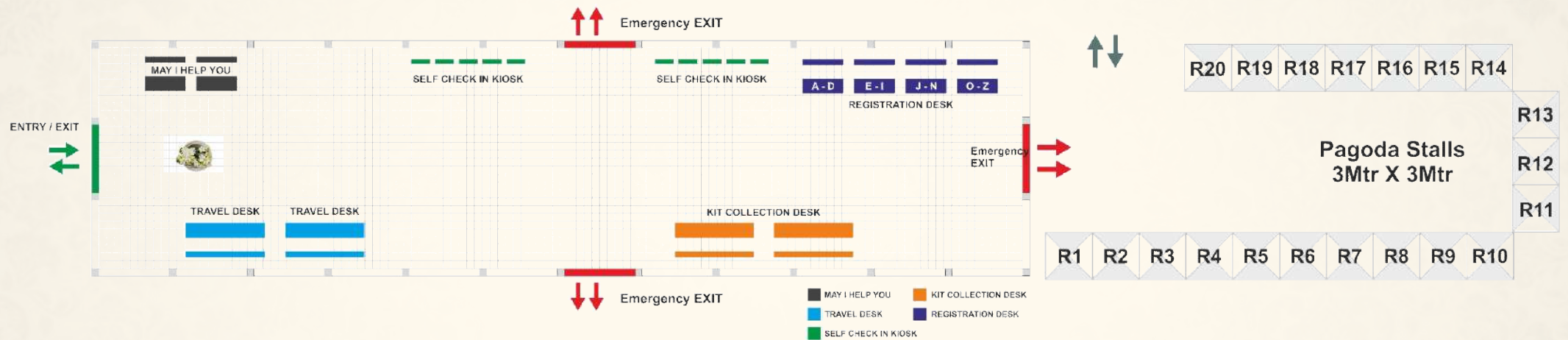
Proposed Venue layout

LAYOUT HANGER 40 Mtr x 60 Mtr

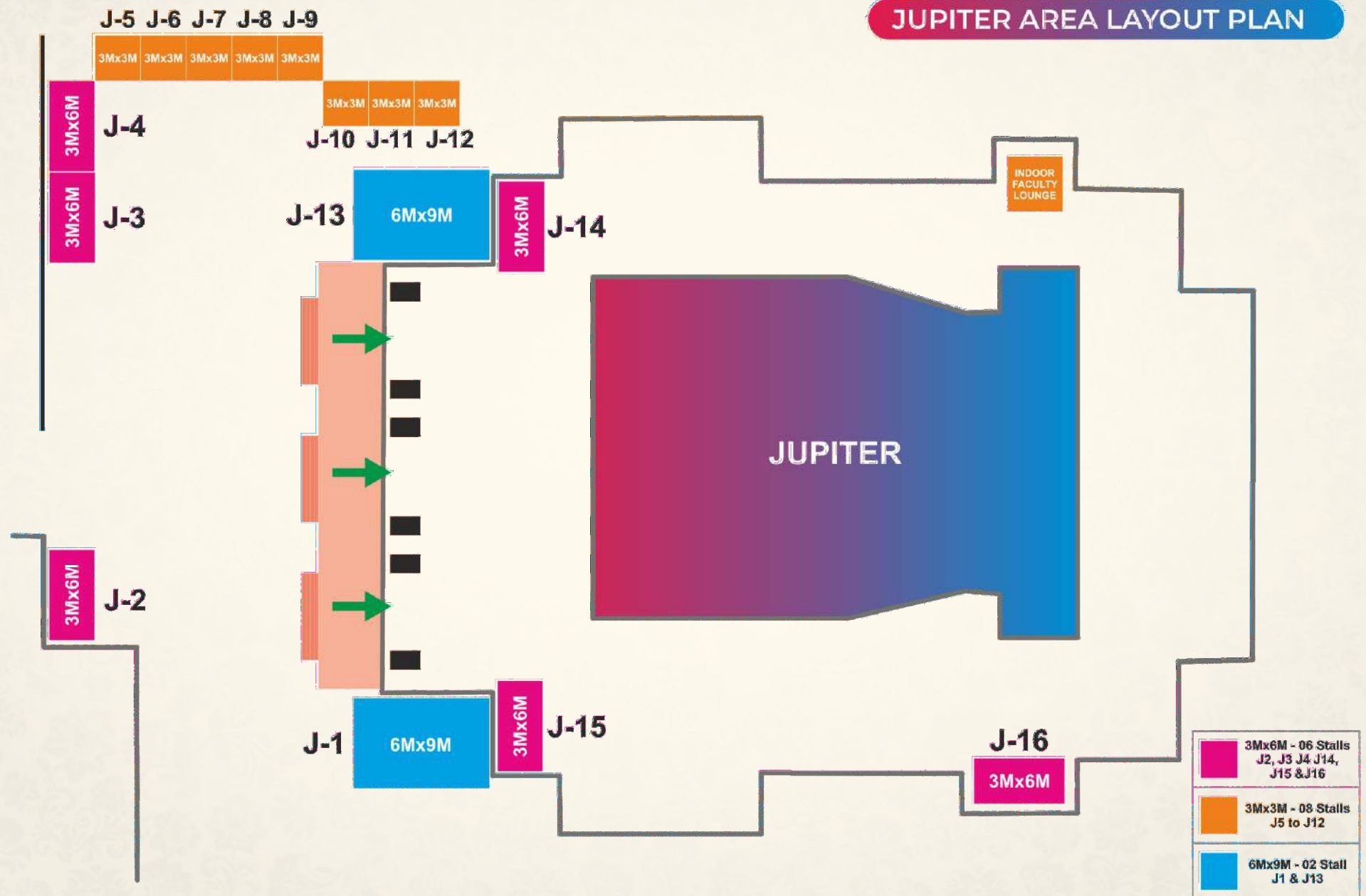


Proposed Venue layout

REGISTRATION AREA HANGER 15 Mtr x 60 Mtr



Proposed Venue layout





Knowledge Partner



CONFERENCE SECRETARIAT

Dr. Sanjoy Kumar Sureka

Organising Secretary

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