

NEW
Summer Break Review
(Covering ASCO GU, EAU, AUA, ASCO)



BeGUS



Partner Pack

2025 - 2026

Key Dates

- > **Belgian House @ EAU**
21 March - 22 March 2025
& Belgian Night, 22 March (17h30 - 20h30)
- > **Summer Break Review**
23 & 24 June 2025
- > **Year in Review**
12 & 13 January 2026
- > **Medflix "The Medflix Factory"**
10 times/year - Each first Tuesday of the month

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BeGUS

BeGUS is a scientific association, whose main objective is to create a broad **centralized** educational platform for all Belgian urologists. The board members of BeGUS are the presidents or delegates of the Belgische Vereniging voor Urologie (BVU), the Société Belge d'Urologie (SBU), the Belgian Laparoscopic and Robotic Urology Group (BLUG), Scientific Summits and the European Society of Residents in Urology Belgium (ESRU.be).

Mission & vision

BeGUS aims to create an **educational platform** that summarizes and communicates the scientific content of recent conferences and recent developments in medical treatments and technologies to doctors, doctors in training, paramedics and patients.

The association will **organize educational events** and produce online or written content covering the full spectrum of urology. This includes (but is not limited to) the following sub fields of urology: oncological urology, functional urology, endourology, reconstructive urology, paediatric urology, neurourology, benign prostatic hypertrophy, andrology and new technological developments in urology.

The **channels through which BeGUS will communicate** this scientific content are: Interactive events, colloquia, seminars, conferences, as well as other educational communication platforms (for example: e-learning platform, digital content platform, etc.). These forms of communication will be published online on a secure website, which can be accessed by members.

BeGUS may collaborate with or affiliate with other national and international institutions or associations that pursue the same or analogous objectives. In this sense, it can also perform economic activities, in so far as the proceeds are spent on the purpose for which the association was founded.

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BeGUS Partner Pack

With this pack we want to offer a straightforward way to sponsor multiple BeGUS events as well as the educational platform Medflix - URO TV. Your company will also be a VIP partner of the Belgian House at the EAU conference in Madrid, Spain on 21-22 March 2025. In this file we give you a clear overview of this pack with corresponding budgets.

BeGUS Events

The three events that are included in this pack are the **Summer Break Review**, **Year in Review** and **Belgian House at the EAU conference**. You will also be a founding partner of the educational platform, Medflix - URO TV. Please find below a short explanation of these events and the educational platform.

Summer Break Review

The two-evening virtual meeting (with live audience) is hosted by top key opinion leaders & international experts, who will bring important novelties in the field of prostate cancer, urothelial & renal cancer.

Year in Review

As the year comes to a close, we summarize the most remarkable moments of the year 2025. From congress highlights to exceptional breakthroughs, from must-read articles to the most captivating studies. We give an overview of the most notable moments in urology.

These online meetings will be live-streamed from a TV studio in Ghent with a live audience of 120 to 180 live participants.

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Belgian House

Over the last 3 years BeGUS has installed the Belgian House at the time of the EAU conference. This year, the Belgian House will be organized at the EAU Madrid. All Belgian doctors and our industry partners are welcome to join us during the day and in the evening for a drink. For your information: last year, 80 to 100 Belgian doctors were present in our 'house'.



THE BELGIAN HOUSE
WHERE BELGIAN DOCTORS AND
INDUSTRY MEET

JOIN US IN MILAN
WHEN: DURING THE EAU CONGRESS SATURDAY
MARCH 11, 2023

Dear Professor,
Dear Doctor,

BeGUS, Scientific Summits, BVU, ESRU, SBU, BLUG and MedCC welcome you in our "Belgian House" on Saturday March 11 from 10 am till 10 pm. At 6 pm we have a special Belgian Apéro. Raise a glass with us, the Belgian doctors and industry.


We will be glad to talk with you about our upcoming events and projects. Our Belgian House is the perfect opportunity to meet international Key Opinion Leaders, witness live recording of interviews in our studio and connect with colleagues and industry.

We'll also serve snacks & drinks!



LOCATION


NH Hotel Collection Milano CityLife
Piquet Meeting Room
Via Bartolomeo 14, 20149 Milan



Our "Belgian House" is a 5 min (450 m) walk from the congress center.

We hope to meet you there!
Kind regards,

The Belgian House is an initiative of:



THE BELGIAN HOUSE
WHERE BELGIAN UROLOGISTS &
INDUSTRY MEET

JOIN US IN PARIS
DURING THE EAU CONGRESS


Dear friends, colleagues and partners,

We would like to invite you to an unforgettable experience at the Belgian House, organized by BeGUS, Scientific Summits, BVU, ESRU, SBU, BLUG, and MedCC! Whether you're in the mood for an informal gathering with colleagues, a meeting with industry representatives, or simply a drink with friends, the Belgian House has something for everyone.

From April 6 to April 7, the Belgian House is open and ready to welcome you. Our opening hours are as follows:


Saturday April 6: 10h - 17h30
Saturday April 6: 17h30 - 20h30 - Belgian NIGHT !
Sunday April 7: 10h - 13h
Sunday April 7: 13h - 17h - Paris-Roubaix !

Raise a glass with us, the Belgian urologists and industry.



LOCATION


Hotel Bellune
35 Boulevard Victor
75015 Paris



Our "Belgian House" is a 3 min (300 m) walk from the congress center.

We hope to meet you there!
Kind regards,

The Belgian House is an initiative of:



Coming Soon

Belgian House in Madrid

Friday 21 March - Saturday 22 March

> Belgian Night included

22 March from 17h30 to 20h30

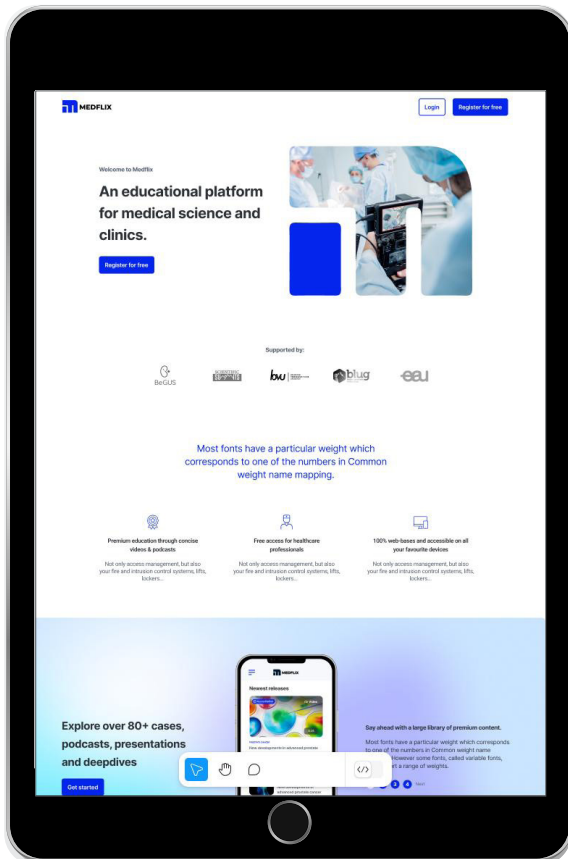
Drink with all Belgian doctors & our industry partners



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Medflix - URO TV



Medflix-URO TV is a **central educational platform** aimed at delivering high-quality urological content to our members in an accessible and user-friendly way. The platform includes a wide variety of content, ranging from daily use how-to-videos to deep dives.

On the basis of your input the platform will customize your content for you and will bring your message to your target group. Most of this content will be accredited and adjusted to the Belgian Medical context.

Coming Soon

Medflix 2.0 is about to be launched

(March 2025)

At the moment we are building Medflix 2.0 with an upgrade on the look and feel, search engines and easy access. This version will be ready and kicked off Q2 2025.

Our partners are always welcome in our House of Health in Leuven (Abdij van Vlierbeek), or in our studio in Ghent every first Tuesday of the month during The Medflix Factory evenings for a chat and a drink with our KOL's.

Summer Break Review

A scientific summary of highlights from ASCO GU, EAU, AUA, ASCO

Summer Break Review

Value: € 12.500

- > Possibility to have a **recorded interview with one of the panel members** on a chosen topic
- > Commercial break / Company - product clip **2 x 2,5 min**
- > **Live attendance** with 2 persons
- > **Company logo** on registration page, post meeting video and all communication tools
- > **30 min free studio time** before or after event
- > **4 VIP invitations or wildcards** offered by company (or if not possible by board)

Year in Review

Partner Pack

Year in Review

Value: € 12.500

- > Possibility to have a **recorded interview with one of the panel members** on a chosen topic
- > Commercial break / Company - product clip **2 x 2,5 min**
- > **Live attendance** with 2 persons
- > **Company logo** on registration page, post meeting video and all communication tools
- > **30 min free studio time** before or after event
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Medflix - URO TV

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Remark

You can become a Medflix partner starting from € 9.500 per year.

Medflix - URO TV

Value: € 35.000

- > **Seat at the table:** As a member of the steering committee together with the KOL's you will be attending the quarterly meetings to discuss the formats and content for the next quarter. You will have to opportunity to shape/fine-tune the platform together with the board.
- > **Company button:** Your firm gets a company button on the homepage of the platform. Behind this button you will be able to post screened company info such as forms / studies / KOL interviews / ... Note that you won't be able to post pure commercial content.
- > **Space on the platform:** Access to a slot of 30 min company content on the Medlix platform every quarter (after approval of the scientific board).
- > **Logo:** Your logo will be included in monthly push mails to the users of the platform.
- > **Subscription:** As a founding partner you get a certain amount of subscription each year.
- > **Invitation to all BeGUS studio events:** You will be invited to attend every studio recording from BeGUS live. Your representatives will be invited to join our speakers and editorial board during all sessions in our studios. They will be invited each month on the Medflix Factory recording in our studios.

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Budget

Sponsor DIAMOND 2025 all-in

NOW: € 65.000 € 55.000

Including

- > Medflix - URO TV (2025) € 35.000
- > Summer Break Review (2025) € 12.500
- > Year in Review (2025) € 12.500
- > VIP Partner Belgian House € 5.000

Sponsor GOLD 2025 all events

NOW: € 30.000 € 25.000

Including

- > Summer Break Review (2025) € 12.500
- > Year in Review (2025) € 12.500
- > VIP Partner Belgian House € 5.000

There is also a possibility to make a **tailored pack**, please contact Peter Wildemeersch for more information via +32 497 12 89 89.

We hope your company would like to be represented in this gamechanging project and thank you very much in advance for supporting our association.

**Best regards from an enthusiastic
BeGUS board,**

Steven Joniau, Founder and Chairman
Filip Ameye, Co-founder and Vice-chairman
Karel Decaestecker, Co-founder and Secretary
Alexandre Peltier, Co-founder and Treasurer
Gert De Meerleer (Scientific Summits), Member
Peter De kuyper (BLUG), Member
Thomas Adams (BVU), Member
Lorenzo Tosco (SBU), Member
Noémie Luyts (ESRU.be), Member
Lieven Goeman (Accreditation Committee),
Member

**& from the editorial board for the Medflix
platform,**

Steven Joniau
Editor in Chief

Lorenzo Tosco & Thomas Adams
Editorial Board Science

Peter De kuyper & Noémie Luyts
Editorial Board Surgery

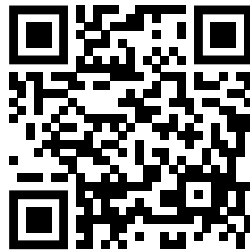
Young collaborators from ESRU.be:

Loïc Baekelandt, Alexander Giesen, Brecht Ghys,
Matthias Boeykens...

Sponsor subscription form

Yes, I want to become a partner!

Scan the QR code below and fill in the form



For more information, please do not hesitate to contact Peter Wildemeersch (+32 497 12 89 89). We'll be happy to help and answer your questions.

Thank you for your support!

