

IUGA Affiliate Society Program

Promotional and Information Packet

Prepared by IUGA Office

April 2021

Executive Summary

IUGA is the leading authority in the international field of urogynecology. As the premier international society focusing on disorders of pelvic floor dysfunction in women, we are constantly looking to improve our international presence and increase the international perspective in our policies, activities, and priorities.

We have designed our Affiliate Society Program to benefit both IUGA and our Affiliate Societies, as well as our joint members. A member of IUGA that joins through an Affiliate Society will benefit from the opportunity to connect with a growing network in the field of urogynecology with more than 3,000 members, learn from international experts through both online and live educational opportunities, and stay up-to-date on the latest science by receiving the *International Urogynecology Journal* and a discount on IUGA Annual Meetings, Regional Symposia and eXchange programs.

Who can become an Affiliate Society?

Any established gynecologic, urologic, urogynecologic or continence society is eligible to apply for Affiliate Society membership. For applicant societies, at least 10% of the joint members must be new IUGA members. The society must also have a governing body, stated mission and goals, accomplishments over the past 2-3 years and stated plans for the future. A society representing a low or lower-middle-income economy may apply for exception to this minimal number requirement. The most recent, updated list of low or lower-middle-income economies can be found at <http://data.worldbank.org/region/LDC>. Societies composed of members from several countries in a region may also apply for Affiliate Society membership but must also meet the minimum 10% new member criteria.

Partnership Opportunities

IUGA wants to work with our Affiliate Societies to help expand the field of urogynecology locally, regionally, and globally. We partner with our Affiliate Societies to develop educational opportunities in the field of urogynecology both online and through live local programming. Working together, IUGA and our Affiliate Societies can organize Regional Symposia and eXchange programs where international experts travel to share their knowledge and demonstrate surgical techniques. These educational opportunities are often unattainable without these partnerships.

We appreciate your interest and look forward to your participation in IUGA and its educational activities. If you have any further questions, please do not hesitate to contact Corie Pel, Association Manager at corie@iuga.org or Melanie Jones, Membership Coordinator at membership@iuga.org.

Benefits for the Affiliate Society

- **You get to offer discounted membership in IUGA to your members**
 - \$130 (instead of \$160) - IUGA membership including print + online *IUJ* subscription
 - \$100 (instead of \$130) - IUGA membership including online-only *IUJ* subscription
 - **\$75 - NEW** rate for Non-Physicians & Physicians-in-Training, including online-only *IUJ* subscription
- **You will receive the IUGA Digital Promotional Package** (described in Appendix A)
- **You get to advertise your meetings** to a large international audience of nearly 7,000 medical professionals in the field of urogynecology through inclusion on the IUGA meeting calendar and in IUGA mailings. (Affiliate Society meetings may be listed beginning 12-months prior to the meeting date).
- **You can promote your meeting** with an advertisement in the *IUJ* (subject to availability)
- You will receive a "**Proudly Affiliated With IUGA**" logo to display on your website
- **Your application for endorsement of your meeting program will be fast-tracked**
- **Include your logo** on our website

Benefits for our Joint Members

- A subscription to the *International Urogynecology Journal* (a value of \$175 if purchased individually), 12 issues a year and/or online access to the *IUJ*;
- Substantial **registration discounts** for the IUGA Annual Meeting and Regional Symposia;
- Free, unrestricted access to the **IUGA Academy**, our online learning portal complete with free CME Courses, E-Lectures, material from Annual Meetings, Must-See Surgical Videos, and more;
- Opportunity to earn a **research or observership grant**;
- Inclusion in our "**Find a Provider**" Directory;
- Pose questions, share ideas, and network with colleagues with similar interests on the **IUGA E-Discussion Forum**;
- **Discounts on informative patient education materials** for your office through the online IUGA Store as well as reduced rates on many other items offered on the IUGA store;
- Opportunity to complete **PROTECT** (Prevention and Repair Of perineal Trauma Episiotomy through Coordinated Training) – A 4-step **IUGA training program** for members interested in increasing their **knowledge and expertise in OASIS** and becoming a **PROTECT-trained OASIS trainer**;
- A free account and unlimited usage of the **IUGA Surgical Database** to help audit the outcomes of surgeries;
- Regular **communication and updates** from IUGA regarding programs and new opportunities to learn and share knowledge;
- Opportunities to **influence practice** in the urogynecology field;
- **Volunteer opportunities** on IUGA committees, Special Interest Groups and other projects;
- **Connection** with IUGA's global network of more than 3,000 local and international industry peers and leaders;
- **25% off all books** published by Springer.

Expectations of Affiliate Societies

Through the Affiliate Society program, IUGA builds mutually beneficial partnerships with local, national, and regional societies. Therefore, in order to remain an Affiliate Society, the following contributions are expected from Affiliate Societies:

- Submission of a list of members, mailing addresses, and email addresses of those members that have chosen joint membership;
- Payment of invoice for membership of joint members;
- Providing Affiliate Society logo for inclusion on our website;
- Maintain a minimum of 30 joint members;
- Promotion of IUGA membership, IUGA Annual Meeting, and other IUGA activities utilizing materials provided in the Digital Promotional Package (see Appendix A);
- Submission of your most important annual event to the [IUGA Endorsement Program*](#);
- Submission of a list of any meetings you organize in the upcoming year for inclusion on our website*;
- Share suggestions for locations/programs for running an IUGA eXchange Program or an IUGA Regional Symposium.*

Help Us Advance the Field of Urogynecology

Other ways you can help us to advance the field of urogynecology around the world include:

- Helping to maintain correctness and completeness of the traineeship webpage on our website;
- Providing a list of local or regional meetings for inclusion on IUGA website;
- Posting IUGA Annual Meeting messages to social media pages on suggested dates (see appendix A for details);
- Posting promotional banner for IUGA Annual Meeting on your website;
- Including an advertisement for IUGA Annual Meeting in the program book or meeting bag of your meeting;
- Including the IUGA Annual Meeting on the event calendar of your website.

*Optional

How to Become an Affiliate Society of IUGA

To apply for Affiliate Society status, please send a completed Affiliate Society application (download application by clicking [here](#) or visiting <http://www.iuga.org/?affiliatesocieties>), along with a letter which includes the following information, signed by the society's President, to membership@iuga.org:

- The society's mission statement and/or goals
- Major accomplishments over the past 2-3 years
- Expected accomplishments in the next 2-3 years
- A list of the society's Executive Board members

Applications will be reviewed by the IUGA Board and a decision provided to the applicant society within 60 days. Once the society is approved, the society's contact person will be responsible for collecting and sending the member data to IUGA.

Rules of Membership and Payment- *PLEASE READ CAREFULLY*

- i) **Membership year:** When a society becomes an Affiliate Society, the contact person of the Affiliate Society will choose for membership in IUGA to become active on the first day of one of the 4 quarters of the year (January 1, April 1, July 1, or October 1). Membership in IUGA will be renewed 365 days after the initial activation date. The activation date of the initial year will remain the activation date for all subsequent years. The membership runs for 365 days and may not lapse. IUGA will reach out to each Affiliate Society 30 days prior to the renewal date for a list of joint members. If an affiliate member list is not received within 30 days after the expiry date, IUGA reserves the right to contact individual members to encourage direct membership in IUGA.
- ii) **Invoicing and payments:** Once the joint membership list has been received and processed, Affiliate Societies will be invoiced (in USD) for their members. All payments are due within 30 days of the invoice issue date. Affiliate Societies are responsible for paying for their members, preferably via wire transfer. Wiring details are included with the invoice.
- iii) **Regular members switching to Affiliate Society members:** Direct IUGA members can decide to renew through an Affiliate Society and receive the discounted rate and will be assigned to the membership period available to the Affiliate Society. IUGA reserves the right to discontinue the affiliation and contact individual members to encourage direct membership in IUGA.
- iv) **Additional membership lists throughout the year:** Affiliate societies are encouraged to submit an updated list of joint members to the IUGA Office quarterly using the Affiliate Society data collection template (which will be provided by the IUGA Office). IUGA will bill affiliate societies quarterly for additional membership lists, unless other arrangements are made. Please note: if a list is provided in a different quarter than the assigned renewal quarter for the society, all members will revert back to the society's renewal date.
- v) **International Urogynecology Journal (IJJ):** A hardcopy of the *IJJ* costs \$30 more per year per member. Affiliate Societies decide if they will offer joint members the option to receive the hardcopy of the *IJJ* or if joint members will only be offered the electronic version. Please note that delivery of the first hardcopy of the *IJJ* can take 6 to 8 weeks.

Appendix A- Digital Promotional Package

Contents of the 2021 Digital Promotional Package

In our Digital Promotional Package, you will find marketing materials to assist you in promoting IUGA and our Annual Meeting. If you have a specific need these materials do not address, including different sizes, please contact the IUGA Office at office@iuga.org and we will work with you to fulfill your request. We will continue to share additional materials as they become available.

Promotional Items for Annual Meeting

Powerpoint Slides

- IUGA 2021- Save the Date
- IUGA 2021- Register Now

Banners

- A4 Flyer to promote the IUGA 2021 Annual Meeting- Save the Date
- A4 Flyer to promote the IUGA 2021 Annual Meeting- Register Now
- Promotional banner (600*286) regarding the IUGA 2021 Annual Meeting for your website and/or meeting calendar
- Promotional banner (800*300) regarding the IUGA 2021 Annual Meeting- Register now- for your website and/or meeting calendar
- Promotional banner (800*300) regarding the IUGA 2021 Annual Meeting- It's not too late- for your website and/or meeting calendar

Social Media Posts

When you create a social media post regarding the IUGA 2021 Annual Meeting, please use hashtag #IUGA and #IUGA2021 and encourage people to learn more and/or register. Please feel free to share our post or use the materials provided to create your own.

- Social media image (1200*650) regarding the IUGA 2021 Annual Meeting- Register now- for your website and/or meeting calendar
- Social media image (1200*650) regarding the IUGA 2021 Annual Meeting- It's not too late- for your website and/or meeting calendar

Topic	Suggested Post Date	Suggested post to accompany infographic
Registration is open	June 1, 2021	Registration is OPEN for the IUGA Hybrid 46 th Annual Meeting in Singapore, December 8-11, 2021. Get your pick of workshops and meet the expert sessions! Register today! https://www.iugameeting.org/registration/#IUGA2021
It's Not Too Late	December 1, 2021	It's not too late! Register now for the IUGA Hybrid 46 th Annual Meeting in Singapore, December 8-11, 2021. Join us from the comfort of your own home! Register today! https://www.iugameeting.org/registration/#IUGA2021
Generic	At your convenience	#IUGA2021

Promotional Items not Annual Meeting Related

Powerpoint Slides

- IUGA- Join today (with adjustable URL)
- Individual benefits of IUGA membership
- Affiliate society benefits of IUGA membership
- IUGA Academy
- IUGA Academy App
- IUGA Academy E-Lectures
- International Urogynecology Journal (IJ)
- Observership and Research Grants
- Research Grants
- YourPelvicFloor
- Patient Leaflets
- IUGA Store
- FIUGA
- Social media
- Covid Resources
- SIGs
- IUGA Programs
- Membership Referral Program
- IUGA Mentorship Program
- IUGA Society App

Social Media Posts

- FIUGA
- Individual benefits of IUGA membership
- IUGA Store
- IUGA Academy App
- IUGA Academy E-Lectures
- IUGA Mentorship Program
- IUGA Social Media Accounts
- IUGA Society App
- IUJ
- June is Pelvic Organ Prolapse Awareness Month (*should be posted in the month of June*)
- May is Pelvic Pain Awareness Month (*should be posted in the month of May*)
- Membership Referral Program
- Observership grant (*Observership grant cycle closes June 15, 2021. For more information, please visit the IUGA website <https://www.iuga.org/grants/observership>*)
- Research Grant (*Research grant cycle closes June 15, 2021. For more information, please visit the IUGA website <https://www.iuga.org/grants/research>*)
- September is IC Awareness Month
- September is Women in Medicine Month
- World Continence Week
- YourPelvicFloor
- YourPelvicFloor Topics

Other Promotional Items

- IUGA Academy App Flyer (A4)
- IUGA Academy E-Lecture Flyer (A4)
- IUGA Digital Membership Brochure (printable version available upon request)
- IUGA Digital Membership Brochure in Spanish (printable version available upon request)
- IUGA Mentorship Program (A5)
- IUGA Social Media Flyer (A4)
- IUGA Store Flyer (A4)
- June is Pelvic Organ Prolapse Awareness Month Flyer (A4)
- May is International Nurse and the Midwife Day Flyer (A4)
- May is Pelvic Pain Awareness Month Flyer (A4)
- Membership Referral Program (A5)

- Pelvic Floor Imaging Course Postcard (A5)
- September is IC Awareness Month Flyer (A4)
- September is Women in Medicine Month Flyer (A4)
- Your Pelvic Floor Flyer (A4)

All materials will be provided in English. Materials may be translated, but the translated versions MUST be provided to the IUGA Office at office@iuga.org