



*American Society of Andrology*

37<sup>th</sup> Annual Meeting

April 21-24, 2012

Hilton Tucson El Conquistador

Tucson, Arizona

**2012**

Exhibitor and Promotional Partnership  
Prospectus



# American Society of Andrology

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2011 - 2012

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Schaumburg, IL 60173  
Phone: (847) 619-4909  
Fax: (847) 517-7229

June 4, 2011

Dear Industry Colleagues:

On behalf of the American Society of Andrology, we invite your support and participation in the **37<sup>th</sup> Annual Meeting** taking place **April 21-24, 2012** at the **Hilton Tucson El Conquistador** in Tucson, Arizona.

The American Society of Andrology is a unique partnership of scientists and clinicians. Founded in 1975, the society has over 600 members from all over the world whose specialty fields include male reproduction, endocrinology, urology, anatomy, gynecology/obstetrics, biochemistry, animal science, molecular and cell biology, and reproductive technologies. The ASA, which fosters a multi-disciplinary approach to the study of male reproduction, exists to promote scientific interchange and knowledge of the male reproductive system.

Technical exhibits and Promotional Partnerships are an important part of our meetings success and benefit both the attendees and the companies who choose to participate. We are expecting approximately 350 medical professionals to attend this CME event in Tucson. To enhance exhibit traffic, meals, coffee breaks and special events will take place in the exhibit hall. All exhibitors will be positioned in assigned space in the exhibit hall, which is separate from the scientific sessions.

We are anticipating a full exhibit hall and space will be limited. To ensure your chances of receiving prime space and support opportunities, please review the enclosed prospectus materials carefully and submit the provided registration form and payment to *American Society Andrology* FID# 38-2138414, as early as possible.

We look forward to receiving your commitment and working together at the ASA 37<sup>th</sup> Annual Meeting. Thank you for your consideration.

Sincerely,

JP Baunach  
Account Manager, Industry Relations  
847-264-5942 direct  
[jp@wjweiser.com](mailto:jp@wjweiser.com)

Mary Tully  
Development Coordinator  
847-264-5927 direct  
[mary@wjweiser.com](mailto:mary@wjweiser.com)

American Society of Andrology, Inc.  
37th Annual Conference • April 21 - 24, 2012 • Tucson, Arizona  
Andrology Lab Workshop • April 21 - 22, 2012  
Special Symposium • April 21, 2012  
Basic Science Workshop • April 21, 2012



**AMERICAN SOCIETY OF ANDROLOGY**  
**37<sup>th</sup> Annual Meeting**

**GENERAL INFORMATION**

The ASA 2012 annual meeting will provide attendees with Continuing Medical Education (CME) along with advanced knowledge in Andrology, combined with new product knowledge learned in the exhibit hall.

ASA members are clinicians and scientists with specialty fields including male reproduction, endocrinology, urology, anatomy, biochemistry, gynecology/obstetrics, animal science, molecular and cell biology, and reproductive technologies.

**Official Meeting Dates:** April 21-24, 2012

**Meeting Location:** **Hilton Tucson El Conquistador**  
10000 N. Oracle Rd  
Tucson, Arizona  
1-520-544-5000

**Room Rate & Cutoff Date:** \$179 plus tax, April 2, 2012  
*Please contact the Hilton directly by the cutoff date to reserve your rooms at the discounted rate.*

**SUPPORTING THE AMERICAN SOCIETY OF ANDROLOGY**

Deliver your message in a professional, focused, and educational environment. The American Society of Andrology presents you with networking opportunities to build relationships with new and existing customers. Choose a standard exhibit booth or a corporate membership package, which provides extended promotional visibility for your company beyond the annual meeting.

**EXHIBITING**

The expected 350 attendees want to meet you face-to-face and examine your products first-hand. By exhibiting at the meeting, your company will be listed in promotional materials and the program book. Space is limited, so act quickly!

**PROMOTIONAL PARTNERSHIP PACKAGES**

Secure prime exhibit location and optimum visibility with a Promotional Partnership. In addition to your exhibit, participation in this program includes the pre-attendee registration list, your company logo and recognition in annual meeting program book, signage, and more. Please refer to the Corporate Membership details in this prospectus for a complete list of benefits.

**CORPORATE FUNCTIONS MAY NOT BE HELD CONCURRENT WITH OFFICIAL ASA SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE ASA INDUSTRY RELATIONS DEPARTMENT.**

**IMPORTANT EXHIBIT INFORMATION AND DATES**

**Exhibit Description:** 6 foot table-top exhibit space with (1) one table, (2) two chairs and (1) wastebasket. Additional service information will be made available approximately three-four weeks prior to the meeting.

**Payment Options:** Payment is due no later than March 15, 2012.  
**Acceptable payment method is by check Visa, MasterCard, or Amex.**

**Please make checks payable to:**  
American Society of Andrology  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN# 38-2138414

**Cancellations & Refunds:** The American Society of Andrology requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to March 15, 2012 exhibit fee will be refunded less \$250 administration fee.
- Cancellation after March 15, 2012 no portion of the original exhibit fee will be refunded.

**Assignment of Space:**

Exhibit space will be assigned at the sole discretion of the American Society of Andrology. Factors affecting exhibit location include support level; the date the registration form was received by the ASA office, the number of exhibits, and proximity of competitors.

**EXHIBIT SCHEDULE**

**(Times are subject to change without notice)**

**Exhibit Set Up:** *Saturday, April 21, 2012*  
*12:00 p.m. to 4:00 p.m.*

**Exhibit Hours:** *Saturday, April 21, 2012*  
*4:00 p.m. to 9:30 p.m.*  
**Welcome Reception (ASA attendees and exhibitors)**  
*7:50 p.m. to 9:30 p.m.*

*Sunday, April 22, 2012*  
*7:00 a.m. to 4:00 p.m.*

*Monday, April 23, 2012*  
*7:00 a.m. to 3:30 p.m.*

**Exhibit Teardown:** *Monday, April 23, 2012*  
*After 3:30 p.m.*

**Registration:**

Upon confirmation you will receive a badge form to pre-register your staff members. Only employees of the exhibiting company, or its agents, will be issued a badge. Booths must be manned the entire time the exhibit area is open.

*For more information about exhibits, sponsorships, or advertising options or to support the American Society of Andrology through an educational grant, please contact the Industry Relations team at the ASA office:*

**American Society of Andrology, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173**

**Phone: (847) 619-4909**

**Fax: (847) 517-7229**

JP Baunach  
Account Manager, Industry Relations  
847-264-5942 direct  
[jp@wiweiser.com](mailto:jp@wiweiser.com)

Mary Tully  
Development Coordinator, Industry Relations  
847-264-5927 direct  
[mary@wiweiser.com](mailto:mary@wiweiser.com)

<b>2012 American Society of Andrology Promotional Partnership Packages</b>	<b>Diamond Level \$15,000</b>	<b>Emerald Level \$10,000</b>	<b>Ruby Level \$5,000</b>	<b>Exhibit Level \$1,500</b>
<b>PRESENTATION TIMESLOT</b>				
Timeslot for Lunch CME, Non-CME, or Promotional Presentation (Does NOT include food & beverage or A/V)	X			
Timeslot for Breakfast, Non-CME, or Promotional Presentation (Does NOT include food & beverage or A/V)		X		
<b>ADS AND MAILINGS</b>				
Full Page Ad in Exhibit Guide <b>(Must be received by 3/15/2012)</b>	X			
½ Page Ad in Exhibit Guide <b>(Must be received by 3/15/2012)</b>		X		
Door Drop	X	X		
One Set Membership Mailing Labels	X	X		
Pre-Registration Attendee List	X	X	X	
On-Site Attendee List				X
<b>RECOGNITION</b>				
Company Logo Displayed On Screen	X			
Company Logo Displayed On Website	X			
Company Logo Displayed On Signage	X			
Company Logo Displayed in Meeting Materials/Handouts	X	X	X	
Company Sponsorship Recognized On Website	X	X	X	
Company Sponsorship Recognized On Signage	X	X	X	
Company Sponsorship Recognized In Newsletter	X	X	X	
Company Sponsorship Recognized in Meeting Materials/Handouts	X	X	X	X
<b>EXHIBIT BOOTHS AND BADGES</b>				
8 ft Floor-Standing Exhibit in Prime Location----Unlimited Badges	X			
8 ft Floor- Standing Exhibit in Featured Location----4 Badges		X	X	
6 ft Tabletop Exhibit----2 Badges				X
<b>ADDITIONAL EVENT TICKETS</b>				
Annual Banquet (6) Six Tickets	X			
Annual Banquet (4) Four Tickets		X		
Annual Banquet (2) Two Tickets			X	X



For more information or if you have other ways you would like to support ASA, please contact the ASA Industry Relations team:

**JP Baunach**  
Account Manager, Industry Relations  
847-264-5942 direct  
[jp@wjweiser.com](mailto:jp@wjweiser.com)

**Mary Tully**  
Development Coordinator, Industry Relations  
847-264-5927 direct  
[mary@wjweiser.com](mailto:mary@wjweiser.com)

# EXHIBITOR REGISTRATION FORM

April 21-24, 2012-----Tucson, Arizona

## AMERICAN SOCIETY OF ANDROLOGY

The ASA offers additional opportunities for increased visibility and exhibit traffic, exceptional networking opportunities, advertising, and outreach beyond the meeting to our general membership through a Promotional Partnership. Please contact us for additional information on how to maximize your ASA experience.

- My Company would like to support at the following Promotional Partnership Level  
Platinum (\$15,000) Gold (\$10,000) Silver (\$5,000)  
(Exhibit space included)
- My Company plans on EXHIBITING at the ASA Annual Meeting  
One 6' table-top exhibit space at \$1,500

PLEASE NOTE:

*This form must be returned to reserve exhibit space.*

Corporate functions may not be held concurrent with official ASA scientific or social functions. Any function, regardless of size or location, must be approved by the ASA Industry Relations Department, (847) 619-4909.

### Accepted Forms of Payment for ASA:

Check Visa Mastercard American Express

Please make checks payable to: American Society of Andrology  
Two Woodfield Lake  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
ASA FIN #38-2138414

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

QUESTIONS? Contact JP Baunach or Mary Tully at the ASA office at (847) 619-4909.

### CORPORATE OFFICE

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please list any competitors you do NOT want to exhibit near or next to: \_\_\_\_\_

### EXHIBITOR CONTACT

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Product: \_\_\_\_\_

Product Application: \_\_\_\_\_

**Agreement:** I am an authorized representative for this company with full power and authority to sign this application for exhibit space. The company agrees to comply with all of the rules and regulations stated in the Exhibitor Prospectus, as well as all policies added after the publication of the prospectus, which we accept as part of the agreement.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for choosing to support the ASA in 2012!**

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