



Kansas Urological Society & Missouri Urological Association

2nd Annual Collaborative Forum

March 30-31, 2012

Intercontinental Kansas City

Kansas City, Missouri

2012

Exhibitor and Promotional Partnership
Prospectus



June 4, 2011

Dear Industry Colleagues:

On behalf of the Kansas Urological Society and the Missouri Urological Association, we are pleased to announce an opportunity for you to participate in the 2nd Annual Collaborative Forum. This is the first time these two organizations will come together for a two day CME Seminar. This educational event will be held on March 30 - 31, 2012, in Kansas City, Missouri.

Promotional Partners and technical exhibits are an important part of our meeting's success and benefit both the attendees and the companies who choose to participate. We are expecting approximately 75 urologists to attend. The official KUS/MUA **Networking Reception** will be held in the Exhibit Hall on Friday evening and exhibit hours will continue on Saturday with dedicated exhibit hours during breakfast and a.m. break.

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 WJ Weiser and Associates, the Kansas Urological Society's and the Missouri Urological Association's management office, as early as possible. Payments are acceptable by Visa, Master Card, American Express or check. For more information, please email either JP Baunach at jp@wjweiser.com, or Mary Tully at mary@wjweiser.com, or by phone at 847-517-7225.

We look forward to receiving your commitment and working together at this exciting inaugural meeting.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads 'Donna Kelly'.

Donna Kelly
Executive Director, Industry Relations
WJ Weiser and Associates
847-264-5920
donna@wjweiser.com

**KANSAS UROLOGICAL SOCIETY AND MISSOURI UROLOGICAL
ASSOCIATION**

2012 2nd Annual Collaborative Forum

GENERAL INFORMATION

The Kansas Urological Society and the Missouri Urological Association 2nd Annual Collaborative Forum will provide attendees with Continuing Medical Education (CME) along with advanced knowledge in the urologic field, combined with new product knowledge learned in the exhibit hall.

The Kansas Urological Society and the Missouri Urological Association consists of urologists practicing in the Midwest region of the United States.

Official Meeting Dates: March 30-31, 2012

Hotel & Meeting Location: **Intercontinental Kansas City**
401 Ward Parkway
Kansas City, MO 64112
(816) 756-1500

**SUPPORTING THE KANSAS UROLOGICAL SOCIETY and THE
MISSOURI UROLOGICAL ASSOCIATION**

Deliver your message in a professional, focused, and educational environment. The Kansas Urological Society and the Missouri Urological Association presents you with networking opportunities to build relationships with new and existing customers. Choose a standard exhibit booth or a Promotional Partnership package, which provides extended promotional visibility for your company beyond the annual meeting.

EXHIBITING

The expected 75 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 Premier Platinum Level Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Promotional Partners' Advisory Board participation with KUS Board of Directors and MUA Board of Directors, your company logo and recognition in the KUS/MUA program book and signage, welcome reception refreshments at your exhibit area, a full page ad in the KUS/MUA post-meeting newsletter, and discounts on other advertising opportunities. Please refer to the Promotional Partnership details in this prospectus for a complete list of benefits.

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

IMPORTANT EXHIBIT INFORMATION AND DATES

Exhibit Description: 6 foot table top 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 1, 2012.
Acceptable payment method is by Visa, Master Card, American Express or check.

Please make checks payable to:
WJ Weiser Meetings
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN #36-3993411

Cancellations & Refunds: The Kansas Urological Society and the Missouri Urological Association requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to March 1, 2012, exhibit fee will be refunded less \$250 administration fee.
- Cancellation after March 1, 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 Kansas Urological Society and the Missouri Urological Association. Factors affecting exhibit location include support level; the date the registration form was received by the KUS/MUA office, the number of exhibits, and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change)

Exhibit Set Up: Friday, March 30, 2012
2:00 p.m. – 4:00 p.m.

Exhibit Hours: Friday, March 30, 2012
4:30 p.m. – 7:15 p.m.

**Networking Reception in the Exhibit Hall
(KUS/MUA meeting attendees &
exhibitors)**
6:15 p.m. – 7:15 p.m.

Saturday, March 31, 2012
7:30 a.m. – 11:00 a.m.

Exhibit Teardown: Saturday, March 31, 2012
After 11:00 a.m.

Registration:

To pre-register your staff members, please list the names of those representative(s) working in the booth on the Exhibitor Registration Form. 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 Kansas Urological Society and the Missouri Urological Association through an educational grant, please contact the Industry Relations team at the KUS/MUA office:

Kansas Urological Society OR Missouri Urological Association,
Two Woodfield Lake, 1100 E Woodfield Road, Suite 520,
Schaumburg, IL 60173
Phone: (847) 517-7225
Fax: (847) 517-7229

JP Baunach
Account Manager, Industry Relations
jp@wjweiser.com

Mary Tully
Development Coordinator, Industry Relations
mary@wjweiser.com

2012 Kansas Urological Society and Missouri Urological Association PROMOTIONAL PARTNERSHIP PACKAGES	Platinum Level \$10,000	Gold Level \$5,000	Early Commitment Exhibit Only \$2,000 (Received Before February 15th, 2012)	Standard Exhibit Only \$2,300 (Received After February 15th, 2012)
ADS AND MAILINGS				
Sponsored Program (Breakfast and Lunch Timeslots Available. Food and Beverage Provided by the KUS/MUA)	X			
Full Page B/W Ad In Exhibit Guide	X	X		
Pre-Registration Attendee List Prior to meeting	X	X		
One Set Membership Mailing Labels	X	X		
Full Page B&W Ad In Post-Meeting Newsletter	X	X		
Post-Meeting Attendee List	X	X	X	X
RECOGNITION				
Company Logo Displayed On Screen	X	X		
Company Logo Displayed On Signage	X	X		
Company Logo Displayed In Exhibit Guide	X	X		
Company Logo Displayed In Newsletter	X	X		
Company Sponsorship Recognized On Signage	X	X		
Company Sponsorship Recognized In Program Book	X	X		
Company Sponsorship Recognized In Post-Meeting Newsletter	X	X		
Receive Post-Meeting Newsletter	X	X		
EXHIBITING AND BADGES				
8' Freestanding Exhibit Space In Featured Location---6 Exhibit Badges	X			
8' Freestanding Exhibit Space In Featured Location---4 Exhibit Badges		X		
6' Table-Top Exhibit---2 Exhibit Badges			X	X
PROMOTIONAL SPONSORS ADVISORY BOARD MEETING				
(2) Two Attendees	X	X		
ADDITIONAL EVENT TICKETS				
Networking Reception W/Each Exhibit Badge	X	X	X	X
Refreshments Served from Your Exhibit Area during the Networking Reception	X	X		

2012 Kansas Urological Society and Missouri Urological Association ADVERTISING OPPORTUNITIES	PRICES
Ad on Back Cover of Exhibit Guide	\$5,000
Full Page B&W Ad in Exhibit Guide	\$2,500
Full Page B & W Ad In Post-Meeting Newsletter	\$2,500

For more information, please contact JP Baunach or Mary Tully in the KUS/MUA Industry Relations Department at (847) 517-7225 or jp@wjweiser.com mary@wjweiser.com

Kansas Urological Society and Missouri Urological Association

Advertising & Digital Submission Guidelines

Full Page Advertisement in Exhibit Guide – This advertisement should be in portrait orientation. The specifications for the advertisement are 8.5" wide x 11" high with a ¼" bleed. The image should be black and white and should be sent in a high resolution PDF format to JP Baunach at jp@wjweiser.com no later than March 1, 2012 to be included in the Exhibit Guide.

½ Page Advertisement in Exhibit Guide – This advertisement should be in landscape orientation. The specifications for the advertisement are 8.5" wide x 5.5" high with a ¼" bleed. The image should be black and white and should be sent in a high resolution PDF format to JP Baunach at jp@wjweiser.com no later than March 1, 2012 to be included in the Exhibit Guide.



Thank you for your support of the KUS/MUA. We want you to be able to take advantage of as many opportunities to get your message out as possible. If you have any questions about deadlines and formatting for any benefits for which you are entitled please do not hesitate to contact JP Baunach, (847) 264-5942, jp@wjweiser.com at the KUS/MUA Office.

EXHIBITOR REGISTRATION FORM

March 30-31, 2012-----Kansas City, MO

KANSAS UROLOGICAL SOCIETY and MISSOURI UROLOGICAL ASSOCIATION

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

- My Company would like to become a Promotional Partner** **Platinum \$10,000** **Gold \$5,000**
(Exhibit space in featured location included. Food and Beverage provided by the KUS/MUA for Platinum time slot)
- My Company plans on EXHIBITING at The KUS/MUA 2012 Meeting at** **\$2,000 (Early Registration)** **\$2,300 (Registration After February 15th, 2012)**
- Additional advertising and support opportunity (s)** Item Name: _____ Amount: _____

PLEASE NOTE:

This form must be returned to reserve exhibit space.

Corporate functions may not be held concurrent with official KUS/MUA scientific or social functions. Any function, regardless of size or location, must be approved by the KUS/MUA Industry Relations Department, (847) 517-7225.

Accepted Forms of Payment for KUS/MUA:

Check	Visa	Mastercard	American Express
Please make checks payable to:		WJ Weiser Meetings Two Woodfield Lake 1100 E. Woodfield Road, Ste. 520 Schaumburg, IL 60173 FIN #36-3993411	

Card Number: _____

Expiration Date: _____

QUESTIONS? Contact JP Baunach or Mary Tully at The KUS/MUA office at (847) 517-7225 **Payment DUE by March 1, 2012**

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 KUS/MUA in 2012!

Kansas Urological Society OR Missouri Urological Association, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173
Phone: (847) 517-7225 Fax: (847) 517-7229