



*Oklahoma State Urological Association*

Annual Meeting

Held in conjunction with the Oklahoma Chapter of the Society of Urologic  
Nurses and Associates (SUNA)

March 9 – 10, 2012

Renaissance Oklahoma City Convention Center Hotel  
Oklahoma City, OK

# 2012

Exhibitor and Promotional Partnership  
Prospectus



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**OSUA Executive Office**

Wendy J. Weiser  
1100 E Woodfield Rd., Ste. 520  
Schaumburg, IL 60173  
(847) 517-7225  
Fax: (847) 517-7229

**Executive Director of  
Association Management**  
Sue O'Sullivan

**Associate Director**  
Nathan Zastrow

June 4, 2011

Dear Industry Colleagues:

On behalf of the Oklahoma State Urological Association in conjunction with the Oklahoma Chapter of the Society of Urologic Nurses and Associates, we would like to invite you to join us at the **2012 Annual Meeting**. This year's meeting is being held **March 9 - 10, 2012** at the **Renaissance Oklahoma City Convention Center Hotel** in Oklahoma City, OK. Technical exhibits are an essential part of our meeting's success and benefit both the attendees and the companies who choose to participate. We are expecting about 80-90 urologists and urologic nurses to attend this CME event in Tulsa.

The Oklahoma State Urological Association will offer an annual Promotional Partnership Package and it is the best way to guarantee a prime exhibit location and provide maximum benefits and exposure for your company. Included in the prospectus is a summary of the OSUA Promotional Partnership Program along with a list of the benefits it provides. The price of exhibit space is included with this promotional package.

The OSUA 2012 annual meeting will include 6-foot tabletop exhibits for an early registration fee of \$1,750. This is two associations for the price of one saving you time and money. To reserve space, please forward the registration form along with payment as soon as possible. The continental breakfast and breaks will be located in the exhibit area and OSUA will hold their Welcome Reception on Friday evening in the exhibit area.

We look forward to receiving your commitment and working together at the 2012 Annual Meeting of the Oklahoma State Urological Association. Thank you for your consideration. See you in Tulsa!

Sincerely,

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

Mary Tully  
Development Coordinator, Industry Relations  
Phone: 847-517-7225  
[mary@wjweiser.com](mailto:mary@wjweiser.com)



**OKLAHOMA STATE UROLOGICAL ASSOCIATION**  
**In conjunction with the Society of Urologic Nurses and Associates**  
**2012 Annual Meeting**

**GENERAL INFORMATION**

The Oklahoma State Urological Association Annual Meeting 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 Oklahoma State Urological Association consists of urologists practicing in the state of Oklahoma.

**Official Meeting Dates:** March 9 – 10, 2012

**Hotel & Meeting Location:** **Renaissance Oklahoma City Convention Center Hotel**  
10 North Broadway  
Oklahoma City, Oklahoma 73102  
405-228-8000

**SUPPORTING THE OKLAHOMA STATE UROLOGICAL ASSOCIATION**

Deliver your message in a professional, focused, and educational environment. The Oklahoma State 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 45 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 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 OSUA Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments at your exhibit area, a full page ad in the OSUA 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 OSUA SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE OSUA INDUSTRY RELATIONS DEPARTMENT.**

**IMPORTANT EXHIBIT INFORMATION AND DATES**

**Exhibit Description:** 6 foot table 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 February 1, 2012.  
**Acceptable payment method is by check, Visa or MasterCard.**

**Please make checks payable to:**

Oklahoma State Urological Association  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN #91-2066489

**Cancellations & Refunds:** The Oklahoma State Urological Association requires that all cancellations must be in writing. The following refund schedule applies:

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

**EXHIBIT SCHEDULE**

*(Times are subject to change without notice)*

**Exhibit Set Up:** *Friday, March 9, 2012*  
*3:00 p.m. – 5:00 p.m.*

**Exhibit Hours:** **OSUA Welcome Reception in the Exhibit Hall (OSUA meeting attendees and exhibitors)**  
*Friday, March 9, 2012*  
*5:30 p.m. – 7:00 p.m.*

*Saturday, March 10, 2012*  
*8:00 a.m. – 11:00 a.m.*

**Exhibit Teardown:** *Saturday, March 10, 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 Oklahoma State Urological Association through an educational grant, please contact the Industry Relations team at the OSUA office:*

**Oklahoma State 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](mailto:jp@wjweiser.com)

Mary Tully  
Development Coordinator, Industry Relations  
[mary@wjweiser.com](mailto:mary@wjweiser.com)



2012 Oklahoma State Urological Association in conjunction with the Oklahoma Chapter of the Society of Urologic Nurses and Associates

**PROMOTIONAL PARTNERSHIP BENEFITS**

	Platinum Level \$10,000	Gold Level \$5,000	Early Commitment Exhibit Only \$1,750 (Received Before February 1 <sup>st</sup> , 2012)	Standard Exhibit Only \$2,000 (Received After February 1 <sup>st</sup> , 2012)
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<b>ADS AND MAILINGS</b>				
Lunch or Breakfast Program ( includes F&B and AV)	X			
Full Page Black and White in Exhibit Guide	X	X		
Pre-Registration Attendee List	X	X		
One Set Membership Mailing Labels	X			
½ Page B&W Ad In Post-Meeting Newsletter	X	X		
Post-Meeting Attendee List	X	X	X	X
<b>RECOGNITION</b>				
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		
<b>EXHIBITING AND BADGES</b>				
10 ft Exhibit In Featured Location---Unlimited Badges	X	X		
6' Table-Top Exhibit---2 Exhibit Badges			X	X
<b>PROMOTIONAL SPONSORS' ADVISORY BOARD MEETING</b>				
(2) Two Attendees	X	X		
<b>ADDITIONAL EVENT TICKETS</b>				
Welcome Reception W/Each Exhibit Badge	X	X	X	X
Refreshments Served Near Your Exhibit Area during Welcome Reception	X	X		

**2012 Oklahoma State Urological Association in conjunction with the Oklahoma Chapter of the Society of Urologic Nurses and Associates  
ADVERTISING AND SUPPORT OPPORTUNITIES**

**PRICES**

Partial Sponsorship of Welcome Reception (GOBO projection of company logo and 5 min introduction, exhibit included.)	\$3500
½ Page B&W Ad in Exhibit Guide	\$1,500

For more information, please contact JP Baunach or Mary Tully in the OSUA Industry Relations Department at (847) 517-7225 or [jp@wjweiser.com](mailto:jp@wjweiser.com) [mary@wjweiser.com](mailto:mary@wjweiser.com)

# Oklahoma State Urological Association

## In conjunction with the Oklahoma Chapter of the Society of Urologic Nurses and Associates

### 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](mailto:jp@wjweiser.com) no later than February 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](mailto:jp@wjweiser.com) no later than February 1, 2012 to be included in the Exhibit Guide.

**Welcome Reception Partial Sponsorship** – Partial sponsorship of the Welcome Reception is one of the most high visibility ways to support the OSUA. In addition to recognition in printed materials and on signage an image of your company logo will be projected on the wall of the exhibit hall during the Welcome Reception. The OSUA will handle production costs and logistics associated with this sponsorship. Logo will be displayed in color. Please send a high resolution full-color PDF of your organization logo to JP Baunach at [jp@wjweiser.com](mailto:jp@wjweiser.com) no later than February 1, 2012 to avoid expedited manufacturing charges.



Thank you for your support of the OSUA. 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](mailto:jp@wjweiser.com) at the OSUA Office. We do offer minimal assistance with graphics and can offer recommendations for the Key Card and Privacy Card vendors.

# EXHIBITOR REGISTRATION FORM

March 9-10, 2012-----Oklahoma City, OK

## Oklahoma State Urological Association and Oklahoma Chapter of the Society of Urologic Nurses and Associates

The OSUA 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 package and sponsorships. Please contact us for additional information on how to maximize your OSUA experience.

- My Company would like to become a Promotional Partner (*Exhibit space in featured location included. Food and Beverage provided by the OSUA for Platinum time slot*)  
 Platinum \$10,000     Gold \$5,000
- Other Sponsorship \_\_\_\_\_
- My Company plans on EXHIBITING at The OSUA 2012 Meeting at  \$1,750 (Early Registration)  \$2,000 (Registration After February 1<sup>st</sup>, 2012)

### PLEASE NOTE:

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

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

### Accepted Forms of Payment for OSUA:

Check                      Visa                      Mastercard

Please make checks payable to:

**OSUA**  
Two Woodfield Lake  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
OSUA FIN. #91-2066489

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

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

QUESTIONS? Contact JP Baunach or Mary Tully at The OSUA office (847) 517-7225  
**Payment DUE by February 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 OSUA in 2012!***

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