



Rocky
Mountain
Urological
Society

Rocky Mountain Urological Society

Spring Meeting

April 13-14, 2012

Embassy Suites Denver Tech Center
Centennial, Colorado

2012

Exhibitor and Promotional Partnership
Prospectus



**Rocky
Mountain
Urological
Society, Inc.**

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RMUS Executive Office

Two Woodfield Lake
1100 E Woodfield Rd., Suite 520
Schaumburg, IL 60173-5116
Phone: (847) 517-7225
Fax: (847) 517-7229
Email: rmus@wjweiser.com

July 27, 2011

Dear Industry Colleagues:

On behalf of David J. Cahn, MD, President and the RMUS Board of Directors, we are proud to announce our **Spring 2012 meeting**. Through our scientific meetings the **Rocky Mountain Urological Society (RMUS)** strives to bring together urologists and other medical professionals in the Rocky Mountain Region that are interested in research and continuing education in the field of urology. Our strong programs combine state-of-the-art scientific topics with professional networking to provide our members with the best possible information to enhance their practice, expand their knowledge and ultimately to improve patient care.

With renewed commitment to the principles that have guided our organization we are very pleased to announce that the RMUS is now being managed by W.J. Weiser & Associates, Inc., a full service association management firm servicing over 37 urology and urology related subspecialty societies on the regional, national, and international levels. Together we are looking forward to an incredible meeting season. Our **2012 Spring Meeting** will take place at the Embassy Suites Denver Tech Center in Centennial, Colorado on **April 13-14, 2012**. We invite your support and participation.

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 RMUS **Welcome 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 the Rocky Mountain Urological Society, FID#84-1487918, as early as possible. Payments are acceptable by Visa, Master Card, American Express or check. Checks are to be made payable to the *Rocky Mountain Urological Society*, and sent to the RMUS office address on this letterhead. For additional information please contact JP Baunach or Mary Tully at the RMUS office at 847-517-7225.

We look forward to receiving your commitment and working together at the upcoming meetings of the Rocky Mountain Urological Society.

Thank you for your consideration.

Sincerely,

JP Baunach
Account Manager, Industry Relations
847-264-5942 direct
jp@wjweiser.com

Mary Tully
Development Coordinator, Industry Relations
847-264-5927 direct
mary@wjweiser.com



**ROCKY MOUNTAIN UROLOGICAL SOCIETY
2012 Spring Meeting**

GENERAL INFORMATION

The Rocky Mountain Urological Society 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 Rocky Mountain Urological Society consists of urologists practicing in the Rocky Mountain region of the United States.

Official Meeting Dates: April 13-14, 2012

Hotel & Meeting Location: **Embassy Suites Denver Tech Center**
10250 East Costilla Ave.
Centennial, CO 80012
303-792-0433

Room Rate & Cutoff Date: **\$125.00 plus taxes. Limited Availability.**
*Please contact the Curtis directly to make your hotel reservation by **March 1, 2012**. When booking, be sure to mention you are with the "Rocky Mountain Urological Society" group to ensure the rate.*

SUPPORTING THE ROCKY MOUNTAIN UROLOGICAL SOCIETY

Deliver your message in a professional, focused, and educational environment. The Rocky Mountain Urological Society 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 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 RMUS Board of Directors, your company logo and recognition in the RMUS program book and signage, welcome reception refreshments at your exhibit area, a full page ad in the RMUS 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:
Rocky Mountain Urological Society
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN #84-1487918

Cancellations & Refunds: The Rocky Mountain Urological Society 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 Rocky Mountain Urological Society. Factors affecting exhibit location include support level; the date the registration form was received by the RMUS office, the number of exhibits, and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change)

Exhibit Set Up: Friday, April 13, 2012
12:00 p.m. – 2:00 p.m.

Exhibit Hours: Friday, April 13, 2012
2:00 p.m. – 6:30 p.m.
5:30 p.m. – 6:30 p.m.
Networking Reception in the Exhibit Hall (RMUS meeting attendees & exhibitors)

Saturday, April 14, 2012
7:00 a.m. to 10:30 a.m.

Exhibit Teardown: Saturday, April 14, 2012
After 10:30 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 Rocky Mountain Urological Society through an educational grant, please contact the Industry Relations team at the RMUS office:

Rocky Mountain Urological Society, 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 Rocky Mountain Urological Society PROMOTIONAL PARTNERSHIP PACKAGES	Platinum Level \$7,500	Gold Level \$5,000	Exhibit Early Commitment Exhibit Only \$1,500 (Received Before March 1st, 2012)	Standard Exhibit Only \$1,750 (Received After March 1st, 2012)
ADS AND MAILINGS				
Sponsored Program (Breakfast and Lunch Timeslots Available. Food and Beverage Provided by the RMUS)	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				
Welcome Reception W/Each Exhibit Badge	X	X	X	X
Refreshments Served from Your Exhibit Area during the Welcome Reception	X	X		

2012 Rocky Mountain Urological Society ADVERTISING AND SUPPORT OPPORTUNITIES	PRICES
Ad on Back Cover of Exhibit Guide	\$5,000
Full Page B&W Ad in Exhibit Guide	\$2,500
½ Page B & W Ad In Post-Meeting Newsletter	\$2,500

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

Rocky Mountain Urological Society

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.



Rocky
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Society, Inc.

Thank you for your support of the RMUS. 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 RMUS Office.

EXHIBITOR REGISTRATION FORM

April 13-14, 2012-----Centennial, CO

ROCKY MOUNTAIN UROLOGICAL SOCIETY

The RMUS 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 RMUS experience.

- My Company would like to become a Promotional Partner **Platinum \$7,500** **Gold \$5,000**
(Exhibit space in featured location included. Food and Beverage provided by the RMUS for Platinum time slot)
- My Company plans on EXHIBITING at The RMUS 2012 Meeting at
\$1,500 (Early Registration Before March 1st, 2012) \$1,750 (Registration After March 1st, 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 RMUS scientific or social functions. Any function, regardless of size or location, must be approved by the RMUS Industry Relations Department, (847) 517-7225.

Accepted Forms of Payment for RMUS:

Check Visa Mastercard American Express

Please make checks payable to: **Rocky Mountain Urological Society**
Two Woodfield Lake
1100 E. Woodfield Road, Ste. 520
Schaumburg, IL 60173
RMUS FIN #84-1487918

Card Number: _____

Expiration Date: _____

QUESTIONS? Contact JP Baunach or Mary Tully at The RMUS 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 RMUS in 2012!

Rocky Mountain Urological Society, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173

Phone: (847) 517-7225 Fax: (847) 517-7229

