

Registration may now be completed and submitted digitally through use of this online form.



Southeastern Section of the AUA, Inc.

76th Annual Meeting

March 21 – 24, 2012

Ritz Carlton, Amelia Island

Amelia Island, Florida

2012

Exhibitor and Promotional Partnership
Prospectus

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Mississippi Alternate Representative
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Edward O. Janosko, MD
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Timothy K. Duffin, MD
Joel R. Locke, MD

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Hector H. Henry, II, MD, MPH, MS

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AUA Leadership Program Representatives
Rafael E. Carrion, MD
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Scott B. Sellinger, MD

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SES Membership Committee Chair
Rafael E. Carrion, MD

Executive Director
Wendy J. Weiser

Associate Director
Sue O'Sullivan

**SOUTHEASTERN SECTION
AMERICAN UROLOGICAL ASSOCIATION, INC.**



Administrative Office
Two Woodfield Lake
1100 E Woodfield Road, Suite 520
Schaumburg, IL 60173
(847) 969-0248 ♦ Fax: (847) 517-7229
website: www.sesaua.org ♦ email: info@sesaua.org



June 14, 2011

Dear Industry Colleagues:

On behalf of SESAU President Randall Rowland, MD, PhD and the entire SESAU Board of Directors, we would like to invite you to join us at the **Southeastern Section of the AUA 2012 Annual Meeting**. This year's meeting is being held March 21 – 24, 2012 at the Ritz Carlton, Amelia Island in Amelia Island, Florida.

The Southeastern Section is composed of over 2,300 urologists; all the active members having been certified by the American Board of Urology, practicing, teaching and researching in the southeastern states of Florida, Georgia, South Carolina, North Carolina, Alabama, Kentucky, Tennessee, Mississippi and Louisiana, as well as Panama, Puerto Rico and the US Virgin Islands. Numerically, this is the largest of all the sections of the AUA.

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 400 urologists at this CME event in Amelia Island.

Back by popular demand, we will again hold an outstanding welcome reception in the exhibit hall. In response to feedback from our Promotional partners and to allow for additional interaction and increased productivity for our exhibitors, we are now including the following items in our exhibit package:

- Internet access in exhibit hall
- Pre-registration attendee list
- Opportunity to feature your new products in our exhibit guide
- Two tickets to each official section evening event
- Opportunity to present a poster during a special scientific session

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 SESAU, FIN# 43-6032274 as early as possible. Checks should be made payable to the *Southeastern Section of the AUA* (SESAUA) and sent to the SESAU office address on this letterhead.

We look forward to receiving your commitment and working together at the 2012 SESAU Annual Meeting! Thank you for your consideration.

Sincerely,

John Hansen
Manager, Industry Relations
SESAUA
847-264-5933 direct

Mary Tully
Development Coordinator, Industry Relations
SESAUA
847-264-5927 direct



SESAUA
2012 Annual Meeting

IMPORTANT EXHIBIT INFORMATION AND DATES

GENERAL INFORMATION

The Southeastern Section of the AUA Annual Meeting is jointly sponsored by the AUA Office of Education, which is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and the Educational and Research Fund of the Southeastern Section of the AUA, Inc. The meeting will provide attendees with advanced knowledge in the urologic field, combined with new product knowledge learned in the exhibit hall.

The Southeastern Section of the AUA consists of urologists practicing in the southeastern states of the US, as well as Panama, Puerto Rico, and the US Virgin Islands.

Official Meeting Dates: March 21 – 24, 2012

Hotel & Meeting Location: **Ritz Carlton, Amelia Island**
4750 Amelia Island Parkway
Amelia Island, Florida 32034
Phone: (904) 277-1100

Room Rate & Cutoff Date: \$239 (plus applicable tax) – February 20, 2012

SUPPORTING SESAUA

Deliver your message in a professional, focused and educational environment. The Southeastern Section of the AUA 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 400 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 package. In addition to your exhibit, participation in this program includes the pre-registration attendee list, Promotional Partners' Advisory Board participation with SESAUA Board of Directors, your company logo and recognition in annual meeting program book and signage, an ad in the SESAUA post-meeting newsletter and more. 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 SESAUA SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE SESAUA INDUSTRY RELATIONS DEPARTMENT.

Exhibit Description:

8'x10' pipe and drape booth with (1) one table, (2) two chairs and (1) one 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, MasterCard or American Express.

Please make checks payable to:

SESAUA
1100 E Woodfield Rd., Ste. 520
Schaumburg, IL 60173
FIN #43-6032274

Cancellations & Refunds:

SESAUA 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 **\$1,000** 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 SESAUA. Factors affecting exhibit location include support level, the date the registration form was received by the SESAUA office, the number of exhibits and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up:

Thursday, March 22, 2012
8:00 a.m. – 11:00 a.m.

Exhibit Hours:

Thursday, March 22, 2012
12:00 p.m. – 8:00 p.m.
Welcome Reception
6:00 p.m. – 8:00 p.m.

Friday, March 23, 2012
7:00 a.m. – 4:00 p.m.

Saturday, March 24, 2012
7:00 a.m. – 12:00 p.m.

Exhibit Teardown:

Saturday, March 24, 2012
After 12:00 p.m.

Registration:

To pre-register your staff members, a badge form will be sent upon confirmation. 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 SESAUA through an educational grant, please contact the Industry Relations team at the SESAUA office:

SESAUA, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173

Phone: (847) 969-0248 Fax: (847) 517-7229

www.sesaua.org

John Hansen
Manager, Industry Relations
john@wiweiser.com

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

2012 Southeastern Section of the AUA PROMOTIONAL PARTNERSHIP BENEFITS	Platinum Level \$30,000	Gold Level \$15,000	Silver Level \$7,500	Exhibit \$3,900
PRESENTATION TIME SLOT				
CME, Non-CME or Promotional Program	X			
ADS AND MAILINGS				
Door Drop	X			
Full Page B&W Ad in the Exhibit Guide	X			
Full Page B&W Ad in Newsletter	X			
50% Off Program Book Ads (Does Not Apply to Back or Inside Front Cover)	X	X		
50% Off Additional Sponsorships	X	X		
Pre-Registration Attendee List	X	X	X	X
One Set Membership Mailing Labels	X	X	X	
½ Page B&W Ad in Exhibit Guide	X	X	X	
½ Page B&W Ad in Newsletter	X	X	X	
RECOGNITION				
Company Logo Displayed on Website, Screen, and Signage	X	X		
Company Logo Displayed in Program Book, Exhibit Guide, and Newsletter	X	X		
Company Sponsorship Recognized on Website	X	X	X	
Company Sponsorship Recognized on Signage	X	X	X	
Company Sponsorship Recognized in Program Book	X	X	X	
Company Sponsorship Recognized in Exhibit Guide	X	X	X	
Company Sponsorship Recognized in Newsletter	X	X	X	
Product Information Listed in Exhibit Guide	X	X	X	X
Receive All Newsletters	X	X	X	
EXHIBIT BOOTH AND BADGES				
8'x20' <i>DOUBLE</i> Booth in Prime Location—Unlimited Badges	X			
8'x10' Booth in Featured Location—8 Exhibit Badges		X		
8'x10' Exhibit Booth—6 Exhibit Badges			X	
8'x10' Exhibit Booth—4 Exhibit Badges				X
PROMOTIONAL SPONSORS' ADVISORY BOARD MEETING				
(4) Four Attendees	X			
(2) Two Attendees		X	X	
ADDITIONAL EVENT TICKETS				
Welcome Reception w/Each Exhibit Badge	X	X	X	X
Annual Banquet (6) Six Tickets	X			
Annual Banquet (4) Four Tickets		X	X	
Annual Banquet (2) Two Tickets				X
PRODUCTIVITY AND ADDITIONAL EXPOSURE				
Internet Access in Exhibit Hall	X	X	X	X
Special Section in Exhibit Guide for New Products	X	X	X	X
Company/Product Description Included in Exhibit Guide	X	X	X	X

2012 SESAUA ADVERTISING AND SUPPORT OPPORTUNITIES		PRICES
SPONSORSHIPS		
Satellite Symposia Time Slot CME, Promotional Program, or Non-CME Presentation		\$30,000
Advisory Board		\$15,000
Partial Sponsor of Residents Night Out		\$20,000
Partial Sponsor of Welcome Reception		\$10,000
Partial Sponsor of Annual Banquet		\$10,000
Attendee Arrival Bags at Registration		\$10,000
Full Page Color Ad on Back Cover of Exhibit Guide (Exclusive Sponsorship)		\$15,000
Full Page Color Ad on Inside Front Cover of Exhibit Guide (Exclusive Sponsorship)		\$10,000
Full Page Color Ad in Exhibit Guide		\$7,500
Full Page B&W Ad in the Exhibit Guide		\$1,500
½ Page B&W Ad in the Exhibit Guide		\$1,000
½ Page B&W Ad in SESAUA Newsletter		\$5,000
Notebooks		\$10,000
Hotel Room Key Card Sponsor (Excludes Production and Hotel Fees)		\$10,000
"Privacy Please" Door Hangers (Excludes Production and Hotel Fees)		\$10,000
Company or Product Logo on "Schedule at a Glance" (Exclusive Sponsorship)		\$15,000

Thank you for supporting the Southeastern Section of the AUA in 2012!!



SESAUA
Two Woodfield Lake
1100 E Woodfield Road, Ste. 520
Schaumburg, IL 60173
(847) 969-0248 main
(847) 517-7229 fax
www.sesaua.org



Southeastern Section of the AUA

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 John Hansen at john@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 John Hansen at john@wjweiser.com no later than February 1, 2012 to be included in the Exhibit Guide.

Schedule at a Glance – The “Schedule at a Glance” is a smaller, less detailed schedule that can easily fit in an attendee’s name badge or pocket and allows for a quick “Where and When” without having to flip through the program book. For this sponsorship we will need to have a high resolution file of your company logo in an EPS format. We may already have this on file but please check with us first. If we do not have a suitable logo please send to John Hansen at john@wjweiser.com no later than February 1, 2012.

Privacy Door Hanger – The “Privacy Please” sign is a fun and unique way to get your message to all attendees staying at the host hotel. Development, production, and distribution as well as any costs associated with this are sole responsibility of the sponsor and a proof must be approved by the SESAUA no later than February 1, 2012. Please send proofs to John Hansen at john@wjweiser.com for approval.

Key Card Sponsorship – The “Custom Keycard” is a fun and unique way to get your message to all attendees staying at the host hotel. Development, production, and distribution as well as any cost associated with this are sole responsibility of the sponsor and a proof must be approved by the SESAUA no later than February 1, 2012. Please send proofs to John Hansen at john@wjweiser.com for approval.

Welcome Reception Partial Sponsorship – Partial sponsorship of the Welcome Reception is one of the most high visibility ways to support the SESAUA. 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 SESAUA 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 John Hansen at john@wjweiser.com no later than February 1, 2012 to avoid expedited manufacturing charges.

Company/Product Description/Application in Exhibit Guide – All exhibiting companies and Promotional Partners registering prior to February 1, 2012 will have the option to have their product listed in the Exhibit Guide. New companies and companies with new products (available or established post 2/1/2012) will additionally have the opportunity to have their product info or company bio listed in the “New for 2012” section of the exhibit guide. Companies wishing to participate in either or both of these product listings must complete and return the appropriate forms listed on page 7 no later than February 1, 2012. Descriptions must be approximately 50 words or less to be included in the exhibit guide.

Thank you for your support of the SESAUA. 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 John Hansen, (847) 264-5933, john@wjweiser.com at the SESAUA Office. We do offer minimal assistance with graphics and can offer recommendations for the Key Card and Privacy Card vendors.

2011 SESAUA Company Exhibit Guide Listing Registration Form

COMPANY/PRODUCT DESCRIPTION

This year we will offer product/company descriptions for all exhibiting companies and Promotional Partners registering prior to February 23, 2012. In order to have your company or product listed in this section of the exhibit guide please complete this form and return to the SESAUA office prior to February 23, 2012.

Company Name

Product Name

Brief Product/ Company Description

NEW PRODUCTS/COMPANY SECTION

This year we will offer a special section in the exhibit guide dedicated to new companies and new products including products that have not yet come to market. To qualify to be listed in this section of the exhibit guide the product must not yet be available or have become available after February 1, 2011. New companies must have an incorporation date after February 1, 2011. In order to have your company or product listed in this section of the exhibit guide please complete this form and return to the SESAUA office prior to February 23, 2012.

Don't miss this exciting opportunity to showcase your new product; register today to include your new product in the SESAUA Annual Meeting Exhibit Guide.

NEW Company Name

NEW Product Name

Brief NEW Product/ Company Description

Contact Person: _____ **Title:** _____

Email: _____ **Phone:** _____ **Fax:** _____

EXHIBITOR REGISTRATION FORM

March 21 – 24, 2012 — Amelia Island, Florida

SOUTHEASTERN SECTION OF THE AUA

SESAUA 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 SESAUA experience.

My company would like to become a Promotional Partner (*Exhibit space in featured location included.*)

Platinum \$30,000 Gold \$15,000 Silver \$7,500

My company plans on EXHIBITING at the SESAUA Annual Meeting

My company would like _____ 8'x10' Exhibit Booth(s) at \$3,900 each.

Additional advertising and support opportunity(s)

Item Name: _____ Amount: _____

Item Name: _____ Amount: _____

PLEASE NOTE:

This form must be returned to reserve exhibit space.

Corporate functions may not be held concurrent with official SESAUA scientific or social functions. Any function, regardless of size or location, must be approved by the SESAUA Industry Relations Department, (847) 969-0248.

FOR EXHIBIT FEE:

Please make checks payable to: **SESAUA**
SESAUA FIN #43-6032274

Check Visa MasterCard American Express

Credit Card Number: _____

Expiration Date: _____

QUESTIONS? Contact John Hansen or Mary Tully at the SESAUA office at (847) 969-0248.

CORPORATE OFFICE

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

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: _____

Email: _____

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 SESAUA in 2012!

Southeastern Section of the AUA, Two Woodfield Lake, 1100 E Woodfield Road, Ste. 520, Schaumburg, IL 60173

Phone: (847) 969-0248 Fax: (847) 517-7229

**Rules & Regulations for Exhibiting at the 2012 Annual Meeting of the
Southeastern Section of the AUA, Inc.**

Disclaimer

By signing the Registration Form for exhibit space, the exhibiting company agrees to abide by all rules and regulations stated in this compendium. The signer of this contract also agrees to share the rules and regulations with the representative(s) who will attend the meeting in Amelia Island. **All rules and regulations will be enforced without exception.**

Each company exhibiting has only a terminable license to exhibit. If an exhibitor fails to comply with any rule herein or any directive issued by SESAU staff, this license to exhibit can be terminated and the exhibit closed without notice. All interpretations of the rules and regulations and all matters and questions not specifically covered in this compendium are subject to the decision of the SESAU.

Personnel

Only employees of the exhibiting company or individuals from temporary personnel companies (models/temps) working the exhibit for the exhibiting company will be issued badges. A physician who wishes to register as an exhibitor must be a full-time employee of the exhibiting company. **Exhibit booths must be manned at all times while the exhibit hall is open.**

Admission to Hall

The SESAU will permit exhibitors with badges to enter the exhibit hall one hour before the hall opens and remain in the exhibit hall one hour after the show closes each day. If further access is required, special permission must be secured from the SESAU. No one under the age of 18 years will be allowed admission to the exhibit hall at any time.

Badges

Exhibitors will be allowed four badges per booth unit rented. There will be a \$100 charge for each additional badge. Registering physicians and other professional attendees who are not full-time employees of the exhibiting company is prohibited. No trading of badges with other representatives or attendees is allowed. Each representative must wear the official SESAU Meeting Exhibitor Badge at all times while attending SESAU functions. Business cards or company badges are not permitted.

Conduct in the Exhibit Hall

1. All demonstrations, interviews or instructional activities must be confined to the limits of the exhibit booth. Space requested must be large enough to accommodate any activity conducted in conjunction with the actual product demonstration as well as the participants in or spectators of the activity.
2. Exhibits must be arranged so as to not obstruct the view or otherwise interfere with the displays of other exhibitors. The SESAU values the participation of each exhibiting company and wants to ensure fair exposure in the exhibit hall.
3. The SESAU reserves the right to direct revisions at the exhibitor's expense of any company that does not abide by the rules and regulations.
4. No exhibitor may sublet, assign or share any part of its allocated space without the written consent of the SESAU.
5. No promotional signs or decorations will be permitted in aisles, passageways, overhead spaces, public meeting rooms and other meeting facilities.
6. Exhibitors shall comply with all applicable statutes, or finances, regulations, rules and requirements relating to health, fire, safety and use of the premises.
7. Exhibitors shall assume all responsibility for its exhibit personnel, employees, contractors, servants and agents.
8. Booths must be kept clean. Debris will not be allowed to collect on the floor or display area of the booth.
9. No exhibit materials other than hand-carried items shall be moved through the exhibit hall during show hours. Exhibitors who depart prior to the close of the tradeshow shall not be invited to exhibit in the future.
10. Smoking is not permitted.

Safety Precautions

All construction material must conform to standard safety practices. Table and back wall drapes supplied by the official convention service contractor will be, and those supplied by the exhibitor, together with textile or paper displays and decorations, **must be flame retardant**. Displays are subject to inspection and approval for safety by the Marriott New Orleans. Volatile, explosive or other dangerous material or any substance prohibited by law or insurance carriers are not permitted on the premises.

FDA Approval

Any medical device or pharmaceutical exhibited must have fulfilled all applicable Food and Drug Administration regulations. If the device or pharmaceutical is still under clinical investigation, it must be prominently labeled as such.

Order Taking and Product Sales

Sales and order taking transactions are permitted if they are conducted in a professional manner; however, cash sales are not permitted. If you intend on selling products on the exhibit floor, you must follow customs regulations.

Promotional Items

Gifts and promotional items may be given to each booth visitor. Please adhere to the AMA guidelines in regards to the value of the item not exceeding \$25.00.

Irregular Activities

1. No person, firm or organization that has not contracted with management for the occupancy of space in the exhibit will be permitted to display or demonstrate any products, processes or services to solicit orders. In addition, that organization may not wear any identification other than that of the contracting exhibitor or distribute advertising materials at the exhibit. Any infringement from this regulation will result in prompt removal of the offending person from the hall. Exhibitors may not enter the booths of other exhibitors without invitation; no exhibitor may call or invite a visitor out of one exhibit and into his own. Exhibitors must remain within their own space while distributing literature, product samples or other materials; the aisles may not be used for these purposes.
2. Use of noisemakers, and presentations that may not be judged in good taste, lacking in dignity or not in keeping with the purpose of the exposition are prohibited.
3. Use of sound motion pictures and tape recorders will be permitted, where appropriate to the display, provided sound is maintained at a "conversation level." The SESAU reserves the right to restrict an exhibitor's use of sound and other devices, which may interfere with the best interest of the exhibit as a whole.
4. The SESAU reserves the right to prohibit and require immediate cessation of any activity or distribution of materials it deems inappropriate.
5. Complaints of any violation of rules and regulations are to be made promptly to the SESAU, and exhibitors and their personnel agree to abide by the decision and ruling of the SESAU.

Carpeting

The Exhibit area at the Ritz Carlton, Amelia Island is carpeted. Exhibitors may rent additional booth carpet for the rented space. Order forms will be available in the Exhibitor Service Kit.

Building Protection

Nothing shall be tacked, nailed, screwed, taped, stapled or otherwise attached to columns, walls, floors, doors or other parts of the building or furniture. Any damage incurred will be charged to the exhibiting company. Also, exhibitors may not tamper with anything in connection therewith necessary or proper for the protection of the building, equipment or furniture.

Failure to Occupy Space

In the event a company has not arrived by *Thursday, March 22, 2012*, the SESAU reserves the right to use that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, the SESAU reserves the right to remove the material and place it in storage or direct the general service contractor to install the exhibit at the exhibiting company's expense. Exhibitors will not be allowed to assemble or install any exhibit material once the hall has opened. Any remaining installation or assembly must be delayed until after the hall has closed for the day.

Exhibitor Insurance

1. Exhibitors and their agents agree to protect, indemnify, defend and hold harmless Ritz Carlton, Amelia Island, the Southeastern Section of the American Urological Association, Inc., their employees and agents against all claims, liability, injuries and damages to persons or property, governmental charges or fines and attorney's fees arising out of fines and attorney's fees arising out of or caused by negligence or wrongful acts of the exhibitor or his agents, servants or employees. Exhibitor acknowledges responsibility for obtaining adequate insurance coverage against property loss or damage and against liability for personal injury.
2. Should the premises in which the exposition is to be held, in the sole judgment of the SESAU, become unfit for occupancy, or should the exposition be materially interfered with by any reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency or any other circumstances beyond the control of SESAU, the Agreement for Exhibit Space may be terminated by the SESAU. The SESAU will not incur any liability for damages sustained by exhibitor as a result of such a termination, and the exhibitor hereby expressly waives such liability for damages sustained by exhibitor and releases SESAU of and from all claims and damages. Exhibitor agrees that the SESAU shall have no obligation in the event of termination hereunder except to refund the exhibitors prorated share of the aggregate amount received by SESAU (as rental for exhibit space for said exhibit) after deducting all costs and expenses in connection with such exhibit, including a reasonable reserve for claims, such deductions being hereby specifically agreed to by exhibitor.

Music, photographs and other copyrighted material

Each exhibiting company is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display.

Security

Security for the Exhibit Area will be provided during the hours the exhibition hall is closed, from the evening of **Thursday, March 22, to Saturday, March 24, 2012**. Exhibitors may not provide separate security guards for their own purposes within the exhibit area unless permission is requested and approved in writing by the SESAU.

Exhibitor-Sponsored Functions

Exhibitor functions may not be held concurrent with official SESAU scientific or social functions. Please call the SESAU office to discuss scheduling your event. **Any function, regardless of where it is held, must be reported to the SESAU.**