



Society of Government Service Urologists
59th Annual James C. Kimbrough Urological Seminar
January 15-20, 2012
Charleston Marriott
Charleston, SC

2012

Exhibitor and Promotional Partnership
Prospectus



SOCIETY OF GOVERNMENT SERVICE UROLOGISTS

Founded 1972

For The Advancement Of Medical Education In Urology

May 1, 2011

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sueo@wjweiser.com

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Nathan Zastrow

nathan@wjweiser.com

Dear Industry Colleagues:

On behalf of the Society of Government Service Urologists we invite your support and participation in the **59th Annual James C. Kimbrough Urological Seminar** taking place **January 15 – 20, 2012** at the **Charleston Marriott** in **Charleston, South Carolina**. (*Actual exhibit dates are January 16 – 19, 2012*)

The **Society of Government Service Urologists (SGSU)** is a national non-profit organization whose goal is to represent and educate urologists employed in federal service. Members include active, reserve and former military urologists as well as urologists working in service of the Veterans' Administration, Public Health Services and Indian Health Service. The Annual James C. Kimbrough Urological Seminar provides a comprehensive update on the full spectrum of urologic diseases in addition to addressing specific needs of government service urologists, including combat-related injuries and practice management in federal health facilities.

Technical exhibits and corporate members are important part of our meetings success and benefit both the attendees and the companies who choose to participate. We are expecting approximately 250 Urologists to attend this CME event in Seattle. To enhance exhibit traffic, meals, coffee breaks and special events will take place in the exhibit hall. All exhibitors will be positioned in assigned booths 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 The Society of Government Service Urologists FID# 74-1873489, as early as possible.

We look forward to receiving your commitment and working together at the 2012 James C. Kimbrough Urological Seminar. Thank you for your consideration.

Sincerely,

John Hansen
Manager, Industry Relations
847-264-5933 direct
john@wjweiser.com

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



SOCIETY OF GOVERNMENT SERVICE UROLOGISTS
59th Annual James C. Kimbrough Urological Seminar

GENERAL INFORMATION

The 2012 James C. Kimbrough Urological Seminar will provide attendees with Continuing Medical Education (CME) along with advanced knowledge in urology, combined with new product knowledge learned in the exhibit hall.

Official Meeting Dates: January 15-20, 2012
Actual Exhibit Dates: January 16-19, 2012

Meeting Location: **Charleston Marriott**
170 Lockwood Blvd.
Charleston, SC 29403
1-866-357-6667

Room Rate & Cutoff Date: \$132.00/night plus applicable taxes
Please contact the Marriott directly to make your hotel reservations by December 15, 2011 to receive the discounted rate.

SUPPORTING THE SOCIETY OF GOVERNMENT SERVICE UROLOGISTS

Deliver your message in a professional, focused, and educational environment. The Society of Government Service Urologists 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 250 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 Diamond Promotional Partnership package. 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 and 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 SGSU SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE SGSU 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 December 15, 2011
Acceptable payment method is by check Visa, or MasterCard.

Please make checks payable to:
Society of Government Service Urologists
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN# 74-1873489

Cancellations & Refunds: The Society of Government Service Urologists requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to December 15, 2011 exhibit fee will be refunded less \$250 administration fee.
- Cancellation after December 15, 2011 no portion of the original exhibit fee will be refunded.

Assignment of Space:

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

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: *Sunday, January 15, 2012*
1400-1800 or
Monday, January 16, 2012
0630-0900

Exhibit Hours: *Monday, January 16, 2012*
0900-1730
Tuesday, January 17, 2012
0630-1530
Wednesday, January 18, 2012
0630-1130
Thursday, January 19, 2012
0630-1530

Exhibit Teardown: *Thursday, January 19, 2012*
After 1530

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 Society of Government Service Urologists through an educational grant, please contact the Industry Relations team at the SGSU office:

Society of Government Service Urologists, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173
Phone: (847) 517-7225
Fax: (847) 517-7229

John Hansen
Manager, Industry Relations
847-264-5933 direct
john@wiweiser.com

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

2012 Society of Government Service Urologists Promotional Partnership Packages	Gold Level \$5,000	Early Exhibit Registration \$2,500 <small>(Registration form received by 12/1/2011)</small>	Standard Exhibit Registration \$2,900 <small>(Registration form received after 12/1/2011)</small>
ADS AND MAILINGS			
Full Page B&W Ad In Exhibit Guide*	X		
½ Page B & W Ad in Exhibit Guide*		X	
Pre-Registration Attendee List	X		
Product/Company Description listed in Exhibit Guide	X	X	
Post-Meeting Attendee List	X	X	X
RECOGNITION			
Company Logo Displayed On Signage	X		
Company Logo Displayed In Exhibit Guide	X		
Company Logo Displayed In Newsletter	X		
Company Acknowledgement On Signage	X		
Company Acknowledgement In Program Book	X	X	
Company Acknowledgement In Post-Meeting Newsletter	X	X	
EXHIBITING AND BADGES			
10' Floor Standing Exhibit Space In Featured Location---Up to 6 Badges	X		
6' Table-Top Exhibit---2 Exhibit Badges		X	X
ADDITIONAL EVENT TICKETS			
Welcome Reception w/Each Exhibit Badge	X	X	X

Any of the below sponsorships will be considered a 2012 Platinum Level partnership and you will receive all benefits of the Gold Level complimentary as part of the below sponsorships.

2012 Society of Government Service Urologists ADDITIONAL ADVERTISING AND SPONSORSHIP OPPORTUNITIES	PRICES
ADVERTISEMENTS	
Industry Sponsored Lunch Symposium, CME, Non or Promotional, 60 minutes (Food, Beverage, and Basic A/V are included)	\$35,000
Industry Sponsored Breakfast Symposium, CME, Non or Promotional, 60 minutes (Food, Beverage, and A/V are included)	\$15,000
SGSU Program Slides/Audio on Disk Sponsorship	\$20,000
Welcome Reception Sponsor*	\$10,000
Residents Night Sponsor	\$10,000
Dinner Timeslot Fee (program costs additional)	\$10,000
Schedule at a Glance*	\$10,000
Custom Key Card or Privacy Card Sponsorship*	\$10,000

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



Society of Government Service Urologists 2012 Advertising, Sponsorship and 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 December 1, 2011 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 December 1, 2011 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 December 1, 2011.

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 cost associated with this is sole responsibility of the sponsor and a proof must be approved by the SGSU no later than December 1, 2011. 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 is sole responsibility of the sponsor and a proof must be approved by the SGSU no later than December 1, 2011. 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 SGSU. 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 Society of Government Service Urologists 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 December 1, 2011 to avoid expedited manufacturing charges.

Company/Product Description/Application in Exhibit Guide – All exhibiting companies and Promotional Partners registering prior to December 1, 2011 will have the option to have their product or company information listed in the Exhibit Guide. Companies wishing to participate in either or both of these product listings must complete the form on page 6 and return to the SGSU executive office no later than December 1, 2011. Descriptions must be approximately 50 words or less to be included in the exhibit guide.

Thank you for your support of the Society of Government Service Urologists. 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 SGSU Office. We do offer minimal assistance with graphics and can offer recommendations for the Key Card and Privacy Card vendors.



2011 Society of Government Service Urologists Product/Company Exhibit Guide Listing Registration Form

COMPANY/PRODUCT DESCRIPTION

This year the SGSU offer product/company descriptions for all exhibiting companies and Promotional Partners registering prior to December 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 SGSU office prior to December 1, 2011.

Company Name

Product Name

Brief Product/ Company Description

Contact Person: _____ **Title:** _____

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

Please return this form to the attention of John Hansen in the SGSU Industry Relations office (john@wjweiser.com or fax: 847-517-729) no later than December 1, 2011 for inclusion in the Exhibit Guide.

EXHIBITOR REGISTRATION FORM

January 15-20, 2012-----Charleston, South Carolina

SOCIETY OF GOVERNMENT SERVICE UROLOGISTS

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

- My Company would like to become a Platinum Level Promotional Partner for 2012 by sponsoring the _____ for a total of \$_____ in support.
- My Company would like to become a Gold Level Promotional Partner in the amount of \$5,000. (*Deluxe exhibit space in featured location included.*)
- My Company plans on EXHIBITING at the SGSU Annual Meeting
 - My company would like one 6' table-top exhibit space (s) at the Early Exhibit Rate of \$2,500 (This form must be received by 12/15/11)
 - My company would like one 6' table-top exhibit space (s) at the Standard Exhibit Rate of \$2,900

PLEASE NOTE:

This form must be returned to reserve exhibit space.

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

FOR EXHIBIT FEE:

Please make checks payable to: Society of Government Service Urologists
FIN #74-1873489

Payment Method _____

Card Number: _____ Expiration Date _____

Expiration Date: _____

Signature: _____

Payment DUE by December 15, 2011

QUESTIONS? Contact John Hansen or Mary Tully at The SGSU office (847) 517-7225

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 SGSU in 2012!

Society of Government Service Urologists, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173
Phone: (847) 517-7225 Fax: (847) 517-7229