

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



Society for Urodynamics and Female Urology
Annual Meeting
February 28th-March 3rd, 2012
The Roosevelt
New Orleans, Louisiana

2012

Exhibitor and Promotional Partnership
Prospectus

Executive Committee

Officers

President

Victor W. Nitti, MD

June 1, 2011

Vice President

J. Christian Winters, MD

Secretary/Treasurer

Eric S. Rovner, MD

Dear Industry Colleagues:

Members at Large

J. Quentin Clemens, MD
Craig V. Comiter, MD
Angelo E. Gousse, MD
Kathleen C. Kobashi, MD
Raymond R. Rackley, MD
Sandip P. Vasavada, MD

On behalf of the Society for Urodynamics and Female Urology, we would like to invite you to join us at the 2012 SUFU Winter Meeting. This year's meeting is being held February 28th-March 3rd, 2012 at The Roosevelt in New Orleans, Louisiana.

Education Committee Chair

Harriette M. Scarpero, MD

Promotional Partners and technical exhibits are an important part of our meeting's success and provide added value to our expected 400 attendees. All exhibitors will be positioned in assigned space 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 Urodynamics and Female Urology as early as possible. All breaks and evening events will be located in the exhibit hall. All exhibitors are invited to attend the new Friday night awards reception in the exhibit hall.

Membership Chairman

Alan J. Wein, MD, PhD

Practice Standards & Parameters

Committee Chair

Steven W. Siegel, MD

Again this year, we will feature our SUFU Platinum, Gold, Silver, and Bronze Partners in the exhibit hall during the SUFU Promotional Partners' Welcome Reception on Wednesday evening.

Resident Education

Committee Chair

Gary E. Lemack, MD

We look forward to receiving your application and working together with you at the 2012 SUFU Winter Meeting. Thank you for your consideration. See you in New Orleans.

Associate Editor –

The Journal of Neurourology & Urodynamics

Roger R. Dmochowski, MD

Basic Science Chair

Toby C. Chai, MD

Past Presidents

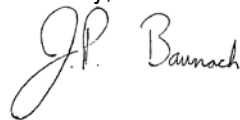
Current Board Member

E. Ann Gormley, MD

Current Board Member

Roger Dmochowski, MD

Sincerely,



JP Baunach
Account Manager
Industry Relations
SUFU
847-264-5942 direct
jp@wiweiser.com

Sincerely,



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

Rodney A. Appell, MD
George S. Benson, MD
David M. Barrett, MD
Jerry G. Blaivas, MD
Saul Boyarsky, MD
Donald M. Gleason, MD
Frank Hinman Jr., MD
Gary E. Leach, MD
Edward J. McGuire, MD
Shlomo Raz, MD
Delbert C. Rudy, MD
Jacques G. Susset, MD
Alan J. Wein, MD
Philippe E. Zimmern, MD

Executive Director

Wendy J. Weiser

Associate Director

Debbie Roller

2012 Annual Meeting

GENERAL INFORMATION

The Society for Urodynamics & Female Urology 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 Society for Urodynamics & Female Urology consists primarily of urologists, gynecologists, and urogynecologists specializing in urodynamics and neurourology and voiding function and dysfunction. The meeting consists of both national and international attendees.

Official Meeting Dates: February 28th - March 3rd, 2012

Hotel & Meeting Location: The Roosevelt
123 Baronne Street
New Orleans, LA 70112
(504) 648-1200

Room Rate & Cut-off Date: \$229 plus tax, January 23, 2012

SUPPORTING SUFU

Deliver your message in a professional, focused, and educational environment. The Society for Urodynamics & Female Urology 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 450 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-attendee registration list, Promotional Partners' Advisory Board participation with SUFU Board of Directors, your company logo and recognition in annual meeting program book and signage, an ad in the SUFU 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 SUFU SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE SUFU 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 four weeks prior to the meeting.

Payment Options: Payment is due no later than January 1, 2012.
Acceptable payment method is by check, Visa, Master Card or American Express.

Please make checks payable to:
SUFU
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN #22-3274128

Cancellations & Refunds: SUFU requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to January 15, 2012 exhibit fee will be refunded less **\$1,000** administration fee.
- Cancellation after January 15, 2012, no portion of the original exhibit fee will be refunded.

Assignment of Space:

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

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: Wednesday, February 29, 2012
(Promotional Partners Only) 12:00 p.m. – 5:00 p.m.

Exhibit Hours: Wednesday, February 29, 2012
Welcome Reception
Attendees and Promotional Partners
7:00 p.m. – 8:30 p.m.

General Exhibit Set-Up: Thursday, March 1, 2012
Thursday, 6:00 a.m. – 9:00 a.m.

General Exhibit Hours Thursday, March 1, 2012
7:00 a.m. - 4:00 p.m.

Friday, March 2, 2012
7:00 a.m. – 4:00 p.m.
Awards Reception in Exhibit Hall
6:00 p.m. – 7:30 p.m.

Exhibit Teardown: Friday, March 2, 2012
After 8:00 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 SUFU through an educational grant, please contact the Industry Relations team at the SUFU office:

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

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

www.sufuorg.com

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

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

**SOCIETY FOR URODYNAMICS AND FEMALE UROLOGY
2012 ANNUAL MEETING
PROMOTIONAL PARTNERSHIP PACKAGE**

Platinum Level \$75,000 Gold Level \$45,000 Silver Level \$25,000 Bronze Level \$15,000 Floor Standing Exhibit \$7,500 Exhibit \$5,000

	Platinum Level \$75,000	Gold Level \$45,000	Silver Level \$25,000	Bronze Level \$15,000	Floor Standing Exhibit \$7,500	Exhibit \$5,000
Opportunity for Named Award	X					
Opportunity to host a satellite symposium (timeslot provided at 75% discount – Cost of program separate from SUFU contribution. Symposia sessions are not included in SUFU ACCME accreditation)	X					
Opportunity to hold an Advisory Board meeting (timeslot provided at 75% discount – costs of program separate from SUFU contribution)	X					
75% Off Additional Sponsorships Offered Below	X					
Opportunity to host a satellite symposium (timeslot provided at 50% discount – Cost of program separate from SUFU contribution. Symposia sessions are not included in SUFU ACCME accreditation)		X				
Opportunity to hold an Advisory Board meeting (timeslot provided at 50% discount – costs of program separate from SUFU contribution)		X				
50% Off Additional Sponsorships Offered Below		X				
25% Off Additional Sponsorships Offered Below			X			
REGISTRATIONS						
(8) Eight Complimentary Registrations	X					
(6) Six Complimentary Registrations		X				
(4) Four Complimentary Registrations			X			
(2) Two Complimentary Registrations				X		
ADS AND MAILINGS						
Company Ad or Article in One Edition of the SUFU Newsletter	X	X				
Twice Yearly Complimentary Use of Membership Mailing Labels Upon Approval of the Mailing Piece	X					
Once Yearly Complimentary Use of Membership Mailing Labels Upon Approval of the Mailing Piece		X	X	X		
Receive all SUFU Newsletters and Publications	X	X	X	X		
Pre-Registration Attendee List	X	X	X	X		
On-Site Registration List	X	X	X	X	X	X
RECOGNITION						
Complimentary Copy of the SUFU Member Directory	X					
Company Logo Displayed On Screen	X	X	X	X		
Company Logo Displayed On Website	X	X	X	X		
Company Logo Displayed On Signage	X	X	X	X		
Company Logo Displayed In Exhibit Guide	X	X	X	X		
Company Logo Displayed in Newsletter	X	X	X	X		
Company Sponsorship Recognized On Website	X	X	X	X	X	X
Company Sponsorship Recognized in Program Book	X	X	X	X	X	X
Company Sponsorship Recognized in Newsletter	X	X	X	X		
EXHIBITING AND BADGES						
Double Exhibit Space In Prime Location---8 Exhibit Badges	X					
8' Floor Standing Exhibit-----6 Exhibit Badges		X	X	X		
8' Table Top or Floor Standing Exhibit-----4 Exhibit Badges					X	
6' Table-Top Exhibit (nothing on the floor or draped behind, no electric, free floating)----2 Exhibit Badges						X
PROMOTIONAL SPONSORS' ADVISORY BOARD MEETING						
(4) Four Attendees	X					
(3) Three Attendees		X				
(2) Two Attendees			X	X		

SOCIETY FOR URODYNAMICS AND FEMALE UROLOGY 2012 ANNUAL MEETING ADVERTISING AND SUPPORT OPPORTUNITIES		PRICES
SPONSORSHIPS		
Sponsored Program (Breakfast and Lunch Timeslots Available)		\$50,000
Advisory Board Meeting Timeslot in Conjunction with SUFU Meeting		\$25,000
Internet Station Sponsorship		\$10,000
Welcome Reception Partial Sponsorship		\$10,000
Awards Reception Partial Sponsorship		\$20,000
Sponsorship of the Audience Response System		\$25,000
Sponsorship of the Audio Recording of SUFU Scientific Sessions		\$25,000
ADVERTISEMENTS		
Advertise on the Official SUFU Attendee Bag		\$10,000
Advertisement on the Back Cover of the SUFU Exhibit Guide		\$15,000
Hotel Key Cards (plus cost of production)		\$15,000
Hotel Privacy Cards (plus cost of production)		\$10,000
Lanyards (Company Supplies the Lanyards)		\$5,000



Thank you for supporting the Society for Urodynamics & Female Urology in 2012!!

SUFU
 Two Woodfield Lake
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 Schaumburg, IL 60173
 (847) 517-7225 main
 (847) 517-7229 fax
www.sufuorg.com



Society for Urodynamics and Female Urology

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 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 JP Baunach at jp@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 SUFU no later than February 1, 2012. Please send proofs to JP Baunach at jp@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 SUFU no later than February 1, 2012. Please send proofs to JP Baunach at jp@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 SUFU. 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 SUFU 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 no later than February 1, 2012 to avoid expedited manufacturing charges.

Award Reception Partial Sponsorship – Partial sponsorship of the Award Reception is one of the most high visibility ways to support the SUFU. 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 Award Reception. The SUFU 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 no later than February 1, 2012 to avoid expedited manufacturing charges.

Thank you for your support of the SUFU. 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 SUFU Office. We do offer minimal assistance with graphics and can offer recommendations for the Key Card and Privacy Card vendors.

EXHIBITOR REGISTRATION FORM

February 28th-March 3, 2012 New Orleans, Louisiana

SOCIETY FOR URODYNAMICS & FEMALE UROLOGY

SUFU 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 SUFU experience.

- My Company would like to become a Promotional Partner (*Exhibit space in featured location included.*)
 Platinum \$75,000 Gold \$45,000 Silver \$25,000 Bronze \$15,000
- My Company plans on EXHIBITING at the SUFU Annual Meeting (*Table-tops do not include items on the floor or draping behind, no electric, and may be free floating*)
My company would like _____ 6' table-top exhibit space (s) at \$5,000 each or _____ 8' space for floor standing exhibit at \$7,500
- 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 SUFU scientific or social functions. Any function, regardless of size or location, must be approved by the SUFU Industry Relations Department, (847) 517-7225.

FOR EXHIBIT FEE:

Please make checks payable to: **SUFU**
SUFU FIN #22-3274128

Payment Type: _____

Credit Card Number: _____ Expiration Date: _____

Card * A [*] : _____

QUESTIONS? Contact JP Baunach or Mary Tully at the SUFU office at (847) 517-7225.

CORPORATE OFFICE

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

EXHIBITOR CONTACT

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: _____

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 SUFU in 2012!

Society For Urodynamics & Female Urology, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173
Phone: (847) 517-7225 Fax: (847) 517-7229