



Society of Women in Urology  
Inaugural Clinical Mentoring Conference  
January 13-15, 2012  
Camelback Inn, Scottsdale AZ

# 2012

Exhibitor and Promotional Partnership  
Prospectus



Two Woodfield Lake  
1100 E Woodfield Road, Suite 520  
Schaumburg, IL 60173  
Phone: 847-517-7225  
Fax: 847-517-7229  
Email: info@swiu.org  
Website: www.swiu.org

Officers 2011 - 2012

**President**  
Nancy A. Huff, MD  
Boulder Medical Center  
2750 Broadway  
Boulder, CO 80304  
(303) 440-3093 Fax: (303) 440-3161  
nancyahuff@hotmail.com

**President-Elect**  
Melissa R. Kaufman, MD, PhD  
Vanderbilt University  
A1302 Medical Center North  
1161 21<sup>st</sup> Ave. S  
Nashville, TN 37232  
(615) 322-3807 Fax: (615) 322-8990  
melissa.kaufman@vanderbilt.edu

**Secretary**  
Jennifer L. Dodson, MD, PhD  
Johns Hopkins Hospital  
Brady Urological Institute  
600 N Wolfe St./Marburg 134  
Baltimore, MD 21287  
(410) 955-4494 Fax: (410) 955-0833  
jdodson@jhmi.edu

**Treasurer**  
Dolores J. Lamb, PhD  
Baylor College of Medicine  
Department of Urology  
1 Baylor Plaza, Rm. N730  
Houston, TX 77030  
(713) 798-6267 Fax: (713) 798-5577  
dlamb@bcm.tmc.edu

**Immediate Past President**  
Tracy Cannon-Smith, MD  
Urology Associates of North Texas  
811 W120, Suite 114  
Arlington, TX 76017  
(817) 251-2683  
tracy\_cannonsmith@yahoo.com

**Board of Directors**  
Tama E. Lewis, MD  
Comprehensive Urologic Care  
22285 Pepper Road, Suite 201  
Lake Barrington, IL 60010  
(847) 382-5080 Fax: (847) 382-0923  
telewis99@yahoo.com

Leslie M. Rickey, MD, MPH  
University of Maryland Medical Center  
29 South Greene Street, Suite 502  
Baltimore, MD 21201  
(410) 328-5544 Fax: (410) 328-0595  
lrickey@smail.umaryland.edu

Elizabeth A. Williams, MD  
Urology Consultants, Ltd.  
12855 N 40 Dr., #375  
St. Louis, MO 63141  
(314) 567-6071  
libbywilliams1978@yahoo.com

**Resident Representatives**

Marina Cheng, MD  
Medical College of Georgia  
Section of Urology, BA-8415A  
1120 15<sup>th</sup> St., Rm. BA-8417  
Augusta, GA 30912  
mcheng@georgiahealth.edu

Vannita Simma-Chiang, MD  
University of Southern California  
USC Institute of Urology  
1441 Eastlake Ave., Suite 7416  
Los Angeles, CA 90089  
(323) 865-3700  
simma@usc.edu

**Executive Director**  
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**Managing Director**  
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**Associate Director**  
Katie Scheck

Dear Industry Colleagues:

I would like to introduce you to an organization I am proud to be associated with, The Society for Women in Urology (SWIU) supports the professional advancement of women urologists, encourages public education regarding urologic issues and promotes urologic research.

Not until 1962 did a woman — Dr. Elisabeth Pickett — become a board-certified urologist. In 1980 at the annual AUA meeting 5 women got together to discuss their careers in urology. By the mid-1980s, the United States had only 22 female urologists. The Society of Women in Urology (SWIU) now has more than 650 members including most of the board certified female urologists in the United States, as well as residents, fellows and post residency pre board certified women working in urology. **Currently only 8% of board certified urologists are female, however, 25% of current urology residents are female and more than 50% of current medical students are female. This means significant changes in the demographics of your customers over the next decade and beyond.**

Despite immense growth in the number of women practicing urology, a large gender gap continues to exist in certain urologic subspecialties. Specifically, the areas of **male reconstruction and robotic surgery are inadequately represented by women urologists.** Likewise the sub specialties of **urologic oncology and sexual medicine also attract fewer women** than general urology or female pelvic medicine. The Inaugural SWIU Clinical Mentoring Conference will begin to bridge these gaps. Through utilizing a combination of didactic lectures, surgical workshops, and case-based panel discussions of current procedures in reconstructive and robotic urologic surgery, attendees will train in an environment that nurtures their learning style. SWIU expert faculty will also present updates on new developments in urologic oncology, incontinence and sexual dysfunction offering the opportunity for clinical mentoring, a **critical aspect of this conference, introducing both residents and practicing urologists to avenues for the specialization or expansion of their practice.** Technical exhibits with hands on training will be an important resource to out attendees.

On behalf of the Society of Women in Urology (SWIU) Board of Directors, we would like to invite your participation and support of the Inaugural Clinical Mentoring Conference which is scheduled to be held in **Scottsdale, AZ** over the dates of **January 13-15, 2012.**

Thank you in advance for your review and consideration. We look forward to discussing the best options for your support and participation.

Sincerely,

Donna Kelly  
Executive Director, Industry Relations  
Direct: (847) 264-5920  
Main: (847) 517-7225  
Fax: (847) 517-7229  
[donna@wjweiser.com](mailto:donna@wjweiser.com)

## SWIU 2012 ANNUAL MEETING

## IMPORTANT EXHIBIT INFORMATION AND DATES

### GENERAL INFORMATION

The Society of Women in Urology Inaugural Clinical Mentoring Conference 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.

**Official Meeting Dates:** January 13-15, 2012

**Actual Exhibit Dates:** January 13-14, 2012

**Hotel & Meeting Location:** Camelback Inn  
5402 East Lincoln Dr  
Scottsdale, AZ 85253  
(800) 242-2635

**Room Rates:** Will be available soon at \$269

**Cutoff Date:** December 15, 2011

*Please call Camelback Inn directly to make room reservations and mention that you are with the SWIU group.*

### SUPPORTING SWIU

Deliver your message in a professional, focused, and educational environment. SWIU 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.

### EXHIBITING

The expected 50 urologists 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' Industry Sponsors Advisory Board participation with SWIU Board of Directors, company recognition 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 SWIU SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE SCS INDUSTRY RELATIONS DEPARTMENT.

**Exhibit Description:** 8 x 10-foot pipe and drape booth with (1) one table, (2) two chairs and (1) one wastebasket. **Additional service information will be made available approximately three to four weeks prior to the meeting.**

**Payment Options:** Payment is due no later than December 1, 2011.  
**Acceptable payment method is by check, Visa, MasterCard or American Express.**

**Please make checks payable to:**  
Society of Women in Urology  
1100 E Woodfield Rd., Ste. 520  
Schaumburg, IL 60173  
FIN #36-4125028

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

- Cancellation on or prior to **December 1, 2011** exhibit fee will be refunded less **\$1,000** administration fee.
- Cancellation after **December 1, 2011**, no portion of the original exhibit fee will be refunded.

### Assignment of Space:

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

### EXHIBIT SCHEDULE

*(Times are subject to change without notice)*

**Exhibit Set Up:** Thursday, January 12, 2012  
2:00 p.m. – 6:00 p.m.

**Exhibit Hours:** Friday, January 13, 2012  
7:00 a.m. – 4:00 p.m.

**Welcome Reception**  
6:00 p.m. – 8:00 p.m.

Saturday, January 14, 2012  
9:00 a.m. – 11:00 a.m.

**Hands on sessions**  
1:00-3:30 p.m.

**Exhibit Teardown:** Saturday, January 14, 2012  
11:00 a.m. for general exhibits  
4:00 p.m. for hands on stations

### 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 SWIU through an educational grant, please contact the Industry Relations team at the SWIU office:*

SWIU, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173  
Phone: (847) 605-0850 Fax: (847) 517-7229  
[www.urologyconnection.com](http://www.urologyconnection.com)

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)

<b>Customize your SWIU Exhibit Package level based on total of combined a la cart options on the following page</b>	<b>Platinum Level \$30,000</b>	<b>Gold Level \$20,000</b>	<b>Silver Level \$10,000</b>
Pre meeting eblast announcement sent by SWIU office	X		
One Set Membership Mailing Labels ( upon approval of mailer)	X	X	
Pre-Registration Attendee List	X	X	X
<b>RECOGNITION</b>			
Company Logo Displayed on Website and Signage	X	X	X
Company Logo Displayed in Exhibit Guide and Newsletter	X	X	X
Company Sponsorship Recognized on Website	X	X	X
Company Sponsorship Recognized on Signage	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
<b>EXHIBIT UPGRADES</b>			
8'x10' booth in Prime Location-4 Exhibit Badges	X		
8'x10' booth in Featured Location—3 Exhibit Badges		X	
8'x10' booth—2 Exhibit Badges			X
<b>PRODUCTIVITY AND ADDITIONAL EXPOSURE</b>			
Tickets to the Annual Banquet	4	3	2
Welcome Reception held in exhibit hall ( 1 ticket included with exhibit each badge)	X	X	X
Internet Access in Exhibit Hall	X	X	X
Special Section in Exhibit Guide for New Products	X	X	X

<b>SWIU Exhibit Only Package</b>	<b>\$3,500</b>
8'x10' booth w/ 6' skirted table, 2 chairs and a wastebasket	X
Wireless Internet access provided in exhibit hall	X
Welcome Reception held in exhibit hall ( 1 ticket included with exhibit each badge)	X
SWIU incentives provided to drive exhibit traffic	X
Product Description in Exhibit Guide	X
Recognition on SWIU Website	X

**2012 SWIU  
PROMOTIONAL OPPORTUNITIES**

<b>SPONSORSHIPS</b>	
Product Theater Meal Time Slot Food, Bev and Basic AV Package provided by SWIU	\$15,000
Hands on training session in exhibit hall	\$6,500
Pre or Post Meeting Advisory Board (Thursday or Sunday) Includes meeting room and attendee list	\$15,000
Partial Sponsor of Welcome Reception in exhibit hall includes GOBO recognition, five minute welcome address at the microphone and featured booth location.*	\$10,000
Sponsorship recognition of Closing Dinner honoring Past Presidents (includes named award)	\$25,000
Faculty Dinner Sponsor	\$5,000
Registration area advertising package includes inserts in attendee bags and welcome message on monitor near registration.	\$5,000
Door Drop	\$5,000
Full Page Color Ad in the Exhibit Guide (back cover or inside front cover)*	\$6,500
Full Page B/W Ad in Exhibit Guide*	\$3,000
½ Page B&W Ad in Exhibit Guide*	\$2,000
Hotel Room Key Card Sponsor*	\$10,000
"Privacy Please" Door Hangers*	\$10,000

\*Please see the Advertising and Digital Submission guidelines located on Page 6

Thank you for supporting the Society of Women in Urology in 2012!!



**SWIU**  
**Two Woodfield Lake**  
**1100 E Woodfield Road, Ste. 520**  
**Schaumburg, IL 60173**  
**(847) 969-0248 main**  
**(847) 517-7229 fax**

# Society of Women in Urology

## Advertising & Digital Submission Guidelines

**Full Page Advertisement on Inside Front Cover or Back Cover of 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 in color and should be sent in a high resolution PDF format to JP Baunach at [jp@wjweiser.com](mailto:jp@wjweiser.com) no later than December 15, 2011 to be included in the Exhibit Guide.

**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 December 15, 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 JP Baunach at [jp@wjweiser.com](mailto:jp@wjweiser.com) no later than December 15, 2011 to be included in the Exhibit Guide.

**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 SWIU no later than December 15, 2011. Please send proofs to JP Baunach at [jp@wjweiser.com](mailto: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 SWIU no later than December 15, 2011. Please send proofs to JP Baunach at [jp@wjweiser.com](mailto:jp@wjweiser.com) for approval.

**Welcome Reception Partial Sponsorship** – Partial sponsorship of the Welcome Reception is one of the most highly visible ways to support the SWIU. 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 SWIU 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 December 15, 2011 to avoid expedited manufacturing charges.

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

# EXHIBITOR REGISTRATION FORM

## SWIU Clinical Mentoring Conference January 13-15, 2012

### Scottsdale AZ

SWIU offers additional opportunities for increased visibility and exhibit traffic, exceptional networking opportunities, advertising and outreach through customized Platinum, Gold and Silver Exhibit Packages. Please contact us for additional information on how to maximize your SWIU experience.

My company would like to Exhibit at the follow level (package based on total of combined promotional sponsorships)  
Platinum \$30,000      Gold \$20,000      Silver \$10,000

Additional advertising and support opportunity(s)    Item Name: \_\_\_\_\_ Amount: \_\_\_\_\_

My company would like to provide a hands on training session in exhibit hall at \$6,500 on \_\_\_\_\_

My company would like \_\_\_\_\_ 8'x10' Exhibit Booth(s) at \$3,500 each

#### PLEASE NOTE:

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

Corporate functions may not be held concurrent with official SWIU scientific or social functions. Any function, regardless of size or location, must be approved by the SWIU Industry Relations Department, (847) 571-7225.

#### Accepted Forms of Payment for SWIU:

Check      Visa      Mastercard      American Express

Please make checks payable to:      Society of Women in Urology  
Two Woodfield Lake  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
FIN# 36-4125028

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

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

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

#### 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 the SWIU in 2012!**

Society of Women in Urology, Two Woodfield Lake, 1100 E Woodfield Road, Ste. 520, Schaumburg, IL 60173

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