



***Georgia Urological Association***

Spring Meeting

February 10-12, 2012

Ritz Carlton Lodge, Reynolds Plantation Hotel

Greensboro, GA

**2012**

Exhibitor and Promotional Partnership  
Prospectus

October 10, 2011

Dear Industry Colleagues:

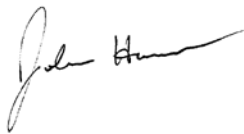
Thank you for your interest in the **Georgia Urological Association (GUA) Spring Meeting**. The mission of the **GUA** has been the cultivation and improvement of the science and art of Urology. Through our scientific meetings we endeavor to bring together urologists and other medical professionals in the state of Georgia that are interested in research and continuing education in the field of urology. Our **2012 Spring Meeting** will take place at the **Ritz Carlton Lodge, Reynolds Plantation Hotel** in Greensboro, Georgia on **February 10-12, 2012**. On behalf of our program chairs we invite both your participation and support.

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 50-75 urologists and urology residents to attend this CME event in the Atlanta area next February. This year the Georgia Urological Association will be having a Welcome Reception in the Exhibit Hall on Friday evening. 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. In order to receive the best possible space please review the enclosed prospectus materials carefully and submit the provided registration form and payment to the Georgia Urological Association, FID#58-1344537, as early as possible. Payments are acceptable by check only, made payable to the *Georgia Urological Association* and sent to the GUA office address on this letterhead.

We look forward to receiving your commitment and working together at the 2012 Spring Meeting of the GUA. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "John Hansen".

John Hansen  
Manager, Industry Relations  
Georgia Urological Association  
847-264-5933 direct  
[john@wjweiser.com](mailto:john@wjweiser.com)

A handwritten signature in black ink that reads "JP Baunach".

JP Baunach  
Account Manager, Industry Relations  
Georgia Urological Association  
847-264-5942 direct  
[jp@wjweiser.com](mailto:jp@wjweiser.com)

GEORGIA UROLOGICAL ASSOCIATION  
2010 Annual Meeting



2012 GUA Spring Meeting

**GENERAL INFORMATION**

The Georgia Urological Association 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 Georgia Urological Association consists of urologists and medical professionals practicing in the state of Georgia.

**Official Meeting Dates:** February 10-12, 2012

**Official Exhibit Dates:** February 10-12, 2012

**Hotel & Meeting Location:** **Ritz Carlton Lodge, Reynolds Plantation Hotel**  
One Lake Oconee Trail  
Greensboro, GA 30642  
(706) 467-0600

**Room Rate and Cutoff Date:** *Reduced rates are available within the GUA block. Please reference the "Georgia Urological Association Rate" and be sure to contact the Hotel by January, 10, 2012 to make reservations at the reduced rate.*

**SUPPORTING THE GEORGIA UROLOGICAL ASSOCIATION**

Deliver your message in a professional, focused, and educational environment. The Georgia Urological Association presents you with networking opportunities to build relationships with new and existing customers. Choose a standard exhibit booth or an Promotional Partnership package, which provides extended promotional visibility for your company beyond the annual meeting.

**EXHIBITING**

The expected 60 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 GUA Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments at your exhibit area, a full page ad in the GUA 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 GUA SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE GUA 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 January 10, 2012. **Acceptable payment method is by check only.**

**Please make checks payable to:**

Georgia Urological Association  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN #58-1344537

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

- Cancellation on or prior to January 10, 2012, exhibit fee will be refunded less \$250 administration fee.
- Cancellation after January 10, 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 Georgia Urological Association. Factors affecting exhibit location include support level; the date the registration form was received by the GUA office, the number of exhibits, and proximity of competitors.

**EXHIBIT SCHEDULE**

*(Times are subject to change without notice)*

**Exhibit Set Up:** Thursday, February 9, 2012  
Times After 5:00 pm

**Exhibit Hours:** Friday February 10, 2012  
7:00 am – 4:00 pm  
**Welcome Reception In Exhibit Hall**  
5:30 pm – 7:00 pm

Saturday, February 11, 2012  
7:00 am – 12:00 pm.

Sunday, February 12, 2012  
7:00 am – 12:00 pm

**Exhibit Teardown:** Sunday, February 12, 2012  
After 12:00 pm

**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 Georgia Urological Association through an educational grant, please contact the Industry Relations team at the GUA office:*

Georgia Urological Association, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173  
Phone: (847) 517-7225  
Fax: (847) 517-7229

John Hansen                      JP Baunach  
Manager, Industry Relations   Account Manager, Industry Relations  
[john@wjweiser.com](mailto:john@wjweiser.com)                      [jp@wjweiser.com](mailto:jp@wjweiser.com)

2012 Georgia Urological Association PROMOTIONAL PARTNERSHIP BENEFITS	Platinum Level	Gold Level	Early	Standard
	\$5,000	\$2,500	Commitment Exhibit Only \$1,500 (Received Before January 1 <sup>st</sup> , 2012)	Exhibit Only \$1,750 (Received After January 1 <sup>st</sup> , 2012)
<b>ADS AND MAILINGS</b>				
Full Page B&W Ad In Exhibit Guide	X			
Pre-Registration Attendee List	X	X		
One Set Membership Mailing Labels	X	X		
Post-Meeting Attendee List	X	X	X	X
<b>RECOGNITION</b>				
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		
<b>EXHIBITING AND BADGES</b>				
8' Free Standing Floor Exhibit In Premiere Location---Unlimited Badges	X			
8' Free Standing Floor Exhibit in Featured Location---4 Exhibit Badges		X		
6' Table-Top Exhibit---2 Exhibit Badges			X	X
<b>PROMOTIONAL SPONSORS' ADVISORY BOARD MEETING</b>				
(2) Two Attendees	X			
(1) One Attendee		X		
<b>ADDITIONAL EVENT TICKETS</b>				
Welcome Reception W/Each Exhibit Badge	X	X	X	X

2012 Georgia Urological Association ADDITIONAL SPONSORSHIP OPPORTUNITIES	PRICES
Sponsored Satellite Symposium Lunch, Limited Availability – Includes Platinum Level Benefits (Food, Beverage, and A/V Included in Fee)	\$7,500
Welcome Reception Partial Sponsor with Refreshments Served Near Your Exhibit – Includes Platinum Level Benefits	\$6,000
Full Page 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

**SOLD**

For more information, please contact John Hansen or JP Baunach in the GUA Industry Relations Department at (847) 517-7225 or [john@wjweiser.com](mailto:john@wjweiser.com) [jp@wjweiser.com](mailto:jp@wjweiser.com)

# Georgia Urological Association

## 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](mailto:jp@wjweiser.com) no later than January 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](mailto:jp@wjweiser.com) no later than January 1, 2012 to be included in the Exhibit Guide.



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

# EXHIBITOR REGISTRATION FORM

February 10-12, 2012- Ritz Carlton Lodge, Reynolds Plantation Hotel - Greensboro, GA

## GEORGIA UROLOGICAL ASSOCIATION

The GUA 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 GUA experience.

- My Company would like to become a Promotional Partner.** (*Exhibit space in premiere or featured location included.*)  
 **Platinum \$5,000**       **Gold \$2,500**

- My Company plans on EXHIBITING at the GUA Spring Meeting**  
**\$1,500 (Early Registration Before January 1<sup>st</sup>, 2012)**

**\$1,750 (Registration After January 1<sup>st</sup>, 2012)**

### PLEASE NOTE:

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

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

Please make checks payable to:

Georgia Urological Association  
Two Woodfield Lake  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
GUA FIN #58-1344537

QUESTIONS? Contact John Hansen or JP Baunach at The GUA office at (847) 517-7225      **Payment DUE by February 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 GUA in 2012!**

Georgia Urological Association, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173  
Phone: (847) 517-7225 Fax: (847) 517-7229

