



Urological Association of Physician Assistants

Inaugural Meeting
January 19-22, 2012
Caeser's Palace
Las Vegas, Nevada

2012

Exhibitor and Promotional Partnership
Prospectus



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2011 – 2012

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Dear Industry Colleagues:

On behalf of the **Urological Association of Physician Assistants (UAPA)** Board of Directors, we would like to invite your participation and support of the **Inaugural Scientific Meeting** which is scheduled to be held in **Las Vegas, NV** over the dates of **January 19-22, 2012**.

The Urological Association of Physician Assistants is dedicated to supporting and advancing Physician Assistants in Urology. It is the goal of the UAPA to provide quality news and information regarding urology specific Physician Assistants as well as an avenue of communication for its members. The UAPA directly interacts with the American Urological Association through its elected liaison and is an officially recognized specialty organization of the American Academy of Physician Assistants (AAPA).

Promotional Partners and technical exhibits are essential to the success of this meeting and benefit both the attendees and companies who choose to participate. We are expecting an attendance of 120 urology specific physician assistants to attend this CME event in Las Vegas in January. Exhibitors will be positioned in assigned booths in the exhibit hall which will be separate from the scientific sessions. The official launch of exhibit hours will begin with breakfast the morning of 19th. Extended breaks in both the morning and afternoon, followed by the welcome reception in the exhibit hall later that evening. Exhibits will continue through the morning hours on Saturday and will conclude prior to lunch.

We are anticipation 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 Urological Association of Physician Assistants, FID# 26-0569318, as early as possible. Preferred payment method is by check however we are able to accept credit card payments through Visa, Master Card and American Express. All check payments should be sent to the address provided on the registration form.

Thank you for your time, consideration and support of the UAPA. We look forward to receiving your commitment and working together with you on the inaugural meeting of the UAPA.

Sincerely,

Donna Kelly
Executive Director, Industry Relations
Urological Association of Physician Assistants
Direct: (847) 264-5920
Main: (847) 517-7225
Fax: (847) 517-7229
donna@wjweiser.com

UAPA 2012 ANNUAL MEETING

IMPORTANT EXHIBIT INFORMATION AND DATES

GENERAL INFORMATION

The Urological Association of Physician Assistants 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 Urological Association of Physician Assistants consists primarily of physician assistants specializing in urology. The meeting consists of both national and international attendees

Official Meeting Dates: January 20 – 22, 2012
Actual Exhibit Dates: January 20 – 22, 2012

Hotel & Meeting Location: **Caesar's Palace**
3570 Las Vegas Blvd S
Las Vegas, NV 89109
(866) 227-5938

Room Rates: \$139.00

Cutoff Date: December 23, 2011
Please call Caesar's Palace directly to make room reservations and mention that you are with the UAPA group.

SUPPORTING UAPA

Deliver your message in a professional, focused, and educational environment. The Urological Association of Physician Assistants 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 120 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 UAPA Board of Directors, your company logo and recognition in annual meeting program book and signage, an ad in the UAPA 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 UAPA 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:
Urological Association of Physician Assistants
1100 E Woodfield Rd., Ste. 520
Schaumburg, IL 60173
FIN #26-0569318

Cancellations & Refunds: UAPA 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 UAPA. Factors affecting exhibit location include support level, the date the registration form was received by the UAPA office, the number of exhibits and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: Thursday, January 19, 2012
2:00 p.m. – 6:00 p.m.

Exhibit Hours: Friday, January 20, 2012
7:00 a.m. – 4:00 p.m.

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

Saturday, January 21, 2012
7:30 a.m. – 10:30 a.m.

Exhibit Teardown: Saturday, January 21, 2012
After 10:30 a.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 UAPA through an educational grant, please contact the Industry Relations team at the UAPA office:

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

JP Baunach
Account Manager, Industry Relations
(847) 264-5942
jp@wjweiser.com

Mary Tully
Development Coordinator, Industry Relations
(847) 264-5927
mary@wjweiser.com

UAPA Promotional Partnership: level based on total combined support of a la cart options on the following page	Platinum Level \$30,000	Gold Level \$20,000	Silver Level \$10,000
Inaugural promotional partner designation on all promotional materials	X		
Use of "Proud to be an Inaugural Partner Of UAPA" meeting invitations for sales force to hand out	X		
One Set Membership Mailing Labels	X	X	
Pre-Registration Attendee List	X	X	X
RECOGNITION			
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
EXHIBIT UPGRADES			
8'x10' booth in Prime Location—Unlimited Exhibit Badges	X		
8'x10' booth in Featured Location—6 Exhibit Badges		X	
8'x10' booth—4 Exhibit Badges			X
PROMOTIONAL SPONSORS' BOARD MEETING			
Number of attendees that may represent your company	6	4	2
PRODUCTIVITY AND ADDITIONAL EXPOSURE			
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

UAPA Exhibit Only Package	\$3,500
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
UAPA incentives provided to drive exhibit traffic	X
Product Description in Exhibit Guide	X
Recognition on UAPA Website	X

2012 UAPA ADVERTISING AND SUPPORT OPPORTUNITIES		PRICES
SPONSORSHIPS		
Industry Sponsored Time Slot- Lunch CME, Promotional Program, or Non-CME Lunch Presentation Food, Bev and Basic AV Package provided by UAPA		\$25,000
Industry Sponsored Time Slot- Breakfast CME, Promotional Program, or Non-CME Breakfast Presentation Food, Bev and Basic AV Package provided by UAPA		\$20,000
Pre or Post Meeting Advisory Board (Thursday or Sunday) Includes meeting room and access to attendees only.		\$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
Sponsor of Annual Dinner		\$15,000
Post Board Meeting Presentation and Dinner Sponsor (fee covers room rental and audio visual)		\$15,000
Registration area advertising package includes inserts in attendee bags and welcome message on monitor near registration.		\$10,000
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
Schedule at a glance- your logo is printed on this very popular pocket schedule		\$10,000
Hotel Room Key Card Sponsor		\$10,000
"Privacy Please" Door Hangers		\$10,000

Thank you for supporting the Urological Association of Physician Assistants in 2012!!



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

EXHIBITOR REGISTRATION FORM

January 20 – 22, 2012 — Las Vegas, NV

Urological Association of Physician Assistants

UAPA 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 UAPA experience.

- My company would like to become a Promotional Partner** (based on total of combined promotional sponsorships)
Platinum \$30,000 Gold \$20,000 Silver \$10,000
- My company plans on EXHIBITING at the UAPA Annual Meeting**
My company would like _____ 8'x10' Exhibit Booth(s) at \$3,500 each
- Additional advertising and support opportunity(s)** Item Name: _____ Amount: _____

PLEASE NOTE:

This form must be returned to reserve exhibit space

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

Accepted Forms of Payment for UAPA:

Check	Visa	Mastercard	American Express
Please make checks payable to: UAPA			
Two Woodfield Lake 1100 E. Woodfield Road, Ste. 520 Schaumburg, IL 60173 FIN #26-0569318			

Credit Card Number: _____

Expiration Date: _____

QUESTIONS? Contact JP Baunach or Mary Tully at the UAPA 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 UAPA in 2012!

Urological Association of Physician Assistants, Two Woodfield Lake, 1100 E Woodfield Road, Ste. 520, Schaumburg, IL 60173

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

