



*Virginia Urological Society*

Annual Meeting

March 9-10, 2012

Williamsburg Lodge

Williamsburg, VA

**2012**

Exhibitor and Promotional Partnership  
Prospectus



October 18, 2011

Dear Industry Colleagues:

On behalf of the **Virginia Urological Society**, we would like to invite you to join us at the 2012 Annual Meeting. This year's meeting is being held March 9<sup>th</sup> and 10<sup>th</sup> at the Williamsburg Lodge in Williamsburg, VA. Technical exhibits are an essential part of our meeting's success and benefit both the attendees and the companies who choose to participate. We are expecting 60-75 urologists from the Commonwealth of Virginia to attend.

Virginia Urological Society will offer an annual Promotional Partnership Package and it is the best way to guarantee a prime exhibit location and provide maximum benefits and visibility for your company. Included in this prospectus is a summary of the VUS Promotional Partnership Program along with a list of the benefits it provides. The price of exhibit space is included with this promotional package.

The VUS 2012 Annual Meeting will include 6-foot tabletop exhibits for an early registration fee of \$1,500 or a regular registration fee of \$1,750. To reserve space, please forward the registration form along with payment to the VUS office as soon as possible. All breaks will be located in the exhibit hall as well as the official VUS Welcome Reception on Friday evening providing prime traffic and networking opportunities.

We look forward to receiving your commitment and working together at the 2012 Annual Meeting of the Virginia Urological Society. Thank you for your consideration. See you in Williamsburg!

Sincerely,

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

John Hansen  
Manager, Industry Relations  
Virginia Urological Society  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
Phone: 847-264-5946 direct  
[john@wjweiser.com](mailto:john@wjweiser.com)

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

JP Baunach  
Account Manager, Industry Relations  
Virginia Urological Society  
1100 E. Woodfield Road, Suite 520  
Schaumburg, IL 60173  
Phone: 847-264-5942 direct  
[jp@wjweiser.com](mailto:jp@wjweiser.com)



**VIRGINIA UROLOGICAL SOCIETY**  
**2012 Annual Meeting**

**GENERAL INFORMATION**

The Virginia Urological Society 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 Virginia Urological Society consists of urologists practicing in the Commonwealth of Virginia.

**Official Meeting Dates:** March 9-10, 2012

**Hotel & Meeting Location:** **Williamsburg Lodge**  
310 S. England St  
Williamsburg, VA 23185  
(757) 253-2277

**Room Rate and Cutoff Date:** \$149 plus tax - Please contact the Williamsburg Lodge directly by January 31, 2012 to receive the group rate. Be sure to mention that you are with the Virginia Urological Society.

**SUPPORTING THE VIRGINIA UROLOGICAL SOCIETY**

Deliver your message in a professional, focused, and educational environment. The Virginia Urological Society 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 75 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 VUS 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 VUS 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 VUS SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE VUS 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 February 1, 2012.

**Please make checks payable to:**

Virginia Urological Society  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN #54-1447453

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

- Cancellation on or prior to February 1, 2012 exhibit fee will be refunded less \$250 administration fee.
- Cancellation after February 1, 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 Virginia Urological Society. Factors affecting exhibit location include support level; the date the registration form was received by the VUS office, the number of exhibits, and proximity of competitors.

**EXHIBIT SCHEDULE**

*(Times are subject to change without notice)*

**Exhibit Set Up:** *Friday, March 9, 2012*  
*10:00 am-Noon.*

**Exhibit Hours:** *Friday, March 9, 2012*  
*Exhibits open during registration through reception, noon-8:00 pm*  
**VUS Welcome Reception in the Exhibit Hall** *(VUS meeting attendees and exhibitors)*  
*Friday, March 9, 2012*  
*6:00 p.m. – 8:00 p.m.*

*Saturday, March 10, 2012*  
*Exhibit open 8:00 am- 11:00 am*  
*Morning break – 10:00 a.m. –10:30 a.m.*

**Exhibit Teardown:** *Saturday, March 10, 2012 11:00 am*

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

**Virginia Urological Society, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173**  
**Phone: (847) 517-2801**  
**Fax: (847) 517-7229**

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

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



**Platinum Level**  
\$5,000

**Gold Level**  
\$2,500

**Early  
Commitment  
Exhibit Only**  
**\$1,500**  
(Received Before  
February 1<sup>st</sup>, 2012)

**Standard  
Exhibit  
Only**  
**\$1,750**  
(Received After February  
1<sup>st</sup>, 2012)

**2012 Virginia Urological Society  
PROMOTIONAL PARTNERSHIP BENEFITS**

<b>ADS AND MAILINGS</b>				
Full Page Black and White Ad In Exhibit Guide	X			
Pre-Registration Attendee List	X	X		
One Set Membership Mailing Labels	X			
½ Page B&W Ad In Post-Meeting Newsletter	X			
Post-Meeting Attendee List	X	X	X	X
<b>RECOGNITION</b>				
Company Logo Displayed On Signage	X			
Company Logo Displayed In Exhibit Guide	X			
Company Logo Displayed In Newsletter	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		
Receive Post-Meeting Newsletter	X	X		
<b>EXHIBITING AND BADGES</b>				
6' Table-Top Exhibit Space In Featured Location--- Unlimited Badges	X			
6' Table-Top Exhibit---2 Exhibit Badges		X	X	X
<b>PROMOTIONAL SPONSOR 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
Refreshments Served Near Your Exhibit Area during Welcome Reception	X			

**2012 Virginia Urological Society  
ADVERTISING AND SUPPORT OPPORTUNITIES**

**PRICES**

<b>ADVERTISEMENTS</b>	
Sponsored Satellite Symposium (Platinum Level Partnership, Food, Beverage, and A/V ARE INCLUDED with Sponsorship)	\$7,500
Full Page B&W Ad in Exhibit Guide	\$2,500
½ Page B & W Ad In Post-Meeting Newsletter	\$2,500

For more information, please contact John Hansen or JP Baunach in the VUS Industry Relations Department at (847) 517-2801 or [john@wjweiser.com](mailto:john@wjweiser.com) [jp@wjweiser.com](mailto:jp@wjweiser.com)

# EXHIBITOR REGISTRATION FORM

March 9-10, 2012-----Williamsburg, VA

## Virginia Urological Society

The VUS 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 VUS experience.

- My Company would like to become a Promotional Partner. (Exhibit space in featured location included.)  
Platinum \$5,000      Gold \$2,500
- My Company plans on EXHIBITING at The VUS 2012 Meeting  
\$1,500 (Early Registration)  
\$1,750 (Registration After February 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 VUS scientific or social functions. Any function, regardless of size or location, must be approved by the VUS Industry Relations Department, (847) 517-2801.

Please make checks payable to:

**VUS**

Two Woodfield Lake  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
VUS FIN#54-1447453

QUESTIONS? Contact John Hansen or JP Baunach at The VUS office (847) 517-2801  
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 VUS in 2012!**

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Phone: (847) 517-2801 Fax: (847) 517-7229