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***The Urology Departments
at
Columbia University
University of California Davis
University of Michigan***

Presents

36th Annual Winter Urologic Forum

January 20- January 24, 2012

Viceroy Snowmass Resort

Snowmass Village, CO

2012

Exhibitor and Promotional Partnership
Prospectus

Winter Urologic Forum

June 14, 2011

Dear Industry Colleagues:

Three outstanding urology departments; one exceptional meeting! On behalf of Co-Directors Christopher Evans MD, University of California Davis, David Wood MD, University of Michigan and Mitchell Benson MD, Columbia University, we invite your participation and support of the **36th Annual Winter Urologic Forum**. This meeting will be held January 20th- 24th at the Viceroy Snowmass in Snowmass Village, Colorado.

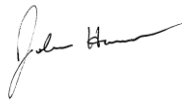
The WUF was established in 1976 with the primary objectives of providing and outstanding update on the current practice of urology by bringing together an expert faculty from across the country. The goal of the program is to integrate State of the Art information into immediate application into clinical practice. This year the program will focus on Urologic Oncology, Female Urology and Stones Disease.

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 70 - 100 Urologists to attend this CME event in Snowmass Village, Colorado. To enhance exhibit traffic, meals, coffee breaks and special events will take place in the exhibit hall. 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. To ensure your chances of receiving prime space and support opportunities, please review the enclosed prospectus materials carefully and submit the provided registration form, payable to WJ Weiser & Associates, FID#36-3993411 as early as possible.

We look forward to receiving your commitment and working together at the 2012 Winter Urologic Forum. Thank you for your consideration.

Sincerely,



John Hansen
Manager, Industry Relations
Winter Urologic Forum
847-264-5933 direct
john@wjweiser.com



Mary Tully
Development Coordinator
Winter Urologic Forum
847-264-5927 direct
mary@wjweiser.com

2012 Winter Urologic Forum

GENERAL INFORMATION

The Winter Urologic Forum 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.

Official Meeting Dates: January 20-January 24, 2012

Hotel & Meeting Location: **Viceroy Snowmass**
130 Wood Rd.
Snowmass Village, CO 81615
(888) 622-4567

Room Rate & Cutoff Date: \$315 plus tax, December 20, 2011

SUPPORTING THE WINTER UROLOGIC FORUM

Deliver your message in a professional, focused, and educational environment. The Winter Urologic Forum 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 100 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 Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Promotional Partners' Advisory Board participation with WUF Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments near your exhibit area. 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 WUF SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE WUF 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 December 15, 2011.
Acceptable payment method is by check, Visa, Master Card, or American Express.

Please make checks payable to:
WJ Weiser & Associates/ WUF
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN #36-3993411

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

- Cancellation on or prior to December 15, 2011, exhibit fee will be refunded less \$250 administration fee.
- Cancellation after December 15, 2011, no portion of the original exhibit fee will be refunded.

Assignment of Space:

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

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: **Friday, January 20, 2012**
12:00 p.m to 5:00 p.m.

Exhibit Hours: **Saturday, January 21, 2012**
6:30 a.m.-9:30 a.m.
3:30 p.m.-7:30 p.m.
Welcome Reception in Exhibit Hall
6:30 p.m. – 7:30 p.m.

Sunday, January 22, 2012
6:30 a.m.-9:30 a.m.
3:30 p.m.-7:00 p.m.

Monday, January 23, 2012
6:30 a.m.-9:30 a.m.
3:30 p.m.-7:00 p.m.

Tuesday, January 24, 2012
6:30 a.m. – 9:30 a.m.

Exhibit Teardown: **Tuesday, January 24, 2012**
After 9:30 a.m.

Registration:

Upon confirmation you will receive a badge form to register you attendees. Only employees of the exhibiting company, or its agents, will be issued a badge.

For more information about exhibits, sponsorships, or advertising options or to support the Winter Urologic Forum through an educational grant, please contact the Industry Relations team at the WUF office:

Winter Urologic Forum, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173

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

John Hansen
Manager, Industry Relations
john@wjweiser.com

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

2012 Winter Urologic Forum PROMOTIONAL PARTNERSHIP PACKAGES	Platinum Level \$10,000	Gold Level \$7,500	Exhibit \$5,000
PRESENTATION TIMESLOT			
Option to Provide 10 minute Industry Update Presentation	X		
ADS AND MAILINGS			
Door Drop	X		
Full Page B&W Ad In The Exhibit Guide	X		
Pre-Registration Attendee List	X	X	
½ Page B&W Ad In Exhibit Guide	X	X	
RECOGNITION			
Company Logo Displayed On Screen	X	X	
Company Logo Displayed On Website	X	X	
Company Logo Displayed On Signage	X	X	
Company Logo Displayed In Exhibit Guide	X	X	
Company Logo Displayed In Exhibit Guide	X	X	
Company Sponsorship Recognized On Website	X	X	X
Company Sponsorship Recognized On Signage	X	X	X
Company Sponsorship Recognized In Program Book	X	X	X
Company Sponsorship Recognized In Exhibit Guide	X	X	X
EXHIBIT BOOTH AND BADGES			
<i>DOUBLE</i> Booth In Prime Location---Unlimited Badges	X		
8' Floor exhibit in Featured Location---4 Exhibit Badges		X	
6' Tabletop exhibit --2 Exhibit Badges			X
PROMOTIONAL SPONSORS BREAKFAST WITH CO-DIRECTORS			
(4) Four Attendees	X		
(2) Two Attendees		X	
ADDITIONAL EVENT TICKETS			
Welcome Reception W/Each Exhibit Badge	X	X	X

*For more information, please contact John Hansen or Mary Tully in the WUF Industry Relations Department at (847) 517-7225
john@wjweiser.com or mary@wjweiser.com*

2012 Winter Urologic Forum ADVERTISING AND SUPPORT OPPORTUNITIES		PRICES
TIMESLOTS		
Satellite Symposia (CME Accreditation Not Through WUF), Promotional Program, or Non-CME Presentation Timeslot (Actual Program Costs Not Included)		\$15,000
Advisory Board Timeslot or Investigator Meeting to be held in conjunction with WUF		\$15,000
SPONSORSHIPS		
Advertisement on/in registration packets		\$5,000
Hotel Room Key Card Sponsor (Plus Production and Hotel Fees)		\$5,000
In Room Advertising (Please contact us for details)		\$5,000 – \$10,000
ADVERTISEMENTS		
Full Page COLOR Ad on Inside Front or Back Cover of Exhibit Guide		\$10,000

For more information, please contact John Hansen or Mary Tully in the WUF Industry Relations Department at (847) 517-7225 or john@wjweiser.com or mary@wjweiser.com

Please complete and submit the exhibitor registration form on the next page and return to the Industry Relations Department:

***Winter Urologic Forum
Two Woodfield Lake
1100 E. Woodfield Road, Ste. 520
Schaumburg, IL 60173
847-517-8712 phone
847-517-7229 fax
www.wjweiser.com***

Thank you for supporting the WUF in 2012!

Winter Urologic Forum

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 John Hansen at john@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 John Hansen at john@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 WUF no later than December 15, 2011. Please send proofs to John Hansen at john@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 WUF no later than December 15, 2011. Please send proofs to John Hansen at john@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 WUF. 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 WUF 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 John Hansen at john@wjweiser.com no later than December 15, 2011 to avoid expedited manufacturing charges.

Thank you for your support of the WUF. 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 John Hansen, (847) 264-5933, john@wjweiser.com at the WUF Office. We do offer minimal assistance with graphics and can offer recommendations for the Key Card and Privacy Card vendors.

EXHIBITOR REGISTRATION FORM

January 20-24, 2012-----Snowmass Village, Colorado

WINTER UROLOGIC FORUM

The WUF offers additional opportunities for increased visibility and exhibit traffic, exceptional networking opportunities, advertising through Promotional Partnership package and sponsorships. Please contact us for additional information on how to maximize your WUF experience.

- My Company will be participating as a Promotional Partner.** (Exhibit space in featured location included.)

Platinum Level \$10,000

Gold Level \$7,500

- My Company will be EXHIBITING at the WUF Annual Meeting**

My company would like _____6' table-top exhibit space (s) at 5,000 each.

(Table-top locations are 6' only and will be assigned in part on a first-come, first-serve basis)

- My Company would like to take provide the following a la carte sponsorship(s)**

_____ for the amount of \$ _____

PLEASE NOTE:

This form must be returned to reserve exhibit space.

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

FOR EXHIBIT FEE:

Please make checks payable to: **WJ Weiser & Associates**

FIN #36-3993411

Check Visa Master Card

Credit Card Number: _____

Expiration Date: _____

QUESTIONS? Contact Mary Tully or John Hansen at:
The WUF office (847) 517-7225

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 WUF in 2012!

Winter Urologic Forum, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173

