



***Wisconsin Urological Society***

Annual Meeting

March 30 - April 1, 2012

The InterContinental

Milwaukee, WI

**2012**

Exhibitor and Promotional Partnership  
Prospectus



**BOARD OF DIRECTORS  
2011 - 2012**

**President**

James A. Wright, MD  
Urology Fond du Lac  
420 E Division Street  
Fond du Lac, WI 54935

**President-Elect**

David R. Paolone, MD  
University of Wisconsin-Madison  
1 S Park Street, 2<sup>nd</sup> Floor  
Madison, WI 53715

**Secretary/Treasurer**

John V. Kryger, MD  
Univ. of Wisconsin - Madison  
G5/331 Dept. of Urology  
600 Highland Ave.  
Madison, WI 53792

**Immediate Past President**

Michael L. Guralnick, MD  
Medical College of Wisconsin  
Dept. Of Urology  
9200 W Wisconsin Ave.  
Milwaukee, WI 53226

**Representative to the NCS  
Board of Directors**

Peter Langenstroer, MD  
Medical College of Wisconsin  
FMLH East, Div. of Urology  
9200 W Wisconsin Ave.  
Milwaukee, WI 53226

**Executive Director**

Wendy J. Weiser  
WJ Weiser & Associates  
1100 E Woodfield Road, Suite 520  
Schaumburg, IL 60173  
(847) 517-7225

**Associate Director**

Mary Tully  
WJ Weiser & Associates  
1100 E Woodfield Road, Suite 520  
Schaumburg, IL 60173  
(847) 517-7225

August 18, 2011

Dear Industry Colleagues:

On behalf of the **Wisconsin Urological Society (WUS)**, we would like to invite you to join us at the **2012 Annual Meeting**. This year's meeting will be held March 30 - April 1, 2012 at The InterContinental in Milwaukee, WI. Exhibit space in the form of a 6' tabletop display is available on a first come first serve basis at price of \$1,750.00.

Technical exhibits are an essential part of our meeting's success and benefit both the attendees and the companies who choose to participate. We anticipate about 100 urologists at this year's meeting and Wisconsin Urological Society will once again hold the official Welcome Reception in the exhibit hall on Saturday evening. Exhibitors will be set up and the meeting attendees will have an opportunity to visit the exhibits and network with other WUS members and industry representatives in a more informal setting.

The Wisconsin Urological Society offers a Promotional Partnership Package and it is the best way to guarantee a prime exhibit location and provide maximum benefits and exposure for your company. Included in the prospectus is a summary of the WUS Promotional Partnership Program along with a list of the benefits it provides. The price of exhibit space is included with this promotional package.

Attached is a copy of the 2012 WUS Exhibitor Prospectus, which includes the exhibit registration form. To reserve space, please forward this registration form along with your payment to the *Wisconsin Urological Society* office at Two Woodfield Lake, 1100 E. Woodfield Road, Suite 520, Schaumburg, IL 60173. WUS accepts checks as well as Visa and MasterCard. The appropriate Federal Tax ID Number for WUS is 39-1930250. If payment will follow from your corporate office, please simply indicate "payment to follow in the mail" on the registration form.

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

Sincerely,

John Hansen  
Manager, Industry Relations  
Direct: 847-264-5933  
[John@wjweiser.com](mailto:John@wjweiser.com)

## 2012 Annual Meeting

### GENERAL INFORMATION

The Wisconsin 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 Wisconsin Urological Society consists of urologists practicing in the state of Wisconsin.

**Official Meeting Dates:** March 30 - April 1, 2012

**Hotel & Meeting Location:** **The InterContinental**  
139 E Kilbourn Ave  
Milwaukee, WI 53202  
414-935-5943

**Room Rate & Cutoff Date:** \$169.00 if reservations are made by March 1, 2012.  
*Please contact The InterContinental directly to make your room reservation.*

### SUPPORTING THE WISCONSIN UROLOGICAL SOCIETY

Deliver your message in a professional, focused, and educational environment. The Wisconsin 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 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 Promotional Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Promotional Partners' Advisory Board participation with WUS Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments near your exhibit area, a full page ad in the WUS 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 WUS SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE WUS INDUSTRY RELATIONS DEPARTMENT.

### **IMPORTANT EXHIBIT INFORMATION AND DATES**

**Exhibit Description:** 6 foot table-top exhibit with (1) one table, (2) two chairs and (1) 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 March 1, 2012.  
**Acceptable payment method is by check, Visa, MasterCard.**

**Please make checks payable to:**  
Wisconsin Urological Society  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN #39-1930250

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

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

### **EXHIBIT SCHEDULE**

*(Times are subject to change without notice)*

**Exhibit Set Up:** Saturday, March 31, 2012  
7:00a.m. – 8:00 a.m.

**Exhibit Hours:** Saturday, March 31, 2012  
8:00 am – 6:30pm

**WUS Kickoff Breakfast in Exhibit Hall**  
8:00 am – 9:00 am

**WUS Welcome Reception in the Exhibit Hall**  
Saturday, March 31, 2012  
4:30 p.m. – 6:00 p.m.

**Exhibit Teardown:** Saturday, March 31, 2012  
After 6:00 p.m.

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

**Wisconsin Urological Society, 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](mailto:John@wjweiser.com)

<b>2012 Wisconsin Urological Society PROMOTIONAL PARTNERSHIP BENEFITS</b>	<b>Platinum Level \$8,500</b>	<b>Gold Level \$2,500</b>	<b>Early Commitment Exhibit Only \$1,750 (Received Before February 15<sup>th</sup>, 2012)</b>	<b>Standard Exhibit Only \$2,000 (Received After February 15<sup>th</sup>, 2012)</b>
<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>				
Floor Standing Exhibit Space In Featured Location---Four Badges	X			
6' Table-Top Exhibit---2 Exhibit Badges		X	X	X
<b>PROMOTIONAL SPONSORS' ADVISORY BOARD MEETING</b>				
(2) Two Attendees	X			
(1) One Attendee		X		
<b>ADDITIONAL EVENT TICKETS</b>				
Annual Dinner Tickets	4	2	X	X
Refreshments Served Near Your Exhibit Area during Welcome Reception	X			

<b>2012 Wisconsin Urological Society ADVERTISING AND SUPPORT OPPORTUNITIES</b>	<b>PRICES</b>
<b>ADVERTISEMENTS</b>	
Sponsored Satellite Symposium Breakfast or Lunch, Limited Availability – <b>Includes Platinum Level Benefits</b> (Food, Beverage, and A/V provided by Wisconsin Urological Society)	\$10,000
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 in the WUS Industry Relations Department at (847) 517-7225 main, (847) 264-5933 direct, or [John@wjweiser.com](mailto:John@wjweiser.com)*

# EXHIBITOR REGISTRATION FORM

March 30 - April 1, 2012 - Milwaukee, WI

## Wisconsin Urological Society

The WUS 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 packages and sponsorships. Please contact us for additional information on how to maximize your WUS experience.

- My Company would like to become a Promotional Partner. (*Exhibit space in featured location included.*)  
Platinum \$8,500                      Gold \$2,500
- My Company plans on EXHIBITING at the WUS Annual Meeting  
\$1,750 (Early Registration)                      \$2,000 (Registration After February 15<sup>th</sup>, 2012)

PLEASE NOTE:

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

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

### Accepted Forms of Payment for WUS:

Check                      Visa                      Mastercard

Please make checks payable to:

**WUS**

Two Woodfield Lake  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
WUS FIN#39-1930250

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

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

QUESTIONS? Contact John Hansen at the WUS office (847) 264-5933

**Payment DUE by March 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 WUS in 2012!**

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