

Mid-Atlantic Section of the AUA



September 23 - 26, 2010
Nemacolin Woodlands Hotel
Farmington, Pennsylvania

OFFICIAL INDUSTRY PROSPECTUS

The Mid-Atlantic Section of the American Urological Association is pleased to invite our industry partners to participate in the 68th Annual Meeting. Included in this prospectus are many opportunities for industry to show their support of the Section. We thank you in advance for your support and look forward to seeing you in Pennsylvania!

EDUCATIONAL SUPPORT OPPORTUNITIES

Industry-Supported Scientific Symposia*

\$15,000

Industry-supported scientific symposia of up to one and one-half (1 ½) hours may be conducted at scheduled times during the Annual Meeting. Symposia support includes one (1) complimentary meeting registration, acknowledgement in meeting publications, promotional materials and onsite signage, mailing labels for both pre- and post-registration attendee mailings and one complimentary blast email to the Mid-Atlantic Section Membership (mailing pieces must be approved before releasing labels). Symposia may or may not be accredited. Food and audio visual is at your expense.

Thursday, September 23 7:00 pm – 8:30 pm
Friday, September 24 6:00 am - 7:30 am
12:30pm – 2:00pm

Saturday, September 25 6:00 am – 7:30 am
12:30 pm- 2:00 pm

**Times subject to change based on final program.*

Scientific Sessions

\$18,000

Scientific Sessions of up to two (2) hours in length will be offered on Friday, Saturday and Sunday morning. Support of individual sessions is available at \$18,000 per session. A list of Session Topics will be developed by the Program Committee by May 2010. Support includes signage in the meeting area, acknowledgement on-screen in the scientific session room during breaks, in meeting publications and in promotional materials.

Panel Discussions

\$15,000

Panel Discussions of up to one and one half (1 ½) hours will be offered on Friday, Saturday and Sunday, with up to five (5) panelists participating on a variety of topics to be determined. Support includes signage in the meeting area, acknowledgement on-screen in the scientific session room during breaks, in meeting publications and in promotional materials.

Each Individual Session Below:

Support includes signage in the meeting area, acknowledgement on-screen in the scientific session room, in meeting publications and in promotional materials.

- ❖ **State-of-the-Art Lecture** **\$5,000**
The State of the Art Lecture covers a broad range of urological topics.
- ❖ **The Hugh Hampton Young Lecture** **\$5,000**
The Hugh Hampton Young Lecture is the keynote lecture of the Section's Meeting. The President selects the Lecturer who determines the topic.
- ❖ **The Howard Pollack X-Ray Conference** **\$5,000**
The X-Ray Conference is a long-standing Section tradition of friendly competition to identify various cases across all urologic topics.
- ❖ **Support All Lectures** **\$15,000**

Moderated Poster Session

\$5,000

Support includes signage in the poster display area, acknowledgement on-screen in the scientific session room during breaks, in meeting publications and in promotional materials.

MARKETING SUPPORT OPPORTUNITIES

Board of Directors and Past Presidents' Dinner

\$10,000

The company supporting this event will be able to have two (2) company representatives attend this dinner. Support includes recognition during the function.

Coffee Breaks

\$3,000/day

The company providing grants for this part of the meeting will have signage at the coffee break acknowledging their support.

Hotel Key Cards

\$5,000

All Mid-Atlantic Section meeting attendees would use the hotel key cards and see your message

Internet Café

\$10,000

Support includes 3 computer terminals with internet connection, company screensaver on monitors, acknowledgement in meeting publications, promotional materials and onsite signage.

Meeting Bags

\$5,000

Every registered attendee will carry your company name and logo (product logo will not be accepted) on their bag. You may include one product flyer in every bag.

President's Banquet

\$30,000

The company supporting this event will be invited to have two (2) additional company representatives attend this dinner. Support includes recognition during the function.

Theme Night & Welcome Reception

\$25,000

The company supporting this event will receive four (4) complimentary invitations to this event. Support includes recognition during the function.