Dear Colleagues,

It is my pleasure to invite your support and participation at the 77th Annual Meeting of the Mid Atlantic Section of the AUA. This meeting will take place October 24-27, 2019 at the Kalahari Resort & Convention Center in Pocono Manor, Pennsylvania.

The Mid-Atlantic Section includes more than 1,100 total urologists and comprises the eastern portion of Pennsylvania, the southern portion of New Jersey and the states of Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Our vision is to benefit the general public in the region by encouraging the study of urological medicine, by maintaining the highest standards for urological education, practice and research. The section will promote the publication and encourage contributions to scientific literature pertaining to urology, promote fellowship and professional cooperation among the Section membership, and strive to advance their legitimate professional interests.

Industry partners and technical exhibits are an essential part of our meetings’ success, so we work with you to harness the influence of these meetings in order to reach your target audience; physicians and other professionals working in the field of urology.

Support packages can be customized to deliver your message—whether you wish to participate with an exhibit booth, advertising, educational grant or sponsorship. We work in partnership with you to develop the best plan that aligns with your organization’s objectives, strategies and budget. Our attendees will be eager to learn about your company’s products and services that can assist them in improved care for their urology patients.

Thank you for your consideration of our request for participation; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, denise@veritasmeetingsolutions.com or 973-769-1020.

See you in Pocono Manor!

Kind Regards,

Adam P. Klausner, MD
HOTEL INFORMATION

Kalahari Resort & Convention Center
250 Kalahari Boulevard
Pocono Manor, PA 18349
www.kalahariresorts.com

Room Rate: $189/night*
* The resort fee of $19.99 per day per room is waived for rooms booked under this room block.

Reservations: 877-253-5466

Direct Booking Link: Kalahari Resort & Convention Center

Deadline for Hotel Reservations: On or before Sunday, September 22, 2019

Check in: 4:00pm
EXHIBITS AND SPONSORSHIPS

Exhibit Space Reservations
Companies wishing to exhibit must submit a completed exhibitor form with method of payment indicated on the form. Exhibits provide an enhanced experience to participants and provide useful information about developments, products and services related to their interests and responsibilities. Products or services displayed must further the purpose of the meeting and provide an atmosphere conducive to exchanging information relevant to the clinical content of the conference.

Why Participate?
• Reach your target audience economically and time effectively
• Network with prominent urologists and key decision makers
• Enjoy unopposed exhibit hall hours
• Take advantage of educational sessions and learn about the current needs of urologists
• Participate in planned social events with attendees

Exhibit Schedule to Come

Payment
Our tax ID is #26-1352307. If paying by credit card, please include the credit card information on the exhibitor form and send to denise@veritasmeetingsolutions.com. If paying by check, please make the check payable to the Mid Atlantic Section of the AUA, and send to Denise Castetter at:

Vertias Meeting Solutions
1061 E. Main St. Suite 300
East Dundee, IL 60118
SPONSORSHIP OPPORTUNITIES

As a special perk this year, if you commit by April 15, 2019, we will broadcast your pledged support to our membership and drive traffic to your booth at the 2019 AUA Annual Meeting.

DIAMOND | $35,000 | LUNCH SYMPOSIUM
Highlight your product and your commitment to urology with a dedicated hour for your product specialist or guest speaker to present to our attendees.

Your Diamond level sponsorship includes:
- Prime location of exhibit space
- AV, refreshments and event marketing
- Company recognition on the MA-AUA website
- Program Book Advertisement (Full Page, Full Color)
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet (company name and 50-word description)
- Six complimentary registrations for company representatives
- Invitation to the Welcome Reception for six company representatives

PLATINUM | Choose one of the following

Breakfast Symposium | $17,500
Highlight your product and your commitment to urology with a dedicated hour for your product specialist or guest speaker to present to our attendees.

Welcome Reception | $17,500
One of the most visible ways to support the MA-AUA. A 5-minute Welcome Message from the Microphone, GOBO lighting showcasing your logo and a prime location to feature your exhibit space. The reception is held in the exhibit hall, showcase your company while the attendees’ network with colleagues and visit the exhibits.

Your Platinum level sponsorship includes:
- Prime location of exhibit space
- AV, refreshments and event marketing
- Company recognition on the MA-AUA website
- Program Book Advertisement (1/2 Page, Full Color)
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet (company name and 50-word description)
- Five complimentary registrations for company representatives
- Invitation to the Welcome Reception for five company representatives

As a special perk this year, if you commit by April 15, 2019, we will broadcast your pledged support to our membership and drive traffic to your booth at the 2019 AUA Annual Meeting.
### SPONSORSHIP OPPORTUNITIES

#### GOLD

Choose one of the following:

**Padfolio $10,000**
Your corporate logo will be displayed on the front of a conference padfolio that will be handed out to all registered attendees and your organization will be acknowledged in the meeting program.

**Wifi $10,000**
Exclusive provider of Wi-Fi for the meeting. Your company name will be the official name of the Wi-Fi and your booth number will be the password. Company name and password will be displayed on signage and in the program book.

**Branded Attendee Lanyard $10,000**
Exclusive opportunity to prominently display your company logo on the highest visible item distributed at the meeting. Every attendee must be wearing this item in order to access educational sessions, exhibit hall, and social events.

Your Gold level sponsorship includes:

- Prime location of exhibit space
- Company recognition on the MA-AUA website
- Program Book Advertisement (1/4 Page, Full Color)
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet (company name and 50-word description)

- Four complimentary registrations for company representatives
- Invitation to the Welcome Reception for four company representatives

#### SILVER

Choose one of the following:

**Coffee Break $7,500**
Help provide attendees with a AM/PM jolt by sponsoring coffee breaks during the annual meeting.

**Room Key $7,500**
The custom room key allows you to make an impression as soon as MA-AUA attendees check in to the hotel and throughout the meeting. Production is not included and artwork must be approved by the MA-AUA Management office. Please contact denise@veritasmeetingsolutions.com for approvals.

Your Silver level sponsorship includes:

- Prime location of exhibit space
- Company recognition on the MA-AUA website
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet (company name and 50-word description)

- Three complimentary registrations for company representatives
- Invitation to the Welcome Reception for three company representatives
## SPONSORSHIP OPPORTUNITIES

### BRONZE | $5,000
- 6 foot draped table with chairs
- Standing display and/or equipment is allowed
- Company recognition on the MA-AUA website
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet (company name and 50-word description)
- Two complimentary registrations for company representatives
- Invitation to the Welcome Reception for two company representatives

### EXHIBIT | $3,500
- 6 foot draped table with chairs
  - NO floor standing display and/or equipment is allowed
- Company recognition on the MA-AUA website
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet (company name and 50-word description)
- Two complimentary registrations for company representatives
- Invitation to the Welcome Reception for two company representatives
### 2019 MID-ATLANTIC SECTION ANNUAL MEETING

**EXHIBIT REGISTRATION & INVOICE FORM**

**Contact Name**  
**Company Name**  
**Address**

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**Phone**  
**Fax**  
**Email**

**SPONSORSHIP LEVEL**

- **[ ]** Diamond – $35,000
- **[ ]** Platinum – $17,500 (Choose 1)
- **[ ]** Breakfast Symposium or **[ ]** Welcome Reception
- **[ ]** Gold – $10,000 (Choose 1)
- **[ ]** Padfolio or **[ ]** Wifi or **[ ]** Branded Attendee Lanyard
- **[ ]** Silver (Choose 1)
  - **[ ]** Coffee Break or **[ ]** Room Key

**Representative Name (First, Last)**  
**Title**  
**Email Address**  
**Phone**

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**PAYMENT INFORMATION**

Check payable to: Mid-Atlantic Section of the AUA in U.S. dollars drawn on a U.S. bank. TAX ID# 26-1352307

Credit Card  
- [ ] VISA  
- [ ] MasterCard  
- [ ] Discover  
- [ ] American Express

**Credit Card #**  
**CVV**  
**Exp. Date**

**Name**

**Billing Address**  
**City**

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**Signature**  
**Total $:**

**Phone**  
**Email**  
**Fax**

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Return this completed exhibit reservation form and payment to Denise Castetter.  
Mail: Veritas Meeting Solutions, 1061 E. Main St. Suite 300 East Dundee, IL 60118  
W: 973-769-1020 | F: 847-960-3862 | denise@veritasmeetingsolutions.com