

MID-ATLANTIC SECTION 78TH ANNUAL MEETING



OCTOBER 8-11, 2020

Hilton New Orleans Riverside • New Orleans, LA

www.maaua.org

PARTNERSHIP PROSPECTUS



Dear Colleagues,

It is my pleasure to invite your support and participation at the 78th Annual Meeting of the Mid Atlantic Section of the AUA. This meeting will take place October 8-11, 2020 at the Hilton New Orleans Riverside, New Orleans, Louisiana.

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.

Their 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 promotes the publication and encourages contributions to scientific literature pertaining to urology, promotes fellowship and professional cooperation among the Section membership, and strives 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@veritasmeetings.com or 973-769-1020.

See you in New Orleans!

Kind Regards,

Denise Castetter

INVITATION

HILTON NEW ORLEANS RIVERSIDE



HOTEL INFORMATION

It's all about location in New Orleans and the Hilton New Orleans Riverside places you at the center of it all. Nestled against the banks of the Mississippi, guests can watch the ships come sailing in or dive into the city life just steps away. Grab a beignet, listen to live jazz, ride a streetcar, or hop into a parade, you never know what you'll experience in the vibrant culture and excitement of New Orleans just outside our front door. Make it a trip to remember with Hilton.

Hilton New Orleans Riverside

Two Poydras Street
New Orleans, LA 70130

Room Rate: \$219/night

Reservations: 888-446-6677

Deadline for Hotel Reservations: On or before Sunday, September 15, 2020

Check in: 4:00pm

ACCOMMODATIONS



PARTNERSHIP OPPORTUNITIES

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 FOLLOW ONCE PROGRAM IS FINAL

EXHIBIT SET UP

Wednesday, October 7 at 1:00 PM

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 East Main Street, Suite 300 • East Dundee, IL 60118

PARTNERSHIPS



PARTNERSHIP OPPORTUNITIES

As a special perk this year, if you commit by April 17, 2020, we will broadcast your pledged support to our membership and drive traffic to your booth at the 2020 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
- “MA-AUA Connect”-Enhance your opportunity to meet MA-AUA attendees; MA-AUA staff will deliver your message to an attendee of your choice
- 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 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
- “MA-AUA Connect”-Enhance your opportunity to meet MA-AUA attendees; MA-AUA staff will deliver your message to an attendee of your choice
- 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

PARTNERSHIPS



PARTNERSHIP 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
- “MA-AUA Connect”-Enhance your opportunity to meet MA-AUA attendees; MA-AUA staff will deliver your message to an attendee of your choice
- 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
- “MA-AUA Connect”-Enhance your opportunity to meet MA-AUA attendees; MA-AUA staff will deliver your message to an attendee of your choice
- 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



PARTNERSHIP OPPORTUNITIES

BRONZE | \$5,000

- 6 foot draped table with chairs
- Standing display and/or equipment allowed
- “MA-AUA Connect”-Enhance your opportunity to meet MA-AUA attendees; MA-AUA staff will deliver your message to an attendee of your choice
- 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 allowed
- “MA-AUA Connect”-Enhance your opportunity to meet MA-AUA attendees; MA-AUA staff will deliver your message to an attendee of your choice
- 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



2020 MID-ATLANTIC SECTION ANNUAL MEETING

EXHIBIT REGISTRATION & INVOICE FORM

Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

SPONSORSHIP LEVEL

- Diamond – \$35,000
Lunch Symposium
- Platinum – \$17,500 (Choose 1)
 Breakfast Symposium or Welcome Reception
- Gold – \$10,000 (Choose 1)
 Padfolio Wifi Branded Attendee Lanyard
- Silver (Choose 1)
 Coffee Break or Room Key
- Bronze – \$5,000
Floor standing equipment is allowed
- Exhibitor – \$3,500

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 _____

State _____ Zip _____

Signature _____

Phone _____

Email _____

Fax _____

Representative Name (First, Last)	Title	Email Address	Phone

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@veritasmeeingsolutions.com