Dear Industry Colleagues,

It is my pleasure to invite your support and participation at the 78th Annual Meeting of the Mid-Atlantic Section of the AUA. Due to Covid 19 this meeting will now be held virtually on consecutive Mondays starting October 12, 2020. Join us as we reimagine the 2020 Meeting into a Virtual Meeting that will be an exceptional experience for expertise sharing, live Q&A and more.

Industry partners 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. 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@veritasamc.com or 973-769-1020.

Sincerely,

Denise Castetter
Director, Industry Relations
973-769-1020 | denise@veritasamc.com
<table>
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<th>Time</th>
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| 7:00 pm - 7:05 pm | Welcome and Introduction  
Benjamin Lowentritt, MD |
| 7:05 pm - 8:00 pm | Paul Schellhammer Lecture: Big Data and Prostate Cancer  
Introduction: Benjamin Lowentritt, MD  
7:05 pm Invited Speaker: Matthew Cooperberg, MD  
7:50 pm LIVE Q & A* |
| 8:00 pm - 8:50 pm | “Big Data” in Urologic Practice  
Moderators: Adam Metwalli, MD, Kirsten Greene, MD  
8:00 pm MUSIC Initiative  
Khurshid Ghani, MBChB  
8:10 pm PURC Update  
Jay Raman, MD  
8:20 pm Quality Improvement Using Big Data  
Gordon Brown, DO  
8:30 pm Surgeon Scorecards: Embrace Them or Throw Them Away  
Meredith Metcalf, MD  
8:40 pm LIVE Panel Discussion* |
| 8:50 pm - 9:00 pm | Highlights of Podium Session A, B and Video Sessions  
Anup Vora, MD, Phil Pierorazio, MD |
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| 7:00 pm – 7:10 pm | Highlights of Oncology Abstracts  
  *Phil Pierorazio, MD, Suzanne Merrill, MD* |
| 7:10 pm – 8:00 pm | Hugh Hampton Young Lecture: Hurricane Katrina vs COVID-19:  
  The Subtle Differences Stressing Leadership Skills  
  7:10 pm *Introduction: Benjamin Lowentritt, MD*  
  7:15 pm *Invited Speaker: Raju Thomas, MD*  
  7:50 pm *LIVE Q & A* |
| 8:00 pm – 9:00 pm | Urology in the Age of COVID  
  *Moderators: Tullika Garg, MD, Jennifer Miles-Thomas, MD*  
  8:00 pm *Optimizing Coding*  
  *Jonathan Rubenstein, MD*  
  8:10 pm *Optimizing APP’S*  
  *Seo Young (Carol) Lee, CPNP-PC*  
  8:20 pm *Wellness*  
  *Daniel Marchalik, MD*  
  8:30 pm *Politics in a Pandemic: What the 2020 Election Means for Health Care*  
  *Kevin Koo, MD*  
  8:40 pm *AUA Health Policy Update*  
  *Mark Fallick, MD*  
  8:50 pm – 9:00 pm *LIVE Panel Discussion* |
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| 6:40 pm – 6:50 pm | Highlights of Education, Best Practices, Reconstruction, Sexual Dysfunction Abstracts  
                                 Anup Vora, MD, Marisa Clifton, MD |
| 6:50 pm – 7:00 pm | Resident Essay Contest Wrap-Up  
                                 Jay Raman, MD, Tracey Krupski, MD |
| 7:00 pm – 8:00 pm | Benign Urology  
                                 Moderators: Rena Malik, MD, Daniel Stein, MD  
                                 Female Sexual Dysfunction  
                                 Rachael Rubin, MD  
                                 Transgender Surgery in Urology  
                                 Devin O’Brien Coon, MD  
                                 Update on Urologic Stone Disease in America  
                                 Brian Matlaga, MD |
| 8:00 pm – 8:55 pm | LIVE BPH 2020 Debate: You Can Only Choose One for Your Practice*  
                                 Moderators: Justin Friedlander, MD, Anup Vora, MD  
                                 Introduction and Case Presentation  
                                 Greenlight PVP – Gregg Eure, MD  
                                 Robotic Simple – David Lee, MD  
                                 Prostatic Urethral Lift – Amin Herati, MD  
                                 Transurethral Water Vapor Treatment – Richard Levin, MD  
                                 Aquablation – Steven Sterious, MD  
                                 HoLEP – Akhil Das, MD |
| 8:55 pm – 9:00 pm | Closing  
                                 Benjamin Lowentritt, MD |
The Mid-Atlantic Mondays Courses offer Industry an opportunity to reach clinicians on the latest Urologic techniques and products. The focused meeting environment is ideal for businesses dedicated to delivering products and services to support these conditions.

**Platinum Level | $17,500**

Custom Package. Custom combination of sponsorship opportunities that will be created for Platinum recognition.

**Platinum Level includes:**
- Speaker Presentation and Q&A
- Opportunity to communicate with MA-AUA membership via a poll or survey
- Company recognition (logo, weblink, video) on the MA-AUA website’s Exhibit Hall through August 2021
- 6 Company registrations

**Gold Level | $15,000**

Industry Sponsored Keynote Presentation. Highlight your commitment to MA-AUA with a 60-minute presentation by your product specialists or guest speaker to present to participants.

**Gold Level includes:**
- Speaker Presentation
- Company recognition (logo, weblink, video) on the MA-AUA website’s Exhibit Hall through August 2021
- 5 Company registrations
SILVER LEVEL | $10,000

Industry Sponsored Keynote Presentation. Highlight your commitment to MA-AUA with a 30-minute presentation by your product specialists or guest speaker to present to participants.

Silver Level includes:
• Speaker Presentation
• Company recognition (logo, weblink, video) on the MA-AUA website’s Exhibit Hall through August 2021
• 4 Company registrations

BRONZE LEVEL | $7,500

CoffeE-Talks
Deliver your message with a 15 minute topic related presentation during a break.

Bronze Level Includes:
• Company recognition (logo, weblink, video) on the MA-AUA website’s Exhibit Hall through August 2021
• 3 Company registrations

VIRTUAL EXHIBIT | $3,500

• Company recognition (logo, weblink, video) on the MA-AUA website’s Exhibit Hall through August 2021
• 2 Company registrations
Industry wishing to support, must submit a completed registration form with method of payment indicated on the form. If paying by credit card, please include the credit card information on the registration form; add and return the form to Denise Castetter at Veritas Association Management. The tax ID number is EIN # 26-1352307.

Please make checks payable to: Veritas Association Management
1061 East Main Street, Suite 300
East Dundee, IL 60118

GET IN TOUCH

To further discuss partnership opportunities for Mid-Atlantic Mondays please contact:

Denise Castetter
Director, Industry Relations
Veritas Association Management
973.769.1020 | denise@veritasamc.com

SAVE THE DATE

MID-ATLANTIC SECTION 79TH ANNUAL MEETING
GAYLORD NATIONAL RESORT & CONVENTION CENTER
NATIONAL HARBOR, MD
SEPTEMBER 9-12, 2021
PARTNERSHIP RESERVATION FORM

MID-ATLANTIC MONDAYS  |  OCTOBER 12 • OCTOBER 19 • OCTOBER 26  |  MAAUA.ORG

Company Name (As it should appear on printed material)

Contact Person (Individual to whom all exhibitor information will be forwarded)  Title

Street Address

City  State  Zip

Telephone  Fax  Email

Product

Special Requests/Considerations (ie. Electricity: wattage)

REGISTRATIONS  (please look at partnership opportunity descriptions to determine your registration allotment)

Representative Name  Title  Email Address  Phone

PARTNERSHIP LEVEL

- PLATINUM  $17,500  Custom Package
- SILVER  $10,000  30-Minute Presentation
- GOLD  $15,000  60-Minute Presentation
- BRONZE  $7,500  Coffee-Talk
- VIRTUAL EXHIBIT  $3,500

PAYMENT

Method of Payment:  
- Check  (Make check payable to Mid-Atlantic Section of the AUA)  EIN # 26-1352307
- Credit Card:  
  - Visa  - MC  - AMEX  - DISCOVER

Card Number  Expiration Date  CCV Code

Name on Card  Total $

Credit Card Mailing Address (if different than above)

Signature  Please process payment as indicated above

RETURN FORM TO DENISE CASTETTER

Mail: MA-AUA  |  Attention: Denise Castetter  |  1061 E. Main Street, Suite 300, East Dundee, IL 60118
Email: denise@veritasamc.com  |  Phone: 973.769.1020