

MA-AUA UROLOGY RESIDENTS' DAY

MARCH 20, 2021



**VIRTUAL
PARTNERSHIP
PROSPECTUS**



INVITATION

MA-AUA UROLOGY RESIDENTS' DAY • MARCH 20, 2021

Dear Colleagues,

It is my pleasure to invite your support and participation at the MA-AUA Urology Residents' Day. This meeting will take place virtually March 20, 2021.

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@veritasamc.com or 973-769-1020.

Sincerely,

Denise Castetter
Director, Industry Relations
Mid-Atlantic Section of the AUA





AGENDA

MA-AUA UROLOGY RESIDENTS' DAY • MARCH 20, 2021

AGENDA TO COME



www.maaua.org



[@MidAtlanticAUA](https://www.facebook.com/MidAtlanticAUA)



[@MAoftheAUA](https://twitter.com/MAoftheAUA)



[maaua_urology](https://www.instagram.com/maaua_urology)



SPONSORSHIP

MA-AUA UROLOGY RESIDENTS' DAY • MARCH 20, 2021

The 2021 MA-AUA Urology Residents' Day meeting will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

Supporting MA-AUA

Deliver your message in a professional, focused, and educational environment. MA-AUA provides you with networking opportunities to build relations with new and existing customers. The expected 100 plus participants will be eager to learn about your company and products.

**BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND
GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT**

Benefits of the Virtual Exhibit Include

- Virtual Exhibit with direct link to reps
- Product videos and marketing collateral can be loaded to booth
- Participation in "Industry Round Table"- a 2 minute introduction about your company
- Online lead generation and post meeting analytics

Optimize Visibility with a Gold, Silver or Bronze Level Sponsorship

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

For more information about exhibits, sponsorships,
or advertising opportunities to support MA-AUA, please contact:

Denise Castetter | Director, Industry Relations | Veritas Association Management
1061 East Main Street, Suite 300, East Dundee, IL 60118
W 973.769.1020 | F 847-649-1704 | denise@veritasamc.com





PARTNERSHIPS

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MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP

MA-AUA Urology Residents' Day Meeting offers industry sponsors 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 that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

GOLD \$10,000

INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to MA-AUA with a 45-60 minute Live or Pre-recorded presentation by your product specialist or guest speaker to present to participants.

Gold Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 60 days
- Event marketing-messaging promoting your presentation will be sent to MA-AUA registrants
- Company recognition (logo, weblink) posted on MA-AUA website, in social media and e-blasts
- Participation in the "Industry Round Table"- a 2 minute introduction about your company
- Virtual Exhibit (see below)

Recording options and logistical instruction provided upon receipt of Registration Form.

SILVER \$5,000

Highlight your commitment to MA-AUA with a 30 Minute Live or Pre-recorded presentation by your product specialist or guest speaker to present to participants.

Silver Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 60 days
- Event marketing-messaging promoting your presentation will be sent to MA-AUA registrants
- Company recognition (logo, weblink) posted on MA-AUA website, in social media and e-blasts
- Participation in the "Industry Round Table"- a 2 minute introduction about your company
- Virtual Exhibit (see below)





PARTNERSHIPS

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BRONZE \$3,500

CoffeE-Talks

Deliver your message with 15 minute pre-recorded Topic Related presentations prior to morning sessions or during breaks.

Bronze Level Includes:

- Company recognition (logo, weblink) posted on MA-AUA website, in social media and e-blasts
- Participation in the "Industry Round Table"- a 2 minute introduction about your company
- Virtual Exhibit (see below)

VIRTUAL EXHIBIT \$1,500 Increase brand awareness and generate valuable leads

Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium. Participate in the "Industry Round Table" - a 2 minute introduction about your company

Virtual Exhibit Level Includes:

- Direct link to rep
- Product videos and marketing collateral can be loaded to the booth
- Participation in "Industry Round Table"- a 2 minute introduction about your company
- Online lead generation and post meeting analytics

Administrative access to your Virtual Exhibit available upon receipt of payment.





REGISTRATION

MA-AUA UROLOGY RESIDENTS' DAY • MARCH 20, 2021

Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

SPONSORSHIP OPTIONS

- GOLD (\$10,000)**
45-60 Minute Presentation
- SILVER (\$5,000)**
30 minute Presentation
- BRONZE (\$3,500)**
CoffeE-Talk
- VIRTUAL EXHIBIT (\$1,500)**

Representative Name (First, Last)	Title	Email Address	Phone

PAYMENT INFORMATION

Check payable to: 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 # _____ CW _____ Exp Date _____

Name _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Total \$: _____

Phone _____ Fax _____

Email _____

Return this completed exhibit reservation form and payment to Denise Castetter.
 Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118
W 973.769.1020 **F** 847.960.3862 denise@veritasamc.com