



North Central Section of the AUA, Inc.

84th Annual Meeting

September 29 – October 2, 2010

Sheraton Hotel & Towers

Chicago, Illinois

2010

**Exhibitor and Industry Partnership
Prospectus**



84TH ANNUAL MEETING

SHERATON HOTEL & TOWERS
CHICAGO, IL
SEPT. 29 - OCT. 2, 2010

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FACS
Chair

Office of the Secretary
HOWARD N. WINFIELD, MD
1100 E. Woodfield Road, Suite 520
Schaumburg, IL 60173
Phone: (847) 517-1544 Fax: (847) 517-7229
Email: info@ncsaua.org

Executive Director
Wendy J. Weiser

May 24, 2010

Attn: Industry Colleagues

On behalf of the North Central Section of the AUA, we would like to invite you to join us at the **84th Annual Meeting**. This year's meeting is being held **September 29-October 2, 2010** at the **Sheraton Hotel and Towers in Chicago, Illinois**. (Actual exhibit dates are September 29th-October 1st)

Industry Partners and technical exhibits are an essential part of our meeting's success and benefit both the attendees and the companies who choose to participate. We are expecting approximately 450 Urologists to attend this CME event in Chicago. The official launch of exhibit hours will start on the evening of Wednesday, September 29th with the **NCS Welcome Reception** in the exhibit hall and will continue through Friday, October 1st. All exhibitors will be positioned in assigned booths in the exhibit hall, which is separate from the scientific sessions.

We are anticipating a full exhibit hall and space will be limited. To ensure your chances of receiving prime space and support opportunities, please review the enclosed prospectus materials carefully and submit the provided registration form and payment to the North Central Section of the AUA, FID #43-6046145, as early as possible. Payments are acceptable by Visa, Master Card, American Express, or by checks made payable to the *North Central Section of the AUA* and sent to the address above.

We look forward to receiving your commitment and working together at the **2010 Annual Meeting of the NCS**. Thank you for your consideration.

Sincerely,

John Hansen
Manager, Industry Relations
NCS
847-264-5933 direct
john@wjweiser.com

Mary Tully
Development Coordinator, Industry Relations
NCS
847-264-5927 direct
mary@wjweiser.com



NCSAUA
2010 Annual Meeting

GENERAL INFORMATION

The North Central Section of the AUA Annual Meeting is jointly sponsored by the AUA Office of Education, which is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and the Educational and Research Fund of the North Central Section of the AUA, Inc. The meeting will provide attendees with advanced knowledge in the urologic field, combined with new product knowledge learned in the exhibit hall.

The North Central Section of the AUA is composed of members from nine states of the northern Midwest of the United States: Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin.

Official Meeting Dates: September 29 – October 2, 2010
Official Exhibit Dates: September 29 – October 1, 2010

Hotel & Meeting Location: **Sheraton Chicago Hotel & Towers**
301 East North Water Street
Chicago, IL 60611
Phone: (800) 325-3535
Fax: (312) 329-7045

Room Rate & Cutoff Date: **\$279/plus tax**
Please contact the Sheraton directly by September 1, 2010 to make your reservations and to receive the group rate.

SUPPORTING NCSAUA

Deliver your message in a professional, focused, and educational environment. The North Central Section of the AUA presents you with networking opportunities to build relationships with new and existing customers. Choose a standard exhibit booth or an Industry Partnership package, which provides extended promotional visibility for your company beyond the annual meeting.

EXHIBITING

The expected 450 attendees want to meet you face-to-face and examine your products first-hand. By exhibiting at the meeting, your company will be listed in promotional materials and the program book. Space is limited, so act quickly!

INDUSTRY PARTNERSHIP PACKAGES

Secure prime exhibit location and optimum visibility with an Industry Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Industry Partners' Advisory Board participation with NCSAUA Board of Directors, your company logo and recognition in annual meeting program book and signage, an ad in the NCSAUA post-meeting newsletter and more. Please refer to the Industry Partnership details in this prospectus for a complete list of benefits.

CORPORATE FUNCTIONS MAY NOT BE HELD CONCURRENT WITH OFFICIAL NCSAUA SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE NCSAUA INDUSTRY RELATIONS DEPARTMENT.

IMPORTANT EXHIBIT INFORMATION AND DATES

Exhibit Description: 8 x 10-foot pipe and drape booth with (1) one table, (2) two chairs and (1) one wastebasket. Additional service information will be made available approximately three-four weeks prior to the meeting.

Payment Options: Payment is due no later than August 27, 2010.
Acceptable payment method is by check, Visa, Master Card or American Express.

Please make checks payable to:
NCSAUA
1100 E. Woodfield Rd., Ste. 520
Schaumburg, IL 60173
FIN #43-6046145

Cancellations & Refunds: NCSAUA requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to August 1, 2010 exhibit fee will be refunded less **\$1,000** administration fee.
- Cancellation after August 1, 2010, no portion of the original exhibit fee will be refunded.

Assignment of Space: Exhibit space will be assigned at the sole discretion of NCSAUA. Factors affecting exhibit location include support level, the date the registration form was received by the NCSAUA office, the number of exhibits and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: Wednesday, September 29, 2010
1:00 p.m. to 5:00 p.m.

Exhibit Hours: **Wednesday, September 29, 2010**
6:30 p.m. to 8:30 p.m.
Welcome Reception (Attendees and Exhibitors in Exhibit Hall)

Thursday, September 30, 2010
9:30 a.m. to 4:00 p.m.

Friday, October 1, 2010
9:30 a.m. to 1:00 p.m.

Exhibit Teardown: Friday, October 1, 2010
After 1:00 p.m.

Registration: To pre-register your staff members, a badge form will be sent upon confirmation. Only employees of the exhibiting company, or its agents, will be issued a badge. Booths must be manned the entire time the exhibit area is open.

For more information about exhibits, sponsorships, or advertising options or to support NCSAUA through an educational grant, please contact the Industry Relations team at the NCSAUA office:

NCSAUA, Two Woodfield Lake, 1100 E. Woodfield Road, Suite 520, Schaumburg, IL 60173
Phone: (847) 517-1544 Fax: (847) 517-7229
www.NCSAUA.org

John Hansen
Manager, Industry Relations
john@wjweiser.com

Mary Tully
Development Coordinator, Industry Relations
mary@wjweiser.com

2010 North Central Section of the AUA INDUSTRY PARTNERSHIP BENEFITS	Diamond Level \$30,000	Emerald Level \$15,000	Ruby Level \$7,500	Exhibit \$3,500
SATELLITE SYMPOSIUM TIME SLOT				
CME, Non-CME, or Promotional Program (Food, Beverage, A/V additional costs)	X			
ADS AND MAILINGS				
Door Drop	X			
Full Page B&W Ad In The Exhibit Guide	X			
Pre-Registration Attendee List	X	X	X	
One Set Membership Mailing Labels	X	X	X	
½ Page B&W Ad In Exhibit Guide	X	X	X	
Onsite Registration List	X	X	X	
RECOGNITION				
Company Logo Displayed On Screen	X	X		
Company Logo Displayed On Website	X	X		
Company Logo Displayed On Signage	X	X		
Company Logo Displayed In Program Book	X	X		
Company Logo Displayed In Exhibit Guide	X	X		
Company Sponsorship Recognized On Website	X	X	X	
Company Sponsorship Recognized On Signage	X	X	X	
Company Sponsorship Recognized In Program Book	X	X	X	X
Company Sponsorship Recognized In Exhibit Guide	X	X	X	X
Company Sponsorship Recognized In Newsletter	X	X	X	
Product Information Listed In Exhibit Guide	X	X	X	
EXHIBIT BOOTH AND BADGES				
8 X 20 <i>DOUBLE</i> Booth In Prime Location—Unlimited Badges	X			
8 X 10 Booth in Featured Location—8 Exhibit Badges		X		
8 X 10 Exhibit Booth—6 Exhibit Badges			X	
8 x 10 Exhibit Booth—4 Exhibit Badges				X
INDUSTRY SPONSORS' ADVISORY BOARD MEETING				
(4) Four Attendees	X			
(2) Two Attendees		X	X	
ADDITIONAL EVENT TICKETS				
Welcome Reception w/Each Exhibit Badge	X	X	X	X
Theme Night (6) Six Tickets	X			
Theme Night (4) Four Tickets		X		
Theme Night (2) Two Tickets			X	
Annual Banquet (6) Six Tickets	X			
Annual Banquet (4) Four Tickets		X		
Annual Banquet (2) Two Tickets			X	

2010 NCSAUA ADDITIONAL SPONSORSHIP OPPORTUNITIES	PRICES
Company Logo with Welcome Message on GOBO Projection in Featured Location in Hotel	\$20,000
Attendee Arrival Bags at Registration (Exclusive Sponsorship)	\$10,000
Full Page Color Ad on Back Cover of Program Book (Exclusive Sponsorship)	\$15,000
Full Page B&W Ad in the Exhibit Guide	\$1,500
½ Page B&W Ad in Exhibit Guide	\$1,000
Notebooks (Exclusive Sponsorship, Provide Your Own Notebooks)	\$10,000
Hotel Room Key Card Sponsor (Exclusive Sponsorship, Excludes Production and Hotel Fees)	\$10,000
Hotel Room Privacy Door Hanger (Exclusive Sponsorship, Excludes Production and Hotel Fees)	\$10,000
Schedule at a Glance Sponsorship (Exclusive Sponsorship, Includes Production)	\$10,000

Thank you for supporting the North Central Section of the AUA in 2010!!



NCSAUA
Two Woodfield Lake
1100 E. Woodfield Road, Ste. 520
Schaumburg, IL 60173
(847) 517-1544 main
(847) 517-7229 fax
www.NCSAUA.org

EXHIBITOR REGISTRATION FORM

September 29 – October 2, 2010 – Chicago, Illinois

NORTH CENTRAL SECTION OF THE AUA

NCSAUA offers additional opportunities for increased visibility and exhibit traffic, exceptional networking opportunities, advertising and outreach beyond the meeting to our general membership through Industry Partnership promotional package and sponsorships. Please contact us for additional information on how to maximize your NCSAUA experience.

- My Company would like to become an Industry Partner** (*Exhibit space in featured location included.*)
 Diamond \$30,000 Emerald \$15,000 Ruby \$7,500

- My Company plans on EXHIBITING at the NCSAUA Annual Meeting**

My company would like _____ 8' x 10' Exhibit Booth(s) at \$3,500 each

- My company would like an Additional Sponsorship Opportunity **PLEASE CIRCLE SELECTION (S)**

Attendee Arrival Bags at Registration **\$10,000** Full Pg. Color Ad-Back Cov.-Program Book **\$15,000** Full Pg. BW Ad-Exhibit Guide **\$1,500**

½ Page B&W Ad in Exhibit Guide **\$1,000** ½ Page B&W Ad in SCS Newsletter **\$5,000** Notebooks **\$10,000** Hotel Room Key Card Sponsor **\$10,000**

Hotel Room Privacy Door Hanger **\$10,000** Schedule at a Glance Sponsorship **\$10,000** Company Logo w/Welcome Message GOBO **\$20,000**

PLEASE NOTE:

This form must be returned to reserve exhibit space.

Corporate functions may not be held concurrent with official NCSAUA scientific or social functions. Any function, regardless of size or location, must be approved by the NCSAUA Industry Relations Department, (847) 517-1544.

FOR EXHIBIT FEE:

Please make checks payable to: **NCSAUA**

FIN #43-6046145

Check Visa Master Card American Express

Credit Card Number: _____

Expiration Date: _____

Signature: _____

QUESTIONS? Contact John Hansen or Mary Tully at the NCSAUA office at (847) 517-1544.

CORPORATE OFFICE

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please list any competitors you do NOT want to exhibit near or next to: _____

EXHIBITOR CONTACT

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Company Product: _____

Product Application: _____

Agreement:

I am an authorized representative for this company with full power and authority to sign this application for exhibit space. The company agrees to comply with all of the rules and regulations stated in the Exhibitor Prospectus, as well as all policies added after the publication of the prospectus, which we accept as part of the agreement.

Authorized Signature: _____ Date: _____

Thank you for choosing to support NCSAUA in 2010!

North Central Section of the AUA, Two Woodfield Lake, 1100 E. Woodfield Road, Ste. 520, Schaumburg, IL 60173

Phone: (847) 517-1544 Fax: (847) 517-7229

**Rules & Regulations for Exhibiting at the 2010 Annual Meeting of the
North Central Section of the AUA, Inc.**

Disclaimer

By signing the Registration Form for exhibit space, the exhibiting company agrees to abide by all rules and regulations stated in this compendium. The Signer of this contract also agrees to share the rules and regulations with the representative(s) who will attend the meeting in Chicago. **All rules and regulations will be enforced without exception.**

Each company exhibiting has only a terminable license to exhibit. If an exhibitor fails to comply with any rule herein or any directive issued by NCSAUA staff, this license to exhibit can be terminated and the exhibit closed without notice. All interpretations of the rules and regulations and all matters and questions not specifically covered in this compendium are subject to the decision of the NCSAUA.

Personnel

Only employees of the exhibiting company or individuals from temporary personnel companies (models/temps) working the exhibit for the exhibiting company will be issued badges. A Physician who wishes to register as an exhibitor must be a full-time employee of the exhibiting company. **Exhibit booths must be manned at all times while the exhibit hall is open.**

Admission to Hall

The NCSAUA will permit exhibitors with badges to enter the exhibit hall one hour before the hall opens and remain in the exhibit hall one hour after the show closes each day. If further access is required, special permission must be secured from the NCSAUA. No one under the age of 18 years will be allowed admission to the exhibit hall at any time.

Badges

Exhibitors will be allowed four badges per booth unit rented. There will be a \$100 charge for each additional badge. Registering physicians and other professional attendees who are not full-time employees of the exhibiting company is prohibited. No trading of badges with other representatives or attendees is allowed. Each representative must wear the official NCSAUA Meeting Exhibitor Badge at all times while attending NCSAUA functions. Business cards or company badges are not permitted.

Conduct in the Exhibit Hall

1. All demonstrations, interviews or instructional activities must be confined to the limits of the exhibit booth. Space requested must be large enough to accommodate any activity conducted in conjunction with the actual product demonstration as well as the participants in or spectators of the activity.
2. Exhibits must be arranged so as to not obstruct the view or otherwise interfere with the displays of other exhibitors. The NCSAUA values the participation of each exhibiting company and wants to ensure fair exposure in the exhibit hall.
3. The NCSAUA reserves the right to direct revisions at the exhibitors expense of any company that does not abide by the rules and regulations.
4. No exhibitor may sublet, assign or share any part of its allocated space without the written consent of the NCSAUA.
5. No promotional signs or decorations will be permitted in aisles, passageways, overhead spaces, public meeting rooms and other meeting facilities.
6. Exhibitors shall comply with all applicable statutes, or finances, regulations, rules and requirements relating to health, fire, safety and use of the premises.
7. Exhibitors shall assume all responsibility for its exhibit personnel, employees, contractors, servants and agents.
8. Booths must be kept clean. Debris will not be allowed to collect on the floor or display area of the booth.
9. No exhibit materials other than hand carried items shall be moved through the exhibit hall during show hours. Exhibitors who depart prior to the close of the tradeshow shall not be invited to exhibit in the future.
10. Smoking is not permitted.

Safety Precautions

All construction material must conform to standard safety practices. Table and back wall drapes supplied by the official convention service contractor will be, and those supplied by the exhibitor, together with textile or paper displays and decorations, **must be flame retardant.** Displays are subject to inspection and approval for safety by the Sheraton Chicago Hotel & Towers. Volatile, explosive or other dangerous material or any substance prohibited by law or insurance carriers are not permitted on the premises.

FDA Approval

Any medical device or pharmaceutical exhibited must have fulfilled all applicable Food and Drug Administration regulations. If the device or pharmaceutical is still under clinical investigation, it must be prominently labeled as such.

Order Taking and Product Sales

Sales and order taking transactions are permitted if they are conducted in a professional manner; however, cash sales are not permitted. If you intend on selling products on the exhibit floor, you must follow customs regulations.

Promotional Items

Gifts and promotional items may be given to each booth visitor. Please adhere to the AMA guidelines in regards to the value of the item not exceeding \$25.00.

Irregular Activities

1. No person, firm or organization that has not contracted with management for the occupancy of space in the exhibit will be permitted to display or demonstrate any products, processes or services to solicit orders. In addition, that organization may not wear any identification other than that of the contracting exhibitor or distribute advertising materials at the exhibit. Any infringement from this regulation will result in prompt removal of the offending person from the hall. Exhibitors may not enter the booths of other exhibitors without invitation; no exhibitor may call or invite a visitor out of one exhibit and into his own. Exhibitors must remain within their own space while distributing literature, product samples or other materials; the aisles may not be used for these purposes.
2. Use of noisemakers, and presentations that may not be judged in good taste, lacking in dignity or not in keeping with the purpose of the exposition are prohibited.
3. Use of sound motion pictures and tape recorders will be permitted, where appropriate to the display, provided sound is maintained at a "conversation level." The NCSAUA reserves the right to restrict an exhibitor's use of sound and other devices, which may interfere with the best interest of the exhibit as a whole.
4. The NCSAUA reserves the right to prohibit and require immediate cessation of any activity or distribution of materials it deems inappropriate.
5. Complaints of any violation of rules and regulations are to be made promptly to the NCSAUA, and exhibitors and their personnel agree to abide by the decision and ruling of the NCSAUA.

Carpeting

The Exhibit area at the Sheraton Chicago Hotel & Towers is carpeted. Exhibitors may rent additional booth carpet for the rented space. Order forms will be available in the Exhibitor Service Kit.

Building Protection

Nothing shall be tacked, nailed, screwed, taped, stapled or otherwise attached to columns, walls, floors, doors or other parts of the building or furniture. Any damage incurred will be charged to the exhibiting company. Also, exhibitors may not tamper with anything in connection therewith necessary or proper for the protection of the building, equipment or furniture.

Failure to Occupy Space

In the event a company has not arrived by Wednesday, *September 29, 2010*, the NCSAUA reserves the right to use that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, the NCSAUA reserves the right to remove the material and place it in storage or direct the general service contractor to install the exhibit at the exhibiting company's expense. Exhibitors will not be allowed to assemble or install any exhibit material once the hall has opened. Any remaining installation or assembly must be delayed until after the hall has closed for the day.

Exhibitor Insurance

1. Exhibitors and their agents agree to protect, indemnify, defend and hold harmless Sheraton Chicago Hotel & Towers, the North Central Section of the American Urological Association, Inc., their employees and agents against all claims, liability, injuries and damages to persons or property, governmental charges or fines and attorney's fees arising out of fines and attorney's fees arising out of or caused by negligence or wrongful acts of the exhibitor or his agents, servants or employees. Exhibitor acknowledges responsibility for obtaining adequate insurance coverage against property loss or damage and against liability for personal injury.
2. Should the premises in which the Exposition is to be held, in the sole judgment of the NCSAUA, become unfit for occupancy, or should the exposition be materially interfered with by any reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency or any other circumstances beyond the control of NCSAUA, the Agreement for Exhibit Space may be terminated by the NCSAUA. The NCSAUA will not incur any liability for damages sustained by exhibitor as a result of such a termination, and the exhibitor hereby expressly waives such liability for damages sustained by exhibitor and releases NCSAUA of and from all claims and damages. Exhibitor agrees that the NCSAUA shall have no obligation in the event of termination hereunder except to refund the exhibitors prorated share of the aggregate amount received by NCSAUA (as rental for exhibit space for said exhibit) after deducting all costs and expenses in connection with such exhibit, including a reasonable reserve for claims, such deductions being hereby specifically agreed to by Exhibitor.

Music, photographs and other copyrighted material

Each exhibiting company is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display.

Security

Security for the Exhibit Area will be provided during the hours the exhibition hall is closed, from the evening of **Wednesday September 29, 2010** through the evening of **Thursday, September 30, 2010**. Exhibitors may not provide separate security guards for their own purposes within the exhibit area unless permission is requested and approved in writing by the NCSAUA.

Exhibitor-Sponsored Functions

Exhibitor functions may not be held concurrent with official NCSAUA scientific or social functions. Please call the NCSAUA office to discuss scheduling your event. **Any function, regardless of where it is held, must be reported to the NCSAUA.**