

NSAUA ANNUAL MEETING OCTOBER 1-3, 2020 CHARLOTTE, NC



INDUSTRY PROSPECTUS



**The Northeastern
Section of the American
Urological Association**

Dear Industry Colleagues:

On behalf of the Northeastern Section of the AUA, we would like to invite you to join us at the 72nd Annual Meeting. This year's meeting is being held October 1-3, 2020 at The Westin Charlotte in Charlotte, North Carolina.

Promotional 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 180 attendees to attend this event in Charlotte. The official launch of exhibit hours will start on Thursday, October 1 and will continue through Friday, October 2. 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 Northeastern Section of the AUA (Tax ID #06-1705712) as early as possible.

We look forward to receiving your commitment and working together at the 2020 Annual Meeting of the Northeastern Section. Thank you for your consideration!

Best regards,

JP Baunach
Executive Director, Industry Relations
847-264-5942
jp@wjweiser.com

Jordan Townsend
Account Manager, Industry Relations
847-264-5922
jordan@wjweiser.com

GENERAL INFORMATION



OFFICIAL EXHIBIT DATES

October 1-2, 2020



ATTENDEES

Approximately 180 attendees



MEETING LOCATION

The Westin Charlotte
601 South College Street
Charlotte, NC 28202



ROOM RATE / CUTOFF

\$219+ by 9/8/20
Reservation Info Available Soon at
www.nsaua.org



EXHIBIT SCHEDULE: (Tentative – Final hours listed in Service Kit)

Set Up:	Thursday, October 1, 2020	6:30 AM – 9:30 AM
Exhibiting:	Thursday, October 1, 2020 Friday, October 2, 2020	9:30 AM – 4:00 PM 9:00 AM – 12:30 PM
Tear Down:	Friday, October 2, 2020	After 12:30 PM



PAYMENT & TERMS

- Payments are due no later than September 1, 2020
- Acceptable methods: Check or VISA, Master Card, AMEX (\$20,000 limit on credit cards)
- Please make checks payable to: Northeastern Section of the AUA
- Mail to: 1100 E Woodfield Rd. Suite 350 Schaumburg, IL 60173
- NS requires all cancellations to be made in writing
 - Cancellation on/prior to September 1, 2020: Refunded 50% less total fee
 - Cancellation after September 1, 2020: No Refund



EXHIBIT & FINE PRINT:

- 8' deep x 10' wide pipe & drape Exhibit Booth including (1) 6-ft table, (2) chairs and (1) wastebasket in a carpeted room.
- Exhibit space will be assigned at the sole discretion of the NS. Factors affecting exhibit location include support level; the date the registration form was received by the NS office, the number of exhibits, and proximity of competitors.
- Corporate Functions may not be held concurrent with official NS scientific or social functions. Any function, regardless of size and location, must be approved by the NS Industry Relations Department.

EXHIBIT & PARTNER LEVELS

PLATINUM LEVEL PARTNER

\$35,000

- Satellite Symposium Meal Time Slot (Food, Beverage, AV not included)
- 8 x 20 DOUBLE exhibit booth in prime location
- One-time attendee mailer through NS office (*with approval of the mailing piece*)
- Door Drop Advertisement
- Full Page Black & White Advertisement in Exhibit Guide
- Pre-Registration Attendee List
- Company Logo on signage, Exhibit Guide, and website
- Recognition on holding and intersession Plenary slides
- Unlimited attendee badges
- 4 attendees to partners' advisory meeting with board members
- 3 Tickets to Fun Night

GOLD LEVEL PARTNER

\$15,000

- 8 x 10 exhibit booth in featured location
- Half page Black & White Advertisement in Exhibit Guide
- Pre-Registration Attendee List
- Advertisement insert
- Company logo on signage, Exhibit Guide, and website
- Recognition on holding and intersession Plenary slides
- 8 attendee badges
- 2 attendees to partner's advisory meeting with board members
- 3 Tickets to Fun Night

SILVER LEVEL PARTNER

\$7,500

- 8 x 10 exhibit booth
- Half page Black & White Advertisement in Exhibit Guide
- Pre-Registration Attendee List
- Company name on signage, Exhibit Guide, and website
- Recognition on holding and intersession Plenary slides
- 6 attendee badges
- 1 attendee to partner's advisory meeting with board members
- 3 Tickets to Fun Night

EARLY EXHIBIT RATE

*\$3,750

- 8 x 10 exhibit booth
- Pre-Registration Attendee List
- Company name on signage and Exhibit Guide
- 4 attendee badges
- 3 Tickets to Fun Night

**Exhibit Rate increases to \$3,900 after 9/1/20*

PLEASE NOTE: YOU ARE RESPONSIBLE FOR SUBMITTING ITEMS INCLUDED IN YOUR PACKAGE. PLEASE SEE GUIDELINES ON PAGE 6 FOR DETAILS/DUE DATES.

A LA CARTE ADVERTISING

Full Page Black & White Advertisement in Exhibit Guide _____	\$3,000
Half Page Black & White Advertisement in Exhibit Guide _____	\$1,500
Company Logo on Schedule-at-a-Glance (Exclusive Sponsorship) _____	\$3,000
Advertisement Insert (Freestanding in attendee bags) _____	\$3,500
Partial Sponsor of Welcome Reception (Exclusive, welcome message) _____	\$10,000
Custom Hotel Door Hangers (Exclusive, Excludes Production) _____	\$3,500
Custom Hotel Keycard Sponsor (Exclusive, Excludes Production) _____	\$5,000
Custom Lanyard Sponsor (Exclusive, Excludes Production) _____	\$3,500
Company Logo on Attendee Bags (Exclusive Sponsorship, Includes production) _____	\$5,000
Door Drop Advertisement _____	\$5,000
Advisory Board or Hands-On Suite (Contact jp@wjweiser.com) _____	\$10,000
Cell Phone Charging Station* _____	\$6,000
*NS restricts any other cell phone charging ability for attendees without this sponsorship	
Skills Challenge _____	\$5,500
Coffee Break Sponsor _____	\$5,000
'Know Before You Go' email to attendees _____	\$2,500

FOR MORE INFORMATION, PLEASE CONTACT THE
NSAUA INDUSTRY RELATIONS TEAM:

JP BAUNACH – Executive Director, Industry Relations

jp@wjweiser.com

P: 847-264-5942

JORDAN TOWNSEND – Account Manager, Industry Relations

jordan@wjweiser.com

P: 847-264-5922



The Northeastern
Section of the American
Urological Association

THANK YOU FOR SUPPORTING THE 2020 NSAUA MEETING!

GUIDELINES & DUE DATES

FULL PAGE ADVERTISEMENT IN EXHIBIT GUIDE – This advertisement should be in portrait orientation. The specifications for the advertisement are 8.5” wide x 11” high with a ¼” bleed. The image should be black and white and should be sent in a high resolution PDF format to Melinda at melinda@wjweiser.com no later than September 1, 2020 to be included.

HALF PAGE ADVERTISEMENT IN EXHIBIT GUIDE – This advertisement should be in landscape orientation. The specifications for the advertisement are 8.5” wide x 5.5” high with a ¼” bleed. The image should be black and white and should be sent in a high resolution PDF format to Melinda at melinda@wjweiser.com no later than September 1, 2020 to be included.

SCHEDULE AT A GLANCE – The “Schedule at a Glance” is a smaller, less detailed schedule that can easily fit in an attendee’s name badge or pocket and allows for a quick “When and Where”. For this sponsorship please send a high resolution file of your company logo in an EPS format to Melinda at melinda@wjweiser.com by September 1, 2020.

ADVERTISEMENT INSERT – Your advertisement will be included with each meeting attendees’ materials (no larger than 8.5x11 page). Development and production are the sole responsibility of the sponsor and a proof must be approved by Melinda at melinda@wjweiser.com no later than September 1, 2020. Your ad must be sent to the NS executive office before the meeting to be inserted into materials.

PARTIAL RECEPTION SPONSORSHIP –This sponsorship includes recognition in printed materials and on signage, a projection of your company logo on the exhibit hall wall during the Welcome Reception, and the opportunity to give a welcome message to reception guests. Please send your EPS format logo to Melinda at melinda@wjweiser.com no later than September 1, 2020.

CUSTOM HOTEL DOOR HANGERS - The “Privacy Please” door hangers are a fun way to get your message to all attendees on the hotel room door handle staying at the host hotel. Development and production are sole responsibility of the sponsor and a proof must be approved by Melinda at melinda@wjweiser.com no later than September 1, 2020.

CUSTOM HOTEL KEYCARDS - The “Custom Keycard” is a unique way to get your message in the hands of all attendees staying at the host hotel. Development, production, and other fees are sole responsibility of the sponsor and a proof must be approved by Melinda at melinda@wjweiser.com no later than September 1, 2020.

ADVISORY BOARD – Advisory Boards include investigators meeting, advisors meeting, or similar titles. Such activities need NS approval when taking place at any location over the dates of September 30 - October 4, 2020. Please contact JP at jp@wjweiser.com for more information.

CELL CHARGING STATION - This sponsorship includes a cell phone charging station for attendee phones to charge. Please coordinate artwork with Melinda at melinda@wjweiser.com by September 1, 2020.

YOUR EXHIBIT AND/OR SPONSORSHIP ARE ONLY SECURED BY RETURNING YOUR FILLED-OUT REGISTRATION FORM ON THE FOLLOWING PAGE TO THE NS INDUSTRY RELATIONS DEPARTMENT BY EMAIL, FAX, OR MAIL.

INDUSTRY REGISTRATION FORM

NORTHEASTERN SECTION AUA ▪ OCTOBER 1-3, 2020 ▪ CHARLOTTE, NC

THIS FORM MUST BE RETURNED TO REGISTER / RESERVE YOUR SPOT

1 COMPANY

Sponsoring/Exhibiting Company: _____
Address: _____
City: _____ State: _____ Zip: _____ Country: _____
Phone: _____ Fax: _____

2 MEETING CONTACTS (PLEASE PROVIDE INFORMATION FOR MEETING CONTACTS TO RECEIVE ALL MEETING RELATED CORRESPONDENCE)

MAIN MEETING CONTACT →

Name: _____
Title: _____
Address: _____

Phone: _____
Email: _____

↓ MEETING SUPPORT INITIATOR:

Name: _____
Title: _____
Address: _____

Phone: _____
Email: _____

Copy me on meeting correspondence emails

↓ MEETING SUPPORT AUTHORIZER:

Name: _____
Title: _____
Address: _____

Phone: _____
Email: _____

Copy me on meeting correspondence emails

3 MY COMPANY WOULD LIKE TO BE:

\$35,000 Platinum Level Partner \$15,000 Gold Level Partner \$7,500 Silver Level Partner
\$3,750 Early Exhibit Rate (before 9/1/20) \$3,900 Late Exhibit Rate (After 9/1/20)

Additional Advertising Opportunities:

ITEM: _____ PRICE: _____
ITEM: _____ PRICE: _____

4 PAYMENT

Check Visa MasterCard American Express
*Credit Card Charge not to exceed \$20,000
Credit Card Number: _____
CVV: _____ (3 - 4 digit code) Expiration Date: _____
Name on Card: _____
Total: \$ _____
Please make checks payable to: **Northeastern Section of the AUA**
NS FIN #06-1705712
Mail to: 1100 E Woodfield Road, Ste. 350, Schaumburg, IL 60173

5 DISPLAY SPECIFICS

Companies/Competitors you do NOT wish to exhibit next to: _____

YOUR company product being displayed:

6 AGREEMENT & AUTHORIZATION: I am an authorized representative for this company with full power and authority to sign this application for exhibit/sponsorship. 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: _____

Rules & Regulations for Exhibiting at the Association

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 all representative(s) who will be staffing their exhibit space in the city of exposition. **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 the Association 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 Association.

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. **Exhibit booths must be manned at all times while the exhibit hall is open.**

Admission to Hall

The Association will permit exhibitors with badges to enter the exhibit hall during scheduled exhibit set up hours, during all scheduled hours of exhibition and during the scheduled exhibit tear down hours. If further access is required, special permission must be secured from the Association. No one under the age of 18 is allowed admission to the exhibit hall at any time.

Badges

Exhibitors will be allowed badges based on their exhibit level. There will be an additional charge for each additional badge over and above those included in their exhibit level. No trading of badges with other representatives or attendees is allowed. Each representative must wear the official Association Meeting Exhibitor Badge at all times while attending the Association functions.

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 Association values the participation of each exhibiting company and wants to ensure fair exposure in the exhibit hall.
3. The Association reserves the right to direct revisions at the exhibitor's 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 Association.
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. Distribution of pamphlets, brochures or any advertising matter must be confined to the exhibitor's space.
10. The primary rule of booth conduct and product display is to show consideration and courtesy to attendees and other exhibitors
11. 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 city of exposition. Volatile, explosive or other dangerous material or any substance prohibited by law or insurance carriers is not permitted on the premises.

FDA Regulations

Any medical device or pharmaceutical or other type of medical product exhibited must comply with all applicable FDA regulations for presentation to U.S. attendees. Any medical device, pharmaceutical or other type of medical product still under clinical investigation that is graphically depicted on a commercial exhibit must:

- Be prominently labeled as still being under clinical investigation
- Contain only objective statements about the product
- Contain no claims on safety, effectiveness or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of investigator responsibilities.
- Contain the statement: "Caution – Investigational Products- limited to investigators' investigational use" or a similar statement of prominent size and placement. Furthermore, if the product is not licensed or approved by the FDA for use in urological procedures, that fact must be properly disclosed following FDA guidelines.

Additional information regarding FDA regulations may be obtained directly from the FDA (www.fda.gov). Additional constraints may apply. It is important that exhibitors comply with and remain updated on FDA guidelines for exhibit and promotions to U.S. physicians and health care professionals.

Cash Product (Retail) Sales

Prior written approval from the Association must be obtained before any cash sales transactions are permitted. Exhibitors accepting cash for wares are responsible for all appropriate local licenses and permits and the submission of sales report and sales taxes to the City of the exposition.

Distribution of Pharmaceutical Products

Any and all sales, dispensing and/or delivery of pharmaceutical products of any kind are strictly prohibited.

Promotional Items

All gifts, giveaways and contest items are subject to approval by the Association. The Association follows the Council of Medical Specialty Societies "Code for Interactions with companies" regarding exhibitor giveaways. The Code states that Societies will only permit exhibitor giveaways that are educational and modest in values". The full text and document can be viewed at www.cmsa.org under "Revised Code for Interaction with Companies". Contest drawings must be open to all attendees and be conducted in a professional manner. Distribution of approved items or the conduct of the contest must not create a nuisance or cause interference with adjoining exhibits. Exhibitors must obtain advance written approval from the Association to serve food and beverages from their booth.

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. 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 Association 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 Association 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 Association and exhibitors and their personnel agree to abide by the decision and ruling of the Association.

Carpeting

The exhibit hall may or may not be carpeted. Please refer to the exhibitor service kit to see if the exhibit hall is carpeted. Exhibitors may rent additional booth carpet for their exhibit space.

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

Exhibitors must inform the Association in writing of booth cancellations. In the event a company has not arrived when the posted exhibit hours begin, the Association 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 Association 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

All exhibitors and their contractors must have insurance to protect themselves against bodily injury and property damage claims arising from the Exhibitors participation in this meeting. Exhibitors and their agents agree to protect, indemnify, defend and hold harmless the exposition venue and the Association, 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 Association, 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 the Association, the Agreement for Exhibit Space may be terminated by the Association. The Association 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 the Association of and from all claims and damages. Exhibitor agrees that the Association shall have no obligation in the event of termination hereunder except to refund the exhibitors prorated share of the aggregate amount received by the Association (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 Guards may not be on duty at this meeting so exhibitors are ultimately responsible for safeguarding their material and equipment against theft. Any items or equipment left overnight in the exhibit hall is done so at your own risk. The Association is not responsible for any loss or damage to exhibitor property. 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 Association.

Exhibitor-Sponsored Functions

Exhibitors must notify the Association of all exhibitor-sponsored functions. Exhibitor functions may not be held concurrent with official Association scientific or social functions. Please call the Association office to discuss scheduling your event.

Americans with Disabilities Act (ADA) Compliance

Each exhibiting company is responsible for compliance with the ADA in their exhibit. The International Association of Exhibitions and Events (IAEE) publish a guide with instructions for ADA compliant booths. Contact the IAEE for more information at 972-458-8002 or www.iaee.com/pdf/ada.pdf. Failure to comply with the ADA is a serious matter and can involve litigation and/or fines.