



*Wisconsin Urological Society*

Annual Meeting  
April 16-17, 2010  
Fluno Center  
Madison, WI

**2010**

Exhibitor and Industry Partnership  
Prospectus



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Schaumburg, IL 60173  
(847) 517-7225

December 16, 2009

Dear Industry Colleagues:

On behalf of the Wisconsin Urological Society, we would like to invite you to join us at the **2010 Annual Meeting**. This year's WUS meeting will be held April 16-17, 2010 at The Fluno Center in Madison, WI and will feature 6'foot tabletop exhibits for a fee of \$1,500.

Technical exhibits are an essential part of our meeting's success and benefit both the attendees and the companies who choose to participate. We anticipate about 100 urologists at this year's meeting and for the first time the Wisconsin Urological Society will hold a Welcome Reception in the exhibit hall on Friday evening rather than an annual banquet. Exhibitors will be set up and the meeting attendees will have an opportunity to visit the exhibits and network with other WUS members and industry representatives in a more informal setting.

The Wisconsin Urological Society offers an Industry Partnership Promotional Package and it is the best way to guarantee a prime exhibit location and provide maximum benefits and exposure for your company. Included in the prospectus is a summary of the WUS Industry Partnership Program along with a list of the benefits it provides. The price of exhibit space is included with this promotional package.

Attached is a copy of the 2010 WUS Exhibitor Prospectus, which includes the exhibit registration form. To reserve space, please forward this registration form along with your payment to the *Wisconsin Urological Society* office at Two Woodfield Lake, 1100 E. Woodfield Road, Suite 520, Schaumburg, IL 60173. WUS accepts checks as well as Visa and MasterCard. The appropriate Federal Tax ID Number for WUS is 39-1930250. If payment will follow from your corporate office, please simply indicate "payment to follow in the mail" on the registration form.

We look forward to receiving your commitment and working together at the 2010 Annual Meeting of the Wisconsin Urological Society. Thank you for your consideration. See you in Madison!

Sincerely,

Michelle Hoyt  
Manager, Industry Relations  
Direct: 847-264-5927  
[michelle@wjweiser.com](mailto:michelle@wjweiser.com)



## 2010 Annual Meeting

### GENERAL INFORMATION

The Wisconsin Urological Society Annual Meeting is jointly sponsored by the University of Oklahoma College of Medicine, which is accredited by the Accreditation Council for Continuing Medical Education (ACCME). The meeting will provide attendees with advanced knowledge in the urologic field, combined with new product knowledge learned in the exhibit hall.

The Wisconsin Urological Society consists of urologists practicing in the state of Wisconsin.

**Official Meeting Dates:** April 16-17, 2010

**Hotel & Meeting Location:** **Fluno Center for Executive Education**  
601 University Avenue  
Madison, WI 53715-1035  
608-441-7117

**Room Rate & Cutoff Date:** \$144 single/\$164 double plus tax  
*Please contact the Fluno Center directly to make your room reservations by March 24, 2010 to get the discounted rate.*

### SUPPORTING THE WISCONSIN UROLOGICAL SOCIETY

Deliver your message in a professional, focused, and educational environment. The Wisconsin Urological Society 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 100 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 a Diamond Industry Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Industry Partners' Advisory Board participation with WUS Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments near your exhibit area, a full page ad in the WUS post-meeting newsletter, and discounts on other advertising opportunities. 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 WUS SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE WUS INDUSTRY RELATIONS DEPARTMENT.**

## **IMPORTANT EXHIBIT INFORMATION AND DATES**

**Exhibit Description:** 6 foot table-top exhibit with (1) one table, (2) two chairs and (1) wastebasket. Additional service information will be made available approximately three to four weeks prior to the meeting.

**Payment Options:** Payment is due no later than April 1, 2010. **Acceptable payment method is by check, Visa, MasterCard.**

**Please make checks payable to:**  
Wisconsin Urological Society  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN #39-1930250

**Cancellations & Refunds:** The Wisconsin Urological Society requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to March 1, 2010 exhibit fee will be refunded less \$250 administration fee.
- Cancellation after March 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 the Wisconsin Urological Society. Factors affecting exhibit location include support level; the date the registration form was received by the WUS office, the number of exhibits, and proximity of competitors.

### **EXHIBIT SCHEDULE**

*(Times are subject to change without notice)*

**Exhibit Set Up:** *Friday, April 16, 2010*  
*3:30 p.m. – 5:30 p.m.*

**Exhibit Hours:** *Friday, April 16, 2010*  
**WUS Welcome Reception in the Exhibit Hall** *(WUS meeting attendees and exhibitors)*  
*Friday, April 16, 2010*  
*6:00 p.m. – 8:00 p.m.*

*Saturday, April 17, 2010*  
*7:00 a.m. – 2:00 p.m.*  
*7:00 a.m. – 8:00 a.m. continental breakfast in exhibit hall*  
*Morning break – 10:20 a.m. – 10:45 a.m.*  
*12:00 p.m. – 1:15 p.m. – lunch in the exhibit hall*

**Exhibit Teardown:** *Saturday, April 17, 2010*  
*After 2:00 p.m.*


### **Registration:**

To pre-register your staff members, please list the names of those representative(s) working in the booth on the Exhibitor Registration Form. 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 the WUS through an educational grant, please contact the Industry Relations team at the WUS office:*

**Wisconsin Urological Society, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173**  
**Phone: (847) 517-7225**  
**Fax: (847) 517-7229**

Michelle Hoyt  
Manager, Industry Relations  
[michelle@wjweiser.com](mailto:michelle@wjweiser.com)

|  2010 Wisconsin Urological Society<br>INDUSTRY PARTNERSHIP BENEFITS | Diamond Level<br>\$5,000 | Ruby Level<br>\$2,500 | Exhibit<br>\$1,500 |
|--|--------------------------|-----------------------|--------------------|
| <b>ADS AND MAILINGS</b>  |                          |                       |                    |
| Full Page Black and White Ad In Program Book   | X                        |                       |                    |
| Pre-Registration Attendee List   | X                        | X                     |                    |
| One Set Membership Mailing Labels  | X                        |                       |                    |
| ½ Page B&W Ad In Post-Meeting Newsletter   | X                        |                       |                    |
| Post-Meeting Attendee List   | X                        | X                     | X                  |
| <b>RECOGNITION</b>   |                          |                       |                    |
| Company Logo Displayed On Screen   | X                        |                       |                    |
| Company Logo Displayed On Signage  | X                        |                       |                    |
| Company Logo Displayed In Program Book   | X                        |                       |                    |
| Company Logo Displayed In Newsletter   | X                        |                       |                    |
| Company Sponsorship Recognized On Signage  | X                        | X                     |                    |
| Company Sponsorship Recognized In Program Book   | X                        | X                     |                    |
| Company Sponsorship Recognized In Post-Meeting Newsletter  | X                        | X                     |                    |
| Receive Post-Meeting Newsletter  | X                        | X                     |                    |
| <b>EXHIBITING AND BADGES</b>   |                          |                       |                    |
| 6' Table-Top Exhibit Space In Featured Location---Unlimited Badges   | X                        |                       |                    |
| 6' Table-Top Exhibit---2 Exhibit Badges  |                          | X                     | X                  |
| <b>INDUSTRY SPONSORS' ADVISORY BOARD MEETING</b>   |                          |                       |                    |
| (2) Two Attendees  | X                        |                       |                    |
| (1) One Attendee   |                          | X                     |                    |
| <b>ADDITIONAL EVENT TICKETS</b>  |                          |                       |                    |
| Welcome Reception W/Each Exhibit Badge   | X                        | X                     | X                  |
| Refreshments Served Near Your Exhibit Area during Welcome Reception  | X                        |                       |                    |

| 2010 Wisconsin Urological Society<br>ADVERTISING AND SUPPORT OPPORTUNITIES | PRICES  |
|--|---------|
| <b>ADVERTISEMENTS</b>  |         |
| Full Page B&W Ad in Program Book   | \$2,500 |
| ½ Page B & W Ad In Post-Meeting Newsletter                                 | \$2,500 |

*For more information, please contact Michelle Hoyt in the WUS Industry Relations Department at (847) 517-7225 main, (847) 264-5946 direct, or [michelle@wjweiser.com](mailto:michelle@wjweiser.com)*

# EXHIBITOR REGISTRATION FORM

April 16-17, 2010 - Madison, WI

## Wisconsin Urological Society

The WUS 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 packages and sponsorships. Please contact us for additional information on how to maximize your WUS experience.

- My Company would like to become an Industry Partner. (Exhibit space in featured location included.)  
 Diamond \$5,000     Ruby \$2,500

- My Company plans on EXHIBITING at the WUS Annual Meeting  
My company would like \_\_\_\_\_ 6' table-top exhibit space (s) at \$1,500.00 each.  
(Table-top locations are 6' only and will be assigned in part on a first-come, first-serve basis)

### PLEASE NOTE:

*This form must be returned to reserve exhibit space.*

Corporate functions may not be held concurrent with official WUS scientific or social functions. Any function, regardless of size or location, must be approved by the WUS Industry Relations Department, (847) 517-7225.

### FOR EXHIBIT FEE:

Please make checks payable to:

**WUS**

Two Woodfield Lake  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
WUS FIN#39-1930250

Visa     Master Card     Check

Card Number: \_\_\_\_\_

Amount: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

QUESTIONS? Contact Michelle Hoyt at the WUS office (847) 517-2801

**Payment DUE by April 1, 2010**

### CORPORATE OFFICE

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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: \_\_\_\_\_

E-mail: \_\_\_\_\_

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 the WUS in 2010!***

Wisconsin Urological Society, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173

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