



Ohio Urological Society
Annual Meeting
March 12 – 13, 2010
Hilton Columbus/Polaris
Columbus, OH

2010

Exhibitor and Industry Partnership
Prospectus



Ohio Urological Society

Two Woodfield Lake ▼ 1100 E Woodfield Road, Suite 520 ▼ Schaumburg, IL 60173 ▼ 847.517.2801 ▼ fax: 847.517.7229 ▼ email: ous@wjweiser.com

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December 1, 2009

Dear Industry Colleagues:

On behalf of the **Ohio Urological Society**, we would like to invite you to join us at the 2010 Annual Meeting. This year's meeting is being held **March 12-13, 2010** at the Hilton Columbus Polaris, in Columbus, OH. 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 about 100 urologists to attend this CME event in Columbus, OH.

Ohio Urological Society will offer an annual Industry Partner 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 OUS Industry Partnership Program along with a list of the benefits it provides. The price of exhibit space is included with this promotional package.

The OUS 2010 annual meeting will include 6-foot tabletop exhibits for a fee of \$1,500. To reserve space, please forward the registration form along with payment to the OUS office as soon as possible. The continental breakfast and breaks will be located in the exhibit hall and OUS will hold their Welcome Reception on Friday evening in the exhibit hall.

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

Sincerely,

Michelle Hoyt
Manager, Industry Relations
Ohio Urological Society
1100 E. Woodfield Road, Ste. 520
Schaumburg, IL 60173
Phone: 847-264-5946 direct
michelle@wjweiser.com

Sincerely,

Mary Tully
Development Coordinator, Industry Relations
Ohio Urological Society
1100 E. Woodfield Road, Suite 520
Schaumburg, IL 60173
Phone: 847-264-5927 direct
mary@wjweiser.com



**OHIO UROLOGICAL SOCIETY
2010 Annual Meeting**

GENERAL INFORMATION

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

Official Meeting Dates: March 12-13, 2010

Hotel & Meeting Location: Hilton Columbus/Polaris
8700 Lyra Drive
Columbus, OH 43240
614-885-1600

Room Rate and Cutoff Date: \$149 plus tax/ February 19, 2010

SUPPORTING THE OHIO UROLOGICAL SOCIETY

Deliver your message in a professional, focused, and educational environment. The Ohio 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 OUS Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments at your exhibit area, a full page ad in the OUS 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 OUS SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE OUS INDUSTRY RELATIONS DEPARTMENT.

IMPORTANT EXHIBIT INFORMATION AND DATES

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

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

Please make checks payable to:
Ohio Urological Society
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN #34-1691517

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

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

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: *Friday, March 12, 2010
2:00 p.m. – 3:30 p.m.*

Exhibit Hours: *Friday, March 12, 2010
Exhibits open 3:30 p.m. – 4:30 p.m.
during registration*
OUS Welcome Reception in the Exhibit Hall (OUS meeting attendees and exhibitors)
*Friday, March 12, 2010
6:00 p.m. – 8:00 p.m.*

*Saturday, March 13, 2010
7:00 a.m. – 8:00 a.m. breakfast
Morning break – 10:00 a.m. – 10:30 a.m.*

Exhibit Teardown: *Saturday, March 13, 2010
10:30 a.m. – 11:30 a.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 OUS through an educational grant, please contact the Industry Relations team at the OUS office:

Ohio Urological Society, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173
Phone: (847) 517-2801
Fax: (847) 517-7229

Michelle Hoyt
Manager, Industry Relations
michelle@wiweiser.com

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



**2010 Ohio Urological Society
INDUSTRY PARTNERSHIP BENEFITS**

**Diamond Level
\$5,000**

**Ruby Level
\$2,500**

**Exhibit
\$1,500**

ADS AND MAILINGS			
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
RECOGNITION			
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	
EXHIBITING AND BADGES			
6' Table-Top Exhibit Space In Featured Location---Unlimited Badges	X		
6' Table-Top Exhibit---2 Exhibit Badges		X	X
INDUSTRY SPONSORS' ADVISORY BOARD MEETING			
(2) Two Attendees	X		
(1) One Attendee		X	
ADDITIONAL EVENT TICKETS			
Welcome Reception W/Each Exhibit Badge	X	X	X
Refreshments Served Near Your Exhibit Area during Welcome Reception	X		

2010 Ohio Urological Society ADVERTISING AND SUPPORT OPPORTUNITIES	PRICES
ADVERTISEMENTS	
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 or Mary Tully in the OUS Industry Relations Department at (847) 517-2801 or michelle@wjweiser.com mary@wjweiser.com

EXHIBITOR REGISTRATION FORM

March 12-13, 2010-----Columbus, OH

Ohio Urological Society

The OUS 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 OUS 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 OUS 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 OUS scientific or social functions. Any function, regardless of size or location, must be approved by the OUS Industry Relations Department, (847) 517-2801.

FOR EXHIBIT FEE:

Please make checks payable to:

OUS

Two Woodfield Lake
1100 E. Woodfield Road, Ste. 520
Schaumburg, IL 60173
OUS FIN#34-1691517

Visa Master Card American Express Check

Card Number: _____

Amount: _____

Expiration Date: _____

Signature: _____

QUESTIONS? Contact Michelle Hoyt or Mary Tully at The OUS office (847) 517-2801

Payment DUE by March 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 OUS in 2010!

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

Phone: (847) 517-2801 Fax: (847) 517-7229