



EXHIBITOR BULLETIN #1

DECEMBER 2019

THANK YOU AUA2020 EXHIBITORS!

This time of year always reminds us to reflect on what we are grateful and thankful for. The AUA would like to thank you for choosing to be a part of AUA2020 Washington, DC. Each and every company provides a unique and valuable product or service to our Science & Technology Hall.

BUILD YOUR BOOTH

The [Exhibitor Service Kit](#) is now available at AUA2020.org. This kit has all the essential information you will need to exhibit at this year's AUA Annual Meeting. From furniture rentals, to shipping information, to internet order forms, you'll find everything you need to build the perfect booth space. If we can be of any assistance to you during the planning process please don't hesitate to contact our team.

We're grateful for your support and hope you share in our excitement for another AUA Annual Meeting where together we will advance urology.

EXHIBITOR PROFILE

Give Your Booth an Identity by Updating Your Profile Online

Now that AUA2020.org is fully live and attendee registration is open, attendees are beginning to use the site to plan their visit to the Science & Technology Hall. Don't miss this opportunity to advertise your presence by updating your company description, contact information and product categories. All of this information is carried over to the online [floor plan](#), exhibitor search (coming soon!), mobile app, and printed Exhibitor Directory.

The deadline to upload this information for use in the printed AUA2020 Exhibitor Directory, as well as the Annual Meeting Mobile App, is **March 1**. Don't wait! The sooner you update your profile, the sooner attendees will learn about your company through the online tools.

[Contact Keith Price](#) or call 410.689.3749 if you missed the notification containing the link and password to update your information.

[Update Your Profile](#)

HOTEL DISCOUNTS NOW AVAILABLE

AUA has partnered with onPeak to negotiate preferred hotel rates for Annual Meeting exhibitors. And serious savings are just the beginning.

With onPeak, you can secure your group's reservations in advance with no upfront deposit. Book a block of rooms for your team at one property, making meetings and transit easier. You can also reserve now, adding names & other details as the Annual Meeting draws closer. [Learn more!](#)

FAQ SPOTLIGHT

Answers to Frequently Asked Questions

Q. Are there any rules regarding giveaways in my booth?

A. Yes! All gifts, giveaways, and contest items are subject to approval by AUA and, in compliance with the CMSS Code for Interaction with Companies, must be educational in nature. Contests must be open to all attendees. Please complete the Booth Giveaway Approval Form.

Q. Are there any rules regarding presentations in my booth?

A. Yes! Booth activities, such as presentations and demonstrations, must also be submitted to AUA for prior approval. The specific rules regarding these presentations are available in the AUA Exhibitor Rules and Regulations. Speaker presentations are subject to the AUA Speaker Policies, and also prior approval by AUA. Please complete the Booth Presentation/Activity Approval Form online.

[More FAQs](#)

SPONSORSHIP SPOTLIGHT

Scientific Program Advertising

Make the most of your opportunity to reach 2020 AUA attendees! This is the flagship AUA Annual Meeting publication that is mailed to registered and prospective attendees and is the primary attendee planning tool in the months leading up to Washington, DC. The printed Scientific Program is mailed in January, 2020 to over 9,000 domestic urologists

and sent digitally to over 20,000 international and domestic urology healthcare professionals! The Scientific Program is also available on www.AUA2020.org for added exposure. View the [insertion order](#).

Skills Workshops

Have you considered hosting a hands-on workshop to increase your visibility in the Science and Technology Hall? In-booth product demonstrations are a great way to promote your products at AUA2020! As a complement to your booth, add to the power of product demonstrations by hosting your own workshop in the Science & Technology Hall.

Skills Challenge and Residents Challenge

The Skills Challenge generates a friendly competition while driving traffic to your booth. As a sponsor company, you will develop a product-related task to be performed in your booth that can be timed or scored; attendees will be directed to visit each booth to compete against their colleagues for the best time/score. The AUA will award a prize to the winners of each sponsored booth challenge.

In addition to the 2020 Skills Challenge, the AUA will host a Residents Challenge. Each semifinal and final Residents Bowl team will compete in the designated sponsor's booth challenge.

Expand Your Reach

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