

# PARTNERSHIP PROSPECTUS

## MID-ATLANTIC SECTION 79TH ANNUAL MEETING

OCTOBER 14-16, 2021



**GAYLORD NATIONAL RESORT & CONVENTION CENTER  
NATIONAL HARBOR, MD**



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# PARTNER WITH US

MID-ATLANTIC SECTION 79TH ANNUAL MEETING | OCTOBER 14-16, 2021



Dear Industry Colleagues,

On behalf of the MA AUA Leadership, it is our pleasure to invite your support and participation at the 79th Annual Meeting of the Mid Atlantic Section of the AUA. This meeting will take place October 13-16, 2021 at the Gaylord National Resort & Convention Center, National Harbor, MD.

The Mid-Atlantic Section includes more than 1,100 total urologists and comprises the eastern portion of Pennsylvania, the southern portion of New Jersey and the states of Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

The MA AUA's vision is to benefit the general public in the region by encouraging the study of urological medicine, by maintaining the highest standards for urological education, practice and research. The section promotes the publication and encourages contributions to scientific literature pertaining to urology, promotes fellowship and professional cooperation among the Section membership, and strives to advance their legitimate professional interests.

Industry partners and technical exhibits are an essential part of our meetings' success, so we work with you to harness the influence of these meetings in order to reach your target audience; physicians and other professionals working in the field of urology.

Support packages can be customized to deliver your message—whether you wish to participate with an exhibit booth, advertising, educational grant or sponsorship. We work in partnership with you to develop the best plan that aligns with your organization's objectives, strategies and budget. Our attendees will be eager to learn about your company's products and services that can assist them in improved care for their urology patients.

Thank you for your consideration of our request for participation; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, [denise@veritasamc.com](mailto:denise@veritasamc.com) or 973-769-1020.

See you in Maryland!

Kind Regards,

*Denise Castetter*

Denise Castetter  
Executive Director-Industry Relations



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# EXHIBITS AND SPONSORSHIPS

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## EXHIBIT SPACE RESERVATIONS

Companies wishing to exhibit must submit a completed exhibitor form with method of payment indicated on the form. Exhibits provide an enhanced experience to participants and provide useful information about developments, products and services related to their interests and responsibilities. Products or services displayed must further the purpose of the meeting and provide an atmosphere conducive to exchanging information relevant to the clinical content of the conference.

## WHY PARTICIPATE?

- Reach your target audience economically and time effectively
- Network with prominent urologists and key decision makers
- Enjoy unopposed exhibit hall hours
- Take advantage of educational sessions and learn about the current needs of urologists
- Participate in planned social events with attendees

## EXHIBIT SCHEDULE TO COME

## PAYMENT

Our tax ID is #26-1352307. If paying by credit card, please include the credit card information on the exhibitor form and send to [denise@veritasamc.com](mailto:denise@veritasamc.com). If paying by check, please make the check payable to the Mid Atlantic Section of the AUA, and send to Denise Castetter at:

Veritas Association Management  
1061 East Main Street, Suite 300  
East Dundee, IL 60118



# PARTNERSHIP OPPORTUNITIES

MID-ATLANTIC SECTION 79TH ANNUAL MEETING | OCTOBER 14-16, 2021



## DIAMOND | \$35,000

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### INDUSTRY SPONSORED PRODUCT THEATER

Highlight your product and your commitment to urology with a dedicated hour for your product specialist or guest speaker to present to our attendees during breakfast or lunch.

#### Your Diamond level sponsorship includes:

- Prime location of exhibit space
- AV and event marketing
- Company recognition on the MA-AUA website
- Program Book Advertisement (Full Page, Full Color)
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet
- Six complimentary registrations for company representatives
- Invitation to the Welcome Reception for six company representatives

## PLATINUM | \$17,500

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### WELCOME RECEPTION

One of the most visible ways to support the MA-AUA. A 5-minute Welcome Message from the Microphone, GOBO lighting showcasing your logo and a prime location to feature your exhibit space. The reception is held in the exhibit hall, showcase your company while the attendees' network with colleagues and visit the exhibits.

#### Your Platinum level sponsorship includes:

- Prime location of exhibit space
- AV and event marketing
- Company recognition on the MA-AUA website
- Program Book Advertisement (1/2 Page, Full Color)
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet
- Five complimentary registrations for company representatives
- Invitation to the Welcome Reception for five company representatives



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## GOLD | \$10,000 (CHOOSE ONE OF THE FOLLOWING)

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### WIFI

Exclusive provider of Wi-Fi for the meeting. Your company name will be the official name of the Wi-Fi and your booth number will be the password. Company name and password will be displayed on signage and in the program book.

### BRANDED ATTENDEE LANYARD

Exclusive opportunity to prominently display your company logo on the highest visible item distributed at the meeting. Every attendee must be wearing this item in order to access educational sessions, exhibit hall, and social events.

#### Your Gold level sponsorship includes:

- Prime location of exhibit space
- Company recognition on the MA-AUA website
- Program Book Advertisement (1/4 Page, Full Color)
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet
- Four complimentary registrations for company representatives
- Invitation to the Welcome Reception for five company representatives

## SILVER | \$7,500

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### COFFEE BREAK

Help provide attendees with a AM/PM jolt by sponsoring coffee breaks during the annual meeting.

#### Your Silver level sponsorship includes:

- Prime location of exhibit space
- Company recognition on the MA-AUA website
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet
- Three complimentary registrations for company representatives
- Invitation to the Welcome Reception for four company representatives



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## EXHIBITOR | \$4,000

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### Your Exhibitor level sponsorship includes:

- 6 foot draped table with chairs
- Standing display and/or equipment is allowed
- Company recognition on the MA-AUA website
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet
- Two complimentary registrations for company representatives
- Invitation to the Welcome Reception for two company representatives



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# EXHIBIT REGISTRATION AND INVOICE FORM

MID-ATLANTIC SECTION 79TH ANNUAL MEETING | OCTOBER 14-16, 2021

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

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

## SPONSORSHIP LEVEL

- Diamond | \$35,000** - Industry Sponsored Product Theater (*time slots available on a first come basis*)
- Platinum | \$17,500** - Welcome Reception
- Gold | \$10,000 (choose one)**     WiFi **OR**  Branded Attendee Lanyard
- Silver | \$7,500** - Coffee Break
- Exhibitor | \$4,000** (*floor standing equipment is allowed*)

Representative Name (First, Last)	Title	Email Address	Phone

## PAYMENT INFORMATION

Please select your preferred method of payment:

- Credit Card: a member of our accounting team will contact you directly
- Check payable to: MA-AUA Education Fund Inc (in US dollars on a US bank) Tax ID # 26-1352307  
Mail to: 1061 East Main Street, Suite 300, East Dundee, IL 60118
- Please Invoice Me

Return this completed Registration Form to Denise Castetter

Email: [denise@veritasamc.com](mailto:denise@veritasamc.com)

Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118



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