

# 2023

**Mid-Atlantic Section  
81st Annual Meeting  
October 19-21**

**Williamsburg Lodge - Colonial Williamsburg, Virginia**





## Invitation

Dear Industry Colleagues,

On behalf of the MA AUA Leadership, it is our pleasure to invite your support and participation at the 81st Annual Meeting of the Mid Atlantic Section of the AUA. This meeting will take place October 19-21, 2023 at the Williamsburg Lodge in Colonial Williamsburg, Virginia

The Mid-Atlantic Section includes more than 1,900 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 Tyler Gillespie, [tgillespie@veritasamc.com](mailto:tgillespie@veritasamc.com) or 847-920-6573.

See you in Maryland!

Kind Regards,

Tyler Gillespie  
Account Manager, Industry Relations





# Sponsorship Information

## 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





## Partnership Opportunities

### PINNACLE | \$40,000

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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 lunch.

##### Your Pinnacle 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 meeting materials
- Six complimentary registrations for company representatives
- Invitation to the Welcome Reception for six company representatives
- Six tickets to Friday Night Theme Night

### DIAMOND | \$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 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 meeting materials
- Six complimentary registrations for company representatives
- Invitation to the Welcome Reception for six company representatives
- Six tickets to Friday Night Theme Night

### PLATINUM | \$12,500 (CHOOSE ONE OF THE FOLLOWING)

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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.

#### APP LUNCH

MA-AUA's 2023 APP Day will be held in-conjunction with the annual meeting on Saturday, October 21st. Highlight your product and your commitment to urology with a dedicated hour for your product specialist or guest speaker to present to our APPs during lunch.

##### 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 meeting materials
- Five complimentary registrations for company representatives
- Invitation to the Welcome Reception for five company representatives
- Five tickets to Friday Night Theme Night





## Partnership Opportunities

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

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### CORNHOLE SPONSOR

Sponsor a custom cornhole board with your logo alongside the MA-AUA logo. The game will be located in the exhibit hall, near your booth. Use this opportunity to start conversations with attendees and have some fun! Three cornhole sponsorships are available.

### FUN RUN & MORNING YOGA SPONSOR

Be the exclusive sponsor of the fun run and yoga morning activities. Get your logo on the fun run shirt.

### WIFI

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

### CHARGING STATION

Provide a power boost to all attendees as the official sponsor of the charging stations in the meeting space. Your logo and signage will be displayed at the charging stations as the exclusive sponsor.

### 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 meeting materials
- Four complimentary registrations for company representatives
- Invitation to the Welcome Reception for four company representatives
- Four tickets to Friday Night Theme Night







## Partnership Opportunities

### 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 meeting materials
- Three complimentary registrations for company representatives
- Invitation to the Welcome Reception for three company representatives
- Three tickets to Friday Night Theme Night

### 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 meeting materials
- Two complimentary registrations for company representatives
- Invitation to the Welcome Reception for two company representatives
- Two tickets to Friday Night Theme Night



