

PARTNERSHIP PROSPECTUS

Mid-Atlantic Section of the American Urological Association

83rd Annual Meeting

September 11-13, 2025

Niagara Falls,
New York



Sheraton Niagara Falls
& Niagara Falls Convention Center



INVITATION

Dear Industry Colleagues,

On behalf of the MA AUA Leadership, it is our pleasure to invite your support and participation at the 83rd Annual Meeting of the Mid Atlantic Section of the AUA. This meeting will take place September 11-13, 2025 at the Sheraton Niagara Falls & Niagara Falls Convention Center in Niagara Falls, New York.

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 encourages publication and 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 or 847-920-6573.

See you in Niagara Falls!

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

INDUSTRY SPONSORED PRODUCT THEATER LUNCH

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 | \$20,000

INDUSTRY SPONSORED PRODUCT THEATER BREAKFAST

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.

Your Diamond 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
- Six complimentary registrations for company representatives
- Invitation to the Welcome Reception for six company representatives
- Six tickets to Friday Night Theme Night

PLATINUM | \$15,000

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 (Full 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)

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.

KEY CARDS

Custom hotel room keys will be provided to all conference attendees who are staying at the Sheraton Niagara Falls with your company name and logo prominently displayed.

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

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

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



REGISTRATION FORM

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

Signature

SPONSORSHIP LEVEL

- ☐ **Pinnacle | \$40,000** - Industry Sponsored Product Theater Lunch
- ☐ **Diamond | \$20,000** - Industry Sponsored Product Theater Breakfast
- ☐ **Platinum | \$15,000** - Welcome Reception
- ☐ **Gold | \$10,000 (choose one)**

☐ WiFi

☐ Branded Attendee Lanyard

☐ Charging Station

☐ Key Cards
- ☐ **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

A 4% processing fee will be added to all credit card payments
- ☐ 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 Tyler Gillespie
Email: tgillespie@veritasamc.com
Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118