

AUA
2017
boston

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Exhibitor Bulletin #4

December 2016

December Updates

HAPPY HOLIDAYS

The AUA2017 [Exhibitor kit](#) has all the essential annual meeting. Thank Massachusetts. We are excited for another great Annual Meeting!



AND A HAPPY NEW YEAR!

[Services Kit](#) is now available at [AUA2017.org](#)! This information you will need to exhibit at this year's you for exhibiting with us at AUA2017 in Boston,

Update Your Company Profile Online for Inclusion in AUA2017 Publications & Mobile App

Now that [AUA2017.org](#) is fully live and Attendee Registration is open, our prospective Annual Meeting attendees are beginning to use the site to plan their visit to AUA2017 in Boston.

As they plan their visit to the Science & Technology Hall, our attendees will be using our AUA2017 [Online Floor Plan](#) and our new Exhibitor Search feature to view the exhibiting companies. Don't miss the opportunity to advertise your presence by updating your company description, contact information and product categories.

The deadline to upload this information for use in the AUA2017 Exhibitor Directory, as well as the Annual Meeting Mobile App, is **February 1**.

The Exhibitor Search feature on AUA2017.org will go live in January.

You should have received a link and a password from the AUA to [upload your information](#).

If you need this information again, please contact Diana Vacchiano at exhibits@AUAnet.org.

Answers to Frequently Asked Questions

Q. Are exhibitors allowed to hold social functions during the AUA Annual Meeting?

A. Yes, with certain restrictions. For more information on what exhibitor-sponsored events are permitted at AUA2017, please read the [Exhibitor Function Guidelines](#). If you would like to request permission to hold an event, complete the [Exhibitor Function Space Request Form](#), which is linked to the Guidelines.

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](#) [pdf], 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](#) [pdf].

Speaker presentations are subject to the [AUA Speaker Guidelines](#), and also prior approval by AUA.

Please complete the [Booth Presentation/Activity Approval Form online](#).

For more answers to frequently asked questions, please visit our full [FAQs](#) page online.

Expand Your Brand Beyond Your Booth Space

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 AUA2017! As a complement to your booth, add to the power of product demonstrations by hosting your own workshop in the Science & Technology Hall.

AUA 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 2017 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.

Business Bistro

Strategies to Optimize Your Practice

Engage attendees in a relaxed atmosphere in the Science and Technology Hall's Business Bistro. The Business Bistro is an intimate setting for presenting information on how attendees can best adapt their practice to new treatments and technology in urology. Each sponsor will have the opportunity to choose two 30-minute timeslots. To assist in attracting attendees to the Business Bistro, the AUA will provide coffee and desserts at each program!

ExpoSuites

Need convenient, turnkey meeting space on the Science and Technology Hall? Consider an ExpoSuite!

These meeting rooms come with carpeting, basic furniture, and electricity or you can upgrade to a custom suite for a more professional look. ExpoSuites are available in a variety of sizes.

Contact Frank Sheridan at Frank@ExpoAnswers.com or 770-518-9963 for pricing and available timeslots.

Vendor Spotlight

GES

Accelerate Your Experience with Espresso Exhibit Planning, Ordering and Management!

Exhibitors can order everything they need for their tradeshow exhibit through Espresso, our simple-to-navigate, picture-driven system that satisfies your need for speed. With just a few clicks, exhibitors can order GES products and services, including:

- Booth furniture
- Carpet and flooring
- Material handling
- Labor
- And much more

[Order Now!](#)

OnPeak

OnPeak is the official housing service for the AUA, and can help you with all your housing needs.

Visit our 2017 [Exhibitor Central](#) page for a list of important deadlines regarding exhibitor housing; OnPeak also provides a [hotel list](#) and [map](#) of AUA hotels. Please note that participating hotels will not honor direct reservations.

OnPeak has three ways to book housing for AUA2017:

- Online at AUA2017 [Exhibitor Housing](#)
- U.S. Toll-free: 866-772-4409 - International: 312-527-7300
- Email: aua@onpeakevents.com

AUA2017 Contacts

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We look forward to an exciting and rewarding meeting in Boston!

Diana Vacchiano

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