

AUA  
2017  
boston

MAY 12-16

## Exhibitor Bulletin #7

March 2017

### Sunday Afternoon Networking Event

2017 will be our inaugural expanded Sunday Afternoon Networking Event in the Science and Technology Hall from 4-6pm on. There will not be any competing AUA events and we expect a great celebration as we create meaningful opportunities for our exhibitors to engage with potential customers. We place food and drink stations around the Hall, and we welcome our exhibitors to join in the networking by offering refreshments in their booths as well.

Levy Booth Catering Department is offering a special menu for this event that showcases the rich and regional cuisine of New England. Choose a signature appetizer or specialty cocktail to attract attendees to your exhibit booth to network!

Participating exhibitors will be listed, along with their booth numbers, in the printed "Sunday Afternoon Networking Guide," which will be handed to attendees as they enter the Science & Technology Hall on Sunday afternoon.

Order forms are available [here](#), or you may contact Courtney Dial, Catering Sales Manager at 617-954-2296 (Phone), 617-954-2159 (Fax) or [cdial@levyrestaurants](mailto:cdial@levyrestaurants) (Email) to customize your participation.

### Exhibitor Directory Advertising

There's still time to get your full page ad in front of thousands of urologists for as low as \$3,000. Don't miss this opportunity to have your brand messaging in the hands of every AUA2017 attendee as they browse the Exhibitor Directory. For more information on the different advertising opportunities available, please email [Sponsorships@AUAnet.org](mailto:Sponsorships@AUAnet.org) to receive a copy of the insertion order.

### Get Your Booth Design Approved

### **Advance Design Approval Required Before Move-in at AUA 2017 for**

- Retail Booths
- Island and Peninsula Booths

Booth designs, showing scaled elevations from two perpendicular aisles and a plan view, with audio visual presentation plans included, must be submitted to the AUA for pre-approval by **April 14, 2017**. It is important to note that no retail, island or peninsula booth will be allowed to set up at AUA2017 without a pre-approved design. Booth design regulations are included in the [AUA 2017 Exhibitor Rules & Regulations document](#)

Designs can be submitted via the [Booth Design Review Form](#)

Contact Andrew Niles, Convention Operations Manager, with any questions at [aniles@auanet.org](mailto:aniles@auanet.org) or via phone at 410-689-3728

### **Meeting Space is Limited**

**With not many hotels close to the convention center, you may want to take advantage of an ExpoSuite. ExpoSuites are private meeting rooms for staff or to meet with healthcare professionals away from the main traffic of exhibits, but still staying in the Science & Technology Hall.**

- Available in 100 sq. ft. increments
- Your space during all exhibit days and hours
- Select a predetermined furniture package or customize to meet your specific needs
- An ideal environment to host your international guest in privacy

### **Important AUA Dates & Deadlines**

Remember important deadlines are approaching.

Take advantage of the price discounts offered by GES, the Boston Exhibition & Convention Center as well as forms that must be submitted to the AUA.

Please review the [deadline checklist](#).

### **Important AUA Policies**

Don't forget to familiarize yourself with relevant exhibitor policies!

- [Rules and Regulations](#)
- [CMSS Code for Interactions with Companies](#)
- [Sponsorship Policy](#)
- [Speaker/Faculty Guidelines](#)
- [Housing Policy](#)
- [Press Suite Policy](#)
- [Live Surgery Guidelines](#)
- [Exhibitor Giveaways Policy](#)

## Required AUA Forms

Below are links to AUA required forms – for a complete list of relevant deadlines, please review our [Checklist](#) of Important Pre-Show Dates.

- [Exhibitor Sponsored Event and Function Space Request Form](#)
- [Booth Design Review Form](#)
- [Booth Giveaway Approval Form](#)
- [Booth Speakers/Presentation Approval Form](#)
- [Press Suite Information Form](#)
- [AUA Insurance Requirements](#)
- [Exhibitor Designated Contractor \(EDC\) Notification](#)

**EDC Notification:** Exhibitors are required to designate authorized contractors to work at their booths in Boston during AUA 2017. Without official notification by exhibitors, AUA will not permit contractors to access the exhibit halls of the Boston Convention & Exhibition Center to work. This year, in order to simplify the notification process, AUA and GES have created a unified form for exhibitors to complete for notification of EDCs. [This form](#) is located in the GES Service Manual, Espresso. **The deadline for submitting the notification form is April 10, 2017.**

## Vendor Spotlight – GES, ON Services

GES is our official Audio/Visual contractor for AUA2017 again, but they are now known as “ON Services”. Order state-of-the-art audio/visual equipment for AUA2017!

Put the WOW in your exhibit booth at AUA2017 with attention-grabbing audiovisual displays! Make your booth stand out from those with only printed graphics. Contact GES today to arrange for your computer or video display and ensure that your booth, no matter the size, captures the attention it deserves!

[Place your order](#) prior to April 25 to take advantage of our Advance Discount Rates!

Please contact GES with any questions you may have at -(800) 801-7648 , or take advantage of the live chat feature online at <https://ordering.ges.com/081600424>.

### Complete List of AUA2017 Vendors

For your convenience, we have included a complete list of [AUA2017 contractors](#). You can find additional information and order forms on the [Exhibitor Services Manual](#) page. Don't forget to order before the early-bird deadlines to save money!

## AUA2017 Contacts

### Exhibit Sales

Frank Sheridan  
Exhibit Sales Lead  
Phone: 770-518-9963  
[Frank@expoanswers.com](mailto:Frank@expoanswers.com)

### Promotions

Mary Ann Adams  
Manager, Sponsorships &  
Promotions  
Phone: 410-689-4041  
[sponsorships@AUAnet.org](mailto:sponsorships@AUAnet.org)

### Operations

Andrew Niles  
Manager, Convention Operations  
Phone: 410-689-3728  
[exhibitorOperations@AUAnet.org](mailto:exhibitorOperations@AUAnet.org)

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

### Diana Vacchiano

Exhibits Coordinator | American Urological Association  
1000 Corporate Boulevard | Linthicum, MD | 21090  
Tel: [410-689-3758](tel:410-689-3758) | fax: [410-689-3901](tel:410-689-3901) | [dvacchiano@auanet.org](mailto:dvacchiano@auanet.org)



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