

AUA
2017
boston

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Exhibitor Bulletin #3

November 2016

November Updates



AUA2017 scientific sessions are beginning to take shape. This year's Annual Meeting will feature more innovative programming and educational opportunities than ever before. We are confident that the 2017 scientific program will deliver record numbers of attendees to the Annual Meeting and the Science and Technology Hall.

- *Two Plenary stages grouped by topic area, allowing attendees to **optimize their schedule and maximize their education***
- ***Plenary–Next Frontier**, featuring presentations that explore the latest science and innovations advancing urologic medicine, including **clinical guideline presentations and keynote lectures***
- ***Plenary–Prime Time**, featuring presentations that examine and educate on the applied practice of urologic medicine, including perennial favorites like **Crossfire: Controversies in Urology; Second Opinion Cases; and Setbacks and Operative Solutions***
- ***More than 90 live instructional courses** spanning the spectrum of urologic medicine*

Watch for more details on the website in early January.



Coming Soon! Improved Exhibitor Website

The AUA2017 website will officially launch on December 6. We're excited for you to navigate our new user-friendly site. Everything you need from order forms to promotional opportunities will be available at the click of a button. You will find our new and improved website user-friendly and easy to navigate!

Industry Clinical Update Theater



The AUA has created a venue in a prime location in the Science & Technology Hall for our exhibitors to hold promotional presentations on the latest breakthroughs in urologic medicine. The theater space is set for 400 but can accommodate up to 750, standing room only. This can't-miss destination in the Science & Technology Hall is the perfect place for you to:

- Present your latest research findings
- Educate urologists on your new product or procedure
- Enhance awareness for a urologic disease state
- Engage attendees with a point-counterpoint discussion by KOL's
- Create a message that raises your company's profile at AUA2017 and increases the ROI for your exhibit booth

Contact Mary Ann Adams at Sponsorships@AUAnet.org or 410-689-4041 for pricing and available timeslots.

Expand Your Brand Beyond Your Booth Space

Business Bistro, Skills Enhancement Workshop, Skills/Residents Challenge and ExpoSuites are just some of the tools the AUA offers to reinforce your brand and message during the Annual Meeting. Each of these opportunities allows you to customize your message to the AUA audience in an intimate and controlled environment.

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

Optimize Your Presence at AUA2017



Prime advertising options are now available in the AUA Scientific Program scheduled to be mailed to attendees and prospective attendees in December.

Contact AUA Sponsorships to learn more about how you can increase your visibility at AUA2017 in Boston. Email Mary Ann Adams, madams@AUAnet.org or call 410-689-4041.

Update Your Company Profile Online for Inclusion in AUA2017 Publications

It is not too soon to update your exhibitor profile for the mobile app and AUA2017 publications. **The deadline to guarantee listing in the printed publications is March 1, 2017.**

Follow the steps below to update your information.

Prior to updating your profile, you must update your password.

- 1) Go to: <http://www.expocadweb.com/aua17/ec/forms/exhibitor/login.aspx>
- 2) Choose your exhibitor name from the drop-down list
- 3) Enter your password, previously provided to you by an AUA email
- 4) Select a new password

If you have difficulty or need your original password resent to you, respond accordingly to this email.

Please update the following information:

- **Business Card:** includes your address, phone number, email, as well as Facebook, Twitter and LinkedIn information. Please make this the sales contact information that you would like attendees to use.
- **Categories:** to correspond with our educational tracks. Select up to three categories that best describe your primary business. There will be a separate list of exhibitors by categories in the printed directory. Attendees will also receive via email the list of exhibitors by categories according to their educational interest.
- **Company Profile:** to be used in the printed guide, the website (www.aua2017.org), and the mobile app.
- **Media Center:** upload a PDF of your company brochure for the online floor plan.
- **Brands:** helps attendees find your booth if they only know product names. Enter up to five brand names for your products/services. (Mobile app only)

Remember this information will be used for your listing on the AUA2017 website, the mobile app, and the printed directory.

Science and Technology Hall Hours

The dates and hours of Science & Technology Hall at AUA2017 have been confirmed.

Saturday May 13 9 a.m. – 4 p.m.

Sunday May 14 9 a.m. – 6 p.m.
Reception will be held 4 – 6 p.m.

Monday May 15 9 a.m. – 4 p.m.

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

Diana Vacchiano

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