

AUA
2017
boston

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Exhibitor Bulletin #2

October 2016

October Updates



The cool weather is approaching, but things are warming up as we prepare for AUA2017.

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. Please see these links for additional information:

- [Business Bistro](#)
- [Skills Enhancement Workshop](#)
- [Skills/Residents Challenge](#)
- [ExpoSuites](#)

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 April 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.expodweb.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.

Housing

For those exhibitors who requested housing accommodations, our housing partner OnPeak is in the process of starting to assign hotels to exhibitor blocks. However, please note that confirmations will not go out until sometime this fall.

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.

AUA2017 Contacts

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

Diana Vacchiano

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