

2017

# Ohio Urological Society Exhibitor Prospectus



APRIL 7 - 8, 2017

THE RENAISSANCE COLUMBUS DOWNTOWN HOTEL  
50 NORTH THIRD STREET  
COLUMBUS, OHIO 43215

# GENERAL INFORMATION

The Ohio Urological Society Annual Meeting will provide attendees with Continuing Medical Education (CME) along with advanced knowledge in the urologic field, combined with new product knowledge learned in the exhibit hall.

## Official Meeting Dates

Friday, April 7 – Saturday, April 8, 2017

## Meeting Location

The Renaissance Columbus Downtown Hotel  
50 North Third Street; Columbus, OH 43215

## Expected Attendees

80 urologists

## Room Rate/Deadline

\$168 plus taxes by March 16, 2017  
Phone: (614) 228-5050

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## EXHIBIT SCHEDULE

\*Times Subject to Change – Please see Service Kit for Updated Hours\*

Set Up:	Friday, April 7, 2017	4:00 p.m. – 5:45 p.m.
Exhibiting:	Friday, April 7, 2017	6:00 p.m. – 9:00 p.m.
	Saturday, April 8, 2017	6:30 a.m. – 3:30 p.m.
Tear Down:	Saturday, April 8, 2017	After 3:30 p.m.

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## PAYMENT

Payments are due no later than March 3, 2017

Acceptable methods: American Express, VISA, MasterCard or Check.

***Please make checks payable to:***

OUS  
2575 Northwest Parkway  
Elgin, IL 60124  
EIN #34-1691517

## CANCELATIONS

OUS requires all cancellations to be made in writing.

Cancellation on/prior to March 17, 2017 – Exhibit Fee refunded less \$500 for administrative fee.

Cancellation after March 17, 2017 – No Refund

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## EXHIBIT DESCRIPTION

Exhibit Booth INCLUDES:

(1) 6-foot table, (2) chairs and (1) wastebasket in carpeted room

Company listed in program materials

Registration list upon check-in

CHOOSE A **PACKAGE LEVEL** FOR OPTIMAL PROMOTIONAL VISIBILITY. *See exhibit package options below.*

## EXHIBIT ASSIGNMENT

Exhibit space will be assigned at the sole discretion of the OUS. Factors affecting exhibit location include support level; the date the registration form was received by the OUS office, the number of exhibits, and proximity to competitors.

Exhibit spaces are designed to be displayed on 6-foot tabletops only. If you have equipment or signage that will not fit on top of the table, you must contact Denise Castetter at 973-769-1020 in advance to make arrangements.

# PACKAGE LEVEL OPTIONS & BENEFITS

## **EXCLUSIVE Platinum Level – Lunch Symposium Timeslot**

**\$15,000**

Includes Basic AV package, room rental, and promotion to attendees. Food and beverage provided by the OUS.

- 6-foot tabletop exhibit in featured location
- Unlimited Industry Attendee badges
- Participation of 2 representatives in the Industry Partners Meeting with the OUS Board of Directors
- Full Page Black & White Advertisement in the OUS Exhibit Guide
- Pre-Registration Attendee List
- One time-use set of OUS Member Mailing Labels for Post Meeting Promotion (OUS must approve piece prior to printing or mailing)
- Company logo on signage, website, and in the Exhibit Guide

## **Gold Level – Your Choice Package**

**\$5,000**

Choose one of the 2 exclusive options listed here (first come, first choice)

- 6-foot tabletop exhibit in featured location
- (4) Industry Attendee badges
- Participation of 2 representatives in the Industry Partners Meeting with the OUS Board of Directors
- Pre-Registration Attendee List
- Company logo on signage, website and in the Exhibit Guide

### **Choose:**

**Welcome Sponsor** - GOBO projector will be used to project your logo onto the Exhibit Hall wall throughout the meeting. A representative from your company will be able to present a 5-minute welcome message to attendees in the exhibit hall at the start of the Welcome Reception. Please send a high resolution PDF of your logo to Denise Castetter at [denise@ousweb.org](mailto:denise@ousweb.org) no later than March 17, 2017.

**Key Card Sponsorship** - The “Custom Keycard” is a fun and unique way to get your message to all attendees staying at the host hotel. Development and production are the sole responsibility of the sponsor and a proof must be approved by the OUS, please send a proof to Denise Castetter at [denise@ousweb.org](mailto:denise@ousweb.org) no later than March 17, 2017.

## **Silver Level – Your Choice Package**

**\$3,500**

Choose one of the 3 exclusive options listed here (first come, first choice)

- 6-foot tabletop exhibit in featured location
- (4) Industry Attendee badges
- Pre-Registration Attendee List
- Company logo on signage, website and in the Exhibit Guide

**Choose:**

**Internet Code** - Your company name becomes the WIFI password as attendees are logging in to check their emails or pull up their program materials.

**Full Page Advertisement in the Exhibit Guide** - This advertisement should be in portrait orientation. The specifications for the advertisement are 8.5" wide x 11" high with a ¼ bleed. The image should be black and white and should be sent in a high resolution PDF format to Denise Castetter at [denise@ousweb.org](mailto:denise@ousweb.org) no later than March 17, 2017 to be included in the Exhibit Guide.

**Door Drop** - Attendees won't miss your message or promotional piece when it's delivered directly to their room at the host hotel. OUS must approve the piece prior to printing.

**Bronze Level (Early Rate – Monies Received Before January 1, 2017) \$2,000**

**Bronze Level (Standard Rate) \$2,500**

- 6-foot tabletop exhibit
- (2) Industry Attendee badges
- Attendee registration list provided onsite
- Company Name on signage, website, and in the Exhibit Guide

CORPORATE FUNCTIONS MAY NOT BE HELD CONCURRENT WITH OFFICIAL OUS SCIENTIFIC OR SOCIAL FUNCTIONS.  
ANY FUCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE OUS INDUSTRY RELATIONS DEPARTMENT.  
PLEASE CALL DENISE CASTETTER 973-769-1020



Thank you in advance for your support of the Ohio Urological Society in 2017!

For more information, please contact Denise Castetter at 973-769-1020, via email at [denise@ousweb.org](mailto:denise@ousweb.org) or via fax at 847-960-3862 of the OUS Industry Relations team.

# OHIO UROLOGICAL SOCIETY 2017

April 7- 8, 2017

The Renaissance Columbus Downtown Hotel \* Columbus, Ohio

Return this form indicating your level of participation and names for badges to [denise@ousweb.org](mailto:denise@ousweb.org)  
Questions- please contact Denise at 973-769-1020

Company Name (as to appear on printed material)

Contact Person (Individual to whom all exhibitor information will be forwarded)

Title

Address

City

State

Zip

Telephone

Fax

E-mail

Product

Special Requests/Considerations

Badges

Company Rep Name

Title

Email Address

Phone

PLATINUM, GOLD & SILVER LEVEL

ADDITIONAL BADGES NEEDED

## Exhibit Space Rental and Promotional Sponsorships

- PLATINUM LEVEL - \$15000
- GOLD LEVEL - \$5000 Choose One: Welcome Reception \_\_\_\_\_ Key Card \_\_\_\_\_
- SILVER LEVEL - \$3500 Choose One: Internet Code \_\_\_\_\_ Advertisement \_\_\_\_\_ Door Drop \_\_\_\_\_
- BRONZE LEVEL \_\_\_\_\_ \$2000 (Before January 1, 2017) \_\_\_\_\_ \$2500 (After January 1, 2017)

Method of Payment:  Check (make check out to Ohio Urological Society) EIN # 34-1691517

Signature (if paying by check): \_\_\_\_\_

Credit Card:  Visa  MC  American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CCV Code: \_\_\_\_\_ \$ \_\_\_\_\_ Total

Name on Card: \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address: \_\_\_\_\_