



**Exhibitor Bulletin # 1**

**December 2017**

## **BUILD YOUR BOOTH**

### **The AUA2018 Exhibitor Service Kit is Now Available**

The [Exhibitor Service Kit](#) is now available at [AUA2018.org](#). This kit has all the essential information you will need to exhibit at this year's AUA Annual Meeting. From furniture rentals, to shipping information, to internet order forms, you'll find everything you need to build the perfect booth space. If we can be of any assistance to you during the planning process please don't hesitate to contact our team.

We're grateful for your support and hope you share in our excitement for another AUA Annual Meeting where together we will advance urology.

**Exhibitor Service Kit**

## **NEW POLICY FOR 2018**

### **Targeted Move In & Empty Removal Schedule and Policy**

New this year, due to Moscone Center construction and limited availability in the dock area, an "Empty Container Removal and Clean Floor Policy" will be implemented. GES and the AUA are requesting your support to ensure move-in is a success by labeling your empty containers in a defined timeline. This timeline corresponds with the Targeted Move-in schedule and available in the Exhibitor Service Kit.

**Policy Timeline**

## **EXHIBITOR PROFILE**

### **Give Your Booth an Identity by Updating Your Profile Online**

Now that [AUA2018.org](#) is fully live and attendee registration is open, attendees are beginning to use the site to plan their visit to the Science & Technology Hall. Don't miss this opportunity to advertise your presence by updating your company description, contact information and product categories. All of this information is carried over to the [floor plan](#), exhibitor search (coming soon!), mobile app, and printed Exhibitor Directory.

The deadline to upload this information for use in the printed AUA2018 Exhibitor Directory, as well as the Annual Meeting Mobile App, is **February 21**. Don't wait! The sooner you update your profile, the sooner attendees will learn about your company through the online tools.

[Contact Diana Vacchiano](#) or call 410.689.3758 if you missed the notification containing the link and password to update your information.

[Update Your Profile](#)

## FAQ SPOTLIGHT

### Answers to Frequently Asked Questions by Exhibitors

#### **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 AUA2018, 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, 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. Speaker presentations are subject to the AUA Speaker Guidelines, and also prior approval by AUA. Please complete the Booth Presentation/Activity Approval Form online.

[More FAQs](#)

## EXPAND YOUR BRAND BEYOND YOUR BOOTH

### Increase Engagement with Attendees

#### **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 AUA2018! As a complement to your booth, add to the power of product demonstrations by hosting your own workshop in the Science & Technology Hall.

#### **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 2018 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 Diana Vacchiano** or call 410-689-3758 for pricing and available timeslots.

[Expand Your Reach](#)

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