



Exhibitor Bulletin # 3

February 2018

EXHIBITOR REGISTRATION

Exhibitor Registration Now Open!

You should have received an email from customer service with your login credentials to register exhibit staff. If you did not receive this email, or have any questions, please contact [customer service](#). Please note that via the online exhibitor registration portal, you can purchase Course Passes, as well as order lead retrieval services. In addition, you can make changes to your badge list as often as you like, even up to the date of the meeting. Prior to registering your staff, please familiarize yourself with the Exhibitor Badge Policy.

[Exhibitor Badge Policy](#)

IMPORTANT AUA POLICIES

Booth Design Approval Required Prior to Move-in

The following booth types require advance design approval before move-in at AUA2018:

- 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 13, 2018**.

It is important to note that no retail, island or peninsula booth will be allowed to set up at AUA2018 without a pre-approved design. Booth design regulations are included in the [AUA 2018 Exhibitor Rules & Regulations](#) document.

Contact [Andrew Niles](#), Convention Operations Manager, with any questions at 410-689-3728.

[Booth Approval Form](#)

NEW! Targeted Move In & Empty Removal Schedule & 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 available in the Exhibitor Service Kit. *Exhibitors that do not abide by the policy will be penalized.*

[Policy Timeline](#)

[COMPLETE YOUR COMPANY PROFILE](#)

Make a Lasting First Impression

Attendees utilize the online floor plan to map out their journeys in the Science & Technology Hall prior to arriving at the meeting. Make a lasting first impression by completing your profile with a company description and contact information. Also, help attendees easily navigate to your booth by choosing the appropriate categories for your products and/or services. Updates to your online profile are real-time!

The information provided in your online profile will be utilized in the following:

- Interactive Science & Technology Hall [Floor Plan](#)
- Printed Exhibitor Directory given to all attendees onsite
- Interactive list of exhibitors on AUA2018 website (Coming soon!)
- AUA2018 Mobile App

Profiles that have not been completed by March 1 will not be included in printed publications

You should have received a link and a password from the AUA to upload your information. If you need this information again, please contact [Diana Vacchiano](#).

[Update Your Profile](#)

VENDOR SPOTLIGHT

Refuel Your Booth Visitors with Savor Catering

Nothing draws a crowd like the aroma of freshly baked cookies and coffee – if you would like to include food service in your booth, **Savor Catering** is ready to help! With a team of dedicated and creative professionals standing by to make your food service memorable, Savor is a great resource to offer this wonderful amenity to attendees.

Don't forget that we will have a Saturday afternoon networking reception. This AUA-sponsored event includes cocktails, hors d'oeuvres and live entertainment. Attendees look forward to this time in the Science & Technology Hall where they can connect with their peers and the exhibitors.

The Networking Reception will be held in the Science & Technology Hall from 4 – 6:00 p.m. on Saturday, May 20th.

[Catering Order Form](#)

Turn Leads into Sales!

CompuSystems, the official provider of Lead Retrieval Services for the AUA Annual Meeting, is offering a suite of lead management products and services designed to help exhibitors quickly and easily capture and qualify leads on the show floor. Their products read trade show attendee badges and instantly collect comprehensive sales leads.

Make the most of your investment in exhibiting and turn your leads into sales! Please complete the order form to reserve your lead retrieval units today.

[Order Form](#)

PROMOTE YOUR BOOTH

Advertising and Promotional Opportunities

Utilize the AUA's direct access to attendees by investing in opportunities outside of your booth. Browse our sponsorship catalog by clicking on the link below. For more detailed information on a specific opportunity please contact [Keith Price](#) or [Darci Chuba](#).

[Sponsorship Catalog](#)

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