



## *30<sup>th</sup> Annual Jackson Hole Urological Conference*

February 7-12, 2010

Hotel Terra

Teton Village, Wyoming

## Exhibitor and Industry Partnership Prospectus 2010

### **In Their Own Words**

*Things people are saying about the Jackson Hole Seminar.*

*"I must say, it is probably the most informative conference I have been to . . ."*

Stephen Y. Nakata, MD  
University of Wisconsin

*"It was truly a pleasure for me to interact with such an accomplished group of faculty, and I enjoyed the challenge of the discussion."*

Margaret S. Pearle, MD  
Dallas, TX

*"Thank you for all the hospitality and tremendous work in creating what I would consider to be the best urological conference in the nation."*

J. Brantley Thrasher, MD  
University of Kansas Medical Center

*"The amount of information, correct information, that is transferred at this meeting beats any one I have ever attended."*

Patrick C. Walsh, MD  
Baltimore, MD

*"Best meeting I have attended . . . coming to Jackson Hole."*

Randall B. Meacham, MD  
University of Colorado-Denver

*". . . most informative, provocative and fun meeting . . . truly the unique urological meeting of the year."*

Glenn M. Preminger, MD  
Duke University



October 23, 2009

Dear Colleagues,

With the many constant changes in urology, it is imperative that the practicing urologist remains on the cutting edge. For this reason the first Jackson Hole Urological Conference was started thirty years ago. On behalf of Founder and Program Chairman Ralph Hopkins, MD and our distinguished educational board, we invite your participation and support of the **30<sup>th</sup> Annual Jackson Hole Urological Conference**. The conference to be held **February 7<sup>th</sup>-12<sup>th</sup>** at the Hotel Terra in Jackson Hole, Wyoming, focuses on state of the art presentations by leading urologists in their field of expertise combined with vigorous peer review sessions and networking. With input from our board and many previous faculty members, the Jackson Hole Seminar has invited 14 previous outstanding speakers to highlight our 30<sup>th</sup> Anniversary program. This "gang of 14" will be divided into two groups of seven and will critique the seven in the opposite group.

Industry Partners and technical exhibits are an important part of our meeting's success and provide added value to our expected 100 attendees. All exhibitors will be positioned in assigned space in the exhibit hall, which is separate from the scientific sessions. We are anticipating a full exhibit hall and space will be limited. To ensure your chances of receiving prime space and support opportunities, please review the enclosed prospectus materials carefully and submit the provided registration form and payment to the Jackson Hole Urological Conference management office as early as possible.

Please join us in celebrating this 30-year milestone. We hope to see you there!

Sincerely,

A handwritten signature in black ink that reads "Michelle Hoyt".

Michelle Hoyt  
Manager, Industry Relations  
Jackson Hole Urological Conference  
847-264-5946 direct  
[michelle@wjweiser.com](mailto:michelle@wjweiser.com)

A handwritten signature in black ink that reads "Mary Tully".

Mary Tully  
Development Coordinator  
Jackson Hole Urological Conference  
847-264-5927 direct  
[mary@wjweiser.com](mailto:mary@wjweiser.com)



## JACKSON HOLE UROLOGICAL CONFERENCE 2010

**Please make checks payable to:**  
WJ Weiser & Associates  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN# 36-3993411

### GENERAL INFORMATION

The Jackson Hole Urological Conference 2010 has been planned and implemented in accordance with the essential areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Colorado and Jackson Hole Seminars Inc.

**Official Meeting Dates:** February 7-12, 2010

**Meeting Location:** **Hotel Terra**  
3335 West Village Drive  
Teton Village, WY 83025  
307-739-4000 or 800-631-6271

**Room Rate & Cutoff Date:** \$219 plus tax, January 12, 2010

### SUPPORTING THE JACKSON HOLE UROLOGICAL CONFERENCE

Deliver your message in a professional, focused, and educational environment. The Jackson Hole Urological Conference presents you with networking opportunities to build relationships with new and existing customers. Choose to exhibit either 3 days or the full 6 days of the meeting.

#### **EXHIBITING**

The expected 100 high profile urologists want to meet you face-to-face and examine your products first-hand. By exhibiting at the meeting, your company will be listed in promotional materials and the program book. Space is limited, so act quickly!

#### **INDUSTRY PARTNERSHIP PACKAGES**

Secure prime exhibit location and optimum visibility with a Diamond Industry Partnership package. In addition to your exhibit, participation in this program includes 10-minute update session, the pre-attendee registration list, welcome reception refreshments near your exhibit area and more. Please refer to the Industry Partnership details in this prospectus for a complete list of benefits.

CORPORATE FUNCTIONS MAY NOT BE HELD CONCURRENT WITH OFFICIAL JHUC SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE JHUC INDUSTRY RELATIONS DEPARTMENT.

### **IMPORTANT EXHIBIT INFORMATION AND DATES**

**Exhibit Description:** **Session A or B-** 6 foot tabletop with (1) one table, (2) two chairs and (1) wastebasket. **Both sessions- 10-foot floor standing exhibit may be used.** Additional service information will be made available approximately four weeks prior to the meeting.

**Payment Options:** Payment is due no later than January 15, 2010  
**Acceptable payment method is by check only.**

**Cancellations & Refunds:** The Jackson Hole Urological Conference requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to December 18, 2009 exhibit fee will be refunded less \$1,000 administration fee.
- Cancellation after December 18, 2009 no portion of the original exhibit fee will be refunded.

#### **Assignment of Space:**

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

#### **EXHIBIT SCHEDULE**

*(Times are subject to change without notice)*

**Exhibit Set Up:** **Session A**  
**Saturday, February 6<sup>th</sup>**  
6:00 p.m. until 9:00 p.m.

**Exhibit Hours:** **Sunday, February 7<sup>th</sup>**  
6:30 a.m. until 9:30 a.m.  
3:30 p.m. until 7:30 p.m.  
Welcome Reception  
7:30 p.m. until 9:30 p.m.  
**Monday, February 8<sup>th</sup>**  
6:30 a.m. until 9:30 a.m.  
3:30 p.m. until 7:30 p.m.  
**Tuesday, February 9<sup>th</sup>**  
6:30 a.m. until 9:30 a.m.

**Exhibit Set up** **Session B**  
**Tuesday, February 9<sup>th</sup>**  
1:30 p.m. until 3:30 p.m.  
**Tuesday, February 9<sup>th</sup>**  
3:30 p.m. until 7:30 p.m.  
**Wednesday, February 10<sup>th</sup>**  
6:30 a.m. until 9:30 a.m.  
3:30 p.m. until 7:30 p.m.  
**Thursday February 11<sup>th</sup>**  
6:30 a.m. until 9:30 a.m.  
3:30 p.m. until 7:30 p.m.  
Awards Reception  
7:30 p.m. until 9:30 p.m.  
**Friday, February 12<sup>th</sup>**  
6:30 a.m. until 9:30 a.m.

**Registration:** To pre-register your staff members, please list the names of those representative(s) working in the booth on the Exhibitor Registration Form. Only employees of the exhibiting company, or its agents, will be issued a badge. Booths must be manned the entire time the exhibit area is open.

For more information about exhibits, sponsorships, or advertising options or to support the Jackson Hole Urological Conference through an educational grant, please contact the Industry Relations team at the JHUC office:

Jackson Hole Urological Conference, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173  
Phone: (847) 517-7225  
Fax: (847) 517-7229

Michelle Hoyt  
Manager, Industry Relations  
michelle@wjweiser.com

Mary Tully  
Development Coordinator, Industry Relations  
mary@wjweiser.com

2010 30 <sup>th</sup> Anniversary Jackson Hole Urological Conference INDUSTRY PARTNERSHIP PROMOTIONAL PACKAGES	Diamond Level \$10,000	Exhibit Booth Sessions \$5,000	Exhibit Session A Feb. 7-9 \$3,000	Exhibit Session B Feb 9-12 \$3,000
<b>SPONSORSHIPS</b>				
10 Minute Update Presentation	X			
Breakfast with the Board	X			
<b>ADS AND MAILINGS</b>				
Full Page B&W Ad In Program Book	X			
½ Page B & W Ad in Exhibit Guide	X			
Pre-Registration Attendee List	X	X		
½ Page B&W Ad In Post-Meeting Newsletter	X	X		
Post-Meeting Attendee List	X	X	X	X
<b>RECOGNITION</b>				
Company Logo Displayed On Signage	X	X		
Company Logo Displayed In Exhibit Guide	X	X		
Company Acknowledgement On Signage	X	X	X	X
Company Recognition in Exhibit Guide	X	X	X	X
<b>EXHIBITING AND BADGES</b>				
<i>DOUBLE</i> 12" Exhibit Space In Featured Location---Up to 6 Badges	X	X		
6' Table-Top Exhibit---2 Exhibit Badges			X	X
<b>ADDITIONAL EVENT TICKETS</b>				
Welcome Reception w/Each Exhibit Badge	X	X	X	
Awards Reception	X	X		X

2010 Jackson Hole Urological Conference ADDITIONAL SUPPORT OPPORTUNITIES	PRICES
<b>ADVERTISEMENTS</b>	
JHUC Program Video Taped for web or DVD partial sponsorship	\$20,000
Registration Sponsor, Attendee Bag Inserts and Host Arrival Refreshments	\$10,000
Welcome Reception Partial Sponsor	\$10,000
Awards Reception Partial Sponsor	\$10,000

For more information, please contact Michelle Hoyt or Mary Tully in the JHUC Industry Relations Department at (847) 517-7225 or [michelle@wjweiser.com](mailto:michelle@wjweiser.com) [mary@wjweiser.com](mailto:mary@wjweiser.com)

# EXHIBITOR REGISTRATION FORM

February 7-12, 2010----Jackson Hole, Wyoming

## JACKSON HOLE UROLOGICAL CONFERENCE

The JHUC offers additional opportunities for increased visibility and exhibit traffic, exceptional networking and advertising opportunities. Please contact us for additional information on how to maximize your JHUC experience.

My Company Would like to Be a Diamond Industry Partner in the amount of \$10,000

My Company would like to Exhibit during both sessions (Feb.7-12) in the amount of \$5,000  
(Deluxe exhibit space in featured location included.)

My Company plans on EXHIBITING at one session during the JHUC Annual Meeting  
My company would like \_\_\_\_ 6' table-top exhibit space (s) at \$3,000 for session A (Feb 7-9) \_\_\_\_ session B (Feb 9-12) \_\_\_\_

### PLEASE NOTE:

*This form must be returned to reserve exhibit space.*

Corporate functions may not be held concurrent with official JHUC scientific or social functions. Any function, regardless of size or location, must be approved by the JHUC Industry Relations Department, (847) 517-7225.

#### FOR EXHIBIT FEE:

Please make checks payable to: WJ Weiser & Associates  
Two Woodfield Lake  
1100 E. Woodfield Road, Ste. 520  
Schaumburg, IL 60173  
FIN # 36-3993411

QUESTIONS? Contact Michelle Hoyt or Mary Tully at The JHUC office (847) 517-7225

**Payment DUE by January 15, 2010**

### CORPORATE OFFICE

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please list any competitors you do NOT want to exhibit near or next to: \_\_\_\_\_

### EXHIBITOR CONTACT

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Product: \_\_\_\_\_

Product Application: \_\_\_\_\_

### Agreement:

I am an authorized representative for this company with full power and authority to sign this application for exhibit space. The company agrees to comply with all of the rules and regulations stated in the Exhibitor Prospectus, as well as all policies added after the publication of the prospectus, which we accept as part of the agreement.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

***Thank you for choosing to support the JHUC in 2010!***

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