11-14 April 2015
Adelaide Convention Centre
Adelaide
South Australia

You tell us your secret, and we’ll show you ours...

Sponsorship & Exhibition Prospectus

Urological Society of Australia and New Zealand
68th Annual Scientific Meeting

Including the Australian and New Zealand Urological Nurses Society Inc. 20th Annual Meeting

Adelaide USANZ 2015
68th Annual Scientific Meeting

Secrets, Science... South Australia

South Australia...Australia’s best kept secret.

w: www.usanz2015.com e: asm@usanz.org.au tt: urologymeeting usanz15
Invitation

On behalf of the Organising Committee it is my pleasure to invite your organisation to participate as a Sponsor or Exhibitor at the Urological Society of Australia and New Zealand 68th Annual Scientific Meeting and the Australian and New Zealand Urological Nurses’ Society Inc. 20th Annual Meeting.

To be held at the Adelaide Convention Centre, Adelaide, Queensland, Australia from Saturday 11 to Tuesday 14 April, the 2015 ASM promises to deliver an exciting program. The official program will commence with the Welcome Reception on Saturday evening followed by three full days of sessions. Meeting Sessions will be interjected with generous social and networking opportunities during the refreshment breaks in the exhibition; breaking with tradition the Gala Dinner will be held on the Monday evening and the program will conclude on the Tuesday.

This prospectus details a range of options which we trust will give you the flexibility to align the needs of your organisation to activities associated with this Meeting. Early confirmation of your support will ensure an even higher level of exposure. As a Sponsor of the 2015 ASM, your organisation’s name and logo will be included in the extensive promotional campaign implemented in the lead up to the conference.

To discuss any aspect of your involvement, please contact Michael Nugara, CEO of the Urological Society of Australia and New Zealand. All contact details are listed in this prospectus.

I encourage you to consider the opportunities outlined in this prospectus – I am sure you will find your involvement rewarding and hope that it can be an effective component in your marketing campaign.

Yours sincerely

John Miller
USANZ Convenor 2015

Organizing Committee

John Miller               ASM 2015 Convenor
Dan Spernat              ASM 2015 Scientific Program Director
Natalie Parker           ANZUNS Convenor
Donna Clifford            ANZUNS Scientific Program Convenor
Michael Nugara           CEO, Urological Society of Australia and New Zealand
About the Urological Society of Australia and New Zealand

The Urological Society of Australia and New Zealand (USANZ) was established in 1937 and today is the peak professional body for urological surgeons in Australia and New Zealand.

Vision
The Society’s vision is to continue to work for its community to ensure the best access to the quality urological care its members provide.

Mission
The Urological Society of Australia and New Zealand is committed to clinical excellence, education, the promotion of research and the dissemination of information on urological topics for the benefit of the community.

Continuing Professional Development Activities
USANZ is fully accredited provider of Continuing Professional Development activities, as defined by Royal Australasian College of Surgeons.

Full registration attendance at the USANZ ASM for a Fellow awards 27 points (plus 2 per workshop) of their required 60 points per annum, under Category 4 Maintenance and Clinical Knowledge and Skills.

www.usanz.org.au

About the Urological Nurses’ Society
The Australian and New Zealand Urological Nurses Society Inc. is a special interest nursing society which aims to promote excellence in urology nursing through research, education, mentoring and the identification of standards of nursing care. The society supports nurses within Australia and New Zealand practicing in urology through its educational forums, national meetings network and dissemination of information.

www.anzuns.org
Thank you

The Society would like to thank our 2014 Sponsors and Exhibitors

A.Menarini  
Abbvie  
Accelyon Australia Pty Ltd  
Actavis  
Allergan  
Amgen Oncology  
AMS  
Analytica  
Ashmed Pty Ltd  
Aspen Pharmacare  
Astellas Pharma  
AstraZeneca  
Avant Insurance  
Avnet  
Bard Medical  
BARD  
Beckman Coulter  
BostonScientific  
Cleanway Group  
Coloplast Pty Ltd  
Cook Medical  
Covidien  
Device Technologies  
Eli Lilly  
Endocorp  
Endotherapeutics  
Ferring  
Glaxosmithkline  
Healthscope Advanced  
Innologic  
Ipsen  
Janssen  
Karl Storz Endoscopy  
Lumenis  
Matrix Surgical  
MD Solutions Australasia  
Medibroker  
Medical Technologies Australia  
Meditron  
Medtel Australia  
Medtronic  
N. Stenning & Co Pty Ltd  
Neotrac Inc.  
Novartis Pharmaceuticals  
Olympus  
Oncura  
Online Medical  
Polydiagnost  
Prostate Cancer Foundation of Australia  
Pyramed  
Royal Australasian College of Surgeons  
Rymed Pty Ltd  
Sanofi  
Scanmedics  
ThermoFisher  
Tolmar  
Verathon Medical  
Wellspect Healthcare

ANZUNS Sponsors

Tolmar Australia  
Bard Medical  
AstraZeneca  
Abbvie  
Allergan  
AMS  
Karl Storz  
Ipsen  
Boston Scientific  
Astellas  
Ferring
The Venue

The multi-award winning Adelaide Convention Centre enjoys a global reputation for excellence and is consistently ranked among the world's top convention centres. The Centre's reputation is second to none and is founded on superior product, world-class facilities, and constant maintenance of already exceptional standards.

Furthermore, the ACC staff are dedicated and meticulous in planning to ensure every event held at the Centre reaches your high expectations.

Their very high rate of repeat business is proof that our clients' expectations have been met or exceeded. This exceptional level of satisfaction is reflected in the fact that the Centre has achieved $1 billion in economic benefit to the State of South Australia since its opening in 1987.
Sponsorship and Exhibition Manager

The Urological Society of Australia and New Zealand will be coordinating the sale of sponsorship and exhibition for the 2015 Meeting. If you would like to discuss your sponsorship opportunities in further detail please contact:

Michael Nugara
Urological Society of Australia and New Zealand
Suite 512, Eastpoint, 180 Ocean Street, Edgecliff, NSW 2027 AUSTRALIA
t: +61 2 9362 8644 f: +61 2 9362 1433
e: michaelnugara@usanz.org.au

Urological Nurses’ Sponsorship

The Australian and New Zealand Urological Nurses Society Inc. will be coordinating the sale of ANZUNS sponsorship for the 2015 Meeting.

For further information, please contact:
Natalie Parker or Donna Clifford
ANZUNS ASM 2015 Convenors
e: natalie.parker@health.sa.gov.au or donna.clifford@health.sa.gov.au

Natalie Parker is unavailable between 2 May – 4 August, please contact Donna Clifford.

2015 ASM Meeting Managers

For queries relating to exhibition please contact USANZ 2015
WaldronSmith Management
119 Buckhurst Street, South Melbourne, VICTORIA 3205 AUSTRALIA
t: +61 3 9645 6311 f: +61 3 9645 6322 (National)
w: www.usanz2015.com
# The Program

## Urological Society ASM Program at a glance*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday 10 April 2015</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0900-1700hrs</td>
<td></td>
<td>USANZ Board of Directors’ Meeting</td>
</tr>
<tr>
<td><strong>Saturday 11 April 2015</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0900–1530hrs</td>
<td></td>
<td>Board of Urology Meeting</td>
</tr>
<tr>
<td>1030–1800hrs</td>
<td></td>
<td>USANZ Workshops</td>
</tr>
<tr>
<td>1800–2000hrs</td>
<td></td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>1930-2230hrs</td>
<td></td>
<td>International Presidents’ Dinner – Invitation Only</td>
</tr>
<tr>
<td><strong>Sunday 12 April 2015</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0700-0745hrs</td>
<td></td>
<td>Sponsored Breakfast Session</td>
</tr>
<tr>
<td>0700-1730hrs</td>
<td></td>
<td>Registration and Speakers’ Preparation Room Open</td>
</tr>
<tr>
<td>0745-1000hrs</td>
<td></td>
<td>USANZ Opening Plenary</td>
</tr>
<tr>
<td>1000-1030hrs</td>
<td></td>
<td>Morning Tea with Industry</td>
</tr>
<tr>
<td>1030-1200hrs</td>
<td></td>
<td>USANZ Plenary Session</td>
</tr>
<tr>
<td>1200-1300hrs</td>
<td></td>
<td>Lunch with Industry</td>
</tr>
<tr>
<td>1300-1430hrs</td>
<td></td>
<td>USANZ Plenary Session</td>
</tr>
<tr>
<td>1430-1500hrs</td>
<td></td>
<td>Afternoon Tea with Industry</td>
</tr>
<tr>
<td>1500-1630hrs</td>
<td></td>
<td>USANZ Podium Sessions</td>
</tr>
<tr>
<td>1900-2300hrs</td>
<td></td>
<td>Convenor’s Dinner – Invitation Only</td>
</tr>
<tr>
<td><strong>Monday 13 April 2015</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0700-0745hrs</td>
<td></td>
<td>Sponsored Breakfast Session</td>
</tr>
<tr>
<td>0700-1630hrs</td>
<td></td>
<td>Registration and Speakers’ Preparation Room open</td>
</tr>
<tr>
<td>0745-1000hrs</td>
<td></td>
<td>USANZ Plenary Session</td>
</tr>
<tr>
<td>1000-1030hrs</td>
<td></td>
<td>Morning Tea with Industry</td>
</tr>
<tr>
<td>1030-1200hrs</td>
<td></td>
<td>Plenary Session</td>
</tr>
<tr>
<td>1200-1300hrs</td>
<td></td>
<td>Lunch with Industry</td>
</tr>
<tr>
<td>1300-1430hrs</td>
<td></td>
<td>Keith Kirkland and Villis Marshall presentations</td>
</tr>
<tr>
<td>1430-1500 hrs</td>
<td></td>
<td>Afternoon Tea with Industry</td>
</tr>
<tr>
<td>1500-1630hrs</td>
<td></td>
<td>Podium Sessions</td>
</tr>
<tr>
<td>1630-1730hrs</td>
<td></td>
<td>USANZ AGM</td>
</tr>
<tr>
<td>1900-2400hrs</td>
<td></td>
<td>Gala Dinner – Ticketed Event</td>
</tr>
</tbody>
</table>

* Program subject to change
**Urological Society ASM Program at a glance continued**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:00-07:45 hrs</td>
<td>Sponsored Breakfast Session</td>
</tr>
<tr>
<td>07:30-17:30 hrs</td>
<td>Registration and Speakers’ Preparation Room open</td>
</tr>
<tr>
<td>07:45-10:00 hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td>10:00-10:30 hrs</td>
<td>Morning Tea with Industry</td>
</tr>
<tr>
<td>10:30-12:00 hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td>12:00-13:00 hrs</td>
<td>Lunch with Industry</td>
</tr>
<tr>
<td>13:00-14:30 hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td>14:30-15:00 hrs</td>
<td>Afternoon Tea with Industry</td>
</tr>
<tr>
<td>15:00-16:30 hrs</td>
<td>Closing Plenary Session</td>
</tr>
</tbody>
</table>

* Program subject to change

The program features plenary sessions, concurrent sessions, prestigious named lectures, posters, masterclasses and workshops. All sessions have leading international and Australasian speakers participating.

The ASM starts on Saturday 11th with a day of industry sponsored workshops followed by the Opening ceremony.
# Urological Nurses’ ASM Program at a glance

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday 11 April 2015</td>
<td>1000-1530hrs</td>
<td>ANZUNS Workshop Program Commences</td>
</tr>
<tr>
<td></td>
<td>1700-2000hrs</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>Sunday 12 April 2015</td>
<td>0730-1730hrs</td>
<td>Registration and Speakers’ Preparation Room open</td>
</tr>
<tr>
<td></td>
<td>0830-1000hrs</td>
<td>Opening ceremony and opening plenary</td>
</tr>
<tr>
<td></td>
<td>1000-1030hrs</td>
<td>Morning Tea with Industry</td>
</tr>
<tr>
<td></td>
<td>1030-1100hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1100-1200hrs</td>
<td>Free Papers’ Session</td>
</tr>
<tr>
<td></td>
<td>1200-1300hrs</td>
<td>Lunch with Industry</td>
</tr>
<tr>
<td></td>
<td>1300-1345hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1345-1430hrs</td>
<td>Poster Presentations</td>
</tr>
<tr>
<td></td>
<td>1430-1500hrs</td>
<td>Afternoon Tea with Industry</td>
</tr>
<tr>
<td></td>
<td>1500-1545hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1545-1630hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1900-2300hrs</td>
<td>Nurses’ Educational Evening Sponsored Event</td>
</tr>
<tr>
<td>Monday 13 April 2015</td>
<td>0730-1730hrs</td>
<td>Registration and Speakers’ Preparation Room open</td>
</tr>
<tr>
<td></td>
<td>0730-1000hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1000-1030hrs</td>
<td>Morning Tea with Industry</td>
</tr>
<tr>
<td></td>
<td>1030-1100hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1100-1200hrs</td>
<td>Free Papers’ Session</td>
</tr>
<tr>
<td></td>
<td>1200-1300hrs</td>
<td>Lunch with Industry</td>
</tr>
<tr>
<td></td>
<td>1300-1345hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1345-1430hrs</td>
<td>Poster Presentations</td>
</tr>
<tr>
<td></td>
<td>1430-1500hrs</td>
<td>Afternoon Tea with Industry</td>
</tr>
<tr>
<td></td>
<td>1500-1545hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1545-1630hrs</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td>1630-1700hrs</td>
<td>Close of ANZUNS Only Program</td>
</tr>
<tr>
<td></td>
<td>1900-2400hrs</td>
<td>Gala Dinner – Ticketed Event</td>
</tr>
</tbody>
</table>

* Program subject to change

The program features plenary sessions, concurrent sessions, prestigious named lectures, posters, masterclasses and workshops. All sessions have leading international and Australasian speakers participating.

The ASM starts on Saturday 11th with a day of industry sponsored workshops followed by the Opening Ceremony.

ANZUNS members have the opportunity to attend both the ANZUNS and USANZ Scientific Program on an ANZUNS Full Registration.
Sponsorship Facts

Benefits of Sponsoring and/or Exhibiting

- Raise your profile by showing your support for this vibrant industry
- Reinforce your credentials as a key supporter
- Reach approximately 1,000 delegates
- Publicise your activities and promote your company or brand
- Launch a new product or service and generate media interest
- Meet opinion leaders in the industry and interact with them both in Sessions and at social events
- Reinforce relationships with existing clients and develop new contacts
- Discover the current trends and challenges for urologists and how your organisation can assist them
- Accelerate the buying process
- Receive a list of attendees for future marketing
- Invitation to the 4th USANZ Reception at the AUA due to be held in New Orleans, Louisiana, during 2015 AUA, venue TBA.
Meeting Fast Facts

- Saturday 11th – Tuesday 14th April 2015
- Adelaide Convention Centre, Adelaide, South Australia
- Approximately 1,000 delegates from Australia, New Zealand and Asia.
- Meeting will be multidisciplinary addressing the various subspecialties within urology
- Visit www.usanz2015.com for the latest information
- Email michaelnugara@usanz.org.au for more information on sponsorship and exhibition sales opportunities
  t: +61 2 9362 8644 f: +61 2 9362 1433

Marketing Communications Strategy

- USANZ ASM is promoted to all members via the weekly internal eNews and quarterly via UroScope.
- From opening of registration, weekly Meet the Experts eZines are distributed promoting individual faculty members and include their bio, presentation titles, hyperlinks to their talks to <3000 globally examples can be viewed here
- In the weeks prior to the close of Early Bird registration What’s your area of clinical expertise eZines are distributed promoting the program around a subspecialty e.g. Oncology, Prostate Cancer, Sexual Medicine to <3000 globally examples can be viewed here
- For the 2015 ASM USANZ is launching a global competition, ‘You tell us your secret and we’ll show you ours...’ promoting the Meeting globally to world-class medical institutions click here to view
- USANZ 2014 broke the 2013 record in preconference tweets of any urological conference worldwide held in 2013
- USANZ advertises the ASM monthly in the BJUI print journal
- We promote the ASM at other urological meetings with satchel inserts and on future meeting tables, as well as on medical and urological conference websites.

Social Media Campaign
Confirm Early: Maximize your exposure

Confirmation of your sponsorship by October 2014 will ensure a higher level of exposure. An extensive promotional campaign including advertisements, email broadcasts and web presence will be implemented in the lead up to USANZ 2015.

Key Dates

31 October 2014  Exhibition Early Bird Rate deadline ends
28 February 2015  All sponsorship and exhibition applications due

Tax Deductibility

Sponsorship is not used to provide food and beverage, making it a legitimate tax deductible expense. All prices include the Australian Goods and Services Tax (GST of 10%) which may be claimed back as an input tax credit by organisations registered to conduct business in Australia.

What’s new for 2015

Area of Clinical Expertise eZine Series – Sponsor acknowledgement on up to 7 separate eZines to >3000

- Prostate Cancer
- Oncology
- Endourology
- Female Urology
- Pediatric/Reconstruction
- LUTS/BPH
- Andrology

‘Tell us your secret..’
competition global promotion
Sponsorship Opportunities & Inclusions

Benefits and Allocations

The USANZ 2015 will enable you to network with decision makers of our profession. If it is important for you to promote your services to the urological profession, we invite you to consider the following sponsorship opportunities.

Sponsors will receive acknowledgements, benefits and entitlements as set out in this prospectus. To secure your preferred package, please complete the ‘Sponsorship and Exhibition Booking Form’ at the back of this prospectus to the Meeting Managers WSM by 31 October 2014 when the allocation of Sponsorship opportunities and exhibition booths will commence. Any sponsorship submissions received after this date will be accepted for any opportunities which remain after the initial allocation. In allocation of sponsorship for those limited categories, and any exhibition space associated with those categories, several factors will be taken into consideration:

1. The level of sponsorship applied for;
2. The Organisation’s past and current support for, and association with, the Urological Society of Australia and New Zealand whilst also recognising and encouraging new firms to become Sponsors;
3. The Organisation’s support and involvement for trainee programs and continuing education; and
4. Date of receipt of the Sponsorship and Exhibition Booking Form WITH payment.

Please note that 2014 Meeting Sponsors have first right to continue sponsorship at their existing level.

Flexibility is the key and we are happy to discuss with you how best we can tailor a package of benefits to complement your overall marketing objectives and budget. Just call Michael Nugara on +61 2 9362 8644.

Please refer to page 37 for full terms and conditions of Sponsorship.

- Please note: All prices are in Australian Dollars and are inclusive of 10% GST
- Print specifications and dimensions of advertisements to be advised. The Sponsor is responsible for supplying artwork for printed materials
- All logos will be reproduced in Meeting colours OR black depending on method of print production. All logos must be 300 DPI at 100% in either JPEG or EPS format
- A privacy clause will be inserted into the Meeting registration website that will give delegates the option to be excluded from the delegate list
Platinum Sponsor Package

AUD120,000 (1 opportunity available)

The Platinum Sponsor will be invited to attend business meetings with key USANZ decision makers. During the ASM a business meeting will be held between the Platinum Sponsor and the following USANZ representatives:

- The 2015 ASM Convenor and Scientific Coordinator
- The 2016 ASM Convenor and Scientific Coordinator
- The USANZ President and Vice President
- The USANZ CEO and Communications Manager

During the year, the Platinum Sponsor will be invited to attend two business meetings (in addition to the business meeting held at the ASM) with USANZ. One of these meetings will be attended by the President, CEO and other key USANZ personnel and the other meeting will be with the USANZ Board of Directors.

Registrations and Social Functions

- Eight (8) Sponsor/Exhibitor Registrations (includes morning teas, lunches and afternoon teas from Sunday 12 to Tuesday 14 April 2015)
- Eight (8) tickets to the Welcome Reception on Saturday 11 April 2015
- Eight (8) tickets to the Gala Dinner on Monday 13 April 2015
- Two (2) complimentary tickets to the Convenor’s Dinner on Sunday 12 April 2015
- Limited additional Sponsor/Exhibitor Registrations are available at a special rate – please refer to page 28 for more information
- One (1) reserved table in a prime position at the Gala Dinner (guests allocated to this table must be holding a ticket)
- Two (2) reserved seats for company representatives at VIP tables during the Gala Dinner

Industry Exhibition

- Six (6) exhibition booths or 54m2 of floor space. Please refer to the exhibition section of this prospectus for booth or floor space inclusions.
- Complimentary Air space over booth – Use of air space confined to the dimensions of exhibition space, as approved by the Meeting Managers and the Adelaide Convention Centre (manufacturing and rigging costs at exhibitor’s expense)
- Opportunity to purchase additional space (up to a maximum of a further 36m2) at AUD705.55 per square metre (a discount of 10%)
- Preferential island booth allocation
- On floor advertising directing delegates to Platinum Sponsors’ Booth – advert artwork must comply with USANZ specifications and approval
- Opportunity to run on-stand competition with the winners to be announced during lunch on Tuesday 14 April 2015. This announcement will be published in Meeting Program Book and promoted during the Meeting.
Print and Promotional Material

- Acknowledgement as the Platinum Sponsor in all marketing collateral, in the Meeting Program Book, Pocket Program and Meeting Mobile App
- Acknowledgement as the Platinum Sponsor on the Meeting website [www.usanz2015.com](http://www.usanz2015.com) with a hyperlink to company website
- One page (full colour) advertisement inside the front cover of the Meeting Program Book (artwork to be supplied by the Sponsor)
- Company Logo on ASM Lanyards
- Acknowledgement as ‘Platinum Sponsor of the Year’ for 2015
- Company logo printed on the delegate satchels and name badges (USANZ 2015 logo will also appear on the satchel and name badges)
- Promotional literature in the delegate satchels (literature to be supplied by the Sponsor)
- Preferential placing in Meeting Mobile App

Visual and verbal acknowledgement

- Acknowledgement as the Platinum Sponsor during the Opening Ceremony
- 2 minute address during Plenary Session on Monday morning
- Company logo displayed on Sponsor signage in the USANZ Plenary Session Room
- Company logo displayed on PowerPoint slides in the USANZ Plenary Session Room
- Name and company logo on the ‘2015 Platinum Sponsor Award’ Trophy, company representative asked to present the Award at the Gala Dinner
- Receive the USANZ ASM Platinum Sponsor Trophy in recognition of support

2 x Guest Speaker Sponsorships
(subject to approval by the Organising Committee and Speaker)

- Acknowledgement as Guest Speaker Sponsor in the biographical information about each of the guest speakers in the Meeting Program Book
- Acknowledgement as the Guest Speaker Sponsor in all marketing collateral and in the Meeting Program Book and Pocket Program
- Acknowledgement as the Guest Speaker Sponsor on the Meeting website with a hyperlink to company website
- Acknowledgement with logo on the Welcome PowerPoint slide in sponsored speakers’ session
- Acknowledgement with logo and hyperlink to company website on sponsored speakers ‘Meet the Experts’ eZines (reach >3000).
- Opportunity to host an event for an identified number of guests at a time approved by the Organising Committee. This event will be at the Sponsor’s own expense and the Sponsored guest speaker/s may make a brief presentation.
Naming/Branding Rights

- Naming rights to the Meeting catering (morning tea, lunch and afternoon tea) including:
  - Opportunity to provide apparel for catering staff to wear during the Meeting (for example aprons, caps, t-shirts, etc.) – to be supplied at Sponsor’s expense, coordinated with the Meeting Managers and approved by the Adelaide Convention Centre
  - Acknowledgement in the program as the ‘Catering Sponsor’
  - Branding of espresso coffee machines located in the industry exhibition exclusive to Platinum (espresso coffee machine (at least 2 baristas), service and consumption and branding at Sponsor’s expense)

- Naming and branding rights to the Speakers’ Preparation Room

- Opportunity to provide catering, corporate signage and/or promotional materials (e.g. mouse pads, pens and/or notepads – to be supplied at Sponsor’s expense) in the Speakers’ Preparation Room, coordinated with the Meeting Managers and approved by the Adelaide Convention Centre

- Opportunity to provide one company representative to host the Speakers’ Preparation Room at all times

- Company logo as screen saver on terminal monitors in Speakers’ Preparation Room

- Acknowledgement as the Speakers’ Preparation Room Sponsor in all marketing collateral and in the Meeting Program Book and Pocket Program

- Acknowledgement as the Speakers’ Preparation Room Sponsor on the Meeting website with a hyperlink to company website

Additional Entitlements

- Permission to use the endorsement phrase ‘Platinum Sponsor of the USANZ 2015 Annual Scientific Meeting’ and the USANZ 2015 ASM logo until 31 December 2015

- Opportunity to use the Meeting logo artwork in Sponsor’s promotional material for the Meeting

- List of all delegates provided: one week prior to the Meeting (electronic) and final copy one week post ASM (electronically). Listing will include name, organisation and state/country only and is subject to strict privacy legislation and terms of use.

- Opportunity to send one marketing eZine at the Early Bird cut-off date and a second eZine one week prior to the Meeting to all registered delegates via the Meeting Managers (content to be approved by USANZ and the Meeting Managers)

- ‘Tell us your secret…’ competition promo
USANZ will supply all committed sponsors a pdf flyer with their logo for their international colleagues to promote and distribute across international markets. The flyer will include company sponsored.
Gold Sponsor Package

AUD77,000 (Unlimited opportunities available)

Registrations and Social Functions

- Six (6) Sponsor/Exhibitor Registrations (includes morning teas, lunches and afternoon teas from Sunday 12 to Tuesday 14 April 2015)
- Six (6) tickets to the Welcome Reception on Saturday 11 April 2015
- Six (6) tickets to the Gala Dinner on Monday 13 April 2015
- One (1) complimentary ticket to the Convenor’s Dinner on Sunday 12 April 2015
- One (1) reserved seat for company representatives at VIP tables during the Gala Dinner
- Limited additional sponsor/exhibitor registrations are available at a special rate – please refer to page 28 for more information

Industry Exhibition

- Four (4) island exhibition booths or 36m2 of floor space. Please refer to the exhibition section of this prospectus for booth or floor space inclusions.
- Preferential island booth allocation (after Platinum Sponsor)
- Opportunity to purchase air space over booth
- Hanging advertising in the aisles of industry hall directing delegates to Gold Sponsors Booth – advert artwork must comply with USANZ Specifications and approval
- Opportunity to run on-stand competition with the winners to be announced during lunch on Tuesday 14 April 2015. This announcement will be published in Meeting Program Book and promoted during the Meeting.
- Opportunity to provide on-stand catering (subject to Meeting Managers approval and as per venue guidelines). Suggestions include: Nudie Juice, fairy loss, frappaccinos, popcorn and chocolate fondue fountain.

Please note that due to entitlements of the Platinum Sponsor, espresso coffee machines are not permitted.

Print and Promotional Material

- Acknowledgement as the Gold Sponsor in all marketing collateral, in the Meeting Program Book, Pocket Program and Meeting Mobile App
- Acknowledgement as a Gold Sponsor on the Meeting website with a hyperlink to company website
- One page (full colour) advertisement in the Meeting Program Book (artwork to be supplied by the Sponsor). Placement of advertisement is at the discretion of the Meeting Managers.
- Acknowledgement as ‘2015 ASM Gold Sponsor’
- Promotional literature in the delegate satchels (literature to be supplied by the Sponsor)
- Preferential placing in Meeting Mobile App after Platinum Sponsor

Visual and Verbal Acknowledgement

- Acknowledgement as a Gold Sponsor during the Opening Ceremony
- Company logo displayed on Sponsor signage in the USANZ Plenary Session Room
- Gold Sponsor’s group acknowledgement with logo to be displayed on PowerPoint slides in the USANZ Plenary Session Room
1 x Guest Speaker Sponsorship
(subject to approval by the Organising Committee and Speaker)

- Acknowledgement as Guest Speaker Sponsor in the biographical information about each of the guest speakers in the Meeting Program Book
- Acknowledgement as the Guest Speaker Sponsor in all marketing collateral and in the Meeting Program Book and Pocket Program
- Acknowledgement as the Guest Speaker Sponsor on the Meeting website with a hyperlink to company website
- Acknowledgment with logo and hyperlink to company website on sponsored speakers ‘Meet the Expert’ eZines.
- Acknowledgement with logo on the Welcome PowerPoint slide in sponsored speakers’ session
- Opportunity to host an event for an identified number of guests at a time approved by the Organising Committee. This event will be at the Sponsor’s own expense and the sponsored guest speaker/s may make a brief presentation

Naming/Branding Rights

Your choice of naming rights to one of the following (subject to availability):

Poster Presentations (1 opportunity available)

Note: Posters will be printed and on display in the industry exhibition.

- Acknowledgement as the ‘Poster Presentation Sponsor’ in all marketing collateral, during the opening ceremony and in the Meeting Program Book and Pocket Program
- Acknowledgement as the ‘Poster Presentation Sponsor’ on the Meeting website with a hyperlink to company website

OR

Program Book (1 opportunity available)

- Company logo (either in one, two or full colour, depending on method of print production) included on front cover of the program book alongside recognition as the ‘Program Book Sponsor’
- Opportunity to provide a 200 word foreword inside the publication
- Acknowledgement as the ‘Program Book Sponsor’ on the Meeting website with a hyperlink to company website

OR

Electronic Delegate List (1 opportunity available)

- Company logo (either in one, two or full colour, depending on method of print production) printed on cover of electronic delegate list alongside recognition as the ‘Delegate List Sponsor’
- Up to 100 word promotional paragraph inside delegate list
- Electronic Delegate List will be issued twice – one week prior and one week post ASM
- Acknowledgement as the ‘Delegate List Sponsor’ on the Meeting website with a hyperlink to company website

OR

Pocket Program Sponsor (1 opportunity available)

- Company logo (either in one, two or full colour, depending on method of print production) included on front cover of pocket program alongside recognition as the ‘Pocket Program Sponsor’
- Acknowledgement as the ‘Pocket Program Sponsor’ on the Meeting website with a hyperlink to company website

Note: the Platinum Sponsor’s logo will appear on the delegate name badges which will be placed in the same holder as the Pocket Program
**Additional entitlements**

- Permission to use the endorsement phrase ‘Gold Sponsor of the USANZ 2015 Annual Scientific Meeting’ and the USANZ 2015 ASM logo until 31 December 2015
- Opportunity to use the Meeting logo artwork in Sponsor’s promotional material for the Meeting
- List of all delegates provided: one week prior to the Meeting (electronic) and final copy one week post ASM (electronically). Listing will include name, organisation and state/country only and is subject to strict privacy legislation and terms of use.
- ‘Tell us your secret...’ competition promo
  USANZ will supply all committed sponsors a pdf flyer with their logo for their international colleagues to promote and distribute across international markets. The flyer will include company sponsored speaker if applicable.
Silver Sponsor Package

AUD55,000 (Unlimited opportunities available)

Registrations and Social Functions
• Four (4) Sponsor/exhibitor registrations (includes morning teas, lunches and afternoon teas from Sunday 12 to Tuesday 14 April 2015)
• Four (4) tickets to the Welcome Reception on Saturday 11 April 2015
• Four (4) tickets to the Gala Dinner on Monday 13 April 2015
• Limited additional Sponsor/exhibitor registrations are available at a special rate – please refer to page 30 for more information

Industry Exhibition
• Three (3) exhibition booths (island optional) or 27m2 of floor space. Please refer to the exhibition section of this prospectus for booth or floor space inclusions
• Preferential booth allocation (after Platinum and Gold Sponsors)
• Opportunity to run on-stand competition with the winners to be announced during lunch on Tuesday 14 April. This announcement will be published in Meeting Program Book and promoted during the Meeting.
• Opportunity to provide on-stand catering (subject to Meeting Managers approval and as per venue guidelines). Suggestions include: Nudie Juice, fairy floss, frappaccinos, popcorn and chocolate fondue fountain.

Please note that due to entitlements of the Platinum Sponsor, espresso coffee machines are not permitted.

Print and Promotional Material
• Acknowledgement as a Silver Sponsor in all marketing collateral and in the Meeting Program Book and Pocket Program
• Acknowledgement as a Silver Sponsor on the Meeting website with a hyperlink to company website
• One half page (mono) advertisement in the Meeting Program Book (artwork to be supplied by the Sponsor). Placement of advertisement is at the discretion of the Meeting Managers.
• Acknowledgement as ‘Silver Sponsor of the USANZ 2015 Annual Scientific Meeting’
• Promotional literature in the delegate satchels (literature to be supplied by the Sponsor)
• Preferential placing in Meeting Mobile App after Platinum and Gold Sponsors

Visual and Verbal Acknowledgement
• Acknowledgement as a Silver Sponsor during the Opening Ceremony
• Company logo displayed on Sponsor signage in the USANZ Plenary Session Room
• Silver Sponsor’s group acknowledgement with logo to be displayed on PowerPoint slides in the USANZ Plenary Session Room

1 x Guest Speaker Sponsorship (subject to approval by the Organising Committee and Speaker)
• Acknowledgement as Guest Speaker Sponsor in the biographical information about each of the guest speakers in the Meeting Program Book
• Acknowledgement as the Guest Speaker Sponsor in all marketing collateral and in the Meeting Program Book and Pocket Program
• Acknowledgement as the Guest Speaker Sponsor on the Meeting website with a hyperlink to company website
• Acknowledgement with logo on the Welcome PowerPoint slide in Sponsored Speakers’ Session
• Acknowledgment with logo and hyperlink to company website on sponsored speakers ‘Meet the Expert’ eZines >2000 reach.
• Opportunity to host an event for an identified number of guests at a time approved by the Organising Committee. This event will be at the Sponsor’s own expense and the sponsored guest speaker/s may make a brief presentation

**Naming/Branding Rights**
Your choice of naming rights to one of the following (subject to availability)

**Session Room Hand-Out**
• Opportunity to provide one printed item to be handed out prior to session commencement (session to be allocated by Meeting Managers in consultation with the Sponsor)

OR

**Water Bottles (1 opportunity available)**
• Sponsor to provide water bottles with corporate branding either in refillable style or pre-filled bottles. Meeting to provide water stations for filling water bottles if required.
• Acknowledgement as the water bottle Sponsor on the Meeting website with a hyperlink to company website

**Additional Entitlements**
• Permission to use the endorsement phrase ‘Silver Sponsor of the USANZ 2015 Annual Scientific Meeting’ and the USANZ 2015 ASM logo until 31 December 2015.
• Opportunity to use the Meeting logo artwork in Sponsor’s promotional material for the Meeting.
• List of all delegates provided: one week prior to the Meeting (electronic) and final copy one week post ASM (electronically). Listing will include name, organisation and state/country only and is subject to strict privacy legislation and terms of use.
• ‘Tell us your secret...’ competition promo. USANZ will supply all committed sponsors a pdf flyer with their logo for their international colleagues to promote and distribute across international markets. The flyer will include company sponsored speaker if applicable.
Bronze Sponsor Package

AUD27,500 (Unlimited)

Registrations and social functions
- Three (3) Sponsor/Exhibitor registrations (includes morning teas, lunches and afternoon teas from Sunday 12 to Tuesday 14 April 2015)
- Three (3) tickets to the Welcome Reception on Saturday 11 April 2015
- Three (3) tickets to the Gala Dinner on Monday 13 April 2015
- Limited additional sponsor/exhibitor registrations are available at a special rate – please refer to page 28 for more information

Industry exhibition
- Two (2) exhibition booth or 18m² of floor space. Please refer to the exhibition section of this prospectus for booth or floor space inclusions.
- Preferential booth allocation (after Platinum, Gold and Silver Sponsors)
- Opportunity to run on-stand competition with the winners to be announced during lunch on Tuesday 14 April 2015. This announcement will be published in Meeting Program Book and promoted during the Meeting.
- Opportunity to provide on-stand catering (subject to Meeting Managers approval and as per venue guidelines). Suggestions include: Nudie Juice, fairy floss, frappaccinos, popcorn and chocolate fondue fountain.

Please note that due to entitlements of the Platinum Sponsor, espresso coffee machines are not permitted

Print and promotional material
- Acknowledgement as the Bronze Sponsor in all marketing collateral, in the Meeting Program Book, Pocket Program and Meeting Mobile App
- Acknowledgement as the Bronze Sponsor on the Meeting website with a hyperlink to company website

Visual and verbal acknowledgement
- Acknowledgement as a Bronze Sponsor during the opening ceremony
- Company logo displayed on Sponsor signage in the USANZ Plenary Session Room
- Bronze Sponsor’s group acknowledgement with logo to be displayed on PowerPoint slides in the USANZ Plenary Session Room

Additional entitlements
- Permission to use the endorsement phrase ‘Bronze Sponsor of the USANZ 2015 Annual Scientific Meeting’ and the USANZ 2015 ASM logo until 31 December 2015
- Opportunity to use the Meeting logo artwork in Sponsor’s promotional material for the Meeting.
- List of all delegates provided: one week prior to the Meeting (electronic) and final copy one week post ASM (electronically). Listing will include name, organisation and state/country only and is subject to strict privacy legislation and terms of use.
- ‘Tell us your secret…’ competition promo
  USANZ will supply all committed sponsors a pdf flyer with their logo for their international colleagues to promote and distribute across international markets. The flyer will include company sponsored speaker if applicable
Sponsoring a Speaker?

**Guest Speaker Sponsorship (subject to approval by the Organising Committee and Speaker)**

- Speaker Sponsors must be Bronze Sponsorship level and above.
- Platinum Sponsor has first right of choice from a selection of international faculty followed by Gold based on ‘first come, first served’ basis.
- Acknowledgement as Guest Speaker Sponsor in the biographical information about each of the guest speakers in the Meeting Program Book
- Acknowledgement as the Guest Speaker Sponsor in all marketing collateral and in the Meeting Program Book and Pocket Program
- Acknowledgement as the Guest Speaker Sponsor on the Meeting website with a hyperlink to company website
- Acknowledgment with logo and hyperlink to company website on sponsored speakers ‘Meet the Expert’ eZines >3,000 reach.
- Acknowledgement with logo on the Welcome PowerPoint slide in sponsored speakers’ session
- Opportunity to host an event for an identified number of guests at a time approved by the Organising Committee. This event will be at the Sponsor’s own expense and the sponsored guest speaker/s may make a brief presentation
- Opportunity to arrange speaker tour, pre or post ASM, with assigned/chosen Speaker (All commercial arrangements must be between the Speaker and Sponsor and will be independent of USANZ)

A Tailored Package?

The above sponsorship packages may not cater for your specific needs. If so, please contact Michael Nugara to discuss your needs for a more personalized package.

**Contact:** Michael Nugara

Urological Society of Australia and New Zealand

Suite 512, Eastpoint, 180 Ocean Street, Edgecliff, NSW 2027 AUSTRALIA

**t:** +61 2 9362 8644 **f:** +61 2 9362 1433

e: michaelnugara@usanz.org.au
Additional opportunities available...

...to Bronze Sponsors and above levels!

Workshop Sponsorship – AUD8,250

Industry is encouraged to hold workshops on Saturday 1030-1230hrs or 1330-1530hrs prior to the start of the main program. Workshops are only available to Sponsors at Bronze level and above for the additional fee of AUD8,250. Silver, Gold and Platinum Sponsors who choose to hold workshops will be able to provide text for personalized invitations to be sent to delegates via the Meeting Managers.

Workshops in excess of 2 hours need to be negotiated.

Breakfast Symposium – AUD8,250

(3 available – 1 Industry tailored and 2 USANZ tailored)

Breakfast Symposia will be held on Sunday 12th, Monday 13th and Tuesday 14th (inclusive) at 0700hrs until 0745hrs prior to the start of the main plenary sessions. This sponsorship opportunity is only available to Sponsors at Bronze level and above for the additional fee of AUD8,250. The Sponsor will be able to provide text for personalized invitations to be sent to delegates via the Meeting Managers.

Peer to Peer Breakfast – Sunday 12 April

This breakfast runs for 1 hour pre plenary sessions the objective of this session is to share experience between USANZ members whom are in private practice, or undertaking research, who have returned from fellowship, who are seen as leaders in their field, who juggle work life balance. This session will be run by members of the Society for their peers. Registration will be available to all ASM delegates. Sponsor can display pull up banners, do handouts and will be verbally acknowledged for their support. Company representatives of sponsor are entitled to attend.

*name tbc

Industry Sponsored Breakfast – Monday 13 April

This breakfast runs for 1 hour pre plenary sessions and can be tailored to the needs of the sponsor. Registration will be available to all ASM delegates as well as personalized invitations to be sent to delegates via the Meeting Managers. Sponsor can display pull up banners, do handouts and will be verbally acknowledged for their support. Company representatives of sponsor are entitled to attend.

Meet the Experts Breakfast – Tuesday 14 April

2014 Sponsor has first right of refusal of sponsoring this event. This session is convened by A/Prof Nathan Lawrentschuk, and will include at least one member of the international faculty; it is aimed at trainees and includes career tips, motivational speeches, interactive session on difficult cases, exam advice. Sponsor can display pull up banners, do handouts and will be verbally acknowledged for their support. Company representatives of sponsors are entitled to attend.
Meeting Mobile APP – AUD10,000

(1 Opportunity available)

- Compatible with all Smart phone’s
- Company logo prominent in the App.
- Facility to add a banner advert and hyperlink to company website
- App advertised on the website, downloadable via the Meeting Website, advertised in the Meeting Program and promoted at the Welcome Reception and Opening Plenary Session
- Company logo to appear on all signage relating to the APP
- App containing Meeting Program content, maps, speaker profiles, exhibitor details, social functions etc
- Advertised throughout the Meeting on pop-up banners
- Acknowledged as ‘2015 ASM Meeting App Sponsor’ on all Meeting Programs
- View [www.usanz2014.mobi](http://www.usanz2014.mobi) to view 2014 ASM App

Writing Pads and Pens – AUD3,650

(1 opportunity available)

- Opportunity to provide writing pads and pens for the delegates’ satchels (approx. 1000 required)
- Acknowledgement as the ‘Writing Pad and Pen Sponsor’ on the Meeting website with a hyperlink to company website

Device Charging Station – AUD8,000

- Opportunity to provide service for charging phones.
- Device can be fully branded and comes with a video/PowerPoint facility
- Device to be placed either at Registration Desk or on Sponsors Stand
- Advert to appear in Program Handbook with Sponsor’s logo
- Acknowledgement as the provider of ‘Device Charger Station Sponsor’ on the Meeting website and hyperlink to the company website.

... to all levels!

Satchel Insert

AUD2,050 AUD1,050 (if purchased with another Sponsorship or exhibition package)

All delegates will receive a satchel upon registration at the Meeting. Please note that all product inserts must be approved by the Organising Committee and a single sample of the insert must be sent to the Meeting Managers upon booking.

- Promotional literature in the delegate satchels (literature to be supplied by the Sponsor)
**Exhibition Opportunities**

The industry exhibition will be a major component of USANZ 2015. The Meeting program has been specifically designed to maximise the opportunity for delegates to visit the industry exhibition with a relaxation/networking area as well as being the venue for the Welcome Reception and all refreshment breaks.

Exhibitors may purchase either an exhibition booth or floor space (for custom-designed booths).

- Exhibition booths measure 3 metres by 3 metres (i.e. 9m2)
- Areas of 9m2 (minimum) can also be purchased as floor space for the erection of custom designed booths only.
  Please note that changes to the floor plan may occur without notice. Sponsors have first preference of booth location in order of their level of participation.

**Shell Scheme Booths**

**AUD6,600 (Early Bird) Payment receive on or before 31 October 2014**

**AUD7,600 (Standard) Payment received on or after 1 November 2014**

A maximum of 1 booth or 9m2 of space to be purchased by one company/exhibitor.

Maximum of two companies can share a booth. Booth sharing must be approved and organised through the Meeting Managers.

Package inclusions:

- 3m wide x 3m deep with 2.4m high walls in a seamless frame
- Exhibitor name on fascia panel (maximum of 30 characters including spaces)
- One (1) x 4amp power point per stand regardless of size (additional power can be purchased on request)
- Two (2) x 150 watt spotlights per stand (mounted on light track inside fascia unless otherwise specified)
- Opportunity to hire additional equipment from exhibitor supplier at exhibitor’s own expense
- Acknowledgement in the Meeting Program Book and Pocket Program
- Two (2) Sponsor/exhibitor registrations (includes morning teas, lunches and afternoon teas from Sunday 12 to Tuesday 14 April 2015)
- Two (2) complimentary tickets to the Welcome Reception on Saturday 11 April 2015
- One (1) complimentary ticket to the Gala Dinner on Monday 12 April 2015
- Electronic copy list of all delegates provided to delegates a week prior and a week post the Meeting. Listing will include name, organisation and state/country only and is subject to strict privacy legislation and terms of use.
- Opportunity to run on-stand competition with the winners to be announced during lunch on Tuesday 14 April 2015. This announcement will be published in Meeting Program Book and promoted during the Meeting.
- Opportunity to provide on-stand catering (subject to Meeting Managers approval and as per venue guidelines). Suggestions include: Nudie Juice, fairy loss, frappachinos, popcorn and chocolate fondue fountain.

Please note that due to entitlements of the Platinum Sponsor, espresso coffee machines are not permitted.
Floor Space Only

AUD6,350 for 9m² (Early Bird) Payment receive on or before 31 October 2014
AUD7,350 for 9m² (Standard) Payment received on or after 1 November 2014

A maximum of 1 booth or 9 square metres of space to be purchased by one company.

A custom designed exhibition booth must be erected on the floor space. A CAD drawing, engineering specifications and an artist’s impression will be required and is subject to approval by the Meeting Managers and the Adelaide Convention Centre.

No custom built stand can exceed 2.4m for Silver Sponsor and below.

Package inclusions:
- Carpeted floor space
- Acknowledgement in the Meeting Program Book and Pocket Program
- Two (2) Sponsor/exhibitor registrations (includes morning teas, lunches and afternoon teas from Sunday 12 to Tuesday 14 April 2015)
- Two (2) complimentary tickets to the Welcome Reception on Saturday 11 April 2015
- One (1) complimentary ticket to the Gala Dinner on Monday 13 April 2015
- Electronic copy list of all delegates provided to delegates a week prior and a week post the Meeting. Listing will include name, organisation and state/country only and is subject to strict privacy legislation and terms of use.

Air Space

AUD3,300 per sponsor

This opportunity is available to Gold Sponsors Only

- Use of air space confined to the dimensions of exhibition space, as approved by the Organising Committee and the Adelaide Convention Centre (manufacture and rigging costs at exhibitor’s expense)
- Air space is complimentary to Platinum Sponsor but manufacture and rigging costs are at exhibitor’s expense.
Additional Sponsor/Exhibitor Registrations

All company representatives must be registered to gain access to the exhibition area. Passes can be purchased online or through online registration site (from October).

A special Sponsor/Exhibitor registration fee of AUD825 incl GST per person is applicable for personnel additional to those already included in the standard exhibition or Sponsorship packages. The Sponsor/Exhibitor Registration includes all morning teas, lunches and afternoon teas from Sunday 12 to Tuesday 14 April 2015.

Email sponex@USANZ2015.com to book!

Additional Sponsor/Exhibitor Registrations are limited to two (2) additional registrations per booth at the reduced rate for industry exhibitors. If sponsoring at a higher level, there is the opportunity to purchase multiple additional exhibitor/Sponsor registrations. Limitations are outlined in the table below.

<table>
<thead>
<tr>
<th>Package</th>
<th>Complimentary registrations</th>
<th>Optional additional registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Gold</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Silver</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Bronze</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Proposed Exhibition Timetable

- Set up times are subject to change and will be reconfirmed with all exhibitors in the Exhibitor Manual which will be distributed to all exhibitors at least 12 weeks prior to the Meeting.
- Should your custom-made stand require extra time for set up, please contact the Meeting Managers to discuss (time needs to be confirmed).

<table>
<thead>
<tr>
<th>Date</th>
<th>Access time</th>
<th>Completion time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday 11 April</td>
<td>0400hrs</td>
<td>1500hrs</td>
<td>Custom stand access for build</td>
</tr>
<tr>
<td></td>
<td>1400hrs</td>
<td>1700hrs</td>
<td>Exhibitor set up</td>
</tr>
<tr>
<td></td>
<td>1800hrs</td>
<td>2000hrs</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>Sunday 12 April</td>
<td>0900hrs</td>
<td>1700hrs</td>
<td>Exhibition open (including refreshment breaks)</td>
</tr>
<tr>
<td>Monday 13 April</td>
<td>0900hrs</td>
<td>1700hrs</td>
<td>Exhibition open (including refreshment breaks)</td>
</tr>
<tr>
<td>Tuesday 14 April</td>
<td>0900hrs</td>
<td>1530hrs</td>
<td>Exhibition open (including refreshment breaks and competition winner announcements)</td>
</tr>
<tr>
<td></td>
<td>1530hrs</td>
<td>1700hrs</td>
<td>Exhibitor dismantle</td>
</tr>
</tbody>
</table>

*Subject to change

Floor Plan

- USANZ assigns space firstly by sponsorship level, then on a ‘first come, first served’ basis.
- No sponsor/exhibitor can select their booth position.
- Please note that changes to the floor plan and booth numbers may occur without notice.
- When available, the exhibition floor plan will be published on the Meeting website at www.usanz2015.com
## Sponsorship Summary

<table>
<thead>
<tr>
<th>Package</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment</strong></td>
<td>AUD120,000</td>
<td>AUD77,000</td>
<td>AUD55,000</td>
<td>AUD27,500</td>
<td>AUD6,600 to AUD7,600</td>
</tr>
<tr>
<td><strong>Registrations and social functions</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor/exhibitor registrations</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Welcome Reception tickets</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Gala Dinner Table Allocation</td>
<td>1</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Complimentary Gala Dinner tickets</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Convenor’s Dinner tickets</td>
<td>2</td>
<td>1</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Industry exhibition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibition booth/s</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Print and promotional material</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement as a Sponsor:</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• in all marketing collateral</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• in the Meeting Program Book and pocket program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• in Meeting Mobile App</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in the program book</td>
<td>1 x full page full colour – inside front cover</td>
<td>1 x full page full colour – run of publication</td>
<td>1 x half page mono – run of publication</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Acknowledgement on the Meeting website with a hyperlink to company website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Acknowledgement as ‘Platinum/Gold/Silver/Bronze Sponsor of the year’</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Air Space</td>
<td>Complimentary T&amp;C apply</td>
<td>$3,300 T&amp;C apply</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Aisle Banners</td>
<td>n/a</td>
<td>Complimentary T&amp;C apply</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>On-Floor advertising</td>
<td>Complimentary T&amp;C apply</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Company logo printed on delegate satchels</td>
<td>✓</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Company logo printed on delegate name badges and lanyard</td>
<td>✓</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Promotional literature in delegate satchels (supplied by the Sponsor)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Package</td>
<td>Platinum</td>
<td>Gold</td>
<td>Silver</td>
<td>Bronze</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------</td>
<td>-------</td>
<td>--------</td>
<td>---------</td>
<td>-----------</td>
</tr>
<tr>
<td>Investment</td>
<td>AUD120,000</td>
<td>AUD77,000</td>
<td>AUD55,000</td>
<td>AUD27,500</td>
<td>AUD6,600 to AUD7,600</td>
</tr>
<tr>
<td><strong>Visual and verbal acknowledgement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal acknowledgement during opening ceremony</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Company logo on Sponsor signage in Plenary Session Room</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>2 Minute Presentation during Plenary</td>
<td>✓</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Company logo on PowerPoint slides in USANZ Plenary Session Room</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Guest speaker Sponsorship</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaker Sponsorships</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>POA</td>
<td>n/a</td>
</tr>
<tr>
<td>Acknowledgement as speaker Sponsor in speaker's biographical information in program book</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Acknowledgement as a guest speaker Sponsor:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• in all marketing collateral</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• in the Meeting Program Book and Pocket Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• in the Meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement on the Meeting website with a hyperlink to company website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Acknowledgement with logo on welcome PowerPoint slide in Sponsored speakers’ session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Acknowledgement on the Meet the Experts eZine</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Naming/branding rights</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Naming/branding rights</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting catering AND Speakers preparation room</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pocket program OR Poster presentations OR Program book</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session room handout OR Water bottles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Additional entitlements</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Permission to use an endorsement phrase and USANZ 2015 ASM logo until 31 December 2015</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Opportunity to use the Meeting logo artwork in Sponsor’s promotional material for the Meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Electronic list of all delegates</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Entitled to sponsor a Workshop/ Breakfast Symposium</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
</tbody>
</table>
Premium Sponsor – AUD16,500

- Logo on the ANZUNS website as Premium Conference Sponsor; and hyperlinked to Sponsor’s website;
- Acknowledgement as premium conference sponsor in the Conference Handbook
- Verbal acknowledgement as Premium Conference Sponsor by session chair at beginning and end of each session; Monday and Tuesday
- 2 Minute presentation opportunity during the main program following the Opening Address of the ANZUNS Meeting
- Holding slides on both conference days; Saturday and Sunday Name/Logo on ANZUNS delegates conference name badge
- Display of one (1) freestanding banner in the room during sessions on Monday and Tuesday Single exhibition space (Sunday 12 – Tuesday 14 April – which includes ANZUNS and USANZ conference dates & delegates
- Promotional literature in the delegate satchels (supplied by the sponsor) ANZUNS list of all delegates prior to the conference and a final copy post ASM. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.

Classic Sponsor – AUD9,900

- Logo on the ANZUNS website as Classic Conference Sponsor; hyperlinked to Sponsor’s website;
- Acknowledgement as Classic Conference Sponsor in the Conference Handbook
- Verbal acknowledgement as Classic Conference Sponsor by Session Chair at beginning and end of day; Saturday and Sunday
- Display of one (1) freestanding banner in the room during sessions on Saturday and Sunday Promotional literature in the delegate satchels (supplied by the sponsor)
- ANZUNS list of all delegates one week prior to the conference and an electronic list one week post ASM. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.

Top-Up Package – AUD1,100

Option for Classic Sponsor to have Name/Logo on ANZUNS delegates’ conference name badge, if Premium Sponsor package is NOT taken up by another sponsor.

Nurses’ Education Evening Sponsor (POA)

2014 Nurses’ Education Sponsor will be given first right of refusal of the item. (1 opportunity available)

- Naming rights to the Nurses’ Education (‘The (sponsors name) Nurses’ Education)
- Acknowledgement as Nurses’ Education Sponsor in the Conference Handbook
- Five (5) tickets to Nurses’ Education Evening on Monday 13 April
- Opportunity to provide promotional material at Nurses’ Educational Evening
- ANZUNS list of all delegates one week prior to the conference and a final copy onsite. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.
Sponsorship Packages

**Guest Speaker Sponsor – AUD$4,400**

(3 opportunities available)
- Acknowledgement as a Guest Speaker Sponsor in the Meeting Program Book and Pocket Program
- Acknowledgement as a Guest Speaker Sponsor next to information about each of the guest speakers in the Meeting Program Book
- Verbal acknowledgement as Guest Speaker Sponsor by session chair
- Company logo on PowerPoint slide at beginning of session
- Display of one (1) freestanding banner in the room during session
- Promotional literature in the delegate satchels (literature to be supplied by Sponsor)
- ANZUNS list of all delegates provided: one week prior to the Meeting (electronic) and final copy post the Meeting (electronic copy). Listing will include name, organisation and state/country only and is subject to strict privacy legislation and terms of use.

**Workshops**

**Workshop: General Urology – AUD$3,300**

(Saturday AM) Nurse led clinics

This Conference Workshop will run on Saturday 11 April in the morning.

Up to 100 delegates will attend the workshop.
- Acknowledgement as the Conference Workshop Sponsor in the Conference Handbook
- Company logo on PowerPoint slide at beginning of workshop
- Verbal acknowledgement by the session chair at the beginning of the workshop
- Opportunity to display one freestanding company banner at the entrance to the workshop
- Co-host workshop lunch in partnership with Urology Nursing Practice Workshop
- ANZUNS list of all delegates one week prior to the conference and a final copy onsite. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.

**Workshop: Uro-Oncology Nursing (Saturday PM) – AUD$3,300**

This Conference Workshop will run on Saturday 11 April in the afternoon.

Up to 100 delegates will attend the workshop.
- Acknowledgement as the Conference Workshop Sponsor in the Conference Handbook
- Company logo on PowerPoint slide at beginning of workshop
- Verbal acknowledgement by the session chair at the beginning of the workshop
- Opportunity to display one freestanding company banner at the entrance to the workshop
- ANZUNS list of all delegates one week prior to the conference and a final copy onsite. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.
Workshop: Pre-hab for urology patient (Saturday AM) – AUD3,300
This Conference Workshop will run on Saturday 11 April in the afternoon.
Up to 100 delegates will attend the workshop.

- Acknowledgement as the Conference Workshop Sponsor in the Conference Handbook
- Company logo on PowerPoint slide at beginning of workshop
- Verbal acknowledgement by the session chair at the beginning of the workshop
- Opportunity to display one freestanding company banner at the entrance to the workshop
- Co-host workshop lunch in partnership with Urology Nursing Practice Workshop
- ANZUNS list of all delegates one week prior to the conference and a final copy onsite. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use

Workshop: Women’s Health Nursing (Saturday PM) – AUD3,300
This Conference Workshop will run on Saturday 11th April in the afternoon.
Up to 100 delegates will attend the workshop.

- Acknowledgement as the Conference Workshop Sponsor in the Conference Handbook
- Company logo on PowerPoint slide at beginning of workshop
- Verbal acknowledgement by the session chair at the beginning of the workshop
- Opportunity to display one freestanding company banner at the entrance to the workshop
- ANZUNS list of all delegates one week prior to the conference and a final copy onsite. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use

Awards

Best Paper Award Sponsor – AUD1,650
(1 opportunity available)

- Acknowledgement as Best Paper Award Sponsor in the Conference Handbook
- Verbal acknowledgement by session chair during award presentation
- Company logo on PowerPoint slide at beginning of award presentation
- Company logo on award certificate
- ANZUNS list of all delegates one week prior to the conference and a final copy onsite. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.

Best New Presenter Sponsor – AUD1,650
(1 opportunity available)

- Acknowledgement as Best New Presenter Sponsor in the Conference Handbook
- Verbal acknowledgement by session chair during award presentation
- Company logo on PowerPoint slide at beginning of award presentation
- Company logo on award certificate
- ANZUNS list of all delegates one week prior to the conference and a final copy onsite. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.
Best Poster Sponsor – AUD1,650

(1 opportunity available)

- Acknowledgement as Best Poster Sponsor in the Conference Handbook
- Verbal acknowledgement by session chair during award presentation
- Company logo on PowerPoint slide at beginning of award presentation
- Company logo on award certificate
- ANZUNS list of all delegates one week prior to the conference and a final copy post ASM. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.

Most Innovative Paper Sponsor – AUD1,650

(1 opportunity available)

- Acknowledgement as Most Innovative Paper Sponsor in the Conference Handbook
- Verbal acknowledgement by session chair during award presentation
- Company logo on PowerPoint slide at beginning of award presentation
- Company logo on award certificate
- ANZUNS list of all delegates one week prior to the conference and a final copy post ASM. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.

Nursing Professional Development Awards – AUD7,700

(3 opportunities available – this includes $5,000 award plus costs to enable nurse to attend ANZUNS 2015 Meeting to present a paper detailing how the award was used)

- Naming rights to the professional development scholarship award (“The (sponsor name) Nursing Professional Development Award”)
- Acknowledgement as The (sponsor name) Nursing Professional Development Award sponsor in the Conference Handbook
- Verbal acknowledgement as The (sponsor name) Nursing Professional Development Award sponsor by session chair at beginning of the awards session
- Holding slide during the award presentation process alongside other Professional Development Award Sponsors
- Display of one (1) freestanding banner in the room during session
- Promotional literature in the delegate satchels (literature to be supplied by Sponsor)
- Opportunity to present the Award at the 2015 Meeting
- Opportunity to introduce recipient and deliver 2 minute product presentation at 2015 Meeting
- ANZUNS list of all delegates one week prior to the conference and a final copy onsite. (Listing to include: name, organisation and state/country). Please note this entitlement is subject to strict privacy legislation and terms of use.
General Terms & Conditions

For Event Sponsorship and Exhibition

Things you need to know
The following terms and conditions apply to your application to sponsor and/or exhibit.

- You (Sponsoring/exhibiting organisation) by returning a completed, signed and dated form accepts these terms and conditions.
- USANZ does not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the event website for the latest information.

Financial Facts
- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited i.e. you will be billed at the next highest level (Early rate to Standard, etc).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated to sponsors first and then to exhibitors), until all monies have been paid.
- All prices are quoted in Australian dollars and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged. Debits to your credit card, except for accommodation, will appear as WaldronSmith on your statement.

If you need to cancel
- You must notify us in writing if you need to cancel.
- Cancellations made before the Early Bird cut-off date will be refunded less 50% of the total purchase price.
- Cancellations made after this date will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.

In the unlikely case that the event cancels
- The extent of refunds will be a matter for the host organisation (the underwriter) to decide.

You and your staff – on site
- Your application to sponsor or exhibit does not constitute an attendee registration. You will need to do that separately on the relevant form.
- All exhibition staff must be registered using the relevant form i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

Print Entitlements
- Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.
- No print or web recognition will be given unless payment terms have been met.
Sponsor Notes

• If you are entitled to host an endorsed private function, you do so at your own expense and at a time/date approved by the Committee.

• Sponsors events should not be arranged on the same evening as the Gala Dinner.

• Sponsorship of speakers and sessions are subject to separate terms and conditions.

Exhibitor Notes

• You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval.

• Eligibility to exhibit is at the discretion of USANZ and is generally restricted to companies directly related to the urological/medical field. USANZ reserves the right to determine the eligibility of any company that submits an exhibit application.

• We reserve the right to ask you to remove any display items we deem as unacceptable.

• You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.

• You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.

• Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with us.

• Any supplier you use on site must conform to the venue’s OH&S, insurance and other regulations.

• You are solely responsible for any physical loss or damage to your own property.

• You must hold a current broadform liability insurance policy for a minimum of AUD10,000,000. Please forward the name of your insurer, your policy number and its renewal date to us at least four weeks prior. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the organisers to discuss options.

Industry Sponsored Events

USANZ permits sponsors to host events during the ASM; however, no events to be hosted on the same night (13th April) as the Gala Dinner. The Society requests that Sponsors advise of the date and venue of each event. No Sponsor should arrange an event, which includes a member of the international faculty, without prior consent of the Society.

Privacy Statement

• Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.

• In addition, your name, organisation and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and Sponsors electronically. If you do not wish your details to be included in this list, please contact us.

To apply, click here.