

uro **logic**

The Premier Conference for Urology Professionals

CHICAGO

October 13-16, 2017
Hilton Chicago Hotel
Chicago, IL

EXHIBIT PROSPECTUS

SUNA
Society of Urologic Nurses
and Associates



The Premier Conference for Urology Professionals

October 13-16, 2017
Hilton Chicago Hotel
Chicago, IL

Dear Exhibitor,

The Society of Urologic Nurses and Associates (SUNA) is excited to present to you our exhibit prospectus for the uroLogic Conference, October 13-16, 2017 at the Hilton Chicago in Chicago, IL. We invite you to exhibit with us!

SUNA is the professional organization for urologic nurses and associates. Members actively practice in hospitals, physician's offices, clinics, and private offices. In their daily responsibilities, SUNA's 2,500+ members are directly involved in all areas of urologic patient care. They initiate product evaluations, purchase products for use, teach patients about new products and services, and provide direct patient care utilizing your products and services.

When you join SUNA as an exhibitor, you will have the opportunity to personally present your important marketing and sales message to hundreds of urologic nurses who make buying decisions. They will be anxious to view all products and services related to urologic health care as well as products related to other associated patient needs such as urodynamics, overactive bladder, wound care, oncology, erectile dysfunction, and surgery.

The exhibit hall will be well attended, ensuring high visibility for your booth and products. Program hours and exhibit hours have been coordinated to be mutually exclusive – that is, your exhibit time will not compete with programs or other activities insuring outstanding exposure.

We encourage you to participate in the Annual Conference. Plan now to join us in Chicago as an exhibitor and meet face to face with specialty nurses who are working on a daily basis to promote the highest quality standards in urologic patient care. Your sales and marketing program will benefit. We look forward to seeing you. Send us your space reservation today!

Sincerely,

Tom Greene,
Director of Marketing

Sponsorship Opportunities

A variety of sponsorship opportunities are available for exhibitors to enhance their exhibit presence at the conference. Your support of educational programs and other approved functions increase your corporate exposure while supporting the educational goals of the conference. Sponsors will be recognized in signs, publications and verbally during the conference.

For more information, please contact:

Tom Greene, Director of Marketing
SUNA National Office
Phone: 856-256-2367; Fax: 856-589-7463
E-mail: tom.greene@suna.org

**Over 500 nurses
expected!**

2016 Exhibitors

- | | |
|----------------------------------|---------------------------|
| 180 Medical | Endo Pharmaceuticals |
| AbbVie | HDIS – Home Delivery |
| ABC Medical | Incontinent Supplies |
| Allergan, Inc. | Hollister Incorporated |
| America's Best Care Plus | Janssen Biotech, Inc. |
| American Urological Assoc. | LABORIE |
| Armune BioScience, Inc. | Medline Industries |
| Astellas Pharma US, Inc. | Medtronic |
| /Medivation | NIDDK |
| Astellas Pharma US, Inc./Urology | Olympus America, Inc. |
| Bard Medical | Retrophin |
| Bayer | Sagent Urology |
| Bioteque America, Inc. | Signostics |
| Boston Scientific | Strive Medical |
| Byram Healthcare | Symbius Medical |
| Cogentix Medical | Teleflex |
| Coloplast | The Gideons International |
| Comfort Medical, LLC | The Prometheus Group |
| CompactCath, Inc. | TOLMAR Pharmaceuticals |
| CONNI USA | Unysen Health |
| Cure Medical | Urology Health Store by |
| Dale Medical Products | Reflexonic |
| Dendreon | Verathon |
| DSE Healthcare Solutions | Viventia Bio Inc. |
| Edgepark Medical | Wellspect HealthCare |
| Supplies/UroMed | Wilmington Medical Supply |
| ellura (by Trophikos) | |



The Premier Conference for Urology Professionals

Exhibit Schedule

Friday October 13

Exhibit Set-Up - 10:00 am - 5:00 pm

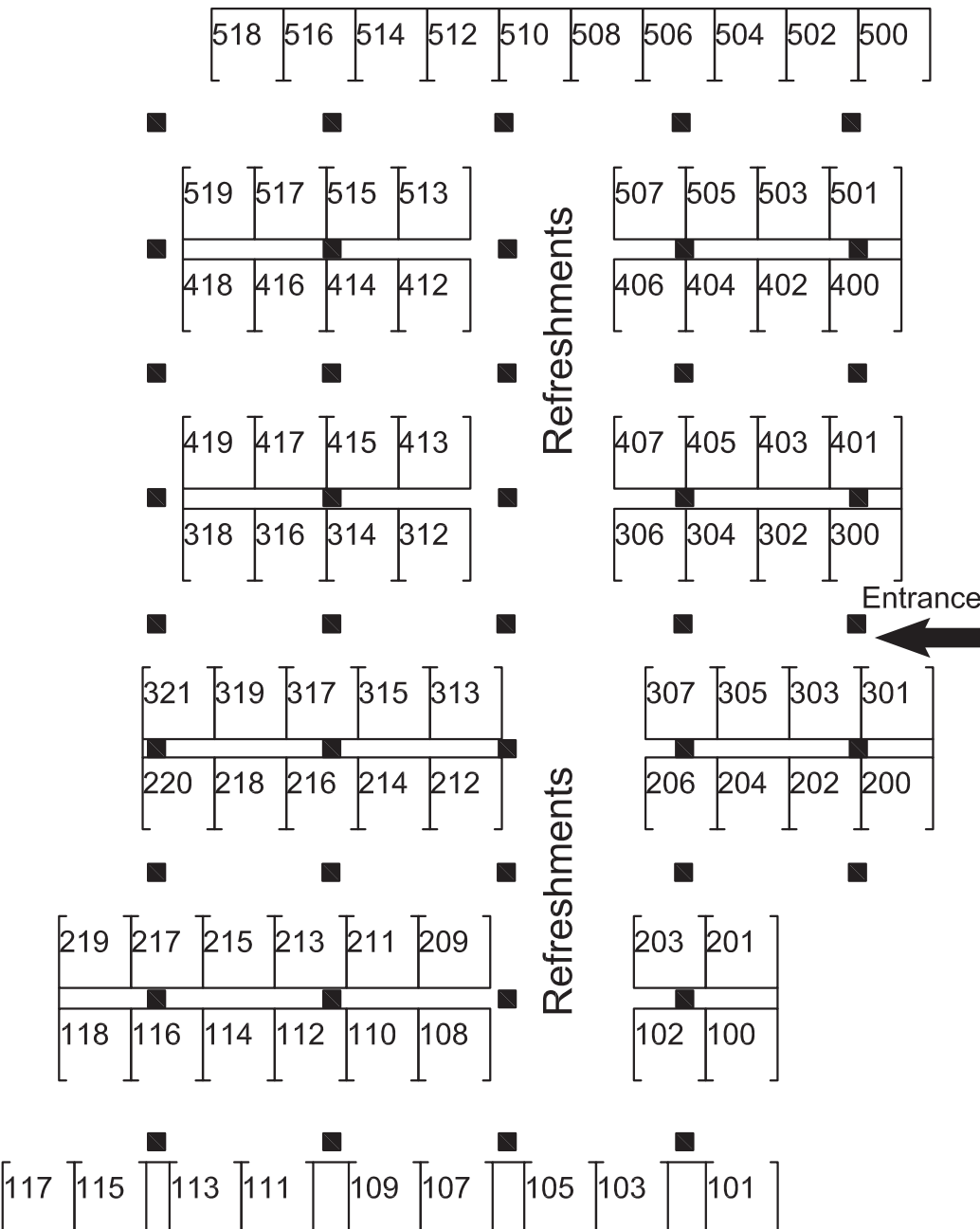
Saturday October 14

Exhibit Open - 9:15 am - 10:45 am
Exhibits Open - 2:30 pm - 4:00 pm

Sunday October 15

Exhibits Open - 9:30 am - 11:00 am
Exhibits Dismantling - 11:00 am - 4:00 pm

Hilton Chicago – Salon D



Booth Fees

Inline	\$2,575
Corner	\$2,675
Non-Profit	\$1,300

Note:

SUNA does not provide any complimentary furnishings, electricity, labor, drayage, etc. for your exhibit.

Exhibit Management

Lauren McKeown, Marketing Coordinator

Email: lauren.mckeown@ajj.com

Phone 856-256-2432

Fax 856-589-7463

Tom Greene, Director of Marketing

Email: tom.greene@suna.org

SUNA National Office

East Holly Avenue/Box 56

Pitman, NJ 08071-0056

www.suna.org

Official Hotel

Hilton Chicago

720 S. Michigan Ave

Chicago, IL 60602

312-922-4400

Official Decorator

Brede/Allied Convention Service, Inc.

407-851-0261

info@bredeallied.com

Exhibitor Information

- Exhibit Hall is carpeted.

- All Booths are 10' x 10'

Advanced Freight Address

TO: Exhibitor Name/Booth #

Brede/Allied Convention Service

c/o ABF

5300 W 47th Street

Chicago, IL 60638

FOR: SUNA Annual Conference

(may be subject to change)

SUNA reserves the right to modify the exhibit schedule. Exhibitors will be notified at that time if the schedule changes

General Information

Policy for Assignment of Space

All applications for space must be filed on the contract form enclosed. Please keep a copy for your records. It is not always possible to assign one of your preferred choices. However, we will try to make assignment in requested area.

The primary consideration in the assignment of space to exhibitors shall be in the best interest of the Society. SUNA may at its discretion accept or reject any application for space, and reserves the right to relocate or reassign exhibit booths at any time.

Exhibit space assignments will be made in accordance with a two-tiered point system. Corporate Members will be ranked in the first tier and all other exhibitors will be ranked in a second tier.

Companies in the first tier who submit their exhibit applications by the established deadline will be assigned space in the order of their earned points, from highest number of points to lowest number of points. After exhibits are assigned for companies within the first tier, companies within the second tier will be assigned exhibit space in the order of their earned points from highest to lowest.

Terms of Payment and Cancellations

Applications should be accompanied by check or credit card payment (VISA, MasterCard or AMEX) in the amount of 50% for each exhibit space, checks payable to the SUNA and mailed to East Holly Ave., Box 56, Pitman, NJ 08071. SUNA's tax identification number is 93-0696206. The balance of payment shall be due upon receipt of confirmation. Should any contingency prevent holding of the Conference or Exhibition, SUNA shall not be held liable for any expenses incurred by the Exhibitor.

For the Annual Conference, exhibitors canceling before June 23, 2017 will forfeit 50% of the full booth fee.

Exhibitors canceling after these dates will be charged full-space rental regardless of whether the space can be resold or not. Cancellations must be made in writing to the SUNA National Office.

Exhibitor Services:

The following services will be provided to exhibitors at no additional charge:

- A standard identification sign showing exhibitor's name and booth number.
- Eight-foot high back wall and 36" high side rails of quality fabric.
- Security Guard service.
- Daily cleaning of aisles in Exhibit Area.
- Company listing in Program Book.
- Complimentary exhibit badges for three exhibit personnel per booth.

Hotel Accommodations/ Meeting Space

SUNA has made arrangements with the hotel for an exhibitor block of rooms. Hotel rooms are provided on a first-come, first-served basis and exhibitors should plan on making arrangements as early as possible. No hotel accommodations will be made for non-exhibiting firms.

Meeting space/function rooms for exhibitors will be available in a limited number. Reservations must also be cleared through the SUNA National Office. Meeting space must not be open during exhibit hours or during sessions. Under no circumstances will companies not exhibiting nor making Conference contributions equal to the average booth fee be permitted to participate in activities during each meeting.

Security and Liability

Security will be provided during non-exhibit hours. However, each exhibitor must make provisions to safeguard his/her goods from the time they are placed in the exhibit area until they are removed by him/her. SUNA, Anthony J. Jannetti, Inc., and the hotel are not responsible for loss or damage due to any cause. Space is leased with the understanding that SUNA, Anthony J. Jannetti, Inc., and the hotel will act for the exhibitor and his or her representative only in the capacity of agent, and not as principal; and that SUNA, Anthony J. Jannetti, Inc., and the hotel assume no liability whatsoever for damages, for any act of omission or commission in connection with said agency, and that the exhibitor and his or her representatives hereby release SUNA, Anthony J. Jannetti, Inc., and the hotel from any or all liability for loss ensuing from any cause whatsoever. The rules and regulations are to be construed as part of all space contracts. SUNA reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not specifically cover.

Special Regulations

No Smoking Policy — Smoking is not allowed within the exhibit area at any time, including move-in and move-out.

Subletting of Space — The subletting or assigning of space is prohibited. Two or more companies may not exhibit in a single space unless special arrangements have been made with the Exhibit Manager.

Installation — Exhibits should be installed so they will not project beyond the space allotted or obstruct the view of, or interfere with other exhibits. HCEA standards will apply.

Fire Safety — All structural work, such as extra shelving, standards, display racks, signs, spotlights, etc., must be approved, and all decorations, drapery, and other fabrics must be flame-proofed before being used in decoration of any exhibit. Balloons are prohibited.

Courtesy — The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made from within the exhibitor's booth. Exhibitors may not enter another exhibitor's booth or photograph/investigate another exhibitor's products at any time without the expressed permission from the exhibitor.

Canvassing — Canvassing outside the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time by canvassing the hall. All business must be conducted from within each exhibitor's booth.

Advertising — Advertising material or signs of exhibitors other than those who have engaged space are prohibited. Exhibitors may not display advertising, logos, or names for products other than those sold by the exhibitor in its normal course of business unless approved by SUNA in advance.

Audio-Visuals — Audio-visual presentations must be so arranged that aisles are not blocked and be presented in a sound-proof area or so remote that the neighboring exhibitors are not disturbed. All apparatus must conform to the fire regulations of the convention center. Exhibitors with noisy electrical devices, or other exhibits or devices which may prove objectionable to other exhibitors because of noise, odor, or other disagreeable features, must agree to accept booth assignment which will abate reasonable objections to these annoyances.

Conduct — Unethical conduct or infraction of rules on the part of the exhibitor or his or her representatives or both will subject the exhibitor or his or her representatives or both to dismissal from the exhibit hall. In this event, it is agreed no refund shall be made by SUNA and no demand for redress will be made by exhibitor or his or her representatives. Disregard for any rule stated here is considered just reason for SUNA to prohibit an exhibitor from attending all future activities.

Registration

All confirmed exhibitors will have the opportunity to pre-register their personnel. It is to the exhibitor's advantage to register early by e-mail so as to avoid delays onsite. Three (3) badges are included with each 10'x10' booth. Additional badges are \$80 each. The contact person for badge registration is Lauren McKeown, email sunabadge@ajj.com. The official registration area will be open daily. All attendees will be required to register, and admission to the exhibits will be by badge only.