



Society of Urologic Oncology

Presents:

**The Changing Landscape of Urologic Oncology, Initiating Systemic Therapies,
Interventional Skills, and Clinical Trials**

October 7-9, 2010

Cleveland Clinic and Intercontinental Hotel Cleveland
Cleveland, OH

2010

Exhibitor and Industry Partnership
Prospectus



THE SOCIETY OF UROLOGIC ONCOLOGY

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2009 - 2010

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June 8, 2010

Dear Industry Colleagues:

Thank you for your interest in the Society of Urologic Oncology (SUO) Fall Course. The purpose of the SUO is to develop educational and research initiatives and to study issues in urologic oncology and provide physician statements that represent a state of the art assessment of these issues to other organizations. Our **2010 Fall Course** will take place at **The Intercontinental Hotel on the campus of Cleveland Clinic in Cleveland Ohio on October 7-9, 2010**. This course is designed primarily for community practice urologists who concentrate on genitourinary cancer who would like to be more involved in total patient care. We invite your support and participation for this great event.

Industry Partners and technical exhibits are an important part of our meeting's success and benefit both the attendees and the companies who choose to participate. We are expecting approximately 75 urologists to attend this CME event in Cleveland, Ohio. This year the Society of Urologic Oncology will be having the SUO Welcome Reception in the Exhibit Hall prior to the dinner program on the evening of Thursday, October 7, 2010 and a Networking Reception in the Exhibit Hall on the evening of Friday, October 8, 2010. All exhibitors will be positioned in assigned areas 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 Society of Urologic Oncology, FID#74-2923626, as early as possible. Payments are acceptable by Visa, Mastercard, American Express, and Check which should be made payable to the Society of Urologic Oncology and sent to the SUO office address on this letterhead.

We look forward to receiving your commitment and working together at the 2010 SUO Fall Course. Thank you for your consideration.

Sincerely,

John Hansen

Marv Tully

WENDY J. WEISER, EXECUTIVE DIRECTOR
TWO WOODFIELD LAKE, 1100 E WOODFIELD ROAD, SUITE 520, SCHAUMBURG, IL 60173
PHONE: 847-264-5901 FAX: 847-517-7229 EMAIL: INFO@SUONET.ORG

DEFINING EXCELLENCE IN UROLOGIC ONCOLOGY

SOCIETY OF UROLOGIC ONCOLOGY
2010 Annual Meeting



2010 SUO Fall Course

GENERAL INFORMATION

The Society of Urologic Oncology Annual Meeting is jointly sponsored by the University of Oklahoma, which is accredited by the Accreditation Council for Continuing Medical Education (ACCME). The meeting will provide attendees with advanced knowledge in the urologic field, combined with new product knowledge learned in the exhibit hall.

The Society of Urologic Oncology consists of urologists who focus specifically in the treatment of genitourinary cancers.

Official Meeting Dates: October 7-9, 2010
Official Exhibit Dates: October 7-9, 2010

Hotel & Meeting Location: **Intercontinental Cleveland**
9801 Carnegie Avenue
Cleveland, OH 44106
216-707-4100

Room Rate and Cutoff Date: **\$169..00 plus applicable state and local taxes. Please contact the Hotel by September 1, 2010 to make reservations at the reduced rate.**

SUPPORTING THE SOCIETY OF UROLOGIC ONCOLOGY

Deliver your message in a professional, focused, and educational environment. The Society of Urologic Oncology presents you with networking opportunities to build relationships with new and existing customers. Choose a standard exhibit booth or an Industry Partnership package, which provides extended promotional visibility for your company beyond the annual meeting.

EXHIBITING

The expected 75 attendees 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 a non competing breakfast or lunch timeslot which includes all food, beverage and a/v, the pre-attendee registration list and your company logo and recognition in the meeting program book and signage. 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 SUO SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE SUO INDUSTRY RELATIONS DEPARTMENT.

IMPORTANT EXHIBIT INFORMATION AND DATES

Exhibit Description: 6 foot table with (1) one table, (2) two chairs and (1) wastebasket. Additional service information will be made available approximately three-four weeks prior to the meeting.

Payment Options: Payment is due no later than September 15, 2010.
Acceptable payment method is by Visa, Mastercard, American Express, or check.

Please make checks payable to:
Society of Urologic Oncology
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN #74-2923626

Cancellations & Refunds: The Society of Urologic Oncology requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to September 1, 2010, exhibit fee will be refunded less \$250 administration fee.
- Cancellation after September 1, 2010, no portion of the original exhibit fee will be refunded.

Assignment of Space: Exhibit space will be assigned at the sole discretion of the Society of Urologic Oncology. Factors affecting exhibit location include support level; the date the registration form was received by the SUO office, the number of exhibits, and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: Thursday, October 7, 2010
3:00 p.m. until 5:00 p.m.

Exhibit Hours: Thursday, October 7, 2010
5:00 p.m. until 8:30 p.m.

SUO Welcome Reception in the Exhibit Hall
Thursday, October 7, 2010
5:30 p.m. until 6:30 pm

Friday, October 8, 2010
7:00 a.m. until 8:00 a.m. (breakfast)

SUO Networking Reception in the Exhibit Hall
6:30 p.m. until 9:00 p.m. (reception)

Saturday, October 9, 2010
7:00 a.m. until 9:00 a.m.

Exhibit Teardown: Saturday, October 9, 2010
After 9:00 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 Society of Urologic Oncology through an educational grant, please contact the Industry Relations team at the SUO office:

Society of Urologic Oncology, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173
Phone: (847) 517-7225
Fax: (847) 517-7229

John Hansen
Manager, Industry Relations
john@wjweiser.com

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

2010 Society of Urologic Oncology INDUSTRY PARTNERSHIP BENEFITS	Diamond Level \$45,000	Ruby Level \$20,000	Exhibit \$5,000
ADS AND MAILINGS			
CME, Non CME, or Promotional Symposium Breakfast or Lunch Timeslot-Non-Competing (Food, Beverage, and A/V included)	X		
Full Page B&W Ad In Program Book	X		
½ Page B&W Ad In Program Book		X	
Pre-Registration Attendee List	X	X	
Post-Meeting Attendee List	X	X	X
RECOGNITION			
Company Logo Displayed On Screen	X	X	
Company Logo Displayed On Signage	X	X	
Company Logo Displayed In Program Book	X	X	
Company Sponsorship Recognized On Signage	X	X	
Company Sponsorship Recognized In Program Book	X	X	
Company Sponsorship Recognized In Post-Meeting Newsletter	X	X	X
EXHIBITING AND BADGES			
8' Free Standing Floor Exhibit In Premiere Location---4 Exhibit Badges	X	X	
6' Table-Top Exhibit---2 Exhibit Badges			X
ADDITIONAL EVENT TICKETS			
Welcome Reception W/Each Exhibit Badge	X	X	X

A LA CARTE 2010 SUO FALL COURSE ADVERTISING AND SPONSORSHIP OPPORTUNITIES	PRICING
ADVERTISEMENTS	
Full Color Ad on the Back Cover or Inside Front Cover of the Program Book	\$15,000
Full Page Black & White Ad in the Program Book	\$7,500
½ Page Black & White Ad in the Program Book	\$4,000
ADDITIONAL SPONSORSHIPS	
Networking Reception Sponsorship with 10 Minute Update/Speaking Opportunity	\$25,000
Welcome Reception Sponsorship with 5 Minute Update/Speaking Opportunity	\$15,000

For more information, please contact John Hansen or Mary Tully in the SUO Industry Relations Department at (847) 517-7225 or john@wjweiser.com mary@wjweiser.com

EXHIBITOR REGISTRATION FORM

October 7-9, 2010---Cleveland, OH

SOCIETY OF UROLOGIC ONCOLOGY-FALL COURSE

- My Company would like to become an Industry Partner.** *(Exhibit space in premiere or featured location included.)*
Diamond \$45,000 Ruby \$20,000

- My Company plans on EXHIBITING at the SUO Fall Course**
My company would like _____6' table-top exhibit space (s) at \$5,000 each.
(Table-top locations are 6' only and will be assigned in part on a first-come, first-serve basis)

PLEASE NOTE:

This form must be returned to reserve exhibit space.

Corporate functions may not be held concurrent with official SUO scientific or social functions. Any function, regardless of size or location, must be approved by the SUO Industry Relations Department, (847) 517-7229.

FOR EXHIBIT FEE:

Please make checks payable to: **Society of Urologic Oncology**
SUO FIN #74-2923626

Visa Mastercard Am Ex Check **TOTAL PAYMENT:\$ _____**

Credit Card Number: _____

Expiration Date: _____

Signature: _____

QUESTIONS? Contact John Hansen or Mary Tully at The SUO office (847) 517-7225
Payment DUE by September 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 SUO Fall Course in 2010!

Society of Urologic Oncology, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173

Phone: (847) 517-7225 Fax: (847) 517-7229