

# Female Urology & Urogynecology Symposium (FUUS)

NOW WITH FPMRS BOARD REVIEW

- Build relationships and educate key gynecologists, urologists, and urogynecologists
- Reinforce your branding
- Feed your sales pipeline

## EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Conference dates: JUNE 12-14, 2014 ■ Exhibiting dates: JUNE 12-13, 2014



JUNE 12-14, 2014  
ARIA, LAS VEGAS

### COURSE DIRECTORS

#### MICKEY M. KARRAM, MD

The Christ Hospital  
Cincinnati, OH

#### JERRY G. BLAIVAS, MD

New York-Presbyterian/Weill  
Cornell Medical Center  
SUNY Downstate  
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Nashville, TN

#### BERI RIDGEWAY, MD

Cleveland Clinic  
Cleveland, OH

#### HOWARD B. GOLDMAN, MD

Cleveland Clinic  
Cleveland, OH

### FPMRS BOARD REVIEW

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Loma Linda, CA

#### SAM SIDDIGHI, MD

Loma Linda University  
Loma Linda, CA

### PRACTICE MANAGEMENT

#### FACULTY

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Tulane Medical School  
Louisiana State University Medical  
School  
New Orleans, LA

#### MICHAEL A. FERRAGAMO, MD

State University of New York  
Stonybrook, NY

## ABOUT FUUS

The Female Urology & Urogynecology Symposium (FUUS) is a 2.5 day CME conference for urologists, gynecologists, and urogynecologists, residents and fellows, where nationally renowned faculty will present cutting-edge information on the diagnosis, treatment, and management of lower urinary tract symptoms and pelvic floor disorders.



## BENEFITS OF EXHIBITING AT FUUS

*Tired of big meetings that deliver little face-to-face interaction with your target audience? Then try us on for size. You'll get:*

- Face-to-face contact with 250+ early-adopting, gynecologists, urologists and urogynecologists in an intimate environment
- Opportunity to forge relationships with "no-see" physicians, residents, and fellows
- Conference schedule and layout configured to maximize one-on-one contact between attendees and exhibitors
- Opportunity for cost-effective distribution of print and online enduring materials to the wider audience of OBG MANAGEMENT
- Higher ROI for your marketing dollar—much more so than larger association events

## ABOUT THE PRODUCER



The #1 journal in readership in the ObGyn market\*. The journal is distributed to more than 40,000 ObGyns in print and reaches thousands of visitors online

each month. **OBG MANAGEMENT** is led by Editor-in-chief Robert L Barbieri, MD, Harvard Medical School, and an editorial board of key opinion leaders from around the country.

\*Medical/Surgical Readership Survey.  
©Kantar Media June 2012

## EXHIBIT HALL SCHEDULE (subject to change)

### WEDNESDAY, JUNE 11, 2014

Exhibit hall move-in: 4pm - 7pm

### THURSDAY, JUNE 12, 2014

Exhibiting Hours  
Breakfast - 1 hour  
Morning Break - 30 minutes  
Dessert Break - 20 minutes  
Afternoon Break - 30 minutes

### FRIDAY, JUNE 13, 2014

Exhibiting Hours  
Breakfast - 1 hour  
Morning Break - 30 minutes  
Dessert Break - 30 minutes

### SATURDAY, JUNE 14, 2014

Exhibit hall closed (Enjoy your weekend)!



# INTEGRATED SPONSORSHIP OPPORTUNITIES

As the publisher of **OBG Management** and **Ob.Gyn. News** we offer cost-effective solutions that not only maximize physician access onsite, but also reach a wider audience across multiple channels, giving your content “legs” throughout the year.

## SATELLITE SYMPOSIA/PRODUCT THEATRE (PROMOTIONAL OR CME)



Presenting a satellite symposium at FUUS offers a cost-effective vehicle to educate gynecologists, urologists and urogynecologists on the latest devices and therapies to improve patient care.

We offer a turnkey package that allows you to

focus solely on presenting compelling, practice-changing content. Take advantage of our experience to manage all the “moving parts” required of a live event and produce the optimal educational setting for your content.

## SATELLITE SYMPOSIA/PRODUCT THEATRE INCLUDES:

- Exclusive access to all conference attendees
- Use of main conference room, including A/V equipment and staff
- Pre-conference promotion
- Food and beverage at no additional cost for breakfast and lunch symposia

## Benefits of Presenting Your Satellite Symposium at FUUS

### ■ STRONG ATTENDANCE, HIGHLY QUALIFIED AUDIENCE

Your content deserves the attention of an engaged audience eager to learn about the latest advances in the specialty. FUUS attendees are highly qualified clinicians looking to embrace the latest techniques and treatments.

All sponsored symposia at FUUS are scheduled during mealtime—without competing activities—ensuring robust participation levels from these uniquely qualified gynecologists, urologists, and urogynecologists.

### ■ MULTI-PLATFORM PROMOTION

Your symposium will benefit from our promotional efforts before and throughout the conference.

In addition to handouts and signage onsite, inclusion on our Web site and in eblasts prior to the conference will help drive awareness of your program.

The sooner you reserve, the more exposure your symposium will receive.

## ENDURING MATERIALS

### Extend the Impact of Your Satellite Symposium Long Beyond the Live Event

An integrated package from FUUS, Ob.Gyn.News and OBG MANAGEMENT, offers face-to-face, print, and online opportunities to disseminate your content across multiple channels and maintain a presence throughout the year.

Distribution channels include:

- OBG MANAGEMENT
- Ob.Gyn.News
- Additional Frontline Medical Communications journals and web sites including *The Journal of Family Practice* and *Clinician Reviews*.

### FORMATS INCLUDE:



**Print supplements:** Available in sizes from 4 to 36 pages, distributed with our journals at substantially reduced postage versus a stand-alone mailing. All content will undergo the journal’s peer review process.

**Webcasts:** Webcasts of symposia content can be broadcast on the OBG MANAGEMENT Web site for one full year, where they will be exposed to thousands of gynecologists and ObGyns.



**E-newsletters:** Deliver the link to your audiocast or webcast directly to more than 30,000 gynecologists, urologists and urogynecologists under the auspices of our peer-reviewed journals.

# FUUS FEMALE UROLOGY & UROGYNECOLOGY SYMPOSIUM 2014

## FACULTY DINNER/ROUNDTABLE

Host a faculty dinner with key opinion leaders in the specialty, a rare opportunity for give-and-take with nationally renowned doctors in an intimate and relaxed setting. This is an exclusive offering available on a first-come, first-served basis.

## CHAIRMEN'S WELCOME RECEPTION



Put your brand in the spotlight as attendees relax and socialize with refreshments at the conclusion of opening day. Your sponsorship will be acknowledged:

- On signage throughout the exhibit hall during the reception
- In a pre-conference email to attendees
- In handouts included in the registration packet presented to all attendees
- On the event web site

The sooner you reserve your sponsorship, the more promotion you will receive.

## DEMONSTRATION ROOMS



Place your surgical device or product into the hands of top gynecologists, urologists and urogynecologists and up-and-coming residents and fellows in a private demonstration room where you can fully and confidentially display the unique benefits of your product.

## FOCUS GROUPS



A great opportunity to get critical input and feedback on your products and services, and to educate key influencers in an intimate setting. Focus group moderator, discussion guide, and post-report will all be provided.

## BANNER AND SKYSCRAPER AD ON E-DAILY (only 3 available)

See your banner or skyscraper ad featured on an email blast of daily meeting coverage deployed at the conclusion of each day. The e-blast will be sent to more than 30,000 gynecologists, urologists and urogynecologists. Meeting coverage content will be created onsite by our editorial staff to include up to the minute conference developments. It's a unique opportunity to connect your product with our exceptional educational content.

For more information about any of our offerings please contact:

**GUY PAWLAK**  
973-206-2328  
gpawlak@frontlinemedcom.com

**DAVID SMALL**  
973-206-9067  
dsmall@frontlinemedcom.com

# FUUS FEMALE UROLOGY & UROGYNECOLOGY SYMPOSIUM 2014

### REFRESHMENT SPONSOR (3 available)



See your logo showcased for an entire day as the sponsor of that day's morning and afternoon refreshments. Your sponsorship will be acknowledged:

- On signage throughout the exhibit hall on the day of your sponsorship

- In a pre-conference email to all attendees
- In handouts distributed to attendees at registration
- On paper goods used during AM and PM coffee and snack breaks
- On the event Web site

The sooner you reserve your sponsorship, the more promotion you will receive.

### DOOR DROP

Have a special interest in a specific track or topic in our program? Target our audience with a strategically scheduled door drop of your promotional piece. Schedule your door drop for the morning of that session to put your brand top of mind with our audience at the start of their day.

### FELLOWS' GRANTS

Interested in building relationships with younger physicians? If so, consider providing Fellows' grants that allow for Fellows to attend the Female Urology & Urogynecology Symposium educational program. Call 973-206-9067 for details.

### EXCLUSIVE OPPORTUNITIES

#### CONFERENCE BADGE HOLDER

Make every participant a walking advertisement for your company. Your company logo will be imprinted on the FUUS badge holders worn by attendees, faculty—even your fellow sponsors.



#### CONFERENCE TOTE BAGS

Put your company name and logo in the hands of every attendee. Your company logo and message will be imprinted on the FUUS tote bag distributed to all attendees, faculty, and fellow sponsors—a sponsor opportunity that will be carried home by attendees and faculty alike.



For more information about any of our offerings please contact:

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gpawlak@frontlinemedcom.com

DAVID SMALL 973-206-9067  
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# APPLICATION AND CONTRACT

2014 / 13TH ANNUAL

## Female Urology & Urogynecology Symposium (FUUS)

ARIA LAS VEGAS | JUNE 12-14, 2014

### IMPORTANT INSTRUCTIONS

Mail or fax payment to: 2014 Female Urology & Urogynecology Symposium Attn: Guy Pawlak | Tax ID#27-0893910  
c/o Global Academy for Medical Education, LLC, 7 Century Drive, Suite 301, Parsippany, NJ 07054-4609 | Tel: (973) 206-2328 | Fax: (201) 822-6114

### I. COMPANY INFORMATION

Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_  
 State/Province \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
 (Your signature indicates acceptance of the contract terms and conditions.)

### II. PROMOTIONAL SPONSORSHIP LEVEL (Check one)

Gold \$15,000     Silver \$9,500     Exhibit Only \$3,750

Benefits Available to Sponsors	Gold	Silver	Exhibit Only
Complimentary Registrants	8	4	2
Additional Registrants	\$250	\$750	\$1,000
# of 6' display tables in exhibit area	2	1	1
Pre-show email blast to registration list	No charge	\$1,500	\$2,500
Post-show email blast to FUUS attendees	No charge	\$1,500	\$2,500
Demonstration room	\$750 per day	\$2,500 per day	\$4,750 per day
Banner and skyscraper ad on FUUS e-daily (3 available)	No charge	\$3,950	\$5,500
Ad in onsite program book	No charge	No charge	\$1,950
Insert distributed in tote bag	No charge	No charge	\$1,500
Door drop	No charge	\$2,500	\$4,950
Refreshment Break Sponsor ( 3 available)	No charge	\$2,450	\$4,950
Faculty Dinner (Food & Beverage additional)	No charge	\$2,950	\$4,950
Chairman's Welcome Reception sponsorship	\$5,000	\$7,500	\$10,000
Satellite Symposium (Includes AV and Food & Beverage)	\$17,500	\$17,500	\$21,500
Enduring materials	Call Guy Pawlak 973-206-2328		
On-site Focus Group (Physician honoraria additional)	\$5,000	\$7,500	\$10,000
Exclusive Sponsor Opportunities	Gold	Silver	Exhibit Only
Conference Badge Holder	\$2,500	\$4,950	\$7,500
Conference Tote Bag	\$2,500	\$4,950	\$7,500

### III. PAYMENT INFORMATION

Calculation of total Fee (Insert fees from section II). (Additional registrations will be billed separately.)

<input type="checkbox"/> Sponsorship Level	\$ _____	<input type="checkbox"/> Insert distributed in tote bag	\$ _____	<input type="checkbox"/> Demonstration Room	\$ _____
<input type="checkbox"/> Additional Registrants	\$ _____	<input type="checkbox"/> Door Drop	\$ _____	<input type="checkbox"/> Satellite Symposium	\$ _____
<input type="checkbox"/> Pre-show email blast	\$ _____	<input type="checkbox"/> Refreshment Break	\$ _____	<input type="checkbox"/> Conference Badge Holder	\$ _____
<input type="checkbox"/> Post-show email blast	\$ _____	<input type="checkbox"/> Faculty Dinner	\$ _____	<input type="checkbox"/> Conference Tote Bag	\$ _____
<input type="checkbox"/> Banner and skyscraper ad on e-daily	\$ _____	<input type="checkbox"/> Chairmen's Welcome Reception	\$ _____	<input type="checkbox"/> Laptop Alley	\$ _____
<input type="checkbox"/> Ad in onsite program book	\$ _____	<input type="checkbox"/> On-site Focus Group	\$ _____		
				Total Fee	\$ _____
				Amount Paid	\$ _____

### IV. PAYMENT TERMS

- 50% of total fee must accompany all contracts submitted before April 18, 2014. The remaining balance of 50% is due May 16, 2014.
- 100% must accompany all contracts submitted after April 18, 2014.

METHOD OF PAYMENT:

CREDIT CARD:  AMEX     VISA     MC     CHECK # enclosed. Payable to Global Academy for Medical Education, LLC. Tax ID #: 27-0893910

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Card Holder \_\_\_\_\_ Signature \_\_\_\_\_

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ARIA LAS VEGAS | JUNE 12-14, 2014

## CONTRACT TERMS AND CONDITIONS

1. Conditions of Exhibiting and Sponsorship: Eligibility to participate at the 2014 Female Urology & Urogynecology Symposium meeting is determined solely by the producers and is otherwise restricted to companies related directly to the field of gynecology, urology, and/or urogynecology, related patient care, or professional interests. Exhibitors and sponsors may not assign, sublicense, or apportion any part of their exhibit space to a third party without the written consent of 2014 Female Urology & Urogynecology Symposium.
2. Exhibitors and Sponsors Code of Conduct: 2014 Female Urology & Urogynecology Symposium is a CME-accredited educational event for gynecologists, urologists and urogynecologists and related health care professionals. As an exhibitor/sponsor, you play an important role in educating physicians about the equipment, devices, procedures, and services that are integral to their practice. However, CME rules require a clear and complete separation between the educational content, presentations, and exhibit activity. In the interest of fulfilling our educational objectives, as well as our interest in giving you an opportunity to inform physicians about your company and its offerings, 2014 Female Urology & Urogynecology Symposium will adhere to all regulations and guidelines from the Accreditation Council for Continuing Medical Education, the FDA Office of the Inspector General, PhRMA, and related health care industry codes. The following Code of Conduct applies to all exhibitors/sponsors of the 2014 Female Urology & Urogynecology Symposium meeting, and to each of their personnel in attendance. Failure to comply may result in loss of sponsorship, forfeit of all payments, loss of future sponsorship, and/or ejection from the conference.
  - a. Exhibitors and sponsors must wear their conference name badge at all times. Name badges may not be reassigned to other persons.
  - b. All promotional materials and literature must be in full compliance with FDA requirements.
  - c. Exhibitor/sponsor may not intrude on any other exhibitor's/sponsor's exhibit area.
  - d. Audiovisual and multimedia presentations must not interfere with any other exhibit.
  - e. Exhibitors/sponsors are not to conduct selling or promotional activities in any conference area except for their assigned exhibit area.
  - f. Exhibitors/sponsors may attend conference sessions, on a space-available basis, using the seats in the rear row(s) only. Exhibitors/sponsors may not participate in the conference proceedings by speaking, commenting, or asking questions.
  - g. Exhibitor/sponsor may not hold any educational, informational, or social event for attendees of the 2014 Female Urology & Urogynecology Symposium meeting, except those contracted through 2014 Female Urology & Urogynecology Symposium.
  - h. 2014 Female Urology & Urogynecology Symposium shall be entitled to terminate this Agreement forthwith, close the exhibit, and remove the exhibitor's property from the exhibit/conference area at any time for failure by the exhibitor or any of its officers, agents, employees, or other representative to perform, meet, and/or observe any term, condition, or rules set forth in these terms and conditions, and such exhibitor shall not be entitled to a refund of any payment.
3. Cancellation and Reduction of Sponsorship Level and/or Additional Opportunities: Cancellation of this contract or reduction of sponsorship level and/or additional opportunities must be in writing. If cancellation or reduction of sponsor level and/or additional opportunities occur, applicant will be liable for payment on the following schedule:
  - If cancellation or reduction occurs up to April 18, 2014, applicant will be liable for 50% of the total fee.
  - If cancellation or reduction occurs on or after April 18, 2014, applicant will be liable for 100% of the total fee.

2014 Female Urology & Urogynecology Symposium reserves the right to cancel the event on its own accord for any reason. If this occurs, the only liability 2013 Female Urology & Urogynecology Symposium will have is to refund all exhibitor and sponsor payments received to date.
4. Indemnification: Exhibitors/sponsors and their agents agree to protect, indemnify, defend, and hold harmless the 2014 Female Urology & Urogynecology Symposium, Global Academy for Medical Education, LLC, its employees, partners, and agents against all claims or liability, including but not limited to injuries and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by negligence or wrongful acts of the exhibitor or its agents or employees.
5. Force Majeure: The performance of this agreement by either party is subject to acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal, impractical, or impossible to hold a successful meeting. This contract may be terminated without penalty for any one or more of such reasons by written notice from one party to the other.
6. Exhibitor and Sponsor Personnel: Each exhibitor/sponsor will furnish 2014 Female Urology & Urogynecology Symposium, in advance, the names of those persons who will staff their display. Each exhibitor/sponsor will also provide the name of the representative (including hotel or local phone number) who has primary responsibility on the floor for the exhibitor's display, and who is authorized to make decisions in the case of emergency.
7. Acceptance of this application by 2014 Female Urology & Urogynecology Symposium constitutes a contract. Exhibitor/sponsor agrees to abide by the contract terms and conditions appearing on this form for 2014 Female Urology & Urogynecology Symposium.

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DAVID SMALL

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## MORE FACE-TO-FACE OPPORTUNITIES FROM THE PRODUCERS OF FUUS

### PAGS PELVIC ANATOMY and GYNECOLOGIC SURGERY SYMPOSIUM

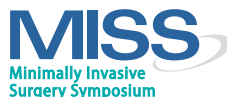
The premier meeting on controversies and dilemmas in minimally invasive gynecologic surgery

Meeting Chairs: Mickey M. Karram, MD and Tommaso Falcone, MD

Audience Profile: 300+ gynecologic surgeons

Date: December 2014

[WWW.PAGS-CME.ORG](http://WWW.PAGS-CME.ORG)



The premier meeting of thought leaders and pioneers in minimally invasive surgery. Tracks include: bariatric/metabolic, colon disease, hernia, and repair

Executive Director: Philip R. Schauer, MD, Cleveland Clinic

Audience Profile: 300+ general and bariatric surgeons

Date: February 26-March 1, Las Vegas, NV

[WWW.MISS-CME.ORG](http://WWW.MISS-CME.ORG)

### MEDS Metabolic & Endocrine Disease Summit

Symposium Chair: Scott Urquhart, PA-C, DFAAPA

Audience Profile: 500+ NPs and PAs in Primary Care

Dates: July 23-26, 2014; August 13-16, 2014

[WWW.MEDSUMMIT-CECME.ORG](http://WWW.MEDSUMMIT-CECME.ORG)



Solving Clinical Challenges,  
Improving Patient Care

Meeting Chairs: Richard Balon, MD and Donald Black, MD

Audience Profile: 500+ psychiatrists and psychiatric clinicians

Date: March 27-29, 2014, Chicago, IL

[WWW.CPAACP-CME.COM](http://WWW.CPAACP-CME.COM)

### PAINCARE FOR PRIMARYCARE

Conference Chair: Paul Christo, MD, MBA

Audience Profile: 200+ primary care MDs, NPs and PAs

Date: June 17-19, 2014

[WWW.PCPC-CME.COM](http://WWW.PCPC-CME.COM)