

PROCEEDINGS

OHIO UROLOGICAL SOCIETY

**OUS2021**

**VIRITUAL** | APRIL 10, 2021

Ohio Urological Society

ousweb.org | 847.752.5355



**OHIO UROLOGICAL SOCIETY**  
2021 Annual Spring Meeting  
April 10, 2021

Ohio Urological Society

Dear Industry Colleagues,

On behalf of the OUS Leadership it is my pleasure to invite your support and participation at the 2021 OUS Annual Spring Meeting. The meeting will take place April 10, 2021. Please join us as we reimagine the 2021 OUS Meeting into a Virtual Meeting that will be an exceptional experience for one-on-one interaction, expertise sharing and more.

Industry partners and technical exhibits continue to be an essential part of our meeting's success. OUS will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform's technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the live meeting so attractive in the past.

Benefits of the Virtual Booth include:

- Virtual exhibit with direct link to reps
- Product videos and marketing collateral can be loaded to the booth
- Online lead generation and post meeting analytics

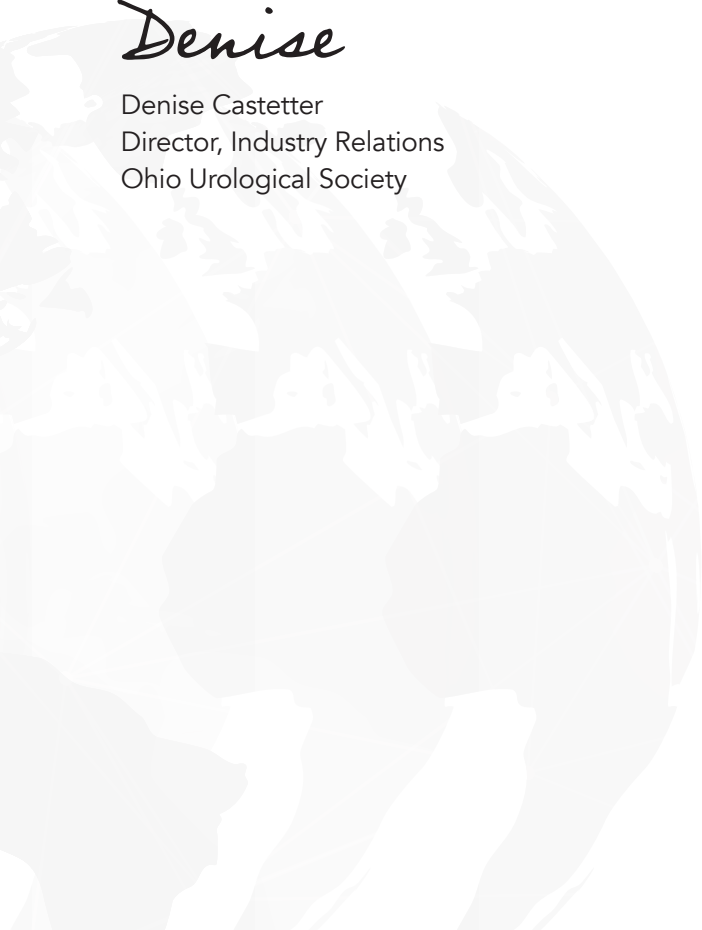
Thank you for your consideration of our request for participation in the OUS Annual Spring Meeting; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, [denise@veritasamc.com](mailto:denise@veritasamc.com) or 973.769.1020.

Sincerely,



*Denise*

Denise Castetter  
Director, Industry Relations  
Ohio Urological Society



# SPONSORSHIP INFORMATION

The 2021 OUS Annual Spring Meeting will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

## Supporting OUS

Deliver your message in a professional, focused, and educational environment. OUS provides you with networking opportunities to build relations with new and existing customers. The expected 100 plus participants will be eager to learn about your company and products.

**BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND  
GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT**

## Benefits of the Virtual Exhibit Include

- Virtual exhibit with direct link to rep
- Product videos and marketing collateral can be loaded to booth
- Online lead generation and post meeting analytics

## Optimize Visibility with a Gold or Silver Level Sponsorship

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

**For more information about exhibits, sponsorships,  
or advertising opportunities to support OUS, please contact:**

Denise Castetter | Director, Industry Relations | Veritas Association Management  
1061 East Main Street, Suite 300, East Dundee, IL 60118  
W 973-769-1020 | F 847-649-1704 | denise@veritasamc.com

# PARTNERSHIP OPPORTUNITIES

## MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP

The 2021 OUS Annual Spring Meeting offers industry sponsors an opportunity to reach clinicians on the latest urological techniques and products. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

### GOLD \$10,000

#### INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to OUS with a 45-60 minute pre-recorded presentation by your product specialist or guest speaker to present to participants.

#### Gold Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 60 days
- Virtual Exhibit (see below)
- Event marketing-2 E-blast promoting your presentation will be sent to OUS registrants
- Company recognition (logo, weblink) posted on OUS website, in social media and e-blasts

Recording options and logistical instruction provided upon receipt of Registration Form.

### SILVER \$5,000

Highlight your commitment to OUS with a 30 Minute pre-recorded presentation by your product specialist or guest speaker to present to participants.

#### Silver Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 60 days
- Virtual Exhibit (see below)
- Event marketing-1 E-blast promoting your presentation will be sent to OUS registrants
- Company recognition (logo, weblink) posted on OUS website, in social media and e-blasts

## **PARTNERSHIP OPPORTUNITIES** *Continued*

**VIRTUAL EXHIBIT \$2,500** Increase brand awareness and generate valuable leads

Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium.

### **Virtual Exhibit Level Includes:**

- Virtual exhibit with direct link to rep
- Product videos and marketing collateral can be loaded to the booth
- Online lead generation and post meeting analytics

Administrative access to your Virtual Exhibit available upon receipt of payment.

**The first 15 sponsors to submit Registration Forms will participate in the OUS Industry Roundtable-a 2- minute introduction about your company.**

# EXHIBIT REGISTRATION & INVOICE FORM

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

Company Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_

## SPONSORSHIP OPTIONS

- GOLD (\$10,000)**       **SILVER (\$5,000)**       **VIRTUAL EXHIBIT (\$2,500)**  
45-60 Minute Presentation      30 minute Presentation

Representative Name (First, Last)	Title	Email Address	Phone

## PAYMENT INFORMATION

Check payable to: Payable to Ohio Urological Society in U.S. dollars drawn on a U.S. bank. TAX ID #34-1691517

Credit Card  VISA  Mastercard  Discover  American Express

Credit Card # \_\_\_\_\_ CW \_\_\_\_\_ Exp Date \_\_\_\_\_

Name \_\_\_\_\_

Billing Address \_\_\_\_\_

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

Signature \_\_\_\_\_ Total \$: \_\_\_\_\_

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

Email \_\_\_\_\_

Return this completed exhibit reservation form and payment to Denise Castetter.  
**Mail:** Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118  
**W** 973-769-1020 | **F** 847-960-3862 | [denise@veritasamc.com](mailto:denise@veritasamc.com)