63rd ANNUAL MEETING
NEW ORLEANS LOUISIANA • MAY 15-17 2015

INDUSTRY PROSPECTUS

INDUSTRY CONTACTS
Yvonne Grunebaum, CEM
Director of Industry Relations
ygrunebaum@prri.com
(978) 299 – 4529 direct
Dear Industry Partner:

The Society for Pediatric Urology (SPU) is delighted to announce the 63rd Annual Meeting of the Society, which will be held May 15-17, 2015 at the Hilton Riverside in New Orleans, LA. The Hilton Riverside hotel is located approximately one half mile from the New Orleans Convention Center where the AUA Annual Meeting will take place.

The SPU Annual Meeting is a three-day meeting preceding most of the AUA Scientific Sessions. Exhibit hours will take place on Friday, May 15th and Saturday, May 16th. In 2014 the SPU organized a very successful Annual Meeting with 762 professionals in attendance, smashing the previous years' attendance statistics by more than 200 attendees! We expect the same enthusiasm in New Orleans.

As a valued industry partner, I would like to invite you to participate in and support the 2015 SPU Annual Meeting. There are a number of ways in which companies can assist the SPU in furthering its mission to educate pediatric urologists. These are outlined in the attached prospectus. I urge you to review them and let me know how we can help your company bring its message and product to our exceptional and highly qualified pediatric urology audience. I look forward to working with you on another successful meeting in May of 2015.

Sincerely,

Yvonne Grunebaum, CEM
Director of Industry Relations, SPU
ABOUT THE SOCIETY
The Society for Pediatric Urology (SPU) is a non-profit organization whose main purpose is to promote the practice of pediatric urology, to encourage and provide educational opportunities and to elevate the standards of the pediatric urology professional.

ABOUT THE ATTENDEES

Attendance History
2008  Orlando  391
2009  Chicago  395
2010  San Francisco (World Congress)  996
2011  Washington D.C.  420
2012  Atlanta  415
2013  San Diego  573
2014  Orlando  762

47% of the attendance in 2014 was from outside of the United States
  9% Central, South America and the Caribbean
  9% Asia
  8% Europe
  6% Africa
  5% Middle East
  4% Canada
SPU COMMERCIAL SUPPORT OPPORTUNITIES

All of the following support opportunities include acknowledgement in all SPU meeting publications, on signage, on slides within the Meeting Room, and on our website.

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<th>Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Gold Level</td>
<td>$30,000</td>
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<tr>
<td>Silver Level</td>
<td>$20,000</td>
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<tr>
<td>Benefactor Level</td>
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<td>Donor Level</td>
<td>$7,500</td>
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<tr>
<td>Friend Level</td>
<td>$4,000</td>
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</tbody>
</table>

A table top exhibit space is available to supporters for an additional fee of $100.

MARKETING SUPPORT OPPORTUNITIES

Attendee bags $7,500
The supporting company will have their name on all attendee bags, and will be able to include one white paper of your choice in the bag as a stuffer. If your corporate internal regulations allow for displayed logos, you may place your company logo on the bag.

Industry Breakfast or Lunch Symposium $10,000
Your company may support a 50 minute scientific presentation with either a pre-meeting Breakfast, or as a Luncheon. The Topic and Speaker Faculty must be pre-approved by the SPU Executive Officers and Program Chair before this can be confirmed. Your Company will receive a pre-registration list of all attendees, promotion with a one page flyer* in each meeting bag, a poster* in the meeting registration area, and acknowledgment in all SPU publications, as well as on SPU signage and slides within the meeting room. Marketing materials cannot be distributed or displayed unless pre-approved by the SPU Executive Officers and Program Chair. Audio visual and food and beverage is at the company’s expense. * Flyer and poster are produced by the supporter.

Signage $5,000
Your company will be acknowledged as supporting the signage with mention on every sign.

PROMOTION AND ADVERTISING

SPU Program Advertising
Companies may advertise in the SPU Program Book, which will be distributed to all attendees onsite, as well as archived on the SPU website. The following positions are available:

- Inside front cover $1,500
- Inside back cover $1,500

Mobile Application Banner $5,000
SPU has been making the effort for the past few year of “going green”. We now use a mobile application for the attendees to keep track of the agenda and other events. Your banner will be located on the first page of the mobile application and seen by everyone who uses it. This is a very visible marketing opportunity.
EXHIBITING INFORMATION

EXHIBIT DATES AND HOURS*

Friday, May 15  
6:30 am – 4:00 pm
Saturday, May 16  
7:00 am – 3:30 pm

*Times subject to change based on final program

EXHIBITS

Exhibits are located in Grand Ballroom D, adjacent to the scientific session in Grand Ballroom BC. All SPU sponsors of any level are offered the opportunity to exhibit at the SPU Annual Meeting for an additional fee of $100. If you would like to exhibit only, the exhibit fee is $4000. Each exhibit space will include one 6’ x 30” draped table and two chairs. Exhibits will be tabletop only, and there will be no pipe and drape. Any standing equipment used as a display and used IN LIEU of a table requires advance permission from Show Management. A tabletop sign will be provided to each exhibiting company.

BOOT RENTAL FEE – WHAT IS INCLUDED

Table top Display
Includes:
✓ Use of rented floor space
✓ 1 6’ X 30” table and 2 chairs
✓ Recognition in the program guide
✓ Two (2) badges registrations (may also attend the scientific sessions)

The SPU Annual Meeting Continental Breakfast and all Coffee Breaks will be held in the Exhibit Hall.

SPACE ASSIGNMENT

Exhibit space assignments are made by receipt of the Application for Exhibit Space.

APPLICATION AND DEPOSIT

In order to reserve exhibit space your application form must be submitted with at least 50% payment. After February 20, 2015, full payment must be received. Checks should be made payable to:

Society for Pediatric Urology
500 Cummings Center, Suite 4550
Beverly, MA 01915 USA
TAX ID # Available on Request

CONDUCTING EXHIBITS

No drawing, raffles, or quiz-type contests of any type will be permitted. No bags or containers for collection of samples are to be distributed by an exhibitor. This applies to any envelope, folder, portfolio, box, etc., that provides carrying space for more than a single sample. Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other Exhibitors. Character of the exhibits is subject to the approval of the Society. The right is reserved to refuse applications, which do not meet standards required or expected, as well as the right to curtail exhibits or parts of exhibits, which reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of person, etc.
INFRINGEMENT
Interviews, demonstrations, and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor’s own space will not be permitted.

FIRE PROTECTION
The Exhibitor, hired contractors, and others attending the Society for Pediatric Urology Annual Meeting must comply with all applicable federal, state and local fire and building codes as well as hotel rules and regulations, policies and procedures.

PROTECTION OF THE FACILITY
Nothing shall be posted, nailed, or screwed, or otherwise attached to columns, walls, floors, or other parts of the Hotel or its furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.

IDENTIFICATION AND INSURANCE
Exhibitor shall indemnify, hold harmless and defend Hotel and SPU, its officers, directors, employees, agents and members and bear all costs as they incur for all loss, expense, damage, cause of actions, claims or demands of whatever kind and nature, including judgments, interest and reasonable attorney’s fees which occurs or arise directly or indirectly out of the negligence, willful misconduct, breach of this Agreement by, or act of omission of Hotel, its agents, employees, guests, or other third parties, including but not limited to, the service of alcoholic beverages by hotel staff, failure of Hotel equipment or defect in Hotel property or fixtures. Such indemnification of Exhibitor by the SPU and Hotel shall be effective unless such damage or injury results from the gross negligence or willful misconduct, breach of this Agreement by, or acts or omissions of Exhibitor, Hotel, and SPU, its agents, servants, or employees in which case liability shall be apportioned between the parties according to each party’s judicially determined liability.

Exhibitor shall indemnify, hold harmless and defend Hotel and SPU from any and all claims, demands, liabilities, costs and expenses, for damage caused by the gross negligence of willful misconduct of Exhibitor’s agents, servants or employees. Such indemnification of Hotel by Exhibitor shall be effective unless such damage results, in whole or in part, from the negligence, gross negligence or willful misconduct, breach of this Agreement by, or acts or omissions of Hotel, its agents, servants, employees, or third parties, including but not limited to, the service of alcoholic beverages, or if injury or damage is caused by faulty equipment provided by Exhibitor, in which case liability shall be apportioned between the parties according to each party’s judicially determined liability.

Insurance
Exhibitor and SPU shall carry Commercial General Liability insurance in an amount of not less than $1,000,000 to protect against any claim arising from any activities conducted by Exhibitor including claims for personal, bodily injury, death, or property damage, during the Convention Period and to indemnify and defend the other party as provided in this Agreement. In addition, Hotel is required to carry alcohol liability and dram shop coverage.

Property Damage: Neither the Hotel, Exhibitor or SPU shall be responsible for any loss of or damage to property of the other party hereto, including but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty in excess of $1,000,000 and the Exhibitor, Hotel, and the SPU expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of the Exhibitor, the Hotel and SPU respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.
SPU 2015 ANNUAL MEETING
COMMERCIAL SUPPORT AGREEMENT FORM
Society for Pediatric Urology Annual Meeting / May 15-17, 2015 / Hilton Riverside/ New Orleans, LA

Company: _______________________________________________________

Contact: ___________________________________ Title: __________________________

Address: __________________________________________________________________

City: __________________ State: _______ Country: ____________ Zip: __________

Telephone: __________________ Fax: __________________

Email: __________________________________________________

Authorized Signature: ____________________________________________________

By signing this document, company agrees that this is a legally binding contract and that 50% payment is due with this agreement with the balance due February 20, 2015. If a written cancellation is received on or before February 20, 2015, 25% of the entire fee will be due or retained as a cancellation fee. If a written cancellation is received after February 20, 2015 a refund will not be issued unless the support is resold at the full amount. At that time a full refund less 25% administrative fee will be issued. All artwork must be submitted to the SPU for approval prior to use. Only SPU Commercial Supporters will be allowed to exhibit at the SPU Annual Meeting.

Please check the appropriate GRANT LEVEL:

☐ Gold $30,000  ☑ Donor $7,500

☐ Silver $20,000  ☐ Friend $4,000

☐ Benefactor $10,000

YES, I wish to Exhibit at this year’s Annual Meeting for an additional $100.

PAYMENT INFORMATION

FEE DUE: $________ + $100 Exhibit FEE = $ _________________ ☐ Check amount enclosed: $____________

CREDIT CARD ☐ American Express ☐ VISA ☐ MasterCard

Amount to be charged: $____________

Credit Card Number ________________ Expiration Date __________ Security Code (3-4 numbers on front or back of card)

Name as it appears on credit card ____________________ Cardholder’s Signature __________________

☐ Please check if credit card billing address is same as contact information at the top of the form.

☐ If billing address is different, please enter below.

Complete and return to:
Yvonne Grunebaum, Director of Industry Relations
SPU, 500 Cummings Center, Suite 4550
Beverly, MA 01915 USA ygrunebaum@prri.com
Phone: 978-927-8330 Fax: 978-524-0461
SPU 2015 ANNUAL MEETING
MARKETING SUPPORT AGREEMENT FORM
Society for Pediatric Urology Annual Meeting | May 15-17, 2015 / Hilton Riverside/ New Orleans, LA

Company: ______________________________________________________________________________________________________
Contact: ______________________________________________ Title: ___________________
Address: ________________________________________________________________________________________________________
City: ____________________________________ State: ______________ Country: _________________ Zip:_____________
Telephone: __________________________________________ Fax: ____________________________________________________
Email: ___________________________________________________________________________________________________________
Authorized Signature: ________________________________________________________________________________________

By signing this document, company agrees that this is a legally binding contract and that 25% payment is due with this agreement, the balance is due February 20, 2015. If a written cancellation is received on or before February 20, 2015, 25% of the entire fee will be due or retained as a cancellation fee. If a written cancellation is received after February 20, 2015 a refund will not be issued unless the support is resold at the full amount. At that time a full refund less 25% administrative fee will be issued. All artwork must be submitted to the SPU for approval prior to use. Only SPU exhibitors will be allowed to participate in additional support opportunities.

Please check the appropriate item:

☐ Attendee Bags $12,000
☐ Industry Breakfast/Lunch Symposium $10,000
☐ Signage $ 5,000
☐ SPU Annual Meeting Program Book Advertising
   ☐ Inside front cover $1,500
   ☐ Inside back cover $1,500
☐ Mobile Application

PAYMENT INFORMATION

FEE DUE: $__________  ☐Check amount enclosed: $__________

CREDIT CARD ☐  ☐  ☐  Amount to be charged: $__________

___________________________________________  ___________________________________________
Credit Card Number  Expiration Date  Security Code (3-4 numbers on front or back of card)

___________________________________________  ___________________________________________
Name as it appears on credit card  Cardholder’s Signature

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Complete and return to:
Yvonne Grunebaum, Director of Industry Relations
SPU, 500 Cummings Center, Suite 4550
Beverly, MA 01915 USA  vgrunebaum@prri.com
Phone: 978-927-8330  Fax: 978-524-0461
INDUSTRY-SUPPORTED SYMPOSIUM APPLICATION
Society for Pediatric Urology Annual Meeting | May 15-17, 2015 / Hilton Riverside / New Orleans, LA

<table>
<thead>
<tr>
<th>Exact Title of Symposium</th>
<th>Name of Accrediting Organization</th>
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Brief Description of Symposium Topics and Proposed Faculty:

* Symposium acceptance is subject to final approval by the SPU Scientific Program Committee

**FUNCTION TYPE** (check one) □ Breakfast □ Lunch $10,000

**DAY/DATE/TIME OF MEETING**

<table>
<thead>
<tr>
<th><strong>Friday, May 15</strong></th>
<th><strong>Saturday, May 16</strong></th>
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<tr>
<td>□ 12:00 Am - 1:30 pm, Lunch</td>
<td>□ 6:00 am – 7:45 am, Breakfast</td>
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<tr>
<td>□ 5:00 pm – 8:00 pm, Dinner</td>
<td>□ 12:00 pm – 1:30 pm, Lunch</td>
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Once space has been assigned and confirmed by SPU you will be put in direct contact with a catering representative. Catering, special set fees, AV, electrical/telecommunications and labor are not included in the fee. Each sponsor is responsible for all charges to the facility. By signing below you are authorizing SPU to charge the total fee indicated on this form to your credit cards.

Signature _______________________________________________ Date __________

**PAYMENT METHOD**

<table>
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<tr>
<th>Credit Card</th>
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<th>□ MasterCard</th>
<th>□ Visa</th>
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☐ Check amount enclosed: $ _________________________

Amount to be charged: $ ____________________________

Name as it appears on cc: __________________________

Credit Card Number ____________________________

Expiration Date __________ Security Code (3-4 #s on front/back card) __________

Cardholder’s Signature __________________________

☐ Please check if credit card billing address is same as contact information.

☐ If billing address is not the same please enter below.

Company Name __________________________

Street Address __________________________

City/State/Postal Code/Country __________________________

Authorized Signature __________________________

Print Name __________________________

Title __________________________

Applications must be received with 50% deposit. Priority point deadline is February 20, 2015. Final payment is due in full no later than February 20, 2015. Any questions, please contact the SPU offices at 978-927-8330.

Purchasing Your Exhibit Space Online

To register your exhibit space for the SPU 2015 annual please visit: https://impak.prri.com/spu_members_online/registration/exhstart.asp

You may choose to send us a hard copy exhibit application. You may find that document at www.spuonline.org/industry.cgi

Applying Online:

1.) Once at the link mentioned above, click on the Exhibit Agreement and search for your Company. If your Company is not listed in our records please follow the directions and proceed by entering your Company Name, Primary Contact Information and Exhibit Space Information.

2.) Once your Company information is registered you must check the terms and conditions (which are listed on the following page of this Prospectus) in order to continue.

3.) You may proceed to View Floorplan to select 3 Exhibit Spaces of your choice. After you have made your selections proceed to submit your payment option.

You will receive a confirmation email with your Username and Password which can be used to return to the SPU site at any time.

Should you have any questions regarding your Exhibit Application, please contact the SPU offices.

Yvonne Grunebaum, CEM
Director of Industry Relations
Society for Pediatric Urology
ygrunebaum@prri.com
Phone (978) 927 – 8330
Fax: (978) 524 – 0461
**Society for Pediatric Urology**  
**EXHIBIT AGREEMENT**  
May 15 – 17, 2015, New Orleans, LA

Please complete all sections of this application and either type or print in each section. Payment of 50% of total commitment is due with application before February 20, 2015. Final payment of the remaining balance is due no later than February 20, 2015. Sign and return both sides with a check payable to SPU 500 Cummings Center, Suite 4550, Beverly, MA 01915, fax both sides with a credit card number to 978-524-0461 or send directly to industry@spuonline.org. Applications sent after February 20, 2015 must be submitted with full payment.

<table>
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<tr>
<th>CONTACT INFORMATION:</th>
<th>PAYMENT METHOD:</th>
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<tr>
<td><strong>Contact Person</strong></td>
<td>□ Check amount enclosed: $_______</td>
</tr>
<tr>
<td>This person will receive all correspondence pertaining to this meeting.</td>
<td><strong>CREDIT CARD</strong></td>
</tr>
<tr>
<td><strong>Title</strong></td>
<td>□ American Express □ MasterCard □ Visa</td>
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<tr>
<td><strong>Telephone number</strong></td>
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<tr>
<td><strong>Web Address</strong></td>
<td>□ If billing address is not the same please enter below.</td>
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Exhibit Space: $4,000  
6x30 table top display space  
$100 if also donating a grant

Location preferences: (List table numbers)  
1st Choice ________ 3rd Choice ________  
2nd Choice ________ 4th Choice ________  
50% deposit is due with application. After February 20, 2015, applications must be accompanied with payment in full.

We would like to be near ______________________  
_____________________________________________  
We would not like to be near __________________  
_____________________________________________

The SPU will make every effort to honor your location requests.

**PROGRAM BOOK LISTING:**  
Please email a 50 word COMPANY description to industry@spuonline.org to be included in the Final Program Book. When emailing description please include the following:

1. "SPU" in the subject line of your email  
2. Company Name  
3. Mailing Address  
4. Appropriate contact email address  
5. Company website address  
6. 50 word COMPANY description.

**AUTHORIZED SIGNATURE**

**PRINT NAME**

**TITLE**

If you have any questions please contact us at 978-927-8330 or email us at industry@spuonline.org

FOR SPU USE ONLY

Date received: ___________ Total Amount due: $________

Amount received: ___________ Accepted by: ___________  
ID #: ___________  
Space Assignment: ___________ Date assigned: ___________
1. PAYMENT AND REFUNDS. Applications submitted prior to February 20, 2015 must be accompanied by a deposit in the amount of 50% of the total booth fee. The balance of the space rental charge is payable in four equal installments. Each installment is due on the 1st of the month, commencing on March 1, 2015 and continuing through June 1, 2015. Applications submitted after February 20, 2015 must be accompanied by payment IN FULL. Applications received without such payment will not be processed nor will space assignments be made. If Show Management requires or a written request for cancellation with or without cause, the exhibitor shall be responsible for any loss or damage occasioned by theft, fire, smoke, riot, civil commotion or other insurance liability in excess of $1,000,000 and the Exhibitor, Hotel, and the SPU expressly waive any claim for liability against the Exhibit Area or the property therein as far as individual Exhibitors, or contractors, or operators are concerned. Should an exhibitor have any questions or problem regarding...