



Sexual Medicine Society of North America

Annual Meeting

November 11-14, 2010

Loews Miami Beach

Miami Beach, Florida

2010

Exhibitor and Industry Partnership
Prospectus



Sexual Medicine Society of North America, Inc.

2009 - 2010 BOARD OF DIRECTORS

President

Ajay Nehra, MD
Mayo Clinic, Dept. of Urology
200 First St., SW
Rochester, MN 55905
(507) 266-4446 Fax: (507) 284-4951

President-Elect

Ronald W. Lewis, MD
Medical College of Georgia
1120 15th St., Rm. BA-8412
Augusta, GA 30912
(706) 721-9977 Fax: (706) 721-2548

Secretary

John P. Mulhail, MD
Memorial Sloan Kettering Cancer Center
Dept. of Surgery
353 E 68th Street
New York, NY 10021
(646) 422-4388 Fax: (212) 988-0768

Treasurer

Arthur L. Burnett, II, MD
Johns Hopkins Hospital
Dept. of Urology, Marburg 407
600 N Wolfe St.
Baltimore, MD 21287
(410) 614-3986 Fax: (410) 614-3695

Past President

Craig F. Donatucci, MD
Duke Univ. Medical Center
Dept. of Surgery, Div. of Urology
Box 3274
Durham, NC 27710
(919) 684-2127 Fax: (919) 681-7423

Members-at-Large

Rafael E. Carrion, MD
Tampa, FL

Abraham Morgentaler, MD
Brookline, MA

Jacob Rajfer, MD
Torrance, CA

Hossein Sadeghi-Nejad, MD, FACS
Hackensack, NJ

Website Committee Chairman
Gerald B. Brock, MD
London, ON, Canada

Membership Chair
Serge Carrier, MD
Montreal, PQ, Canada

Liaison to the ISSM Executive Committee
Gregory A. Broderick, MD
Jacksonville, FL

May 20, 2010

Dear Industry Colleagues:

On behalf of Ajay Nehra, MD President, and the entire SMSNA Board of Directors, I would like to invite you to join us at the **Sexual Medicine Society of North America 2010 Annual Meeting**. This year's meeting is being held **November 11-14, 2010** at the Loews Miami Beach Hotel in Miami Beach, Florida.

The 736-member SMSNA strives to identify existing and emerging issues in the field of human sexual function and dysfunction, provide accurate and credible information to medical professions, develop standards and guidelines for impotence research and practice and produce educational programs to bring leading-edge concepts of research and clinical practice to health care professionals in the field.

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 300 urologists, with a sub-specialty in sexual medicine, at this CME event in Miami Beach, CA.

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 SMSNA, FIN# 94-3298855 as early as possible. Checks should be made payable to the *Sexual Medicine Society of North America* (SMSNA) and sent to the SMSNA office address on this letterhead.

We look forward to receiving your commitment and working together at the 2010 SMSNA Annual Meeting! Thank you for your consideration.

Sincerely,

John Hansen
Manager, Industry Relations
SMSNA
847-264-5933 direct
John@wjweiser.com

Mary Tully
Development Coordinator, Industry Relations
SMSNA
847-264-5927 direct
mary@wjweiser.com

EXECUTIVE DIRECTOR
Wendy J. Weiser

ASSOCIATE DIRECTOR
Sue O'Sullivan



SMSNA
2010 Annual Meeting

GENERAL INFORMATION

The Sexual Medicine Society of North America Annual Meeting is jointly sponsored by the University of Oklahoma, College of Medicine, 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 Sexual Medicine Society of North America consists of urologists, as well as sexual health physicians practicing in the US and Canada.

Official Meeting Dates: November 11-14, 2010

Hotel & Meeting Location: **Loews Miami Beach**
1601 Collins Avenue
Miami Beach, Florida 33139
Phone: (305) 604-1601
Toll Free Reservations: (877) 563-9762

Room Rate & Cutoff Date: **\$229 plus taxes**

*Please contact the Loews directly to make reservations by **October 14, 2010** to receive group discount rate. Hotel block is based on availability.*

SUPPORTING SMSNA

Deliver your message in a professional, focused, and educational environment. The Sexual Medicine Society of North America 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 300 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 an Industry Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Industry Partners' Advisory Board participation with SMSNA Board of Directors, your company logo and recognition in annual meeting program book and signage, an ad in the SMSNA post-meeting newsletter and more. 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 SMSNA SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE SMSNA 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 October 1, 2010.
Acceptable payment method is by check, Visa, Master Card or American Express.

Please make checks payable to:
SMSNA
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN #94-3298855

Cancellations & Refunds: SMSNA requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to October 1, 2010 exhibit fee will be refunded less **\$1,000** administration fee.
- Cancellation after October 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 SMSNA. Factors affecting exhibit location include support level, the date the registration form was received by the SMSNA office, the number of exhibits, and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up: *Thursday, November 11, 2010
7:00 a.m. until 10:00 a.m.*

Exhibit Hours: *Thursday, November 11, 2010
10:00 a.m. – 7:00 p.m.
Welcome Reception
5:00 p.m. -- 7:00 p.m.*

*Friday, November 12, 2010
10:00 a.m. until 4:00 p.m.*

*Saturday, November 13, 2010
10:00 a.m. until 4:00 p.m.*

Exhibit Teardown: *Saturday, November 13, 2010
After 4:00 p.m.*

Registration:

To pre-register your staff members a badge form will be sent upon confirmation. 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 SMSNA through an educational grant, please contact the Industry Relations team at the SMSNA office:

SMSNA, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173
Phone: (847) 517-7225 Fax: (847) 517-7229
www.smsna.org

John Hansen
Manager, Industry Relations
John@wiweiser.com

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

2010 SMSNA INDUSTRY PARTNERSHIP PACKAGE	Platinum Level \$200,000	Diamond Level \$100,000	Emerald Level \$55,000	Ruby Level \$25,000	Exhibit \$5,000
Opportunity to Present an Update at Each of the Two Board Meetings During the Year (Fall/Spring)	X				
Opportunity to Host an Advisory Board at SMS Head Office in Chicago or at Your Facility (SMS Pays for Board of Directors Transportation Expenses)	X				
Opportunity to Host Other Special Events With the SMS Board of Directors	X				
Opportunity for Named Award	X				
Recognition and Link on the SMS Website	X				
Recognition as an Industry Partner for all SMS Special Projects	X				
60-Minute Timeslot at SMS AUA Spring Meeting	X	X			
90-Minute Timeslot at the Fall Meeting	X	X	X		
Complimentary Exhibit Booth at Spring and Fall Meetings	X	X	X	X	
Recognition on the SMS Website	X	X	X	X	
TICKETS					
(6) Six Complimentary Tickets to all SMS Evening Events	X				
(4) Four Complimentary Tickets to all SMS Evening Events		X	X		
(2) Two Complimentary Tickets to all SMS Evenings Events				X	
ADS AND MAILINGS					
Door Drop	X	X			
Company Ad or Article in One Edition of the SMS Newsletter	X	X			
Second Set of Membership Mailing Labels Upon Approval of Mailing Piece	X	X	X		
One-Time Complimentary Use of Membership Mailing Labels Upon Approval of the Mailing Piece	X	X	X	X	
Receive all SMS Newsletters and Publications	X	X	X	X	
Pre-Registration Attendee List	X	X	X	X	
On-Site Registration List	X	X	X	X	X
RECOGNITION					
Complimentary Copy of the SMSNA Member Directory	X	X			
Company Logo Displayed On Screen	X	X			
Company Logo Displayed On Website	X	X			
Company Logo Displayed On Signage	X	X			
Company Logo Displayed In Program Book	X	X			
Company Logo Displayed in Newsletter	X	X			
Recognition in the SMSNA Member Directory	X	X	X		
Company Sponsorship Recognized On Website	X	X	X	X	
Company Sponsorship Recognized on Signage	X	X	X	X	
Company Sponsorship Recognized in Program Book	X	X	X	X	X
Company Sponsorship Recognized in Newsletter	X	X	X	X	X
EXHIBITING AND BADGES					
Double Exhibit Space In Prime Location---8 Exhibit Badges	X				
6' Table Top or Floor Standing exhibit---4 Exhibit Badges		X	X	X	
6' Table-Top Exhibit – 2 Exhibit Badges					X
INDUSTRY SPONSORS' ADVISORY BOARD MEETING					
(6) Six Attendees	X	X			
(4) Four Attendees			X		
(2) Two Attendees				X	

2010 SMSNA ADVERTISING AND SUPPORT OPPORTUNITIES		PRICES
SPONSORSHIPS		
Internet Station Sponsorship		\$10,000
Welcome Reception Partial Sponsorship		\$10,000
Annual Banquet Partial Sponsorship		\$20,000
Theme Night – Partial Sponsorship	SOLD!	\$25,000
Sponsorship of the Audience Response System		\$25,000
Sponsorship of the Audio Recording of SMSNA Scientific Sessions		\$25,000
ADVERTISEMENTS		
Advertisement on the Back Cover of the JSM Supplement – This Supplement Contains All of the Abstracts Presented During the Meeting		\$25,000
Registration Partner: Advertise on the Official SMSNA Attendee Bag and Notepad to be Handed Out by the SMSNA Staff at the SMSNA Meeting Registration Desk.		\$20,000
Advertisement on the Back Cover of the SMSNA Program Book		\$15,000
Full Page Ad on Divider Tab in Program Book		\$10,000



Thank you for supporting the Sexual Medicine Society of North America in 2010!!

SMSNA
Two Woodfield Lake
1100 E. Woodfield Road, Ste. 520
Schaumburg, IL 60173
(847) 517-7225 main
(847) 517-7229 fax
www.smsna.org

EXHIBITOR REGISTRATION FORM

November 11-14, 2010 – Miami Beach, Florida

SEXUAL MEDICINE SOCIETY OF NORTH AMERICA

SMSNA offers additional opportunities for increased visibility and exhibit traffic, exceptional networking opportunities, advertising, and outreach beyond the meeting to our general membership through Industry Partnership promotional package and sponsorships. Please contact us for additional information on how to maximize your SMSNA experience.

- My Company would like to become an Industry Partner** (*Exhibit space in featured location included.*)
 Platinum \$200,000 Diamond \$100,000 Emerald \$55,000 Ruby \$25,000

- My Company plans on EXHIBITING at the SMSNA Annual Meeting**
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*)

- Additional advertising and support opportunity (s)** Item Name: _____ Amount: _____
Item Name: _____ Amount: _____

PLEASE NOTE:
This form must be returned to reserve exhibit space.

Corporate functions may not be held concurrent with official SMSNA scientific or social functions. Any function, regardless of size or location, must be approved by the SMSNA Industry Relations Department, (847) 517-7225.

FOR EXHIBIT FEE:

Please make checks payable to: **SMSNA**
SMSNA FIN #94-3298855
 Check Visa Master Card American Express

Credit Card Number: _____

Expiration Date: _____

Signature: _____

QUESTIONS? Contact John Hansen or Mary Tully at the SMSNA office at (847) 517-7225.

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 SMSNA in 2010!

Sexual Medicine Society of North America, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173

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