

AUA 2021
SEPT 10-13
Las Vegas



AUA2021 Exhibitor Bulletin - May 2021 Edition

The American Urological Association's very own [Urology Care Foundation](#) (UCF) joins health care professionals in celebrating May as "Women's Health Awareness" month. The UCF provides a catalog of resources to help promote and educate on Women's Health. Check out our website and help us make a difference by sharing resources throughout the month. Click [here](#) to learn more!



Navigating AUA2021.org

The AUA2021 website has been updated and you now have everything at your fingertips.

Here's a snapshot of what you will find on the [Exhibitor Resources](#) page:

- AUA Policies & Exhibitor Forms
- Exhibitor checklist (includes deadline dates)
- GES Service Kit
- Official AUA2021 Vendors
- Promote Your Exhibit
- S&T Hall Schedule and more

If you have any questions regarding your booth activity, exhibitor insurance, and more please email Operations@AUAnet.org.

Did you miss the Retargeting Ads Webinar?

The AUA Industry Relations & Development Team and Feathr hosted a Retargeting Ads Webinar on May 5th. We are excited to launch the new Retargeting Ads Sponsorship and start promoting your brand to thousands of urological professionals.

Here's how you can learn more:

1. Access the recording of the webinar by logging into the [exhibitor portal](#).
2. Find details regarding [campaign options](#)?
3. Schedule a [meeting](#) to start utilizing retargeting ads.

For more information, contact [Deidre Jefferson](#).



How to Capture Leads During AUA2021! Annual Meeting Sponsorship Highlight

Leads are important to your sales team. Here are two ways to arm your sales team with the tools to reach their targeted audience: order the attendee mailing list and lead retrieval device.

The [attendee mailing list](#) allows you to send mailers in advance or post annual meeting. You may order the attendee mail list either **early pre-registration, pre- or post-registration**. The list will include physical mailing addresses of both domestic and international attendees.

The **Lead Retrieval device** allows you to learn more about your target audience while they visit your booth. The device has many features that help develop marketing campaigns and prepare the sales team to follow up with prospective and current customers. Click [here](#) to learn more about features and pricing.

If you would like to learn more, save the date for our next Exhibitor Webinar Series with CompuSystems on Lead Retrieval that will take place on **June 23rd @ 1pm EST**.

The (AUA) [Guidelines-at-a-Glance pocket guide](#) is a compilation of information on all of our current clinical guidelines and best practice statements for urologists to use in daily practice. The Guidelines Department works closely with the Practice Guidelines Committee (PGC) to convene expert panels and teams of methodological experts to review clinical topics in which the level of evidence supports comprehensive examination and recommendations. The PGC continually evaluates our guideline development process to ensure efficiency in the production and implementation of products that are rigorous, up-to-date and simple to follow for all end users. The complete, full-text versions of all AUA guideline products are available online at www.AUAnet.org/guidelines.

Current Year-Round Exhibit Opportunities

Looking to expand your brand here are a list of exhibiting opportunities.

[Annual Review](#) | Exhibits: June 4 – 6, 2021
[Advocacy Summit](#) | Virtual Exhibits: July 2021
[MCUREe](#) | Exhibits: July 25 – 27, 2021
[SUO \(The Evolving Landscape of Advanced Prostate Cancer Treatment: A Guidelines and Case-based Discussion\)](#) | Exhibits: September 9, 2021
[26th Annual AUA/CAU Spanish Urology](#) | Exhibits: September 10, 2021

Safety Corner!

The AUA2021 [website](#) continues to be updated with safety policies. We encourage you to review and check back periodically for updates.

[Learn More](#)

[Rules & Regulations](#)

[Housing Exhibitor eForm](#)

[AUA2021.org](#)



CONTACT

Keith Price

Sponsorships & Exhibits Sr. Manager
410.689.3749
KPrice@AUAnet.org

Deidre Jefferson

Exhibits Manager
410.689.4024
DJefferson@AUAnet.org

Kimberli Faison

Exhibits Coordinator
410.689.4048
KFaison@AUAnet.org

Darci Berliant

Sponsorship & Promotion Coordinator
410.689.3766
DBerliant@AUAnet.org