

Exhibitor Information Packet

2008 Robotic Prostatectomy Expert Panel Review Course

June 27-28, 2008
The University of Chicago
Graduate School of Business (GSB)



Please Join Us

On behalf of the University of Chicago Minimally Invasive Robotic Urology Program, we invite you to exhibit at the **2008 Robotic Prostatectomy: Expert Panel Review Course to be held June 27 - 28, 2008** at The University of Chicago Graduate School of Business, located at 5807 South Woodlawn Avenue in Chicago's historic Hyde Park neighborhood.

This annual course is intended for novice and intermediate robotic urologic surgeons and will provide a state-of-the-art examination of the technical maneuvers utilized by expert robotic surgeons during the surgical steps of radical prostatectomy. The average attendance to this two-day course is over 150 participants, the majority of which are practicing physicians and surgeons. General sessions will be conducted daily from 8:00 a.m.-6 p.m. on Friday, June 27, and 8:00 a.m.-5 p.m. on Saturday, June 28.

A complete conference brochure is available at: <http://cme.uchicago.edu/courses>

About the Conference

This year's conference will provide an exciting and ground-breaking state-of-the-art examination of the technical maneuvers utilized by expert robotic surgeons during the surgical steps of radical prostatectomy. The University of Chicago team, supported by a national faculty from centers of excellence, will share their experience with all aspects of robotic-assisted laparoscopic radical prostatectomy.

Over the two days, there will be a combination of keynote video presentations and panel-review on each step of the robotic prostatectomy, live surgical demonstrations, plenary Q&A sessions and personalized break-out sessions with the faculty members.

What makes this course unique is the teaching of variations in surgical techniques and concepts of robotic radical prostatectomy. Participants will learn from the experience of national experts, illustrate their individual techniques, panel reviews and small break-out group sessions that allow personalized discussions with faculty members. Our ultimate goal is to provide participants a didactic setting to gather the information necessary to improve their robotic prostatectomy practices – accelerating the learning curve and improve patient outcomes.

We hope that you will join us for this instructive meeting and look forward to welcoming you to Chicago.

Exhibit Information

The University of Chicago is pleased to provide the following opportunities for organizations to advertise their products and services to participants of the conference. Whether you are displaying your products in the exhibit room, interacting with attendees, or sponsoring a meal function, you will gain brand recognition for your company through program advertising and your message will reach physicians, scientists and residents.

General Exhibit Information

Exhibit Location:	The University of Chicago Graduate School of Business (GSB) 5807 South Woodlawn Avenue • Chicago, IL 60637
Exhibit Set-up:	June 26, 6 p.m.-8 p.m.
Exhibit Dates:	June 27 - 28, 2008
Exhibit Hours:	June 27 - 8 a.m.-6 p.m. & June 28 – 8 a.m.-5 p.m.

Exhibitors are assigned space on a first-come, first-served basis. The University of Chicago reserves the right to make the final space assignment and/or change the space assignment should it become necessary.

Tabletop Exhibits for Corporate Partners: \$2,000

Tabletop exhibits will be visible and accessible to all conference participants from June 27 – 28, 2008. The exhibit fee includes one six-foot skirted table, 2 chairs, a wastebasket, conference materials and 2 complimentary registrations for admittance to all sessions including meal functions.

Benefits of Exhibiting

- Raise brand awareness and create preference
- Create positive PR and raise awareness of your organization as a whole
- Multiple opportunities to meet with influential decision makers in a direct sales environment

Premium Sponsorship Opportunities

In addition to being a corporate partner, there are a limited number of premium sponsorship opportunities that may help increase awareness of your company or organization. These are limited to one each: **Gold, or Silver Sponsor.**

- Breakfast Host - Entire Meeting: \$10,000 (Gold Sponsor)
- Break Host - Entire Meeting: \$5,000 (Silver Sponsor)

Benefits of Premium Sponsorship

- Provide hospitality in an effort to promote goodwill toward conference participants
- Signage/banner provided and prominently displayed during sponsored event
- Enhanced acknowledgement in conference material
- Up to 3 complimentary conference registrations
- Post conference participant list (limited to attendees who have opted-in)

How to Register for Exhibit Space

Return the Exhibitor Application and Registration Form, with payment to:

The University of Chicago (Federal Tax ID#: 36-2177139)
Center for Continuing Medical Education
c/o 2008 Robotic Prostatectomy
950 E. 61st Street, Suite 101
Chicago, IL 60637

**At least one representative must be at the display during exhibit hours.*

Additional Information

For additional information regarding exhibit and sponsorship opportunities, please contact Kelli Thomas, Project Assistant, at 773-834-3408.

Exhibitor Application

2008 Robotic Prostatectomy: Expert Panel Review Course

The University of Chicago, Graduate School of Business (GSB) • Chicago, IL

June 27-28, 2008

Instructions

Complete, sign and return this application.

Organization or Company Name

Contact Name

Title

Address

City, State, and Zip

Phone

Fax

Email

Exhibitor Fee

Corporate Sponsor/Exhibitor: \$2,000 _____

Premium Silver Sponsor: \$5,000 _____

Premium Gold Sponsor: \$10,000 _____

Important Deadline: May 27, 2008

- All completed forms are due
- Payment is due.

Payment Options

_____ Check Enclosed

Charge to: _____ Visa _____ MC _____ AMEX

Card number: _____

Exp Date: _____

Name on card: _____

Signature: _____

Mail Exhibitor Application and Registration Form, with payment to:

Center for Continuing Medical Education, The University of Chicago, 950 E. 61st St., Suite 101, Chicago, IL 60637

Email: cme@bsd.uchicago.edu Phone: 773-702-1056 Fax 773-702-1736

By signing, you agree to abide by all of the provisions governing this exhibit opportunity, which is part of this application. Acceptance of the application by the University of Chicago constitutes a contract.

Authorized Signature

Date

Contract Provisions

Exhibits and exhibitors are subject to the following regulations. The term "University" herein refers to The University of Chicago.

University of Chicago Conference Objectives: The University of Chicago has produced this continuing medical education activity for registered physicians and allied healthcare professionals. Exhibitor is expected to display their products and/or discuss their services with awareness of the professional and practical needs of conference participants. The University reserves the right to refuse space that, in its sole opinion, is unlikely to contribute to the overall objectives of the conference.

Exhibitor Representative Responsibilities: Exhibitor must name at Least one person to be the official onsite representative and responsible party. The official representative will receive all relevant materials relating to the conference. That representative shall be authorized to enter into such agreements as may be necessary for fulfillment of obligations to the University and to other contractors and subcontractors. At least one representative must be at the display during exhibit hours.

Exhibit Schedule

Set-up Thursday, June 26, 6 p.m.-8 p.m.

Exhibit Hours Friday - Saturday
June 27-28, 2008
8 a.m.-6 p.m.

Move-out June 28, 5 p.m.

Payments and Cancellations: Payment in full for exhibit space is due no later than May 27, 2008. Exhibitors who cancel before May 27, 2008 will receive a refund less a \$500 cancellation fee. Exhibitors who cancel on or after May 27, 2008, will receive no refund. No cancellations shall be acknowledged unless received by the University in writing. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.

Space Agreement: This application for exhibit space, the notice of assignment by the University and the full payment of rental charges, together constitute an agreement for a right to use the space. Exhibitors will be assigned space on a first-come, first-served basis. The University reserves the right to make the final space assignment or change the space assignment should it be necessary in the best interest of the exhibit show.

Arrangements of Exhibits: Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard equipment provided to the exhibitor will consist of one six-foot table and two chairs. Exhibit fixtures, components and identification signs will be permitted to a maximum of seven feet. All display fixtures over four feet in height in height and placed within 10 linear feet of an adjoining exhibit must be confined to the back half of the area.

Care of Buildings: Exhibitors or their agents shall not injure or deface the walls or floors of the buildings, the booths, and/or equipment or furnishings in the space provided. The Exhibitor will be held liable for any such damage caused by the responsible representative or his agent.

Use of Exhibit Space: No Exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the consent of the University and approval of the terms thereof. No Exhibitor is permitted to show goods other than those manufactured or handled in their regular course of business. No firm or organization not assigned space will be permitted to solicit business in any manner within the exhibit area.

Sound Devices and Noise Level: The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so nearby exhibitors are not disturbed.

Entertainment: The Exhibitor agrees not to sponsor group functions such as hospitality suites, tours, film showings, speeches or other activities during the conference and exhibition hours that would in any way interfere with participant attendance at regular University education sessions or meetings or induce participants away from the conference. The Exhibitor must receive approval from the University for any intended group functions.

Direct Selling: In the event that Exhibitor engages in on-location transactions, Exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

General Restrictions: (A) Exhibitor can distribute only those food and drink samples that are manufactured or handled by them in the regular course of business. (B) The University reserves the right to restrict exhibits that, because of noise, methods of operation or for any reason become objectionable, and also to prohibit or evict without refund any exhibit or person that in the opinion of the University may detract from the general character of the conference. (C) No display material exposing an unfinished surface to neighboring exhibitors or an aisle will be permitted. (D) Exhibitor is not permitted to set up displays in hotel rooms, hotel suites or lobbies.

Liability and Insurance: Exhibitor will take reasonable precautions to safeguard exhibit. The University will not be liable for loss or damage to property of the Exhibitor or his representatives or employees from theft, fire, accident or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The University's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its negligence. Exhibitor will indemnify the University against, and hold harmless from, negligence of the Exhibitor in connection with its use of display space.

Fire Regulations: All material used in the exhibitor area must be made of flame-proof materials and conform to all fire department regulations.

Exhibitor Registration Form

2008 Robotic Prostatectomy: Expert Panel Review Course

The University of Chicago, Graduate School of Business (GSB) • Chicago, IL

June 27-28, 2008

As Corporate Sponsor, exhibitors receive two complimentary conference registrations. The registration badge admits the exhibitor to all sessions.

Corporate Sponsor Registration (Limit 2 persons)

Name _____

Phone# _____ Email: _____

Name _____

Phone# _____ Email: _____

Program Listing

Please list organization/company name and contact information for inclusion in conference materials.

Organization/Company Name

Address

City, State, Zip

Phone _____ Fax _____

Email

Mail Exhibitor Registration Form and Application, with payment to:

The University of Chicago (Federal Tax ID#: 37-2177139)

Center for Continuing Medical Education

c/o 2008 Robotic Prostatectomy: Expert Panel Review Course

950 E. 61st Street, Suite 101

Chicago, IL 60637

Phone (773) 702-1056 Fax (773) 702-1736