



Southeastern Section of the AUA, Inc.

75th Annual Meeting

March 17 – 20, 2011

Marriott New Orleans

New Orleans, Louisiana

2011

Exhibitor and Industry Partnership
Prospectus

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To Be Determined

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SOUTHEASTERN SECTION
AMERICAN UROLOGICAL ASSOCIATION, INC.



Administrative Office
Two Woodfield Lake
1100 E Woodfield Road, Suite 520
Schaumburg, IL 60173
(847) 969-0248 ♦ Fax: (847) 517-7229
website: sesaua.org ♦ email: info@sesaua.org

December 1, 2010

Dear Industry Colleagues:

On behalf of SESUA President Raju Thomas, MD, FACS, MHA and the entire SESUA Board of Directors, we would like to invite you to join us at the **Southeastern Section of the AUA 2011 Annual Meeting**. This year's meeting is being held March 17 – 20, 2011 at the Marriott New Orleans in New Orleans, Louisiana.

The Southeastern Section is composed of over 2,300 urologists; all the active members having been certified by the American Board of Urology, practicing, teaching and researching in the southeastern states of Florida, Georgia, South Carolina, North Carolina, Alabama, Kentucky, Tennessee, Mississippi and Louisiana, as well as Panama, Puerto Rico and the US Virgin Islands. Numerically, this is the largest of all the sections of the AUA.

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 400 urologists at this CME event in New Orleans.

Back by popular demand, we will again hold an outstanding welcome reception in the exhibit hall. In response to feedback from our industry partners and to allow for additional interaction and increased productivity for our exhibitors, we are now including the following items in our exhibit package:

- Internet access in exhibit hall
- Pre-registration attendee list
- Opportunity to feature your new products in our exhibit guide
- Two tickets to each official section evening event
- Opportunity to present a poster during a special scientific session

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 SESUA, FIN# 43-6032274 as early as possible. Checks should be made payable to the *Southeastern Section of the AUA* (SESUA) and sent to the SESUA office address on this letterhead.

We look forward to receiving your commitment and working together at the 2011 SESUA Annual Meeting! Thank you for your consideration.

Sincerely,

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

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



SESAUA
2011 Annual Meeting

IMPORTANT EXHIBIT INFORMATION AND DATES

GENERAL INFORMATION

The Southeastern Section of the AUA Annual Meeting is jointly sponsored by the AUA Office of Education, which is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and the Educational and Research Fund of the Southeastern Section of the AUA, Inc. The meeting will provide attendees with advanced knowledge in the urologic field, combined with new product knowledge learned in the exhibit hall.

The Southeastern Section of the AUA consists of urologists practicing in the southeastern states of the US, as well as Panama, Puerto Rico, and the US Virgin Islands.

Official Meeting Dates: March 17 – 20, 2011

Hotel & Meeting Location: **Marriott New Orleans**
555 Canal Street
New Orleans, Louisiana 70130
Phone: (504) 581-1000

Room Rate & Cutoff Date: \$225 (plus applicable tax) – February 15, 2011

SUPPORTING SESAUA

Deliver your message in a professional, focused and educational environment. The Southeastern Section of the AUA 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 400 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-registration attendee list, Industry Partners' Advisory Board participation with SESAUA Board of Directors, your company logo and recognition in annual meeting program book and signage, an ad in the SESAUA 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 SESAUA SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE SESAUA INDUSTRY RELATIONS DEPARTMENT.

Exhibit Description:

8'x10' pipe and drape booth with (1) one table, (2) two chairs and (1) one wastebasket. Additional service information will be made available approximately three-four weeks prior to the meeting.

Payment Options:

Payment is due no later than February 1, 2011.

Acceptable payment method is by check, Visa, MasterCard or American Express.

Please make checks payable to:

SESAUA
1100 E Woodfield Rd., Ste. 520
Schaumburg, IL 60173
FIN #43-6032274

Cancellations & Refunds:

SESAUA requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to February 1, 2011, exhibit fee will be refunded less **\$1,000** administration fee.
- Cancellation after February 1, 2011, no portion of the original exhibit fee will be refunded.

Assignment of Space:

Exhibit space will be assigned at the sole discretion of SESAUA. Factors affecting exhibit location include support level, the date the registration form was received by the SESAUA office, the number of exhibits and proximity of competitors.

EXHIBIT SCHEDULE

(Times are subject to change without notice)

Exhibit Set Up:

*Thursday, March 17, 2011
8:00 a.m. – 11:00 a.m.*

Exhibit Hours:

*Thursday, March 17, 2011
12:00 p.m. – 8:00 p.m.
Welcome Reception
6:00 p.m. – 8:00 p.m.*

*Friday, March 18, 2011
7:00 a.m. – 4:00 p.m.*

*Saturday, March 19, 2011
7:00 a.m. – 12:00 p.m.*

Exhibit Teardown:

*Saturday, March 19, 2011
After 12:00 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 SESAUA through an educational grant, please contact the Industry Relations team at the SESAUA office:

SESAUA, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173

Phone: (847) 969-0248 Fax: (847) 517-7229

www.sesaua.org

John Hansen
Manager, Industry Relations
john@wiweiser.com

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

2011 Southeastern Section of the AUA INDUSTRY PARTNERSHIP BENEFITS	Diamond Level \$30,000	Emerald Level \$15,000	Ruby Level \$7,500	Exhibit \$3,900
PRESENTATION TIME SLOT				
CME, Non-CME or Promotional Program	X			
ADS AND MAILINGS				
Door Drop	X			
Full Page B&W Ad in the Exhibit Guide	X			
Full Page B&W Ad in Newsletter	X			
50% Off Program Book Ads (Does Not Apply to Back or Inside Front Cover)	X	X		
50% Off Additional Sponsorships	X	X		
Pre-Registration Attendee List	X	X	X	X
One Set Membership Mailing Labels	X	X	X	
½ Page B&W Ad in Exhibit Guide	X	X	X	
½ Page B&W Ad in Newsletter	X	X	X	
RECOGNITION				
Company Logo Displayed on Website, Screen, and Signage	X	X		
Company Logo Displayed in Program Book, Exhibit Guide, and Newsletter	X	X		
Company Sponsorship Recognized on Website	X	X	X	
Company Sponsorship Recognized on Signage	X	X	X	
Company Sponsorship Recognized in Program Book	X	X	X	
Company Sponsorship Recognized in Exhibit Guide	X	X	X	
Company Sponsorship Recognized in Newsletter	X	X	X	
Product Information Listed in Exhibit Guide	X	X	X	X
Receive All Newsletters	X	X	X	
EXHIBIT BOOTH AND BADGES				
8'x20' <i>DOUBLE</i> Booth in Prime Location—Unlimited Badges	X			
8'x10' Booth in Featured Location—8 Exhibit Badges		X		
8'x10' Exhibit Booth—6 Exhibit Badges			X	
8'x10' Exhibit Booth—4 Exhibit Badges				X
INDUSTRY SPONSORS' ADVISORY BOARD MEETING				
(4) Four Attendees	X			
(2) Two Attendees		X	X	
ADDITIONAL EVENT TICKETS				
Welcome Reception w/Each Exhibit Badge	X	X	X	X
Annual Banquet (6) Six Tickets	X			
Annual Banquet (4) Four Tickets		X	X	
Annual Banquet (2) Two Tickets				X
PRODUCTIVITY AND ADDITIONAL EXPOSURE				
Internet Access in Exhibit Hall	X	X	X	X
Special Section in Exhibit Guide for New Products	X	X	X	X
Opportunity to Present a Poster During a Special Scientific Session	X	X	X	X

NEW FOR 2011

NEW FOR 2011

NEW FOR 2011

NEW FOR 2011

NEW FOR 2011

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2011 SESAUA ADVERTISING AND SUPPORT OPPORTUNITIES		PRICES
SPONSORSHIPS		
Satellite Symposia Time Slot CME, Promotional Program, or Non-CME Presentation		\$30,000
Advisory Board		\$15,000
Partial Sponsor of Residents Night Out		\$20,000
Partial Sponsor of Welcome Reception		\$10,000
Partial Sponsor of Annual Banquet		\$10,000
Attendee Arrival Bags at Registration		\$10,000
Full Page Color Ad on Back Cover of Program Book (Exclusive Sponsorship)		\$15,000
Full Page Color Ad on Inside Front Cover (Exclusive Sponsorship)		\$10,000
Full Page Color Ad in Program Book		\$7,500
Full Page B&W Ad in the Exhibit Guide		\$1,500
½ Page B&W Ad in the Exhibit Guide		\$1,000
½ Page B&W Ad in SESAUA Newsletter		\$5,000
Notebooks		\$10,000
Hotel Room Key Card Sponsor (Excludes Production and Hotel Fees)		\$10,000
"Privacy Please" Door Hangers (Excludes Production and Hotel Fees)		\$10,000
Company or Product Logo on "Schedule at a Glance" (Exclusive Sponsorship)		\$15,000

Thank you for supporting the Southeastern Section of the AUA in 2011!!



SESAUA
Two Woodfield Lake
1100 E Woodfield Road, Ste. 520
Schaumburg, IL 60173
(847) 969-0248 main
(847) 517-7229 fax



2011 Southeastern Section of the AUA Poster Registration Form

This year we will offer a special non-moderated poster session to facilitate discussions between your medical affairs team and our annual meeting attendees. Participation in this forum will be separate from the main exhibit hall.

Don't miss this exciting opportunity; register today to include your poster at the SESAUA annual meeting.

Supporting Organization:

Mailing
Address: _____

City/State/ZIP: _____

Contact Person: _____ Title: _____

Email: _____ Phone: _____ Fax: _____

Deadline to submit abstracts for inclusion of your poster is **February 15, 2011**.

Please complete and submit this registration form and any additional program information to Mary Tully or John Hansen in the SESAUA Industry Relations Department at mary@wjweiser.com or john@wjweiser.com

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Schaumburg, IL 60173
847-969-0248 phone
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www.sesaua.org

EXHIBITOR REGISTRATION FORM

March 17 – 20, 2011 — New Orleans, Louisiana

SOUTHEASTERN SECTION OF THE AUA

SESAUA 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 SESAUA experience.

- My company would like to become an Industry Partner** (*Exhibit space in featured location included.*)
 Diamond \$30,000 Emerald \$15,000 Ruby \$7,500

- My company plans on EXHIBITING at the SESAUA Annual Meeting**
 My company would like _____ 8'x10' Exhibit Booth(s) at \$3,900 each.

- 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 SESAUA scientific or social functions. Any function, regardless of size or location, must be approved by the SESAUA Industry Relations Department, (847) 969-0248.

FOR EXHIBIT FEE:

Please make checks payable to: **SESAUA**
SESAUA FIN #43-6032274

Check Visa MasterCard American Express

Credit Card Number: _____

Expiration Date: _____

Signature: _____

QUESTIONS? Contact John Hansen or Mary Tully at the SESAUA office at (847) 969-0248.

CORPORATE OFFICE

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

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: _____

Email: _____

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 SESAUA in 2011!

Southeastern Section of the AUA, Two Woodfield Lake, 1100 E Woodfield Road, Ste. 520, Schaumburg, IL 60173

Phone: (847) 969-0248 Fax: (847) 517-7229

Disclaimer

By signing the Registration Form for exhibit space, the exhibiting company agrees to abide by all rules and regulations stated in this compendium. The signer of this contract also agrees to share the rules and regulations with the representative(s) who will attend the meeting in New Orleans. **All rules and regulations will be enforced without exception.**

Each company exhibiting has only a terminable license to exhibit. If an exhibitor fails to comply with any rule herein or any directive issued by SESAUA staff, this license to exhibit can be terminated and the exhibit closed without notice. All interpretations of the rules and regulations and all matters and questions not specifically covered in this compendium are subject to the decision of the SESAUA.

Personnel

Only employees of the exhibiting company or individuals from temporary personnel companies (models/temps) working the exhibit for the exhibiting company will be issued badges. A physician who wishes to register as an exhibitor must be a full-time employee of the exhibiting company. **Exhibit booths must be manned at all times while the exhibit hall is open.**

Admission to Hall

The SESAUA will permit exhibitors with badges to enter the exhibit hall one hour before the hall opens and remain in the exhibit hall one hour after the show closes each day. If further access is required, special permission must be secured from the SESAUA. No one under the age of 18 years will be allowed admission to the exhibit hall at any time.

Badges

Exhibitors will be allowed four badges per booth unit rented. There will be a \$100 charge for each additional badge. Registering physicians and other professional attendees who are not full-time employees of the exhibiting company is prohibited. No trading of badges with other representatives or attendees is allowed. Each representative must wear the official SESAUA Meeting Exhibitor Badge at all times while attending SESAUA functions. Business cards or company badges are not permitted.

Conduct in the Exhibit Hall

1. All demonstrations, interviews or instructional activities must be confined to the limits of the exhibit booth. Space requested must be large enough to accommodate any activity conducted in conjunction with the actual product demonstration as well as the participants in or spectators of the activity.
2. Exhibits must be arranged so as to not obstruct the view or otherwise interfere with the displays of other exhibitors. The SESAUA values the participation of each exhibiting company and wants to ensure fair exposure in the exhibit hall.
3. The SESAUA reserves the right to direct revisions at the exhibitors expense of any company that does not abide by the rules and regulations.
4. No exhibitor may sublet, assign or share any part of its allocated space without the written consent of the SESAUA.
5. No promotional signs or decorations will be permitted in aisles, passageways, overhead spaces, public meeting rooms and other meeting facilities.
6. Exhibitors shall comply with all applicable statutes, or finances, regulations, rules and requirements relating to health, fire, safety and use of the premises.
7. Exhibitors shall assume all responsibility for its exhibit personnel, employees, contractors, servants and agents.
8. Booths must be kept clean. Debris will not be allowed to collect on the floor or display area of the booth.
9. No exhibit materials other than hand-carried items shall be moved through the exhibit hall during show hours. Exhibitors who depart prior to the close of the tradeshow shall not be invited to exhibit in the future.
10. Smoking is not permitted.

Safety Precautions

All construction material must conform to standard safety practices. Table and back wall drapes supplied by the official convention service contractor will be, and those supplied by the exhibitor, together with textile or paper displays and decorations, **must be flame retardant**. Displays are subject to inspection and approval for safety by the Marriott New Orleans. Volatile, explosive or other dangerous material or any substance prohibited by law or insurance carriers are not permitted on the premises.

FDA Approval

Any medical device or pharmaceutical exhibited must have fulfilled all applicable Food and Drug Administration regulations. If the device or pharmaceutical is still under clinical investigation, it must be prominently labeled as such.

Order Taking and Product Sales

Sales and order taking transactions are permitted if they are conducted in a professional manner; however, cash sales are not permitted. If you intend on selling products on the exhibit floor, you must follow customs regulations.

Promotional Items

Gifts and promotional items may be given to each booth visitor. Please adhere to the AMA guidelines in regards to the value of the item not exceeding \$25.00.

Irregular Activities

1. No person, firm or organization that has not contracted with management for the occupancy of space in the exhibit will be permitted to display or demonstrate any products, processes or services to solicit orders. In addition, that organization may not wear any identification other than that of the contracting exhibitor or distribute advertising materials at the exhibit. Any infringement from this regulation will result in prompt removal of the offending person from the hall. Exhibitors may not enter the booths of other exhibitors without invitation; no exhibitor may call or invite a visitor out of one exhibit and into his own. Exhibitors must remain within their own space while distributing literature, product samples or other materials; the aisles may not be used for these purposes.
2. Use of noisemakers, and presentations that may not be judged in good taste, lacking in dignity or not in keeping with the purpose of the exposition are prohibited.
3. Use of sound motion pictures and tape recorders will be permitted, where appropriate to the display, provided sound is maintained at a "conversation level." The SESAUA reserves the right to restrict an exhibitor's use of sound and other devices, which may interfere with the best interest of the exhibit as a whole.
4. The SESAUA reserves the right to prohibit and require immediate cessation of any activity or distribution of materials it deems inappropriate.
5. Complaints of any violation of rules and regulations are to be made promptly to the SESAUA, and exhibitors and their personnel agree to abide by the decision and ruling of the SESAUA.

Carpeting

The Exhibit area at the Marriott New Orleans is carpeted. Exhibitors may rent additional booth carpet for the rented space. Order forms will be available in the Exhibitor Service Kit.

Building Protection

Nothing shall be tacked, nailed, screwed, taped, stapled or otherwise attached to columns, walls, floors, doors or other parts of the building or furniture. Any damage incurred will be charged to the exhibiting company. Also, exhibitors may not tamper with anything in connection therewith necessary or proper for the protection of the building, equipment or furniture.

Failure to Occupy Space

In the event a company has not arrived by *Thursday, March 17, 2011*, the SESAUA reserves the right to use that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, the SESAUA reserves the right to remove the material and place it in storage or direct the general service contractor to install the exhibit at the exhibiting company's expense. Exhibitors will not be allowed to assemble or install any exhibit material once the hall has opened. Any remaining installation or assembly must be delayed until after the hall has closed for the day.

Exhibitor Insurance

1. Exhibitors and their agents agree to protect, indemnify, defend and hold harmless Marriott New Orleans, the Southeastern Section of the American Urological Association, Inc., their employees and agents against all claims, liability, injuries and damages to persons or property, governmental charges or fines and attorney's fees arising out of fines and attorney's fees arising out of or caused by negligence or wrongful acts of the exhibitor or his agents, servants or employees. Exhibitor acknowledges responsibility for obtaining adequate insurance coverage against property loss or damage and against liability for personal injury.
2. Should the premises in which the exposition is to be held, in the sole judgment of the SESAUA, become unfit for occupancy, or should the exposition be materially interfered with by any reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency or any other circumstances beyond the control of SESAUA, the Agreement for Exhibit Space may be terminated by the SESAUA. The SESAUA will not incur any liability for damages sustained by exhibitor as a result of such a termination, and the exhibitor hereby expressly waives such liability for damages sustained by exhibitor and releases SESAUA of and from all claims and damages. Exhibitor agrees that the SESAUA shall have no obligation in the event of termination hereunder except to refund the exhibitors prorated share of the aggregate amount received by SESAUA (as rental for exhibit space for said exhibit) after deducting all costs and expenses in connection with such exhibit, including a reasonable reserve for claims, such deductions being hereby specifically agreed to by exhibitor.

Music, photographs and other copyrighted material

Each exhibiting company is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display.

Security

Security for the Exhibit Area will be provided during the hours the exhibition hall is closed, from the evening of **Thursday, March 17, to Saturday, March 19, 2011**. Exhibitors may not provide separate security guards for their own purposes within the exhibit area unless permission is requested and approved in writing by the SESAUA.

Exhibitor-Sponsored Functions

Exhibitor functions may not be held concurrent with official SESAUA scientific or social functions. Please call the SESAUA office to discuss scheduling your event. **Any function, regardless of where it is held, must be reported to the SESAUA.**