Pediatric Urology Fall Congress – Sponsored by Society of Pediatric Urology
In Collaboration with AAP SOU, SFU, ICCS, ESPU, AAPU
Dear Industry Partner:

The Society for Pediatric Urology (SPU) is excited to invite you to participate in the **Annual Pediatric Urology Fall Congress**, September 8 - 10, 2017 at the Fairmont The Queen Elizabeth, Montréal, Canada.

This meeting is a combined effort of the major pediatric urology organizations, sponsored by SPU, in cooperative collaboration with:

- American Academy of Pediatrics Section on Urology*
- Society for Fetal Urology
- International Children's Continence Society
- European Society for Pediatric Urology
- American Association of Pediatric Urologists

We invite each of our industry partners to support and participate in the Pediatric Urology Fall Congress. Exhibit hours will be offered on Friday, Saturday and Sunday and there are several additional opportunities outlined in this prospectus for your company to support this event.

The Pediatric Urology Nurse Specialists (PUNS) Annual Meeting will take place just prior to the Pediatric Urology Fall Congress on September 7-8, 2017 and you have the opportunity to exhibit at both the PUNS meeting and the Fall Congress at a discounted rate. Programming will be specifically designed for pediatric urology nurses and associates. We anticipate over 100 pediatric urology nursing professionals in attendance as well as over 600 pediatric urologists at the Fall Congress on September 8-10. We would like to encourage you to stay for both meetings. Please refer to the exhibit application for rates.

The Pediatric Urology Fall Congress will bring together an exceptional and highly qualified audience of pediatric urology specialists from around the world.

I look forward to helping you bring your message to the pediatric urology community. Please review the attached and let me know how we can work together.

Sincerely,

Yvonne Grunebaum, CEM
Director of Industry Relations, SPU
# 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. If your corporate internal regulations allow for displayed logos, you may place your company logo on the bag.

## Hotel Key Cards $7,500
Hotel guests attending the Fall Congress will have a plastic hotel keycard for their room. Your company logo and booth number may be prominently displayed on each key showcasing your company message and driving traffic to your booth. SPU will produce the keys and supporter will supply artwork.

## Mobile Application $7,500
A mobile application is available for all attendees to download on their smartphones and other mobile devices. The application includes program schedules, abstracts, exhibitor lists and descriptions, and area attractions and information. Sponsoring company will have their information and logo in the application.

## Industry Supported Symposium

**Breakfast: $5,000 | Lunch: $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 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 Fall Congress publications, as well as on Fall Congress signage and slides within the meeting room. Your company will also be able to have an email promotion sent to all pre-registrants. Food and Beverage as well as AV equipment at the sponsor's expense. *Marketing materials cannot be distributed or displayed unless pre-approved by the Program Chair.*

*Flyer and poster are produced by the supporter.*
EXHIBITING INFORMATION

EXHIBIT DATES AND HOURS*

<table>
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<th>Date</th>
<th>Time</th>
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<tr>
<td>Friday, September 8</td>
<td>3:00 pm – 6:30 pm</td>
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<td>Saturday, September 9</td>
<td>7:00 am – 7:00 pm</td>
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<td>Sunday, September 10</td>
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*Times subject to change based on final program

EXHIBIT SPACE RENTAL FEE – WHAT IS INCLUDED

Exhibit Booth - $3,000
Includes:

- 1 – 8’ x 10’ booth and 1, 6 ft. table and 2 chairs
- Listing in program guide
- Listing in mobile application

Take advantage of this additional opportunity to exhibit during the Pediatric Urology Nurse Specialists Annual Meeting (PUNS) – a two day event.

Thursday, September 7, 2017: 7:00 am – 4:30 pm
Friday, September 8, 2017: 7:00 am – 12:00 pm

There is a separate Exhibit Prospectus for the PUNS meeting however you may choose to exhibit at both meetings at a $250 discount.

PUNS exhibit rate - $750
If exhibiting at both PUFC and PUNS - $3500 total fee
Includes: 1 – 8 x 10 booth with 1, 6 ft table and 2 chairs
LOCATION AND FUNCTIONS IN THE EXHIBIT HALL
The Exhibits will be located in the Dorchester Square Room directly adjacent to the Place du Canada, where the Scientific Sessions will take place.

Functions in the Exhibit Hall include:
- Welcome Reception
- Poster Viewing
- Reception
- Continental Breakfast
- Coffee Breaks

SPACE ASSIGNMENT
Exhibit space assignments are made on the basis of receipt of your Application. Assignments will be distributed approximately three months prior to the meeting.

APPLICATION AND DEPOSIT
In order to reserve exhibit space your application form must be submitted with at least 50% payment. After July 7, 2017, full payment must be received. Checks should be made payable to:

Society for Pediatric Urology
ATTN: Yvonne Grunebaum
500 Cummings Center, Suite 4400
Beverly, MA 01915 USA

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 Fall Congress 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.
MUTUAL INDEMNIFICATION
Exhibitor shall indemnify and hold The Society of Pediatric Urology, the Fairmont The Queen Elizabeth, the Fairmont The Queen Elizabeth’s parent companies, subsidiaries, affiliates, officers, directors, employees, agents and representatives forever harmless from, and against, any and all personal injury, property damage, loss, liability or claim of liability, expenses, fines and penalties including reasonable legal fees caused by any wrongful or negligent act, failure to disclose, error or omission by you, your contractors, subcontractors, vendors, guests, delegates, agents, attendees or representatives, except to the extent and percentage attributable to the Fairmont The Queen Elizabeth’s negligence.

The Society of Pediatric Urology and the Fairmont The Queen Elizabeth shall indemnify and hold Exhibitor, exhibitor’s parent companies, subsidiaries, affiliates, officers, directors, employees, agents and representatives forever harmless from and against, any and all personal injury, property damage, loss, liability or claim of liability, expenses, fines and penalties including reasonable legal fees caused by any wrongful or negligent act, failure to disclose, error or omission by us, our agents, employees or representatives, except to the extent and percentage attributable to your or your guests’, invitees’, agents’, delegates’ or representatives’ negligence.

INSURANCE
Exhibitor, Fairmont The Queen Elizabeth and Society of Pediatric Urology agrees to carry and upon demand to provide to the other evidence of a sufficient amount of insurance to provide coverage for any liabilities arising out of or resulting from our respective obligations pursuant to this meeting. Exhibitor further agrees to provide SPU evidence of insurance from any contractor, vendor or service provider retained by exhibitor. Such third party shall maintain, at a minimum, Commercial General Liability insurance of at least $2,000,000 per occurrence for injury and/or death and property damage prior to commencing work or services. All insurance required under this Contract shall name Fairmont The Queen Elizabeth, the owners and FRHI Holdings Limited and its subsidiaries as well as Society of Pediatric Urology as additional insurance.
2017 PEDIATRIC UROLOGY FALL CONGRESS
MARKETING SUPPORT AGREEMENT FORM
September 8-10, 2017 / Fairmont The Queen Elizabeth / Montréal, Canada

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 July 7, 2017. If a written cancellation is received on or before July 7, 2017, 25% of the entire fee will be due or retained as a cancellation fee. If a written cancellation is received after July 7, 2017 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 Fall Congress for approval prior to use.

Please check the appropriate item:

☐ Attendee Bags $7,500
☐ Hotel Key Cards $7,500
☐ Mobile App $7,500
☐ Hand out  $ 750

PAYMENT INFORMATION
Please note that as part of our compliance we can no longer accept credit card numbers via e-mail. This policy is designed to increase data security for cardholders and merchants. Emails received containing credit card information will be blocked. Please use the following methods of payment:

☐ FEE DUE: $___________  ☐ Check amount enclosed: $_____________

☐ Secure Fax: + 978.524.0461 *This form must be faxed if credit card number is showing. DO NOT EMAIL.

☐ 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 ___________________________

☐ If billing address is different, please enter below.

☐ WIRE TRANSFER – Please call our offices at +978.927.8330 for wiring information.

Complete and return to: Yvonne Grunebaum, SPU
**INDUSTRY-SUPPORTED SYMPOSIUM APPLICATION**  
September 8-10, 2017 / Fairmont The Queen Elizabeth / Montréal, Canada

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<tr>
<th>Exact Title of Symposium</th>
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Brief Description of Symposia Topics and Proposed Faculty:

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

**FUNCTION TYPE** (check one)  
☐ Breakfast: $5,000  ☐ Lunch: $10,000

**DAY/DATE/TIME OF MEETING**

**Friday, September 8**  
☐ 12:00 pm - 1:30 pm, Lunch

**Saturday, September 9**  
☐ 6:00 am – 7:45 am, Breakfast  
☐ 12:15 pm – 1:30 pm, Lunch

* Times and availability are subject to change based on final program

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 INFORMATION**

Please note that as part of our compliance we can no longer accept credit card numbers via e-mail. This policy is designed to increase data security for cardholders and merchants. Emails received containing credit card information will be blocked. Please use the following methods of payment:

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

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CREDIT CARD ☐ AmEx ☐ 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 ___________________________

☐ If billing address is different, please enter below. ___________________________
EXHIBIT AGREEMENT
Pediatric Urology Fall Congress – Sponsored by Society of Pediatric Urology
September 8-10, 2016 / Fairmont The Queen Elizabeth / Montréal, Canada

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 July 7, 2017. Final payment of the remaining balance is due no later than July 7, 2017. Sign and return both sides with a check payable to SPU 500 Cummings Center, Suite 4400, Beverly, MA 01915, fax both sides with a credit card number to 978-524-0461. Applications sent after July 7, 2017 must be submitted with full payment.

PAYMENT METHOD: Please note that as part of our compliance we can no longer accept credit card numbers via e-mail. This policy is designed to increase data security for cardholders and merchants. Emails received containing credit card information will be blocked. Please use the following methods of payment:

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☐ CREDIT CARD
☐ American Express ☐ MasterCard ☐ Visa
  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

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

☐ Wire Transfer – Call for wiring instructions

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE PROSPECTUS AND THIS APPLICATION (FRONT AND BACK). ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT. CONFIRMATION WILL BE SENT ON OR AFTER JULY 7, 2017. Applications without appropriate payment will not be processed.

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: ___________________
1. PAYMENT AND REFUNDS. Applications must be accompanied by a payment of 50% of total commitment with the application before July 7, 2017. Final payment of the remaining balance is due no later than July 7, 2017. Application received without such payment will not be processed nor will space assignments be made. If Show Management receives a written request for cancellation in whole or part of space on or before July 7, 2017, the exhibitor will be liable for a 25% processing fee. For cancellations in whole or part received after July 7, 2017, no refunds will be issued.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign said booth location shown on the floor plan as herein attached, to the nearest possible, but in any event to such space actually paid for and space occupied by him for his space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION. Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

3. USE OF SPACE, SUBLETTING OF SPACE. No exhibitor shall assign, sublet, or share the space allotted to him with another exhibitor, nor shall the space be used for any purpose other than those for which it was rented. Entries made in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies except.

Exhibitors must show only goods manufactured or dealt by them in the regular course of business, their concern's exhibit. Exhibiting firms are prohibited from operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. EXHIBITOR'S AUTHORIZED REPRESENTATIVE. Each exhibitor shall name one person to be his representative with respect to the installation, operation, and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance during the exposition. Exhibitors shall provide the Show Management with the name of the firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

5. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening for its removal after the conclusion of the Show. Installation and removal must be fully completed by the exhibitor. Any space not claimed and occupied three hours prior to opening, may be resold or reassigned or used in any manner. Exhibitors are not permitted to operate any noise making machinery or any other equipment in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Live Animals. Live animals are prohibited. Models. Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited. Sound. Exhibits are not permitted to operate musical instruments, radios, sound projection equipment, public address systems or any noising machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noising machines must secure approval of operating methods before the exhibit opens.

6. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Exhibit regulations and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the expiration of the show.

7. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all laws, ordinances and regulations relating to health, fire, building, and those participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility for regulatory compliance with laws as to construction, exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management shall be a power to answer them. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these rules and regulations, the electrical inspection and repair service of Show Management is responsible for all such work. All of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense. Exhibitors will not be permitted to store their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas where it will be made available for such purpose. If any unused equipment or machinery is to be installed in appliances that might come under fire codes are to be used the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with the City and State fire regulations. Independent contractors must comply with IAEE, ESCA and ES&D guidelines. All exhibitor labor must comply with established labor jurisdictions.

8. STORAGE OF PACKAGES AND BOXES. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period, but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty. Because of the lack of storage facilities, it may be necessary to store property crates and boxes outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume

9. OPERATION OF DISPLAYS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, any exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery. Trade Shows. No trade shows or contests. Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery. Trade Shows. No trade shows or contests.
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