



*International Society for the Study of Women's Sexual Health*

Annual Meeting

February 18-21, 2010

Hilton St. Petersburg Bayfront

St. Petersburg, Florida

# 2010

Exhibitor and Industry Partnership  
Prospectus



## International Society for the Study of Women's Sexual Health

Two Woodfield Lake • 1100 E. Woodfield Rd., Suite 520, Schaumburg, IL 60173 • Phone: 847/517-7225 • Fax: 847/517-7229  
Website: [www.isswsh.org](http://www.isswsh.org) • Email: [info@isswsh.org](mailto:info@isswsh.org)

### Board of Directors 2009 - 2010

#### President

Sheryl A. Kingsberg, PhD

#### President-Elect

Alan Altman, MD

#### First President Elect

Andrew T. Goldstein, MD

#### Secretary

Irwin Goldstein, MD

#### Treasurer

Kevan R. Wylie, MB, MD, FRCP, FRCPsych

#### Immediate Past President

Rossella E. Nappi, MD, PhD

#### Directors

Leonard R. Derogatis, PhD

Woet L. Gianotten, MD

Ellen Laan, PhD

Alessandra Rellini, PhD

Talli Yehuda Rosenbaum, PT

James A. Simon, MD

Marlene Wasserman, DHS

Maureen Whelihan, MD

#### Online Services Chair

Sue W. Goldstein, BA

#### Scientific Program Chair

Michael Krychman, MD

#### Ex-Officio Member

Sharon Parish, MD

#### Executive Director

Wendy J. Weiser

#### Associate Director

Sue O'Sullivan

December 2, 2009

Dear Industry Colleagues:

On behalf of Sheryl Kingsberg, PhD, President, Michael Krychman, MD, Scientific Program Chair, and the entire ISSWSH Board of Directors, I would like to invite you to join us at the **International Society for the Study of Women's Sexual Health 2010 Annual Meeting**. This year's meeting is being held February 18-21, 2010 at the Hilton St. Petersburg Bayfront in St. Petersburg, Florida.

The 747-member ISSWSH strives to increase public awareness about women's sexuality and sexual health and supports the highest standards of ethics and professionalism in research, education and clinical practice of women's sexual health.

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 350 attendees at this CME event in St. Petersburg, Florida.

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 ISSWSH, FIN# 61-1421087 as early as possible. Payments are acceptable by Visa, MasterCard or American Express or a check made payable to the *International Society for the Study of Women's Sexual Health (ISSWSH)*. Checks should be sent to the ISSWSH office address on this letterhead.

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

Sincerely,

Michelle Hoyt  
Manager, Industry Relations  
Illinois Urological Society  
847-264-5946 direct  
[mary@wjweiser.com](mailto:mary@wjweiser.com)

Mary Tully  
Development Coordinator,  
Illinois Urological Society  
847-264-5927 direct  
[michelle@wjweiser.com](mailto:michelle@wjweiser.com)



**ISSWSH**  
**2010 Annual Meeting**

**GENERAL INFORMATION**

The International Society for the Study of Women's Sexual Health 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 International Society for the Study of Women's Sexual Health consists of urologists, gynecologists, psychiatrists, researchers as well as women's sexual health physicians practicing both in the US and internationally.

**Official Meeting Dates:** February 18-21, 2010

**Hotel & Meeting Location:** Hilton St. Petersburg Bayfront  
333 First Street South  
St. Petersburg, FL 33701  
Phone: 727-894-5000  
Room Rate: \$159 single/double  
occupancy plus taxes

**Reservations must be made on or before January 25, 2010 to receive discounted rate.**

**SUPPORTING ISSWSH**

Deliver your message in a professional, focused, and educational environment. The International Society for the Study of Women's Sexual Health 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 350 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 a Diamond Level Industry Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Industry Partners' Advisory Board participation with ISSWSH Board of Directors, your company logo and recognition in annual meeting program book and signage, a full-page ad in the ISSWSH post-meeting newsletter, and discounts on other advertising opportunities. 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 ISSWSH SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE ISSWSH 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 February 1, 2010.  
**Acceptable payment method is by check, Visa, Mastercard or American Express.**

**Please make checks payable to:**  
ISSWSH  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN #61-1421087

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

- Cancellation on or prior to January 1, 2010 exhibit fee will be refunded less \$250 administration fee.
- Cancellation after January 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 ISSWSH. Factors affecting exhibit location include support level; the date the registration form was received by the ISSWSH office, the number of exhibits, and proximity of competitors.

**EXHIBIT SCHEDULE**

*(Times are subject to change without notice)*

**Exhibit Set Up:** Thursday, February 18, 2010  
10:00 a.m. until 12:00 p.m.

**Exhibit Hours:** Thursday, February 18, 2010  
12:00 p.m. – 4:00 p.m.  
Friday, February 19, 2010  
7:00 a.m. until 4:00 p.m.  
Saturday, February 20, 2010  
7:00 a.m. until 4:30 p.m.  
**(Subject to change)**

**Exhibit Teardown:** Saturday, February 20, 2010  
After 4:30 p.m.

**Registration:**

To pre-register your staff members, please list the names of those representative(s) working in the booth on the Exhibitor Registration Form. 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 ISSWSH through an educational grant, please contact the Industry Relations team at the ISSWSH office:*

**ISSWSH, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173**  
**Phone: (847) 517-7225 Fax: (847) 517-7229**  
**[www.isswsh.org](http://www.isswsh.org)**

Michelle Hoyt  
Manager, Industry Relations  
[michelle@wiweiser.com](mailto:michelle@wiweiser.com)

Mary Tully  
Development Coordinator, Industry Relations  
[mary@wiweiser.com](mailto:mary@wiweiser.com)

<b>2010 ISSWSH INDUSTRY PARTNERSHIP PACKAGE</b>	<b>Diamond Level \$20,000</b>	<b>Ruby \$5,000</b>	<b>Exhibit \$1,000</b>
<b>Presentation Timeslot</b>			
Non-CME or Promotional Program (Program Costs Additional)	X		
<b>ADS AND MAILINGS</b>			
Door Drop	X		
Pre-Registration Attendee List	X	X	
One Set Membership Mailing Labels	X		
On-site Registration List	X	X	X
<b>RECOGNITION</b>			
Company Logo Displayed On Screen	X		
Company Logo Displayed On Website	X		
Company Logo Displayed On Signage	X		
Company Logo Displayed In Program Book	X		
Company Logo Displayed in Newsletter	X		
Company Sponsorship Recognized On Website	X	X	
Company Sponsorship Recognized on Signage	X	X	
Company Sponsorship Recognized in Program Book	X	X	
Company Sponsorship Recognized in Newsletter	X	X	
<b>EXHIBITING AND BADGES</b>			
DOUBLE Exhibit Space In Prime Location--8 Exhibit Badges	X		
DOUBLE Exhibit Space In Prime Location at Fall Course	X		
6' Table-Top Exhibit---4 Exhibit Badges		X	
6' Table-Top Exhibit – 2 Exhibit Badges			X
<b>INDUSTRY SPONSORS' ADVISORY BOARD MEETING</b>			
(4) Four Attendees	X		
(2) Two Attendees		X	

*For More information about ISSWSH sponsorship opportunities, please contact the Industry Relations Department:*

*Michelle Hoyt  
Manager, Industry Relations  
847-264-5946  
[michelle@wjweiser.com](mailto:michelle@wjweiser.com)*

*Mary Tully  
Development Coordinator  
847-264-5927  
[mary@wjweiser.com](mailto:mary@wjweiser.com)*

2010 ISSWSH ADVERTISING AND SUPPORT OPPORTUNITIES		PRICES
<b>TIMESLOTS</b>		
Satellite Symposia (CME Accreditation Not Through ISSWSH), Promotional Program, or Non-CME Presentation Timeslot (Actual Program Costs Not Included)		\$15,000
Advisory Board Timeslot or Investigator Meeting		\$15,000
<b>SPONSORSHIPS</b>		
Internet Station Sponsor		\$10,000
Advertisement or Company Logo on Official ISSWSH Notebooks		\$10,000
Advertisement or Company Logo on Official Attendee Bags		\$10,000
Hotel Room Key Card Sponsor (Includes Production and Hotel Fees)		\$10,000
<b>ADVERTISEMENTS</b>		
Full Page COLOR Ad on Back Cover of Program Book		\$15,000
Full Page COLOR Inside Tab Ad In Program Book		\$7,500
Full Page B & W Ad in Program Book		\$5,000
½ Page B & W Ad in Program Book		\$2,500



Thank you for supporting the International Society for the Study of Women's Sexual Health in 2010!!

ISSWSH  
 Two Woodfield Lake  
 1100 E. Woodfield Road, Ste. 520  
 Schaumburg, IL 60173  
 (847) 517-7225 main  
 (847) 517-7229 fax  
[www.isswsh.org](http://www.isswsh.org)

# EXHIBITOR REGISTRATION FORM

February 18-21, 2010 – St. Petersburg, Florida

## INTERNATIONAL SOCIETY FOR THE STUDY OF WOMEN'S SEXUAL HEALTH

ISSWSH 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 ISSWSH experience.

- My Company would like to become an Industry Partner in the amount of \_\_\_\_\_ (Exhibit space in featured location included.)
- My Company plans on EXHIBITING at the ISSWSH Annual Meeting  
My company would like \_\_\_\_\_ 6' table-top exhibit space (s) at \$1,000 each.  
(Table-top locations are 6' only and will be assigned in part on a first-come, first-serve basis)

### PLEASE NOTE:

*This form must be returned to reserve exhibit space.*

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

#### FOR EXHIBIT FEE:

Please make checks payable to: **ISSWSH**

ISSWSH FIN #61-1421087

Check     Visa     Master Card     American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

QUESTIONS? Contact Michelle Hoyt or Mary Tully at the ISSWSH 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 the ISSWSH in 2010!***

International Society for the Study of Women's Sexual Health, Two Woodfield Lake, 1100 E Woodfield Road, Ste 520, Schaumburg, IL 60173

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