



2026 AUA Annual Meeting Mascot Sponsorship Overview

Limited Availability | Six Total Sponsorship Slots

Fee: \$5,000 per Slot

Friday–Sunday | Two Slots Per Day | Timing TBD

Sponsorship Overview

The American Urological Association (AUA) is introducing its first-ever mascot at the AUA Annual Meeting—a fun, engaging character designed to enhance the attendee experience, drive social media buzz, and increase exhibit hall traffic.

This sponsorship offers a unique opportunity to align your brand with a high-visibility, interactive activation that blends entertainment, and measurable exposure. Each sponsor receives a dedicated mascot booth visit supported by pre-meeting promotion and real-time onsite amplification.

Sponsorship Benefits

Exclusive Onsite Mascot Booth Visit

- One 30-minute dedicated mascot appearance at the sponsor's exhibit booth
- High-energy photo opportunities designed to attract and engage attendees
- Increased booth traffic through a scheduled, promoted exhibit hall moment

Approved Branded Interaction Options

To protect the integrity and longevity of the AUA mascot, branding is limited to approved, non-attached elements only. Sponsors may select one of the following options for their scheduled booth visit:



Option 1: Branded Photo Prop (Recommended)

- Sponsor-provided branded photo booth prop (e.g., handheld sign or lollipop-style placard)
- Prop must be produced by the sponsor or their exhibit vendor (e.g., GES)
- Mascot may hold the prop during photo moments at the sponsor's booth

Option 2: Branded Button

- One sponsor-provided logo button
- Button may be worn by the mascot during the scheduled booth visit only
- Button must be lightweight and approved in advance

Not Permitted

- No Velcro, adhesive, sewn, or permanent attachments
- No alterations to the mascot costume
- No product claims, taglines, or promotional messaging

All branded elements are subject to AUA review and approval prior to the meeting.

Photography & Image Use Guidelines

- Photography Note - AUA does not provide a photographer. This sponsorship includes the scheduled mascot appearance only. Photography is managed entirely by the sponsor.

Sponsors may:

- Hire their own photographer, or
- Capture photos using booth staff or attendees' devices

Image Usage Restrictions

- Photos of the mascot holding a sponsor prop or wearing a sponsor button may not be used in external company marketing, advertising, or promotional campaigns
- Images may be used for internal, non-promotional recap purposes only (e.g., internal presentations or post-meeting summaries)
- AUA retains sole authority over public-facing mascot imagery and branding

This ensures the mascot remains an AUA-owned character and avoids confusion or implied endorsement.



Attendee-Facing Promotion

Mascot appearance time and sponsor booth number will be included in:

- Daily Attendee News emails distributed each morning
- Onsite mascot schedule communications
- Mobile app (Swapcard) push notifications announcing where the mascot can be found
- Daily “Where to Find the Mascot” messaging shared with all meeting attendees

Social Media Amplification

- Dedicated AUA social media post during the mascot’s visit to the sponsor’s booth
- Includes sponsor tag and booth number
- Live AUA social media coverage highlighting mascot appearances throughout the meeting
- Association with one of the most engaging and shareable onsite activations at AUA2026

Pre-Meeting Visibility

Sponsors will be included in select pre-meeting mascot promotions, such as:

- “Build Your Schedule With Me” mascot video content
- Pre-meeting attendee communications highlighting upcoming mascot appearances
- Sponsor booth number referenced to encourage advance planning and booth visits

Alignment with a High-Engagement Campaign

Sponsors benefit from alignment with AUA’s strong digital and social reach:

- 149,000+ social media followers
- 852,000+ video views in 2025
- 109M+ total reach tied to #AUA25
- Demonstrated attendee engagement through interactive, personality-driven content

Important Notes

- Mascot sponsorships are limited and assigned on a first-come, first-served basis



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- Add-on branding is optional and may not be necessary depending on attendee demand and mascot popularity
- AUA reserves the right to refine mascot guidelines for future meetings based on onsite performance and engagement

Please contact Keith Price at KPrice@auanet.org or Darci Berliant at Dberliant@auanet.org for a rendering of the mascot.