

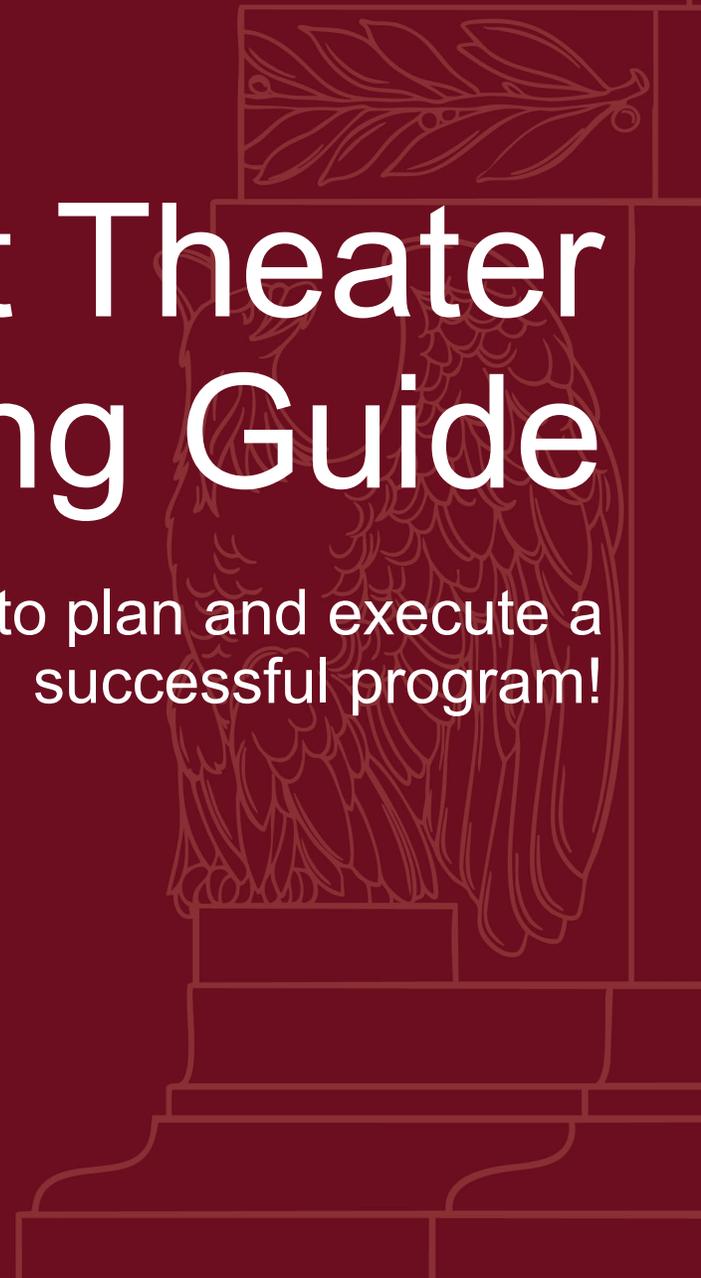
AUA  
2026  
Washington, DC

MAY 15-18



# Product Theater Planning Guide

Everything you need to plan and execute a  
successful program!



## Activity Form / Promotion of Your Program

The Activity Form is where you will provide the details of your program (title, speaker(s), sponsor name, etc.) for promotional purposes. This is also where you will identify the person responsible for executing your program. The program details provided will be utilized on the AUA2026 website, in the mobile app, on promotional signage onsite, in emails to attendees, on theater tickets and in onsite publications (Daily Schedules and the Meeting Program)

**Deadline: February 27, 2026**

*\*Content submitted after February 27<sup>th</sup> will be added to anything that has not already gone into production.*

*The deadline ensures that your program information will be heavily promoted prior to the meeting as well as included in printed publications onsite. **There are no AUA promotional guarantees for information provided after the deadline.***

[Complete the Activity Form Here](#)

# Program Promotion Format Sample

 <b>PRODUCT THEATER</b>	
<b>Product Theater in The Square</b>	
7-8 a.m.	<b>A Treatment Option for Select Genitourinary Cancers and Adverse Reactions Management</b> <i>Daniel J. Canter, MD   Sponsored by: Merck &amp; Co., Inc.</i>
12:30-1:30 p.m.	<b>Incorporating Checkpoint Inhibition in the Treatment Landscape for Patients With Pathologically High-Risk Urothelial Carcinoma</b> <i>Jayram Gautam   Sponsored by: Bristol Myers Squibb</i>
<b>Product Theater in the Science &amp; Technology Hall, Booth #1260</b>	
9:30-10:30 a.m.	<b>ERLEADA® (apalutamide)—For the Treatment of Patients With Metastatic Castration-Sensitive Prostate Cancer (mCSPC)</b> <i>Christopher M. Pieczonka, MD; Robert E. Reiter, MD; Aaron Berger, MD   Sponsored by: Janssen</i>
12-1 p.m.	<b>Exploring Clinical Evidence of a Treatment Option for Metastatic Castration-Sensitive Prostate Cancer</b> <i>Kenneth Kernen   Sponsored by: Astellas Pharma and Pfizer Oncology</i>
2:30-3:30 p.m.	<b>Choices That Matter: Optimizing BPH Care for Urologists, APPs and Patients</b> <i>Matt Ashley, MD, moderator; Janelle Bunce, PA-C; Claus Roehrborn, MD   Sponsored by: Teleflex Interventional Urology</i>

## Program Title

*Speaker(s) Name(s) | Sponsor*

## Daily Schedule

## Promotional Signage Placed by Sponsor Onsite

The AUA does not permit promotional signage for Product Theaters around the convention center unless it is contracted through the AUA as an additional sponsorship. Promotional signage includes but is not limited to, 22"x28" easel signs, pop-up banners and meter boards.

Custom promotional signage is permitted 30 minutes prior to the start of your program at the Product Theater entrance only.

*Please see the AUA2026 Sponsorship [Website](#) for additional opportunities to promote your program. We highly recommend lightboxes, hanging banners or print advertising in the Meeting Guide*

## Promotion FAQs

### Q. Can I put signs up to promote my program?

A. Yes. You are permitted to place signs at the entrance to the theater 30 mins prior to the start of your program. Signage should NOT be placed anywhere else within the building without prior AUA approval.

### Q. Do you have easels available?

A. Yes. We will have two easels available for you to use at the entrance to the theater. Should you require more than two, please let us know in advance.

### Q. Where is the product theater located?

A. The following are permissible ways to list the location of the Product Theater on your signs and/or advertisements:

Booth #2701

Product Theater, Booth #2701

Booth #2701 in the S&T Hall

Product Theater, Booth #2701 in the S&T Hall

### Q. Where do I ship my product theater materials?

A. Please follow the GES instructions for shipping to your booth. **Do not ship to the Product Theater.** Ship to your exhibit booth as you would all exhibit materials.

## Speaker Guidelines

The AUA has a strict speaker policy. **Before submitting your activity form, review the speaker guidelines.** Key AUA Leadership CANNOT speak at a Product Theater. If you would like us to vet speakers for you, please email their name(s) to Darci Berliant.

No Key AUA Leadership

[View the Full AUA Speaker/Faculty Guidelines](#)

## Food & Beverage

Food and beverage is NOT included in the Product Theater fee. All orders must be placed directly with the caterer and are at the expense of the sponsoring company.

**Order directly with the caterer by April 9**

While it is not required to order F&B, we strongly encourage it as attendees do expect it. Even small snacks go a long way and are budget friendly!

# Food & Beverage – How to order

## Average Attendance:

- The theater is set for 220 attendees.
- Lunch timeslots are typically standing room only.
- All other timeslots average between 75-125 attendees.

## To place an order:

[View Menus](#)

Contact: [wewccexhibitorders@aramark.com](mailto:wewccexhibitorders@aramark.com)

*Please let them know that you are ordering for the AUA Product Theater in Booth #2701.*

## Lead Retrieval

The AUA provides 4 complimentary lead retrieval scanners from CompuSystems to collect attendee information at the entrance of the Product Theater.

You will need to provide 4 staff to scan badges.

*See the next page to view what's included on the scan report. If you require more information than what's provided on our reports you will need to provide your own scanners or method for registering attendees.*

## What's included on the lead retrieval report?

1. First Name
2. Last Name
3. Title
4. Company
5. Full Mailing Address
6. Phone Number
7. Email

NPI numbers are not required to register for the meeting therefore they are not included in the scan report.

## Additional Badges

The AUA provides 10 complimentary exhibitor badges with your Product Theater sponsorship. The purpose of these badges is for your Product Theater staff. This means anyone that will only be at the meeting for the purpose of the Product Theater and is not booth staff. This typically applies to agencies.

10 badges provided for staff assisting with your Product Theater

*The sponsoring company is responsible for their own badges. Meaning, if you are an agency you need to work directly with your client to receive your badges. The contact would be whoever at the company is responsible for ordering badges for booth staff. **The AUA does not register these badges on your behalf.***

## Pre-Show Marketing / Attendee List

The AUA will promote your program as listed on page 2. However, we are only one piece of the puzzle! **It is crucial for you to do additional marketing of your program in order for it to be successful.** The most successful programs do pre-show and/or onsite marketing of their programs.

You are entitled to one FREE attendee mailing list

*The free attendee mailing list includes physical addresses only and can only be utilized one time. Please see the next page to find out how to request your copy of the list.*

# How to Obtain Your Free Attendee List

1. Visit the [Attendee List Page](#) on the AUA2026 website
2. Click on the Attendee List pdf to instantly download the request form
3. In the “Payment Options” section, write “Product Theater Comp” on the card number line
4. Complete the “Ship To” section
5. Read the “Conditions of Use” section then sign and date it
6. Return your completed form AND sample mailing piece to either Mike Lombardo or Darci Berliant
7. We will either approve the mailer or request edits. When approved, we will submit your completed form to the AUA Customer Service Department who will then provide you the list via email.

\*Please allow 5-7 business days for form processing

[Download the request form](#)

## Audio/Visual Services

Freeman A/V is the exclusive audio/visual provider for the Product Theater. A standard A/V setup is included in your contract. See the next page for the full list of equipment provided.

Anything added outside of the standard A/V setup is at the expense of the sponsoring company and must be ordered directly with Freeman A/V.

*Contact for ordering additional A/V:*

*Yesenia Mata*

*214.519.4149*

*Yesenia.Mata@freemanco.com*

## Standard A/V Setup

- Three podiums with bar height chair
- Two audience screens
- One laser pointer
- Digital speaker timer and mouse control from podium
- One LCD package with a presentation PC with flat panel monitor
- Eight Microphones: Three lavalieres, three wireless handhelds, and two audience microphones
- One A/V technician
- One audio technician

Only minimal stage changes will be permitted and must be approved by the AUA. All changeover fees will be the responsibility of the sponsor.

## Recording of Presentations



The only recording permitted in the Product Theater is for those companies that have purchased the livestream add-on for their program. We do not allow ANY third parties to record programs. If you would like to add on livestreaming, please contact Darci Berliant.

Strictly prohibited unless contracted through the AUA

*We've been made of aware of vendors who reach out to Product Theater participants and offer to record their presentations. This is strictly prohibited, and we will not allow these companies into the theater. Please do not let anyone convince you that they have permission from the AUA to record your presentation. They do not!!! Please report any of these solicitations to Darci Berliant.*

## 30 Minute Technical Rehearsals Onsite

Rehearsals should be utilized for any of the following:

- Full run through with speakers
- Screen checks (making sure your slides are displaying correctly on the screen)
- Sound checks
- Familiarize the speaker with the layout/setup of the theater
- ARS run through (if using)

**The AUA will assign a rehearsal timeslot to each sponsor**

*Please respect the time of our A/V technicians and staff during your rehearsal. DO NOT use this time to have a team meeting in the theater or to edit your slides. The purpose of the rehearsal is to address any potential technical errors in advance of your actual presentation and to familiarize your speakers with the setup.*

## Conference Planning Call

2-3 weeks prior to the meeting we will be setting up a conference call to discuss/confirm all the logistics listed throughout this document. The call will include representatives from the AUA as well as our vendor partners.

Watch your inbox for an invite in April.

## Know Before You Go! Onsite FAQs

**Q. When can I get into the theater to setup my program the day of?**

**A.** You can get into the theater to setup an hour beforehand but there will be a program happening on the other side that cannot be disrupted. Please be quiet!

**Q. What time will the A/V Tech be in the theater?**

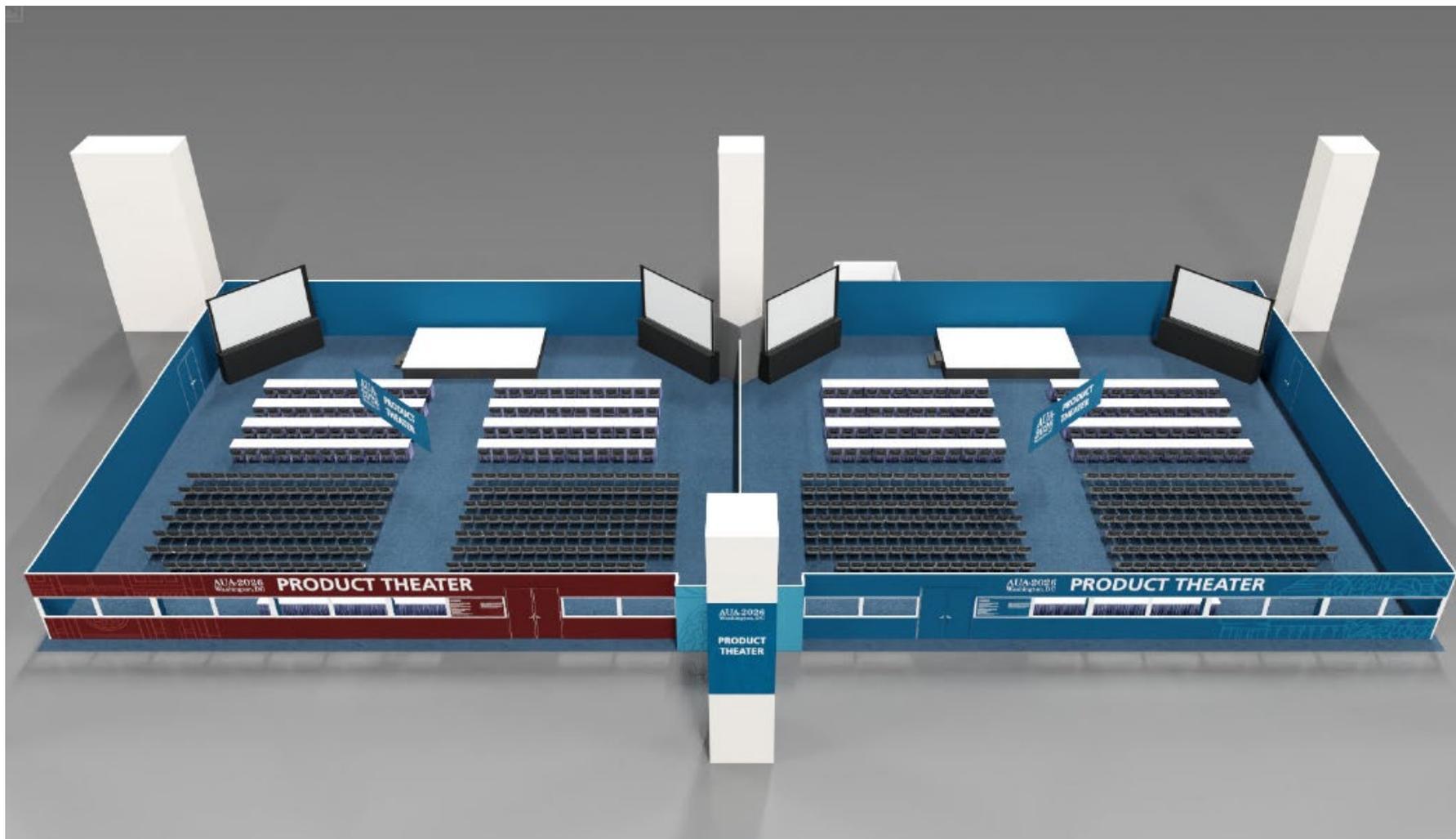
**A.** A/V techs cannot assist you or your speaker until **15 minutes before the start of your program** as they are assisting the program on the other side. Please do not disrupt their program.

**Q. Where are rehearsals held?**

**A.** Rehearsals are held in the theater itself.

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## Render



## Product Theater Checklist

- Select speaker(s) and go through the vetting process to confirm eligibility
- Fill out the Activity Form to include program title and speaker(s) by February 27<sup>th</sup>
- Order food and beverage by April 9
- Confirm use of AUA Lead Retrieval or create new method of registering attendees
- If using AUA lead retrieval, confirm at least four staff members for scanning badges
- Order any necessary badges for Product Theater staff and/or speaker(s)
- If sending a promotional mailer, submit the Attendee Mailing List order form
- Order additional A/V if necessary
- Confirm technical rehearsal time and date with both AUA and speaker(s)
- Review additional options to advertise/promote program
- Schedule planning call with AUA

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QUESTIONS?

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