

THE SARATOGA HILTON HOTEL
SARATOGA SPRINGS, NEW YORK
8 - 10 AUGUST 2025



**Dear Industry Partner**,

The history of the Current Concepts in Men's Health started in 2001 when the Albany Medical College Division of Urology partnered with industry to discuss treatment options for prostate cancer and new pharmacological agents for erectile dysfunction. After several years, the meeting became a popular summer event to advance knowledge on several more areas of men's health including bladder cancer, benign prostate disease, nephrolithiasis, reconstructive urology, and andrology topics. Over time, we have increased the number of invited national faculty, but have also incorporated many members of the Upstate regional urology teaching faculty to participate in the conference while giving state-of-the-art lectures on current topics related to men's health.

The 23nd Annual Current Concepts in Men's Health takes place August 8 – 10, 2025 expect about 100 health care providers.

Join our very distinguished gathering of experts in this targeted forum of ideas focused on men's health. Industry participation opportunities are outlined in the following pages of this prospectus.

Sincerely,

Barry A. Kogan, MD, FACS
Chief of the Division of Urology at Albany Medical College

# SPONSOR OPPORTUNITIES

#### **Platinum Level Includes:**

\$25,000

- Recognition and signage for Platinum support in all pieces
- Industry lunch symposium (food, beverage and AV included)
  6 full registrations for members of your company\*
- ½ page Ad in the Program Guide
- 2 email blasts (pre and post meeting)
- 1 exhibition space



#### **Gold Level Includes:**

**\$15,000** 

- Recognition and signage for Gold support in all pieces
  Breakfast symposium (food, beverage and AV not included)
- 4 full registrations for members of your company\*
- 1 email blast to attendee list (pre or post meeting)
- 50% discount on exhibit space



#### Silver Level Includes:

**\$10,000** 

- Recognition and signage for Silver support in all pieces
- 3 full registrations for members of your company\*
- 25% discount on exhibit space



\*In addition to the 2 registrations already included with exhibition space.



# MARKETING SUPPORT OPPORTUNITIES

**Program Guide Advertisement** \$1,000.00 Back Cover | \$500.00 Inside front or back Place an ad in this year's meeting program guide and your marketing message will reach over the majority of attendees. This is the main reference for all CCMH attendees and members and will be referred to several times throughout the year.

WiFi \$1,500.00

WiFi will be provided in all of the meeting rooms. As the sponsor, your company will be able to have signage throughout the meeting acknowledging support of the WiFi as well as the password which will be your choice and can be your company name or a catchy product name. This provides widespread visual promotional coverage for your company

Meeting Bags \$2,500.00

This is an opportunity to support the meeting bags that every attendee will receive when they collect their registration materials. Your company name will be listed as a sponsor under the conference name and date.

Hotel Key Cards \$2,000.00

Hotel guests attending the CCMH 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. CCMH will produce the keys and supporter will supply artwork.

Water Bottles \$2,500.00

It is important to stay hydrated – especially in August! Sponsor your logo and the CCMH logo on a 17 oz. metallic water bottles for our attendees to keep their water nice and cool.

Urology Jeopardy & Case of the Year Contest \$3,000.00

Be the featured sponsor of the most entertaining and well attended session(s) during the annual CCMH conference. The Friday Jeopardy session warms up the CCMH crowd just before the Welcome Session and Saturday's Case of the Year closes out the last full day of the meeting with a fun filled blend of camaraderie and competition. The sponsor fee does not include refreshments but can be added at sponsor's cost.

## **EXHIBITOR OPPORTUNITIES**

Exhibits are located in Saratoga 1 immediately adjacent to the Scientific Sessions which are located in Saratoga 2 and 3. The table-top Exhibit fee is \$5,000 and includes:

1 table and 2 chairs2 Badge registrationsAttendance at the Welcome Reception (in Exhibit Hall)

#### **EXHIBIT HOURS**

Friday August 8, 2025 7:15 AM – 12:00 PM
Continental Breakfast\* 7:15 AM – 8:00 AM
Morning Break\* 10:10 AM – 10:40 AM
Reopens 1:00 PM – 5:00 PM
Welcome Reception\* 3:45 PM – 5:00 PM

 Saturday, August 9, 2025
 7:00 AM – 12:00 PM

 Continental Breakfast\*
 7:15 AM – 8:00 AM

 Morning Break\*
 9:50 AM – 10:20 AM

#### **INSTALLATION:**

Thursday, August 7 3:00 PM - 5:00 PM Friday, August 8 6:00 AM - 7:00 AM

**DISMANTLE:** 

**Saturday**, **August 9** 12:00 PM – 1:00 PM

#### **SPACE ASSIGNMENT**

Exhibit space assignments are made based on receipt of your application. Assignments along with an exhibit service kit will be distributed in May.

#### APPLICATION AND DEPOSIT

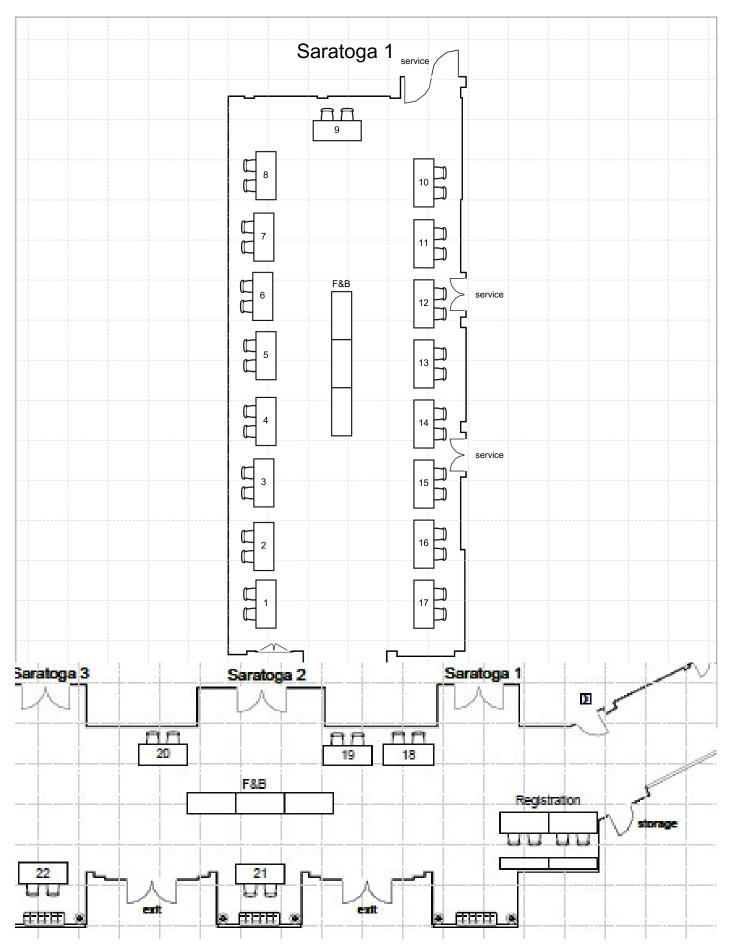
In order to reserve exhibit space your application form must be submitted with at least 100% payment. After May 9, 2025, full payment must be received. If you are paying by credit card please indicate so on the agreement form and email to <a href="mailto:industry@menshealthcourse.com">industry@menshealthcourse.com</a>. Upon receipt of your agreement, we will send confirmation with an online payment link. If paying by check please make the check out to the Current Concepts in Urological Health, and mail to:

Current Concepts in Men's Health 500 Cummings Center, Suite 4400 Beverly, MA 01915

Please let us know if you have any questions by calling 978-927-8330 or by emailing <a href="mailto:industry@menshealthcourse.com">industry@menshealthcourse.com</a>



# **Exhibit Hall Floor Plan**



\*Foyer space is reserved for sponsors

# **Exhibit Agreement**

Current Concepts in Men's Health Saratoga Springs, NY August 8 - 10, 2025

Please complete all sections of this application and either type or print in each section. Sign and return both sides to industry@menshealthcourse.com or send a check payable to CCMH 500 Cummings Center, Suite 4400, Beverly, MA 01915, USA. Once we receive your agreement we will send confirmation and an online payment link.

CONTACT INFORMATION		PA
Contact Person  This person will receive all corres	spondence pertaining to this meeting.	CR
Title		CN
Telephone Number		Ar
Email Address		WE PRO
Company Name		THI
Street Address		
City/State/ Postal Code/Country		
Web Address		7
TABLE TOP PREFEREN	CE	M(
Price Exhibit Space \$5,000 #	#spaces = \$	will des
Location Preferences:	(List table numbers)	
1st Choice	3rd Choice	
2nd Choice	4th Choice	
We would like to be near	::	

# Check amount enclosed: CREDIT CARD American Express Amount to be charged: MasterCard Visa 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 JANUARY 2nd. AUTHORIZED SIGNATURE PRINT NAME

#### MOBILE APP LISTING:

You will receive the link for exhibitor service kit in early fall which will include the CVENT link to enter your company/product description along with your staff badges.



# **Exhibit Agreement**

**Current Concepts in Men's Health** Saratoga Springs, NY August 8 - 10, 2025

The CCMH Current Concepts in Men's Health and its authorized representatives

The CCMH Current Concepts in Men's Health and its authorized representatives are hereinafter referred to as "Show Management."

1. PAYMENT AND REFUNDS. 100% of the total commitment due must be paid by May 9, 2025. Applications submitted after May 9, 2025 must be accompanied by payment IN FULL. Applications received without such payment will not be processed nor will space assignments be made. If Show Management receives a written request for cancellation of space in whole or in part on or before May 9, 2025, the exhibitor will be liable for a 25% processing fee. For cancellations in whole or in part received by May 9, 2025, no refunds will be issued. It is expressly agreed by the exhibitor that in the event exhibitor 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 their use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by exhibitor for their space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved.

liquidated damages, the amount paid by exhibitor for their 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 with another business or firm unless approval has been obtained 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 excepted. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for 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 sold 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. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be his representative in connection with 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 shall be responsible. The exhibitor shall assume responsibility for such representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children sixteen (16) years of age and under will not be

by the opening time of the exposition. Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

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.

Exhibitor Plan Review. Booth construction plans 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 opening of the exposition.

7. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while 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 pertaining to the compliance with laws as to public policy as far as individual 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 will endeavor to answer them. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with the Electrical Code Safety Rules. If inspection indicates

of crates or boxes improperly labeled as "empty" because of the lack of storage facilities, it may be necessary to store empty crates and cartons 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 any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Contractors for removal time and materials at prevailing rates.

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 exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are 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.

promotions.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contests, Drawings & Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors 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.

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 which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking 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 noisemaking exhibits must secure approval of operating methods before the exhibit opens.

10. SOCIAL ACTIVITIES. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

11. LIABILITY AND INSURANCE. Exhibitor agrees to pay for any damage to the hotel that occurs while the Exhibitor and or sub-contractor is using it. The Exhibitor will not be responsible, however, for ordinary wear and tear or for damage that can show was caused by persons other than the Exhibitor.

12. INDEMNIFICATION. Exhibitor, hotel and CCMH agrees to indemnify and hold each other and the other's officers, directors, agents and employees harmless against any and all claims, costs and expenses, including reasonable attorney's fees, arising out of or relating to the other's performance under this agreement.

13. CARE OF BUILDING AND EQUIPMENT. Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

14. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management.

SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATION, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

AUTHORIZED SIGNATURE	
PRINT NAME	
DATE	

## **SPONSORSHIP APPLICATION**

Current Concepts in Men's Health Saratoga Springs, NY August 8 - 10, 2025

Once the CCMH receives your Sponsorship Request Form you will be notified regarding approval of your request and to confirm the appropriate next steps. Please indicate your interests below.

CONTACT INFORMATION ———	PAYMENT METHOD  Check amount enclosed:
Contact Person  This person will receive all correspondence pertaining to this meeting.	CREDIT CARD  American Express MasterCard Visa
Title	Amount to be charged:
Telephone Number	WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE
Email Address	PROSPECTUS AND THIS APPLICATION (FRONT AND BACK). ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT. CONFIRMATION WILL BE SENT ON RECEIPT OF YOUR AGREEMENT.
Company Name	
Street Address	AUTHORIZED SIGNATURE
City/State/ Postal Code/Country	PRINT NAME
Web Address	TITLE
STRATEGIC SUPPORT SELECTION	Once this application is received you will be sent a confirmation along with an online payment link.

# PLATINUM LEVEL: \$25,000 GOLD LEVEL: \$15,000 SILVER LEVEL: \$10,000

Complete and return to:

industry@menshealthcourse.com
Current Concepts in Men's Health
Attn: Industry Relations
500 Cummings Center, Suite 4400
Beverly, MA 01915 USA | Phone: 978-927-8330

# INDUSTRY-SUPPORTED SYMPOSIUM Platinum Lunch Gold Breakfast Friday, August 8, 2025 Friday, August 8, 2025 Saturday, August 9,2025 Saturday, August 9,2025



### MARKETING SUPPORT APPLICATION

Current Concepts in Men's Health Saratoga Springs, NY August 8 - 10, 2025

This form must be completed and returned for all marketing support except symposia. For symposia please see the Sponsorship Application. Once the CCMH receives this form you will be notified regarding approval of your request and to confirm the appropriate next steps. Please indicate your interests below.

CONTACT INFORMATION		
Contact Person		
This person will receive all correspondence pertaining to this	s meeting.	
Title		
Telephone Number	_	
Email Address		
Company Name		
Street Address	_	
City/State/ Postal Code/Country	_	
Web Address		
Please Select:		
Program Guide Advertisement Back:	\$1,000	
Program Guide Advertisement inside:	\$500	
WIFI:	\$1,500	
Meeting Bags:	\$2,500	
Hotel Key Cards:	\$2,000	
Water Bottles:	\$2,500	
Jeopardy & Contest:	\$3,000	

PAYMENT METHOD
Check amount enclosed:
<u>CREDIT CARD</u>
American Express MasterCard Visa
Amount to be charged:
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 RECEIPT OF YOUR AGREEMENT.
AUTHORIZED SIGNATURE
PRINT NAME
TITLE

Once this application is received you will be sent a confirmation along with an online payment link.

Complete and return to:

industry@menshealthcourse.com
Current Concepts in Men's Health
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500 Cummings Center, Suite 4400
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