

## Exhibit Opportunities

As an exhibitor you gain direct access to a focused urogynecology audience of more than 1,100 physician attendees who prescribe and purchase your products and services.

## Hyatt Regency Denver

**Exhibit Dates: October 5-7, 2026**

## Target Audience

Meeting attendees include urogynecologists who specialize in the latest advancements in urogynecology and reconstructive surgery, in addition to advance practice providers.

## Why Exhibit?

- AUGS is the premier meeting in urogynecology focusing on female pelvic medicine and reconstructive surgery
- By exhibiting, you will gain access to key leaders and decision makers in the field of urogynecology.

## Attendance History

<b>Year/ Location/Virtual</b>	<b>Total Professionals</b>
2021 Phoenix	973
2022 Austin (joint meeting IUGA)	1328
2023 Portland, OR	1096
2024 Washington, DC	1118
2025 Vancouver, BC	1121

**Exhibit Hours**

Early Move-In: (by AUGS special approval only)  
 Sunday, October 4, 2026 8:00am-4:00pm  
 Move-In: Monday October 5, 2026 8:00am – 5:00pm

**\*Open Hall Hours:**

Monday October 5  
 5:30pm – 7:00pm  
 Tuesday October 6  
 7:00am – 5:30pm  
 Wednesday October 7  
 7:00am – 2:00pm

Move-out: Wednesday October 7  
 2:00pm – 10:00pm

**\*Final hours subject to change by show management**

**Important Dates/Deadlines**

- *Priority Placement Deadline: May 15, 2026*
- *Booth Confirmations: will be sent within 1 week of placement*
- *Full payment due: July 31, 2026, applications received after July 31 must be paid in full before being placed*
- *Deadline to Apply: September 18, 2026*

**Available Booth Sizes and Booth:**

- 10x10 Inline (\$4,200)
- 10x10 Corner (\$4,700)
- 10x20 Inline (\$8,400)
- 10x20 One corner (\$8,900)
- 10x20 Two corners (\$9,400)
- 20x20 Island (\$18,800)
- 30X30 Island (\$39,800)

Registrations included complimentary per booth:

Booth Size	#
10X10	3

10X20	6
20X20	12
30X30	27

Additional registrations may be added for **\$325** each. All registrations include access to the exhibit hall, general session and concurrent sessions. It does not include access to workshops or the AUGS social event.

**Standard booth package includes:**

- Eight-foot draped back wall and three-foot draped side walls (inline booths only)
- A company identification sign (inline booths only)
- 6' table and two chairs per booth
- Digital page/listing on the website and mobile app
- 24-hour exhibit hall perimeter security service
- Attendee roster of individuals that opt in (name, city, state only) provided one month before the meeting and one week post meeting. The attendee roster will be sent from AUGS directly. AUGS does not sell the attendee list or use an outside provider.

**Not included:**

Specialty furniture, AV, power, and carpet are not included. **Exhibitors are NOT required to have carpet in their booths this year.**

**Booth Assignment Process:**

All companies that submit a booth application the May 15 priority placement deadline will be placed in order based on priority points. Applications from companies that do not currently have priority points and those received after May 15 will be placed on a first come, first serve basis.

To ensure appropriate booth assignment, all exhibitors must complete the online application and provide three (3) preferred booth choices. AUGS reserves the right to assign the best possible booth space and relocate booth assignments, as necessary.

**Booths are assigned based on the following criteria:**

- Priority points for companies that submit by May 15, 2026
- Date of application is submitted

The date the contract is received by AUGS will be used to determine assignments only when there is a need to break a tie in points during initial assignment or to determine priority for applications received after the initial assignments are made.

**Priority points are awarded as follows based on your participation at AUGS Annual Meeting for the last 3 consecutive years:**

- 2 points = each 100 sq ft of booth space
- 5 points = each year of corporate council participation
- 3 points = silver sponsor
- 5 points = gold sponsor
- 8 points = platinum sponsor

**Meeting Rooms- \$6,000 (7 rooms available, 3 inside the exhibit hall, 4 in small meeting rooms within the hotel)**

**(These room are also available to companies that may not be eligible to exhibit due to FDA or internal restrictions)**

Secure a private space for your meeting needs. Use these rooms as dedicated meeting space for customer meetings. Rental includes a conference table and chairs. Not included: AV, power, or food and beverage these items can be contracted separately. Space is limited to seating for 10 people and will be available on a first-come, first-serve basis, only 1 per company.

## **Exhibitor Application and Portal**

[\(Please complete the online booth application here\)](#)

All exhibitors must complete the online application. This is also where you will access all information related to exhibiting for this year. Please select new application, any access key you may from past year will not work.

[\(View floorplan here\)](#)

## **Support Opportunities and Levels**

In addition to exhibits, AUGS offers exhibitors a variety of support packages for those companies looking for additional exposure during the meeting. We encourage companies to review the support levels to determine which package will meet your meeting goals and objectives. Support opportunities are only available to confirmed exhibitors.

You may reach a recognition level in one of two ways – choose items from the support opportunities available or select an amount to provide general support at the level you desire. The level of recognition is determined by the supporter’s total dollar contribution for the meeting this includes booth fee and meeting suite fees.

**All pricing**

	<b>Platinum (\$75,000)</b>	<b>Gold (\$50,000)</b>	<b>Silver (\$15,000)</b>
<b>Supporter Level Benefits</b>			
Supporter recognition in the mobile app and website	✓	✓	✓
Podium acknowledgement during Opening Session	✓	✓	✓
Recognition as Supporter in materials and walk in slides	✓	✓	✓
Aisle marker floor decal in front of your booth recognizing you as a supporter with your company logo	✓	✓	✓
Additional exhibitor priority points	8 points	5 points	3 points
Email blast to all registered attendees	1		
Product Spotlight Presentation at your booth Advertisement	1		

**Branding and Marketing Opportunities**

**Lanyards-\$5,500-Exclusive**

Capture the attention of attendees who will wear your company

Logo throughout the entire event. Supporter will be responsible for production and shipping costs.

The Hyatt Regency Denver has a wide variety of opportunities for branding within the hotel to include:

- **Branded Pillar Wraps in hotel lobby and meeting foyer space (several opportunities)**
- **Exclusive-Escalator branding**
- **Exclusive-Elevator Branding inside and outside of the doors**
- **Acrylic Panels in hotel lobby and meeting space (several opportunities)**

Please contact [melissa@aug.org](mailto:melissa@aug.org) for more details and pricing on branding by **August 3, 2026**. The printing, production and installation must be done with FedEx within the Hyatt Regency.

### **Attendee Email Blast - \$3,700**

AUGS will send an email blast with your approved content to all meeting attendees in advance of or post show. The email blast will be scheduled in alignment with other meeting promotions and confirmed by the AUGS team. AUGS reserves the right to approve all content prior to distribution. AUGS will provide analytics one week after the email distribution.

### **New-Product Spotlight Presentation Schedule Advertisement (located at your booth) -\$1,000**

Enhance your booth presence with a dedicated product spotlight. This opportunity allows sponsors to highlight a specific product or innovation directly within their exhibit space, drawing targeted attention from attendees and creating a focused engagement moment. The selected spotlight time will be highlighted in the meeting app to help drive attendee awareness and traffic to your booth during scheduled break times in the exhibit hall. Presentations may not conflict with AUGS program presentations.

### **Mobile Application and Website Advertisement Opportunities**

The mobile app and website are the best way for attendees to stay up to date with all meeting information. Provide AUGS with the graphics per the provided specifications.

- Portrait Splash Screen Ad - **\$7,500-Exclusive**
- Sub Page Banner Ad on Exhibitor Hours/Information Page - **\$5,500-Exclusive**
- Rotating Ad on Webpage **\$3,700**

### **Digital Registration Bag Inserts - \$1,000**

Provide AUGS with the PDF per the provided size specification to be included in the mobile app.

### **Registration Handouts (Print) - \$2,000**

Provide AUGS with the printed brochure/flier to be handout at the registration desk. All production cost shipping, and storage are covered by the supporter.

### **Hotel Room Keys –\$10,000-Exclusive**

Welcome attendees as they check into their hotel. Imprint your own advertisement on the front of the hotel key cards. Provide AUGS with the artwork and we will coordinate the key production. You provide the artwork, and we will coordinate the key production.

### **Education and Networking**

#### **Industry Expert Theater (IET)-\$30,000**

Organize a lunch educational session on a topic of your choice, 45-minute presentation.

October 5 (2 sessions)

October 6 (2 sessions)

October 7 (1 session)

#### **AUGS will provide the following:**

- Meeting space at no additional charge.

- Lunch for attendees.
- Standard AV package (room set in rounds)

[\(click here for IET guidelines\)](#)

**Fellows and Residents Day Educational Symposium - Exclusive  
\$17,000**

Present a live presentation non-accredited 45-minute educational session that highlights an educational topic for fellows attending the Fellows Day program. AUGS provides lunch, standard AV package and recognition on signage at the event.

**Fellows and Residents Reception - Exclusive - \$20,000**

Be the exclusive sponsor of the popular fellows' social event. Sponsorship includes branding, signage, and promotion from AUGS.

**New-Fellows Breakfast-\$2,000 (opportunity for up to 6 companies, non-surgical products only)**

Engage directly with the next generation of urogynecologists through this exclusive breakfast session with AUGS Fellows. This opportunity is designed to highlight non-surgical innovations and solutions in a small-group, interactive setting. Participating companies may bring up to two representatives, each seated at designated roundtables with Fellows, creating a focused environment for meaningful discussion and product awareness. Supporters will have the opportunity to share insights on non-surgical approaches, emerging technologies, and patient-centered solutions. This offering is ideal for organizations that do not participate in the Fellows Hands-On Course but still seek meaningful engagement and visibility.

**Mobile Labs-\$5000 per day**

If you are interested in bringing a mobile training lab to Denver during the meeting, there is a parking lot located directly across from Hyatt Regency. The supporter is responsible for contracting mobile lab and all associated fees including parking. AUGS will provide signage and promotion on request.

**Resident/Fellow Travel Grants - \$5,000**

This popular program allows fellows and residents to attend the meeting through the support of a travel grant and complimentary registration. Support of this offering funds up to 5 Fellow/Resident Scholars. More scholarships are made available as funds are committed and supported. Applications are reviewed by AUGS' Awards Committee. Supporter benefits include recognition as a supporter in the meeting promotion.

**Early Career Day Lunch and Breaks Sponsor -\$7,500**

AUGS provides food, opportunity to have information table and recognition on signage at the event.

**Refreshment Breaks - \$6,000 each**

Your logo displayed on signage at the break and table for information/display during the breaks that are not located in the exhibit hall. Supporter may provide branded napkins or cups.

**October 4**

Fellows' Day afternoon break

Program Directors Meeting afternoon break

**October 5**

Workshops breakfast

All attendee afternoon break (located outside general session)

**October 6**

All attendee morning coffee break in the exhibit hall

All attendee afternoon coffee break in the exhibit hall

**October 7**

All attendee morning coffee break in the exhibit hall

**For more information contact:**

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