



## **NEWS RELEASE**

### **For Immediate Release:**

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## **LOFTUS ASSOCIATES AND SPEAKER VISION SELECTED BY AMERICAN UROLOGICAL ASSOCIATION (AUA)**

Reston, VA. (February 4, 2009) -- Loftus Associates has been selected by the American Urological Association (AUA) as their audio visual production and management partner for the AUA Annual Board Review Meeting in July in Dallas, TX and the AUA Northeast Section Meeting in the fall in Montreal, Canada.

“Our partnership has continued and services expanded with AUA since 2006 and we are excited to once again be on the team and look forward to providing exceptional customer service to AUA”, said Michael Loftus, president of Loftus Associates.

AUA was established in 1902 and their mission is to promote the highest standards of urological clinical care. In its 102 years of existence, the AUA has grown to more than 15,000 members worldwide and supports its members through the promotion of the highest standards of urologic care, emphasis on education and research and the formulation of health-care policy.

“We are thrilled with the Loftus Associates team and the value they bring to each and every meeting we plan. They are truly are great audio visual partner. They have helped us streamline the presentation management function so that we can focus on other areas of meeting management for the AUA. Outsourcing the collection function for presentations for AUA has been our best decision.”, said Leslie Hettenbach, CMP, Meetings Manager, AUA.



AUA will also utilize Loftus Associates’ unique Speaker Vision system. Speaker Vision provides streamlined presentation management technology for meeting and content managers. A customized web link provides secure access for presenters for content/presentation uploads. Once uploaded, the AUA team has the ability to manage, review and approve this material in advance. The Speaker Vision team then will manage and support the Speaker Ready Room and the on-site delivery of over 130 sessions over the event dates.

For additional information about Loftus Associates services, please visit our web site at [www.LoftusAssociates.com](http://www.LoftusAssociates.com) or call our headquarters at (703) 476-4600.

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