

Society of Surgical Oncology



# Sponsorship Opportunities



March 20 - 23, 2024  
Georgia World Congress Center  
Atlanta, Georgia



## The Professional Home for Cancer Surgeons Worldwide

The Society of Surgical Oncology (SSO) is a dynamic global community of cancer surgeons shaping advancements in the profession to deliver the highest quality surgical care for cancer patients. SSO promotes leading edge research, quality standards and knowledge exchange connecting cancer surgeons worldwide to continuously improve cancer outcomes. Our highly regarded educational events and resources inspire members and spur each cancer surgeon to grow, improve and thrive.



SSO mobilizes a broad community of surgeons who strive to enhance patient care across all practice settings. We recognize that optimal patient care requires well-coordinated multidisciplinary teams where each participant serves a critical role. SSO members build, support and lead these teams to create skillful practices that drive better outcomes for patients.

SSO provides year-round learning for members and the entire oncology community via ExpertEd@SSO. ExpertEd@SSO presents over 70 new programs per year in the form of virtual tumor boards, panel discussions, webinars, and the SurgOnc Today® podcast.

SSO's clinical journal, Annals of Surgical Oncology (ASO), is the leading resource in surgical oncology and features the highly popular "The Landmark Series," a collection of articles that demonstrates the logical progression of clinical trials and key evidence leading up to current multidisciplinary therapy. ASO also produces the monthly podcast, Speaking of SurgOnc®, featuring interviews with authors from the journal's most highly cited articles. In 2022, ASO Original Research articles were, on average, cited 5.1 times and more than 5,700 copies each of ASO articles are downloaded daily. Overall, readers downloaded almost 2 million articles in 2022 and expectations are to exceed that in 2023. SSO is also in the process of launching a new open-access journal, Surgical Oncology Insight (SOI).

# Become an Integral Part of a Unique and Comprehensive Meeting Experience



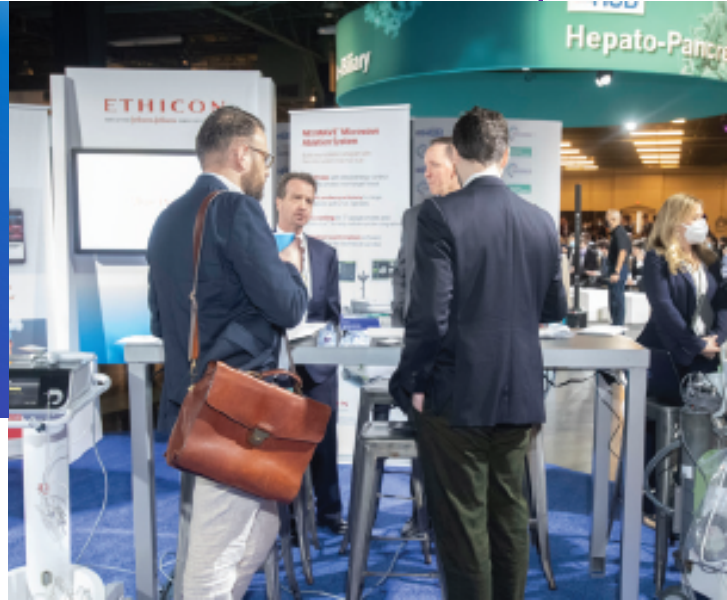
SSO is excited to present SSO 2024 and the SSO HUB in Atlanta, GA from March 20 - 23!

Originally debuted at SSO 2022, the SSO HUB transformed the meeting experience by providing an integrated approach to networking, collaboration, education and industry interaction.

Based on sponsor and attendee feedback, the 2024 experience is evolving to provide an even more enriching experience.

#### SSO HUB features include:

- SSO HUB Theater with Industry Spotlight presentations.
- Greater graphic design flexibility and furniture set-up for your SSO HUB space.
- Lead retrieval will be offered in 2024. Additional charges will apply.



## Impactful interactions through exclusive support levels

5

Zone-Level

8

Engager-Level

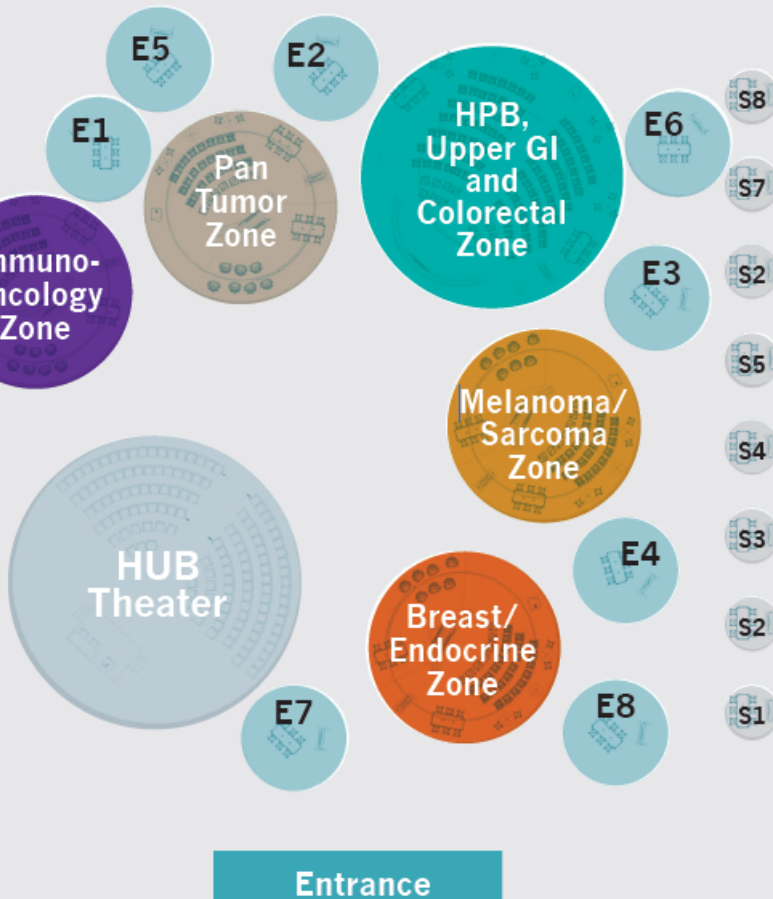
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Supporter-Level



## Join the SSO HUB Community

The SSO HUB is designed to provide an inviting environment that fosters a sense of community and encourages dialogue and debate. The SSO HUB is organized into disease site zones with an inclusive SSO HUB theater with seating for 75 and mini theaters within each zone. Zone sponsors may present content of choice within the Zone.



Example HUB Floor Plan

SSO non-CME content is presented in the SSO HUB Theater and SSO HUB zones. Developed by the Scientific Program Committee, content is in the form of Case Challenges and Clinical Trials Spotlights. Industry education also takes place at the SSO HUB Theater. A shared space for education developed by both SSO and industry is a hallmark of the SSO HUB model.



# SSO HUB Support Levels

## ZONE LEVEL

\$125,000



**Zone Level support demonstrates your company's clinical leadership in a specific disease site.** Your company's branding is prominent throughout a disease specific zone, and you will receive numerous benefits including:

- Custom graphics for the Zone wall.
- One 45-minute Industry Forum, supported with email promotion to registered attendees, listing in program and mobile app alert. Breakfast offered inside the meeting room – additional fee may apply.
- No booth to ship! Display area in Zone (one-third of entire Zone footprint) to include custom-branded kiosk with large monitor, fees for lighting, rigging, carpet, standard electric – all included! Additional options for extra seating & product/literature display (selection of different table and/or display case, literature rack, etc.) and will be made available in the Exhibitor Service Kit.
- Opportunity to conduct unlimited presentations within Disease Site Zone.
- Dedicated private meeting room. Conference rooms will be situated close to the SSO HUB to allow impromptu meetings & limit time away from the SSO HUB or other planned activities.
- Onsite welcome banner acknowledgement (location/message pending, all Zone Level supporters included).
- Listing with logo and name recognition on the SSO website.
- 10 full conference registrations.
- Lead retrieval is complimentary as a Zone Level Supporter.
- List of registered attendees that have opted in to have their information shared will be provided upon request.
- First Right of Refusal for Disease Site Zone at SSO 2025.
- Opportunity to have a Member Viewpoint Panel (MVP) – 45-minute meeting with 3-4 physicians to function as a mini thinktank or product focus group to explore your topic of interest, with a 30-minute virtual follow-up meeting 90 days post conference. Alternative options are available upon request.

# SSO HUB Support Levels

## ENGAGER LEVEL

\$50,000



### Benefits Include:

- One 20-minute Industry Spotlight in the SSO HUB Theater with seating for 75 plus high-tops promoted in online program, attendee email and mobile app alert.
- No booth to ship! Pre-designed and custom-branded kiosk provided for all Engager-Level supporters, with one monitor, near relevant disease site zone.
- Listing with logo and name recognition on the SSO website.
- 5 full conference registrations.
- List of registered attendees that have opted in to have their information shared will be provided upon request.
- Lead retrieval is available upon request for an additional cost.
- Dedicated meeting space may be made available at an additional cost on a first-come, first-serve basis.
- First Right of Refusal for Engager Level at SSO 2025.

For more information contact:

[corporatepartners@surgonc.org](mailto:corporatepartners@surgonc.org) | 847-427-1400

# SSO HUB Support Levels

## SUPPORTER LEVEL

\$15,000

### Benefits Include:

- No booth to ship! Pre-designed and custom-branded kiosk provided for all Supporter-Level sponsors, oriented to face the interior of the SSO HUB, with one monitor.
- Supporter listing.
- 2 full conference registrations.
- List of registered attendees that have opted in to have their information shared will be provided upon request.
- Lead retrieval is available upon request for an additional cost.



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# SSO HUB Support Levels

## INSTITUTION LEVEL

\$10,000

### Benefits Include:

- Waterfall table with cabinet and logoed panel. (see image to the right)
- Area includes power, carpet, lockable cabinet and 3 chairs.
- 2 full conference registrations.



WATERFALL TABLE W/  
CABINETS & PANEL - 2M X 41"H



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# SSO HUB Support Levels

## ASSOCIATION LEVEL

\$7,500

### Benefits Include:

- Waterfall table with cabinet and logoed panel. (see image to the right)
- Area includes power, carpet, lockable cabinet and 3 chairs.
- 2 full conference registrations.



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CABINETS & PANEL - 2M X 41"H



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# Sponsorship Opportunities

## EXCLUSIVE PROMOTIONS

Leverage Our Distinctive Opportunities to Engage a Captive Audience.

*Limited to one company per option.*



### MEETING WIFI

Elevate your brand's connectivity and visibility as the exclusive sponsor of Internet access for attendees. Recognition on meeting signage, the printed pocketbook and verbal recognition during SSO HUB hours.

**\$40,000**

### CHARGING STATIONS

Power up your brand's presence and connectivity by becoming our exclusive charging station sponsor with branded recognition on all charging stations throughout the SSO HUB and registration area.

**\$30,000**

### WATER COOLERS

Quench your brand's thirst for visibility by becoming the exclusive water cooler sponsor, fostering refreshing connections with every conversation. Sponsor will receive branded recognition on 14 water coolers throughout the SSO HUB, registration area, and session common areas.

**\$25,000**

### LANYARDS

Make a lasting impression on over 1800 event attendees as our exclusive lanyard sponsor, showcasing your brand throughout the event. *SSO design approval is required. Sponsoring company is responsible for the production and shipment of lanyards.*

**\$15,000**

### HOTEL KEY CARDS

Maximize brand visibility with our hotel key card sponsorship, reaching over 1800 field experts and leaving a lasting impression throughout their stay. *Sponsoring company will work directly with hotel logistics on the design of the key card. SSO design approval is required.*

**\$13,500**

### WELCOME BAGS

Greet over 1800 event participants with your brand as our exclusive welcome bag sponsor, leaving a lasting impression and reaching a diverse audience. *SSO design approval is required. Sponsoring company is responsible for the production and shipment of welcome bags.*

**\$10,000**

# Sponsorship Opportunities



## SPECIAL EVENT SPONSORSHIPS

Leave your mark as a sponsor for one of our exciting special events at the meeting.

### WELCOME RECEPTION

Make a remarkable first impression and forge valuable connections with industry leaders right from the beginning of the meeting as our exclusive Welcome Reception Sponsor. Sponsor will be recognized with signage inside and outside of the room. *This event is scheduled for Wednesday, March 20 from 5:45 - 6:45pm.*

**\$75,000**

### SATELLITE SYMPOSIUM

Looking for an audience for your important topic? Symposia are live educational programs sponsored and funded by an outside organization, independently organized, and offered as part of the SSO 2024 program. Six total slots are available split across Wednesday and Thursday evening. *Sponsoring organization is responsible for working with the hotel to arrange and pay for any audiovisual, room set up, and catering needs.*

**\$40,000**

### HAPPY HOUR IN THE SSO HUB

Cheers to an exclusive branding opportunity! Sponsor our Happy Hour in the SSO HUB and make a memorable impact as attendees relax, network, and associate your brand with good times. Sponsor benefits include push notification through event app, verbal recognition during the event, personalized napkins and signage on or near the bars. *This event is open to all attendees and scheduled for Thursday, March 21 from 4:30 - 5:15pm.*

**\$25,000**

### ICE CREAM SOCIAL IN THE SSO HUB

Make an impression during this meeting highlight that brings joy, connection, and your brand together in sweet harmony. The exclusive opportunity includes a push notification through the event app, verbal recognition during the event, personalized napkins and signage near the ice cream coolers. *This event open to all attendees and is scheduled for Friday, March 22 from 4:30 - 5:30pm.*

**\$20,000**

### INTERNATIONAL DESSERT RECEPTION

Indulge in this sweet and exclusive sponsorship opportunity to reach international attendees from our 11 Global Partner Societies as the sponsor of our International Dessert Reception. Sponsor will be recognized with signage inside and outside of the room. *This event is scheduled for Thursday, March 21 from 8:00 - 9:00pm.*

**\$15,000**

# Sponsorship Opportunities



## SPECIAL EVENT SPONSORSHIPS CONTINUED

Leave your mark as a sponsor for one of our exciting special events at the meeting.

### SURGICAL ONCOLOGY BOWL

Support a little competitive learning! This friendly team-based competition will challenge participants on a variety of surgical oncology topics. Your company will be announced during the program and your logos will be placed in high-visibility areas along with other Surgical Oncology Bowl event sponsors.

**\$10,000**

### TRAINEE NETWORKING BREAKFAST

Network with medical students, residents and fellows during the most important meal of the day. Sponsor logos will be displayed on signage and welcome slides. Two company attendees are invited to attend to connect with attendees in person. *This event is scheduled for Saturday, March 23 from 7:00 - 8:00am. This opportunity is limited to three companies.*

**\$5,000**

### NEW MEMBER AND MEMBER APPRECIATION BREAKFAST

Support community and networking by sponsoring our new member and member appreciation breakfast. Sponsors are recognized with signage outside of the room and verbally in announcements. Two company attendees are invited to attend to connect with attendees in person. *This event is scheduled for Thursday, March 21 from 7:00 - 8:00am. This opportunity is limited to three companies.*

**\$5,000**

*For more information on the special event opportunities below please contact:  
[corporatepartners@surgonc.org](mailto:corporatepartners@surgonc.org) | 847-427-1400*



### SSO WOMEN IN CANCER SURGERY

Use your brand to empower female surgeons. The Women in Cancer Surgery (WICS) program provides initiatives focused on career and leadership development, wellness and the business of surgical oncology for female cancer surgeons from around the world. *There will be two SSO WICS events during SSO 2024.*

**Multiple Sponsorship Levels Available**



### RAISING FOR RESEARCH

This energetic event raises funds to support the SSO Research and Education Fund which provides grants to SSO surgeon-scientists. Your logo will be prominently displayed on signage and table tent cards.

*This event is scheduled for Friday, March 22 from 7:30 - 9:30pm.*

**Multiple Sponsorship Levels Available**

# Additional Sponsor Opportunities

## ALTERNATIVE PROMOTIONS

Additional opportunities to be associated with the premier meeting in surgical oncology.



### SSO HUB LUNCH BREAKS

Fuel your brand with this prime exposure opportunity as participants refuel and network. Sponsorship includes branded recognition on the lunch stations and verbal recognition over the PA system.

**\$85,000 per day**

**OR**

**\$160,000 for Thursday and Friday**

### COFFEE BREAKS

Energize attendees and boost your brand by becoming our Coffee Break Sponsor. Enjoy prime exposure as participants recharge with coffee and snacks. Sponsorship includes branded recognition on coffee stations and verbal recognition over the PA system. *There are two coffee breaks on Thursday and two on Friday.*

**\$25,000 per day**

**OR**

**\$45,000 for Thursday and Friday**

### PODCAST BOOTH

Showcase your company's commitment to cutting-edge content with this prime opportunity to sponsor our podcast recording booth at SSO 2024. The podcast booth will be placed in a high traffic area with sponsors' name and logo displayed on or near the booth while podcasts are being recorded. Sponsor recognition will be included in all podcasts recorded at SSO 2024. We anticipate recording 8-10 podcasts.

**\$20,000**

### PROFESSIONAL HEADSHOT LOUNGE

Elevate your brand and highlight the skill and professionalism of exceptional surgical oncologists through your sponsorship of our professional headshot lounge. Be recognized through booth branding as a beacon of support and appreciation for these dedicated professionals. Option to provide collateral for distribution.

**\$15,000**

### WEB ADVERTISING

Amplify your brand's digital presence and let all SSO members know of your participation in SSO 2024 through SSO website advertising. Top and side rectangle ads hyperlinked to the site of your choice included.

**\$7,500 per quarter**

### TRAINEE LOUNGE

Enhance our Trainee Lounge located in the SSO HUB. Sponsors have the opportunity to distribute collateral material directly to surgical fellows in this dedicated space for networking adorned with sponsor branding.

**\$5,000**

### GLOBAL CONNECTIONS LOUNGE

Unite your brand with attendees from all corners of the world through sponsorship of our Global Connections Lounge in the SSO HUB. Showcase your brand and distribute collateral material directly to international attendees in this dedicated space for global connection.

**\$5,000**