2014 PARTNERSHIP OPPORTUNITIES

The mission of the Society of Surgical Oncology is to improve patient care by advancing the science and practice of surgical oncology worldwide.

Founded in 1940 as the James Ewing Society, the Society of Surgical Oncology (SSO) is the premier organization for surgeons and health care providers dedicated to advancing and promoting the science and treatment of cancer. The Society’s focus on all solid-tumor disease sites is reflected in its Annual Cancer Symposium, monthly scientific journal (Annals of Surgical Oncology) and educational initiatives. Our members represent a highly effective group of key decision-makers representing the U.S. and beyond. SSO offers programs of excellence that help our members provide the highest caliber of care to our patients.

Our goals and objectives are strengthened through a collaborative relationship with our industry partners. We recognize the key role that industry plays in providing essential funds that ensure excellence in caring for our patients and provide education for the next generation of surgical oncologists. If you already partner with SSO, we thank you for the significant contributions that you have already made. If not, we invite your company to be a part of this prestigious organization by supporting our 2014 activities through an educational grant or a marketing donation.

Taking advantage of one of the many opportunities outlined below supports the profession’s priorities and underscores your commitment to helping SSO’s leaders and members advance surgical oncology. The following pages offer a number of partnership opportunities, but it is merely a jumping off point. If you don’t find a program that meets the unique needs of your organization, the Society is pleased to work closely with you to find the right opportunity for partnership. (Keep in mind that previous funders have the right-of-first-refusal on activities they have supported.)

To join our impressive list of corporate partners or to receive further information on educational grants, please contact Debbie Cohen at 847-251-6288 or debcohe226@gmail.com.

To secure your marketing opportunity, please contact June LaMountain at 800-564-4220/703-631-6200 or ssoexhibits@jspargo.com.

We look forward to your support!

William G. Cance, MD
JEF President

V. Suzanne Klimberg, MD
SSO President
Overview of 2014 Partnership Opportunities

Clinical Investigator Awards $125,000
Annual Cancer Symposium Educational Tracks Varies
Educational Review Series $50,000
Annual Cancer Symposium Great Debates $20,000
Journal MOC/CME $30,000
Annual Cancer Symposium Pre-Meeting Workshops $40,000 each
Surgical Oncology Self-Assessment Program (SOSAP) $40,000
Annual Cancer Symposium Virtual Meeting $35,000
Annual Cancer Symposium MOC Café $30,000
SSO Website $25,000
SSO News $20,000
SSO Fellows Institute $15,000 minimum
Fellows National Videoconference Series $20,000
International Career Development Exchange Program $15,000 per awardee
Annual Cancer Symposium Presidential Address $10,000
Annual Cancer Symposium Plenary Sessions $10,000 each
James Ewing Lecture $6,000
James Ewing Layman's Award $6,000
Distinguished Service Award $6,000
SSO Basic Science Awards $5,000
Annual Cancer Symposium Poster Awards $3,000 each
Harvey Baker Traveling Fellow Award $2,000
Annual Resident/Fellow Essay Awards $1,500 each
Annual Cancer Symposium Speakers Fund $1,000 minimum

Marketing Opportunities at the Annual Cancer Symposium, March 12-15, 2014
President’s Banquet $40,000
Industry Forum $32,500
Wi-Fi $30,000
President’s Reception $25,000
Mobile App $25,000
Internet Station $25,000
Hands-on Product Demonstrations $13,750
Charging Station $12,500
Company Branded Table Tents in Hotel Rooms $10,000
Hotel Room Keys $7,500
Exhibit Hall Refreshment Breaks $5,000
Exhibit Hall Luncheon $10,000
Banners and Signage $2,500+
Program Guide Advertising $1,500+
Enhanced Profile Listing $550+
SSO Member Services

SSW WEB SITE $25,000 ANNUALLY/ $2500 PER MONTH
The SSO Website (www.surgonc.org) is the premier Website for surgical oncologists throughout the world. This highly utilized site serves as the day-to-day touch point for all SSO activities, with an average of **1000 visitors per day**. Your company will be prominently recognized on the SSO home page and a direct link to your company Website will be provided.

SSO NEWS $20,000 (Includes Advertisement) $15,000 (No Advertisement)
This informative electronic newsletter is sent to more than 4,000 individuals on a quarterly basis and includes news of the Society’s programs, Executive Council actions, awards, Annual Symposium information and more. Funding will be recognized on a special email alert and on the newsletter.

CME/MOC Independent Learning Opportunities
Maintenance of Certification (MOC) is a continuous professional development program created by the American Board of Surgery (ABS) with the other 23 member boards of the American Board of Medical Specialties (ABMS). MOC goes beyond traditional recertification to a process of ongoing learning and self-assessment.

Surgeons are required to obtain 60 hours of self-assessment credit towards MOC Part 2 every three years, in addition to the 30 hours of CME credit. SSO provides activities that offer CME credit and credit toward MOC Part 2 at the Annual Cancer Symposium as well as through independent learning opportunities.

CME/MOC Independent Learning Opportunities

SURGICAL ONCOLOGY SELF-ASSESSMENT PROGRAM (SOSAP) $40,000
As a high quality self-assessment program, SOSAP is essential to ensuring that SSO members are able to maintain and enhance their knowledge in an ever changing surgical subspecialty, and that they have access to a readily available program that meets CME and MOC Part 2 requirements as mandated by the ABS/ABMS. The program is accessible online 24/7 for maximum flexibility and also via an iPad application. Its primary purpose is to:

- Prepare fellows to take the Board Certification Exam in Complex General Surgical Oncology
- Provide a life-long learning self-assessment program for all surgical oncologists who need credit for MOC Part 2 and/or CME credits for licensure.
- Remain current in the latest advances in surgical oncology
- Fulfill three years of MOC Part 2 self-assessment requirements
- Earn 60 AMA PRA Category 1 Credits™
Consisting of more than 230 case and problem-based multiple choice questions, SOSAP was written by experts in six major topic areas, including:

- Breast Disease
- Colorectal Disease
- Endocrine/Head and Neck Disease
- Gastrointestinal Disease
- Hepato-Pancreato-Biliary Disease
- Melanoma, Cutaneous Malignancies, and Sarcoma

SOSAP provides real-time feedback with two learning modes: learner and exam. Learner mode allows participants maximum freedom to move through and study SOSAP questions and critiques, while exam mode provides an opportunity to test proficiency and earn credit.

The program is highly visible on the SSO/SOSAP website (www.surgonc.org/common/sosap.aspx) and via Program Directors of 18 ACGME Accredited Complex General Surgical Oncology Fellowship Programs.

**JOURNAL MOC/ CME** $30,000
Select articles from the *Annals of Surgical Oncology* are repurposed as online educational activities available to members and non-members. Up to two articles are posted each month and include a short self-assessment exam and evaluation. Participants are able to earn CME credit and credit that fulfills the requirements of Part 2 of the ABS MOC program.

**Non-CME Learning Opportunities**

**EDUCATIONAL REVIEW SERIES** $50,000
From time-to-time, the SSO and the editorial leadership of the Society’s official journal, the *Annals of Surgical Oncology*, may determine the need to develop independent peer-reviewed educational review series on pertinent topics of interest to surgical oncologists. The series of articles are written by invited authors who are recognized experts on a particular subject matter and the articles are published collectively in an issue of the Journal.

Recently published review series include: “Risk Assessment and Genetic Testing for Hereditary Breast Cancer,” and “Emerging Therapeutic Approaches to Hepatocellular Carcinoma.”

The *Annals* is ranked 9th out of 198 publications in the surgery category, making it both a highly respected and cited surgical publication. With a circulation of 10,000, the *Annals* attracts a global audience of surgical oncologists and general surgeons who manage cancer patients.

**SSO FELLOWS INSTITUTE** $15,000 MINIMUM
The SSO Fellows Institute is an annual training program offered each fall, created to complement the Surgical, Breast, and Hepatobiliary Oncology Fellowship training curriculum. The program consists of three days of didactic presentations and hands-on skills labs. Companies providing financial support are invited to attend the course, to exhibit their products and other promotional materials, and to participate in the hands-on skills lab using their equipment. Companies also have the opportunity to interact with course instructors and fellows at social events.
FELLOWS NATIONAL VIDEOCONFERENCE SERIES $20,000
The SSO sponsors a quarterly interactive videoconference series in which surgical oncology fellowship programs present cases on a wide range of topics. Case-based presentations include Melanoma/Sarcoma, Colorectal, HPB, Breast, Endocrine, and Esophageal/Gastric/Small Bowel cancers. Following each quarterly series, the videos of the presentations and discussions between participating fellowship programs are posted on the SSO website as a resource for fellows.

INTERNATIONAL CAREER DEVELOPMENT EXCHANGE PROGRAM $15,000/ Awardee
Progress in cancer care is increasingly a global endeavor. The SSO has strong relationships with international Societies including the European Society of Surgical Oncology, the Sociedad Mexicana de Oncologia, AC, the Indian Association of Surgical Oncology, and the Japanese Society of Gastroenterological Surgery. SSO continues to work to further strengthen its global reach and impact. The Society’s International Career Development Exchange Program is currently in its first year. The program identifies outstanding young faculty from SSO’s sister societies around the world and provides them with a grant to attend the SSO Annual Cancer Symposium and the opportunity to extend their knowledge/training in the United States. During their visit, these surgeons will be mentored by senior Society members and will be hosted at institutions where they may experience how multidisciplinary surgical oncology care is practiced in the US. It is anticipated that hosts will include both academic and community surgical oncologists. The 2014 Exchange Program will host three surgical oncologists; one each from Mexico, India and Japan.

Lectures and Awards

CLINICAL INVESTIGATOR AWARDS $125,000
As of 2013, the SSO and the James Ewing Foundation have presented a total of 25 awards equaling $2.5 million in research funding since the inception of the program in 2007. The awards promote and fund patient-oriented research conducted by surgical oncologists in clinical and translational science. The proposed research must be intimately linked to a clinical trial and one in which the applicant plays a central role in the conduct of a specific clinical research project. The clinical research focus must be hypothesis-driven and must have a direct patient-oriented focus.

CIA grant recipients have been successful in leveraging their research into nearly $12,500,000 in additional grant support from numerous sources, including:

- American Cancer Society
- American Association for Cancer Research
- Department of Defense Breast Cancer Research Program
- Doris Duke Charitable Foundation
- John Sealy Endowment Memorial Fund
- Lustgarten
- National Cancer Institute
- National Institutes of Health
- Susan G. Komen for the Cure®

Institutions supporting the work of SSO Clinical Investigators include Duke University Medical Center, Harvard Medical School, Johns Hopkins University, Memorial Sloan-Kettering Cancer Center, Northwestern University Feinberg School of Medicine, University of Chicago Medicine and Biologic Science and the University of Texas MD Anderson Cancer Center, among many others.
To date, grant recipients have had their research published in numerous journals and publications, including *Annals of Surgical Oncology*, *International Journal of Radiology Oncology Biological Physics*, *International Journal of Cancer*, *The Lancet Oncology*, and *Breast Cancer Research*.

**JAMES EWING LECTURE** $6,000
Established in 1949, The James Ewing Lecture honors the memory of James Stephen Ewing, MD, the founder of the Society of Surgical Oncology (SSO) and the physician who is widely regarded as "the Father of Oncology." This prestigious award is presented each year to an established surgical oncologist who has demonstrated significant contributions to the profession, the advancement of cancer biology, treatment or innovations in the field. Work is defined in the broadest sense, and includes basic, translational, clinical, and health services research as well as public policy. The Awardee is invited to make a presentation at the SSO Annual Cancer Symposium.

**JAMES EWING LAYMAN’S AWARD** $6,000
The James Ewing Layman’s Award is presented to thank and honor non-physicians who have contributed to cancer research, education, or advances in treatment through philanthropy, public education, legislation or by personal example. Past recipients have included Armand Hammer, Arnold Palmer, Evelyn Lauder, Gen. Norman Schwarzkopf, and Sanford Weil, to name a few.

**DISTINGUISHED SERVICE AWARD** $6,000
This award is presented annually for outstanding contributions to surgical oncology through service to SSO, research, or activities that enhance clinical care. The recipient is recommended by the SSO Nominating Committee and approved by the Society’s Executive Council. The Awardee is recognized during the SSO Annual Cancer Symposium.

**SSO BASIC SCIENCE AWARD** $5,000
This award is given annually to an MD or PhD who is performing innovative basic or translational research relevant to the understanding of cancer biology or the care of the cancer patient. The Awardee is invited to present a lecture at the SSO Annual Cancer Symposium.

**ANNUAL CANCER SYMPOSIUM POSTER AWARD (TWO AVAILABLE)** $3,000 each
Each year, the SSO offers two Poster Contest Awards; one for the best Basic/Translational Research Poster and one for the best Clinical Research Poster. Authors of the top-ranked poster abstracts are invited to participate in the contest and members of the Scientific Program Committee select the top ten ranked posters. Selected posters are prominently displayed at the Annual Cancer Symposium and attendees vote to select the winner in each category.

**HARVEY BAKER TRAVELING FELLOW AWARD** $2,000
Each year, the James Ewing Foundation awards a grant to assist in providing travel support for one postdoctoral oncology trainee whose paper is accepted for presentation at the SSO Annual Cancer Symposium. Applicants for the award submit an abstract for consideration by the SSO Scientific Program Committee. The abstract must be submitted by a Resident or Fellow working with, or sponsored by, an SSO member.

**ANNUAL RESIDENT/FELLOW ESSAY AWARD (TWO AVAILABLE)** $1,500 each
Each year, SSO offers two Resident/Fellow Essay Awards for the best Clinical Research paper and best Basic Science Research paper accepted for presentation at the SSO Annual Cancer Symposium.

*The 67th SSO Annual Cancer Symposium*
March 12-15, 2014
Phoenix, AZ

The SSO Annual Cancer Symposium is recognized as the leading international scientific event that offers the latest innovations in surgical oncology. More than 1200 physicians will gather to learn the latest techniques and advances in the management of surgical patients. Attendees are not only responsible for diagnosing and staging cancers, they have purchasing authority for the products and services that they use during surgery, radiation therapy, chemotherapy and supportive care.

PRE-MEETING WORKSHOPS $40,000/Workshop
The Annual Symposium Pre-Meeting, Hands-on Workshops will be offered on Wednesday, March 12 and are designed for community and general oncologists to give them hands-on experience in specialized procedures. These courses will complement the educational offerings provided during the regular sessions. Faculty members are renowned in their respective fields and provide attendees with both the didactic and hands-on training.

Breast Ultrasound Workshop
During this full-day program, the morning is dedicated to a variety of didactic sessions providing background information on topics surrounding and related to the Breast Ultrasound procedure. The afternoon session will provide hands-on experience to attendees.

Colorectal Hands-on Workshop
This half-day program will take place off-site at the prestigious Mayo Clinic Center for Procedural Innovation. Participants will be transported from the convention hotel to the Clinic where they will receive didactic instruction on Laparoscopic Colorectal Procedures, followed by the hands-on portion of the program.

Esophageal Hands-On Workshop
This full-day session will start in the conference hotel with the didactic portion of the program. For the afternoon, attendees will be transported to the Mayo Clinic Center for Procedural Innovation for the hands-on portion of the program before returning to the hotel.

PRESIDENTIAL ADDRESS $10,000
SSO President V. Suzanne Klimberg, MD, will present the 2014 Presidential Address on Friday, March 14. This unopposed session brings together all conference attendees to hear about the State of the Society and is one of the most highly attended events of the meeting.

PLENARY SESSIONS $10,000 each
Two CME Plenary Sessions will be offered at the 2014 Annual Meeting on Friday, March 14. These sessions are scheduled at unopposed times to ensure maximum attendance at each and feature the meetings top ranked abstracts.

GREAT DEBATES $20,000
This highly popular and provocative session closes the formal portion of the Annual Cancer Symposium on Saturday, March 15. SSO Treasurer, Daniel Coit, MD, will serve as moderator as a panel of experts debate three important topics:

1. Operative versus Non-operative Management of Branch Duct IPMN
2. Randomized Clinical Trials versus Meta-analysis: Which is a Higher Level of Medical Evidence?
3. Follow-up after Colorectal Surgery: Wasting Resources

EDUCATIONAL TRACKS

Educational sessions are the core of the Annual Cancer Symposium. SSO provides quality, cutting edge education for surgical oncologists throughout the continuum of their career. Presentations include symposia presented by esteemed cancer specialists and peer-reviewed abstracts submitted to SSO, covering a variety of clinical issues. Tracks include Parallel, Symposia and Meet the Professor Sessions.

General Education
The General Education track will provide vital information for all surgeons practicing surgical oncology, including a Social Media Update, information on Personalizing Cancer Therapy and Challenges and Solutions for ABS Maintenance of Certification.

Breast
The Breast track includes the esteemed Susan G. Komen for the Cure® Symposium which will examine management of Triple Negative Breast Cancer, a session on Localization Strategies for Non-palpable Breast Lesions, a session exploring how surgeons are treating breast cancer for those at the extremes of age and a session that will look at the optimal margins in breast conserving therapy.

Colorectal
Topics of the Colorectal track include transanal endoscopic microsurgery for rectal cancer, robotic and laparoscopic colorectal surgery and how to treat rare anorectal tumors.

GI (including Hepatobiliary)
Attendees at the GI track will learn more about expert practices in GE junction carcinoma, neoadjuvant therapy for pancreatic cancer, minimally invasive liver surgery and the role of the Surgical Oncologist in the management of biliary malignancy.

Melanoma and Sarcoma
This track will explore new and emerging treatments in metastatic melanoma and multimodality management of soft tissue sarcoma along with other important topics.

Thoracic/Endocrine
These sessions will cover current guidelines for follow-up and treatment of thyroid cancer and controversies in endocrine surgery, among other topics.

SPEAKERS FUND
$1,000 MINIMUM
The exemplary educational sessions provided by SSO are a key factor in attendance each year. This fund helps support SSO's ongoing educational efforts by supporting the speaker ready room, used by presenters and volunteer monitors throughout the meeting.

ANNUAL SYMPOSIUM MOC Café
$30,000
Select sessions from the SSO 2014 Annual Cancer Symposium will offer credit toward Part 2 of the ABS MOC program. An MOC Café with computer kiosks will be available to meeting attendees so they may complete a short self-assessment exam and evaluation on-site immediately after attending an MOC designated session. Meeting attendees will also have access to the MOC modules online post meeting.

**VIRTUAL MEETING**

$35,000

Because of the number of educational sessions offered during the Symposium, along with the knowledge that attendees cannot attend each concurrent program, SSO provides registered attendees virtual access to all sessions*. The SSO Virtual Meeting offers:

- Online access available anywhere, anytime
- Convenient viewing on all devices
- Full-motion video and MP3 audio

Current and previous year’s SSO Virtual Meetings, beginning with 2010, are archived as an educational resource for members and nonmembers and are available free of charge on the Society’s website.

*Pre-Conference Workshops and Meet the Professor Sessions are not captured.

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### 2014 ANNUAL MEETING MARKETING OPPORTUNITIES

#### ENHANCED EXHIBITOR PROFILE COMPANY LISTING

**EXTENDED/ PREMIUM**

$550/ $1,250

An Extended listing enables you to double the length of your company description for the online exhibitor directory and the printed program guide. A Premium listing includes the longer description as well as up to three product photos, links to social media platforms, and the ability to upload a video presentation.

#### PROGRAM GUIDE ADVERTISING

$1,500-$3,500

The Program Guide is an essential reference point for all attendees throughout the Symposium. Get your company information in front of every attendee by advertising within the Program Guide. Each opportunity allows for a full-page advertisement.

Back Cover...$3,500 **SOLD OUT**
Inside Front or Inside Back Cover...$2,500
Page within the Exhibitor section...$1,500

#### MOBILE APP

$25,000 **SOLD OUT**

Attendees want access to Symposium information in both print and electronic formats. Capture their attention before and at the meeting by sponsoring this opportunity. Acknowledgement will be provided on the app homepage. You will also be recognized in the onsite Program Guide.

#### BANNERS AND SIGNAGE

$2,500-$10,000

Opportunities for placement of a company banner or signage are available in locations within the hotel. Ensure attendees are aware of your presence at the meeting by securing one of these prime locations for visibility.

#### CHARGING STATION

$12,500
With electronic devices becoming increasingly prevalent, attendees are often searching for a power source during the meeting. This much appreciated service is a great opportunity to place your corporate logo on a high visibility offering. You will also be recognized in the Program Guide.

**INTERNET STATION** $25,000
This well trafficked station allows attendees to stay in touch with their practices affording access to email and the Internet while they are attending the Annual Cancer Symposium. Your corporate logo will be placed on the Internet station and you will also be recognized in the Program Guide.

**WI-FI** $30,000
Attendees will enjoy free wireless Internet throughout the meeting space. Your corporate name and logo will appear on the onsite signage and in the Program Guide recognizing your support of this much valued service for the attendees.

**HOTEL KEY CARD** $7,500 **SOLD OUT**
The majority of attendees will be staying at the Sheraton Phoenix Hotel. Customized key cards with your personalized design will be distributed to all meeting attendees upon check in at the hotel. The sponsor is responsible for the costs of producing and shipping the key cards to the hotel.

**COMPANY BRANDED TABLE TENTS IN HOTEL ROOMS** $10,000
Company customized table tent to be delivered and placed in each hotel room of meeting attendees staying at the Sheraton Phoenix hotel. A high visibility opportunity to deliver your messaging and promote traffic for your exhibit booth.

**EXHIBIT HALL REFRESHMENT BREAK/ LUNCHEON** $5,000/ $10,000
Attendees will take much deserved breaks from the educational program and be served complimentary refreshments and lunch set in food areas within the exhibit hall. Your support will be recognized on signs as well as table tents placed on food stations within the hall. You will also receive recognition in the Program Guide.

**PRESIDENT’S RECEPTION** $30,000
This is a nice opportunity for attendees to mix and mingle with meeting attendees. You may have 2 company representatives join the attendees for this evening, and you will receive recognition of your support on signage and in the Program Guide.

**HANDS-ON PRODUCT DEMONSTRATION** $13,750
A 55-minute workshop providing you with dedicated time to demonstrate your products and services to the surgical oncology decision makers who attend the Annual Cancer Symposium. These interactive sessions take place in hard walled classrooms set up in a convenient location within the exhibit hall. The roundtable room set facilitates interaction among attendees and your workshop leader and the lunch time scheduling ensures attendees are able to attend your program during the break from the CME schedule.

**INDUSTRY FORUM** $32,500
This one hour Non-CME educational presentation provides you with the opportunity to host an informative session on a topic that will appeal to the high level surgeons who attend the meeting. To allow for maximum attendance at the Forum presentations, no CME sessions are scheduled at this time and the exhibit hall is not yet open, providing you with dedicated program time and the opportunity to have exposure to the attendees prior to all other companies that will be exhibiting.
CORPORATE RECOGNITION

Legacy ($250,000+)

At the 2014 Annual Cancer Symposium, March 12-15, in Phoenix, AZ:

- Invitation to Attend President’s Private Reception
- Four Complimentary Meeting Registrations, Including all Educational Sessions
- Premium Logo Recognition in Program Guide
- Signage for Exhibit Booth Designating Legacy Partner
- Premium Logo Recognition on Signage Throughout Meeting Areas
- Badge Ribbons for Company Personnel Designating Legacy Partner
- Invitation to Corporate Appreciation Cocktail Reception
- Meeting with SSO and JEF Leadership
- Invitation to Attend Welcome Reception
- Lapel Pins for Company Personnel Designating Legacy Partner
- Post-Meeting Attendee Mailing Address List

Throughout the Year:

- Feature Donor Article in One Issue of SSO News
- Invitation to Serve on JEF Corporate Advisory Council
- Quarterly Executive Briefings
- Premium Logo Recognition in One issue of SSO’s Annals of Surgical Oncology
- Premium Logo with Hyperlink on Society Web Site

Cornerstone ($100,000 - $249,999)

At the 2014 Annual Cancer Symposium, March 12-15, in Phoenix, AZ:

- Invitation to Attend President’s Private Reception
- Three Complimentary Meeting Registrations, Including all Educational Sessions
- Largest Logo Recognition in Program Guide
- Signage for Exhibit Booth Designating Cornerstone Partner
- Largest Logo Recognition on Signage Throughout Meeting Areas
- Badge Ribbons for Company Personnel Designating Cornerstone Partner
- Invitation to Corporate Appreciation Cocktail Reception
- Meeting with SSO and JEF Leadership
- Invitation to Attend Welcome Reception
- Lapel Pins for Company Personnel Designating Cornerstone Partner
- Post-Meeting Attendee Mailing Address List

Throughout the Year:

- Feature Donor Article in One Issue of SSO News
- Invitation to Serve on JEF Corporate Advisory Council
- Quarterly Executive Briefings
- Largest Logo Recognition in One issue of SSO’s Annals of Surgical Oncology
- Largest Logo with Hyperlink on Society Web Site

Leadership ($75,000 - $99,999)
At the 2014 Annual Cancer Symposium, March 12-15, in Phoenix, AZ:

- Invitation to Attend President’s Private Reception
- Two Complimentary Meeting Registrations, Including all Educational Sessions
- Large Logo Recognition in Program Guide
- Signage for Exhibit Booth Designating Leadership Partner
- Large Recognition on Signage Throughout Meeting Areas
- Badge Ribbons for Company Personnel Designating Leadership Partner
- Invitation to Corporate Appreciation Cocktail Reception
- Meeting with SSO and JEF Leadership
- Invitation to attend Welcome Reception
- Lapel Pins for Company Personnel Designating Leadership Partner
- Post-Meeting Attendee Mailing Address List

Throughout the Year:

- Feature Donor Article in One Issue of SSO News
- Invitation to Serve on JEF Corporate Advisory Council
- Quarterly Executive Briefings
- Large logo Recognition in One issue of SSO’s Annals of Surgical Oncology
- Large logo with Hyperlink on Society Web Site

Founder ($50,000 - $74,999)

At the 2014 Annual Cancer Symposium, March 12-15, in Phoenix, AZ:

- Invitation to Attend President’s Private Reception
- One Complimentary Meeting Registrations, Including all Educational Sessions
- Medium Logo Recognition in Program Guide
- Signage for Exhibit Booth Designating Founder Partner
- Medium Logo Recognition on Signage Throughout Meeting Areas
- Badge Ribbons for Company Personnel Designating Founder Partner
- Invitation to Corporate Appreciation Cocktail Reception
- Meeting with SSO and JEF Leadership
- Invitation to attend Welcome Reception
- Lapel Pins for Company Personnel Designating Founder Partner
- Post-Meeting Attendee Mailing Address List

Throughout the Year:

- Medium Logo Recognition in One Issue of SSO News
- Invitation to Serve on JEF Corporate Advisory Council
- Quarterly Executive Briefings
- Medium Logo Recognition in One issue of SSO’s Annals of Surgical Oncology
- Medium Logo with Hyperlink on Society Web Site

Ambassador $25,000 - $49,999

At the 2014 Annual Cancer Symposium, March 12-15, in Phoenix, AZ:
• Logo Recognition in Program Guide
• Signage for Exhibit Booth Designating Ambassador Partner
• Logo Recognition on Signage Throughout Meeting Areas
• Badge Ribbons for Company Personnel Designating Ambassador Partner
• Invitation to Corporate Appreciation Cocktail Reception
• Meeting with SSO and JEF Leadership

**Throughout the Year:**
• Logo Recognition in One Issue of *SSO News*
• Quarterly Executive Briefings
• Logo Recognition in One issue of SSO’s *Annals of Surgical Oncology*
• Logo Recognition on Society Web Site

**Supporter ($10,000 - $24,999)**

**At the 2014 Annual Cancer Symposium, March 12-15, in Phoenix, AZ:**
• Name Recognition in Program Guide
• Signage for Exhibit Booth Designating Supporter Partner
• Logo Recognition on Signage Throughout Meeting Areas
• Badge Ribbons for Company Personnel Designating Supporter Partner
• Invitation to Corporate Appreciation Cocktail Reception
• Meeting with SSO and JEF Leadership

**Throughout the Year:**
• Name Recognition in One Issue of *SSO News*
• Quarterly Executive Briefings
• Name Recognition in One issue of SSO’s *Annals of Surgical Oncology*
• Name Recognition on Society Web Site

**Friend (up to $10,000)**

**At the 2014 Annual Cancer Symposium, March 12-15, in Phoenix, AZ:**
• Name Recognition in Program Guide
• Signage for Exhibit Booth Designating Friend Partner
• Sign Recognition on Signage Throughout Meeting Areas
• Badge Ribbons for Company Personnel Designating Friend Partner
• Invitation to Corporate Appreciation Cocktail Reception

**Throughout the Year:**
• Name Recognition in One Issue of *SSO News*
• Quarterly Executive Briefings
• Name Recognition in One issue of SSO’s *Annals of Surgical Oncology*
• Name Recognition on Society Web Site