

A detailed illustration of a cell with a textured, greenish-yellow nucleus and numerous blue, rod-like structures radiating from it. The background is a vibrant blue with a pattern of white and yellow circles of varying sizes.

Connect with the Top Minds in Surgical Oncology

DISCOVER THE PROMISE  
OF WHAT'S  
**POSSIBLE**

**SS2017** | ANNUAL  
CANCER  
SYMPOSIUM  
March 15-18 | Seattle, WA

## Exhibitor Prospectus

### 70th SSO Annual Cancer Symposium

Symposium: March 15-18, 2017  
Exhibits: March 16-17, 2017

Washington State Convention Center  
Seattle, Washington

### Reserve Your Exhibit Space Today!

703-631-6200  
[ssoexhibits@spargoinc.com](mailto:ssoexhibits@spargoinc.com)  
[SSO2017.org](http://SSO2017.org)

**SSO** Society of  
Surgical Oncology®



# What is the SSO Annual Cancer Symposium?

## The Leading International Scientific Event for Surgical Oncologists



"Excellent attendance, exhibit hours, food, location and venue. One of our favorite conferences!"

**2016 EXHIBITOR**



Join the  
Conversation  
in 2017!

**#SSO2017**

**S**urgical oncology professionals from around the world attend the SSO Annual Cancer Symposium to experience firsthand the most comprehensive cross-section of important clinical information, techniques, and equipment that will play a central role in surgical oncology in the coming year.

The SSO Annual Cancer Symposium connects you with the who's who of the surgical oncology community. Become an exhibitor and get in front of the brightest minds in surgical oncology from leading institutions and surgical oncology practices. With more than 1,500 surgical oncologists and oncology health care professionals eager to experience first-hand interaction with the latest, most advanced medical equipment, services, and solutions, SSO 2017 is the place to be.

### Who Exhibits?

- Pharmaceutical and Biotech Companies
- Medical Device Companies
- Medical Equipment Providers
- Surgical Technology Companies
- Medical Recruiters
- Biopsy Product Providers
- Laparoscopic and/or Robotic Device Companies
- Information Technology Companies
- Diagnostics/Testing Companies

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## Why Exhibit?

SSO 2017 is the largest gathering of top decision-makers and buyers from the surgical oncologist community.



**CONNECT** with an **international group** of surgical oncologists, holding primary responsibility for establishing the diagnosis and staging of cancer.



**BENEFIT** from over **six dedicated exhibit hours** and all food and break functions scheduled in the Exhibit Hall.



**CAPITALIZE** on a targeted audience of influential surgeons, with a rare physician to exhibiting company ratio of **19 to 1**.



**GAIN** access to **1,500+** difficult to reach oncology healthcare professionals outside of the practice setting.



**REACH** physicians early in their careers and new to the profession. Nearly **30%** of attendees are **Fellows** and **Residents**.



**STRENGTHEN** your existing connections by networking and **expanding your sales pipeline**.

## What's Happening in the Exhibit Hall

**Dedicated Hours:** Two days of exhibits with over six dedicated hours.

**Exhibit Hall Lunch:** Attendees will gather in the Exhibit Hall for lunch and refreshments.

**Exhibit Hall Passport Game:** Attendees will travel throughout the Exhibit Hall talking with exhibitors and visiting their booths, securing stamps from exhibitors to enter a prize drawing.

**Fellows Lounge:** Giving Fellows yet another reason to visit the Exhibit Hall and enjoy a private area to share ideas, discuss best practices, and take a few moments for themselves.

**Exhibit Hall Theater:** Programming will include SSO late breaking videos, highlighted poster abstract presentations, and exhibitor presentations/product theaters.

## Take advantage of this can't miss opportunity!

For more information on becoming an exhibitor contact: 703-631-6200 | [ssoexhibits@spargoinc.com](mailto:ssoexhibits@spargoinc.com) | [SSO2017.org](http://SSO2017.org)



## Who Attends?

### 2016 SSO Annual Cancer Symposium

#### ATTENDEE DEMOGRAPHICS



#### REGISTRATION TYPE COUNT



Increase  
of Over 12%  
from 2015

**RECORD  
GLOBAL  
ATTENDANCE  
IN 2016**

**45**  
countries  
represented

**OVER  
350**  
international  
attendees

"We love exhibiting at SSO because of the high attendance, great amount of refreshment and meal breaks, interactive game to get attendees to visit different booths, and the prize on the last exhibit day to entice attendees back into the Exhibit Hall."

**2016 EXHIBITOR**

#### Become an Exhibitor!

703-631-6200 | [ssoexhibits@spargoinc.com](mailto:ssoexhibits@spargoinc.com) | [SSO2017.org](http://SSO2017.org)

## Exhibit Space Rates

**Exhibit Space Rental Fee: \$28.75 per square foot**

**Corner Space Fee: \$31.25 per square foot**

All booths receive the following:

- Up to three exhibitor badges per 10'x10' space
- Company listing in printed Program Guide, on the meeting website, and in the mobile application
- Attendee pre-registration list to conduct a pre-show mailing

## Exhibition and Poster Viewing Schedule

Dedicated exhibit hours are included within the overall agenda and all food and break functions are scheduled in the Exhibit Hall.

### Thursday, March 16\*

Exhibit Hall/Posters Open	9:30 am-7:30 pm
Refreshment Break	9:30-10:15 am
Exhibit Hall Opening Lunch	12:15-1:15 pm
Afternoon Refreshment Break	3-4 pm
Welcome Reception	6-7:30 pm

### Friday, March 17\*

Exhibit Hall/Posters Open	9:45 am-4 pm
Refreshment Break	9:45-10:15 am
Exhibit Hall Lunch	12:15-1:15 pm
Ice Cream Break/Closing	3:15-4 pm

*\*Hours are subject to change without notice*



**Follow SSO on:**



## Enhance Your Exhibiting Experience at SSO 2017

Maximize your exposure with exciting opportunities specifically designed to increase your visibility, reinforce your brand, and help drive traffic to your booth:

- Marketing Opportunities
- Branding Opportunities
- Presentation and Special Event Opportunities
- Hotel Marketing Opportunities

## Upgraded Exhibitor Listings

**Extended \$550**

**Premium \$1,250**

Stand out on the SSO 2017 website, mobile app, and Program Guide by purchasing an enhanced exhibitor profile listing. Extended and Premium Listings provide opportunities for you to include longer company and product descriptions, press releases, product photos, corporate videos, and banner ads.

### Secure Your SSO 2017 Exhibit Space and Marketing Opportunities!

SSO Exposition Management  
c/o SPARGO, Inc.  
800-564-4220 / 703-631-6200  
[ssoexhibits@spargoinc.com](mailto:ssoexhibits@spargoinc.com)  
[SSO2017.org](http://SSO2017.org)

**We look forward to you joining us in Seattle!**





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**SSO** Society of  
Surgical Oncology®

## About the Society of Surgical Oncology

The Society of Surgical Oncology is the premier international surgical specialty society for physicians trained in the comprehensive management of surgical patients with cancer. The Society and its members are dedicated to advancing and promoting the science and treatment of cancer. The Society's members provide unified, comprehensive medical and surgical care to patients with a variety of cancers from diagnosis to completion of treatment, including surgery, chemotherapy, radiation therapy, and supportive care. SSO members encompass all surgical subspecialties and treat all disease sites including breast, gastrointestinal, melanoma, liver and pancreatic, head and neck, bone, and soft tissue, and endocrine.

### **SSO membership continues to grow at a substantial rate.**

The Society met its 10% membership growth goal in 2015 and is seeing significant engagement of surgical and breast oncology fellows. This is directly attributable to the success of the Fellows Institute and the Fellows Lounge at the SSO's Annual Cancer Symposium as well as the Society's stronger social media presence. SSO also realized significant growth in the active international membership category as a result of its growing international partnerships and presence on the world stage.

**SSO set a new record high in membership with 2,800 members in 2015**, an increase of 163 members from 2014.