We are excited that you will be joining us as an exhibitor at the 2017 SSO Annual Cancer Symposium in Seattle, Washington!

Now that you have made the important commitment to exhibit, take steps to maximize the investment, enhance your company’s visibility, and stand out from the competition. Review the marketing opportunities and select the offering(s) that best meet your objectives as you develop a strategy to engage your target audience and draw attendees to your booth. Our team is willing to work with you on a custom-made opportunity as well.

Marketing Opportunities

SSO Symposium Website Banner Acknowledgment

$15,000 (Exclusive Opportunity)
Share your message with attendees during the months leading up to the meeting with visibility on the SSO Annual Cancer Symposium home page. The symposium website is the key location viewed thousands of times by meeting attendees as they plan their meeting experience. The marketing will link to a designated URL and will run on the website from November 1, 2016 – March 31, 2017.

Virtual Meeting Sponsorship

$25,000 (2 Available)
The entire Symposium is offered via Virtual Meeting with the exception of the Pre-Meeting Workshops and Meet the Professor breakfasts. Attendees can access the content online anywhere, any time on virtually any device. As sponsor of the Virtual Meeting, your company’s logo will be included on the Virtual Meeting website and included in all targeted messaging around the Virtual Meeting.

Registration Confirmations

$15,000 (Exclusive Opportunity)
Reach all attendees prior to their arrival in Seattle! Your company logo and booth number will appear on the registration confirmation page at the end of each online registration and every confirmation communication delivered via email. The company logo is hyper-linked to your website.

Housing Landing Page and Housing Confirmations

$15,000 (Exclusive Opportunity)
All attendees booking housing in the official room block for the SSO Annual Cancer Symposium will see your company logo and booth number. The logo will be displayed on the housing reservations landing page, the confirmation page at the end of each online housing reservation and on every confirmation communication delivered via email. The logo is hyper-linked to your website.

First right of refusal is provided to incumbent exhibitors through August 1, 2016.
Marketing Opportunities

Pre-Show and Daily Updates Email Blast to Attendees

$7,500 per email
Take advantage of one or more of these limited, highly visible opportunities to reach attendees in the days leading up to meeting and on each day of the meeting. One "Know Before You Go" communication will be sent to all registered attendees prior to the meeting. A Daily Updates email will be sent each day, Thursday-Saturday, during the meeting. Acknowledgment of your support, along with your company logo will be displayed.

Onsite Program Guide

The Program Guide is a key resource used often by attendees throughout the meeting. Secure a prime location within this piece to promote your presence at the meeting, and draw attendees to your booth in the Exhibit Hall.

Program Guide
4-Color
Pull out Program-at-a-Glance Tab Ad
$8,000 (Exclusive Opportunity)
This convenient pull-out agenda is used many times each day by attendees as they plan their schedule and look for locations of session rooms and special events. Your 4-color acknowledgment will be placed on the fold out tab making it the first impression they will see each and every time they access the tab in the Program Guide.

Program Guide
4-Color
Back Cover ...$5,500 (Exclusive Opportunity)

Program Guide
4-Color
Inside Back Cover ...$3,500 (Exclusive Opportunity)

Program Guide
Full Page – Black and White
Inside ...$1,500

Upgraded Exhibitor Listings Packages

Extended: $550  Premium: $1,250
Stand out in the printed program, online, and in the mobile app by enhancing your exhibitor profile listing.

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>BASIC (Included)</th>
<th>EXTENDED ($550)</th>
<th>PREMIUM ($1,250)</th>
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<tbody>
<tr>
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<td>●</td>
</tr>
<tr>
<td>Booth Number</td>
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<tr>
<td>Address</td>
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<td>Up to 5</td>
<td>Up to 8</td>
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<tr>
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<td>Expanded Company Description of Additional 350 Characters</td>
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</tr>
<tr>
<td>Company Logo</td>
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</tr>
<tr>
<td>Enhanced Listing Icon on Floor Plan and Exhibitor List</td>
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<tr>
<td>Up to 5 Press Releases</td>
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<tr>
<td>Up to 3 Product Photos with Description</td>
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<td>Multimedia Flash Video with Indicator Icon on Exhibitor List</td>
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<td>Expanded Company Description of Additional 350 Characters</td>
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<td>Product and Service Categories</td>
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Branding Opportunities

Internet Cafe

$10,000 (2 Locations Available)
Attendees continue to use and appreciate the convenience of this location where they can check in with the office and access their email. Your branding will be placed on the screen savers of the computers and on signs adjacent to the station.

SSO Mobile App

$25,000 (Exclusive Opportunity)
Capture the attention of the high profile surgeons who attend SSO 2017 before, during, and after the meeting when they access the Mobile App for information regarding the educational program, poster sessions, and the exhibits. Meeting participants will see your company branding on the App home page each and every time they launch the App.

Washington State Convention Center Wi-Fi

$25,000 (Exclusive Opportunity)
Your support allows attendees to enjoy free wireless Internet during the meeting. In addition to a custom landing page, your corporate name and logo will appear on onsite signage recognizing your support of this valued service for the attendees and the leadership of SSO 2017.

ePoster Stations

$10,000 (Exclusive Opportunity)
Help support SSO’s efforts to make poster viewing easy and convenient for the attendees. Your branding will be placed on signage associated with each kiosk and you will receive recognition in pre-meeting promotions of the stations.

Charging Stations (phone, iPad, etc.)

$10,000 per location (2 Available)
Associate your company with the provision of this much appreciated service! Located in high-traffic areas in the Exhibit Hall and meeting space, each station is equipped with multiple power strips for charging mobile devices and laptops. Your company branding will be prominently displayed at the Station.

Escalator Clings and Runners Package

$12,500 Set of Up/Down escalators (3 Available) Make a strong first impression by placing your branding on the side panels of the escalators leading from the lower floors of the Convention Center up to the meeting space. You’ll be the first thing attendees see as they enter the building and again when they depart for the day. Each set includes two runners and one glass cling on both the left and right side of the escalator.

Grand Escalator Faces

$12,500 (Exclusive Opportunity)
This is a very unique opportunity to place your branding adjacent to the escalator leading up to the session rooms. Securing this prime location will ensure that all attendees see your messaging multiple times during the meeting.

Balcony and Window Clings

$2,000 per cling
$2,500 per cling
Place your message in multiple locations flanking the area at the main entry point to the meeting space. Attendees will be sure to see these clings as they enter and travel throughout the event.

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Branding Opportunities

Hotel Marketing Opportunities

Hanging Banners

**Varies (call for pricing)**

Opportunities for placement of a company banner in key locations within the Convention Center. Reach attendees with your message by securing one of these prime locations. Support includes production of the banner, installation, and removal.

Table Clings

**$7,500 for 10 Tables**

Tables will be placed throughout the Exhibit Hall in prominent, high traffic areas. Place your branding on one set or multiple sets of these tables and capture the attention of attendees while they are relaxing, dining, meeting with others, or just passing by as they travel throughout the Exhibit Hall. Each set includes 10 tables.

Backlit Meterboard Sign

**$3,500**

Capture the attention of the attendees with this illuminated sign placed in a high traffic location. Secure multiple signs and spread your message across a wider area!

Hotel Key Cards

**$8,500 (Exclusive Opportunity, rights only)**

Make a first impression as attendees arrive in Seattle! On one side of every hotel key card will be your company’s logo and booth number. The key cards will be distributed to meeting attendees upon check in at the official host hotel. The Supporter is responsible for hotel distribution charges and the costs of producing the key cards.

In Room Table Tents

**$7,500 (Exclusive Opportunity, rights only)**

A table tent with your customized company logo and booth number will be placed on the bureau inside of each attendee’s room at the official host hotel. This is an excellent way to capture the attention of meeting participants and deliver a message that will draw them to visit your booth. Your opportunity fee does not include the cost of production or the delivery to hotel rooms.

Presentation and Special Event Opportunities

**Industry Forum Presentation**

**$32,500 (2 Available)**

This is your opportunity to educate SSO attendees about how your product and service offerings will help them to practice more effectively and improve patient care and outcomes. Dedicated time has been set aside within the daily agenda to allow for attendees to participate in your presentation without missing any content offered in the core educational programming.

Thursday, March 16: 6:45–7:45 am

**Exhibit Hall Theater Presentation**

**$15,000 (3 Available)**

Present data and information or teach attendees how to use your innovative products and services in this convenient setting within the Exhibit Hall.

Thursday, March 16: 12:30–1:15 pm

Thursday, March 16: 3:15–4 pm

Friday, March 17: 12:30–1:15 pm

To secure your Marketing Opportunity contact:

SSO Exhibits Management
SPARGO, Inc.
800-564-4220 | ssoexhibits@spargoinc.com | www.sso2017.org
Benefits & Terms
Opportunities are exclusive to confirmed exhibitors. All benefits related to inclusion in printed materials and signage are based on the Supporter meeting print and production deadlines. The Supporter’s primary contact person will receive all correspondence pertinent to the marketing opportunity and will be responsible for completing and returning items by the stated deadline. Opportunities not fulfilled because of failure to submit the artwork/information by the deadlines stated in your confirmation letters will not be refunded. Commitments after January 1, 2017 may incur a nominal incremental fee to cover expedited production charges.

Deposit and Payment Terms
- 50% due with application for applications submitted May 3, 2016 - November 15, 2016
- 100% due with application after November 15, 2016

Failure to make payments does not release Supporter from the contracted or financial obligation.

Cancellation Policy and Penalties
Supporter agrees and understands that notification of intent to cancel the Marketing Opportunity Contract must be provided in writing. Cancellation of exhibit space will automatically void Marketing Opportunity Contract and penalties will apply.

Cancellation penalties upon written notice of cancellation from Supporter:
- May 3, 2016 - November 15, 2016 50% of Support Opportunity Fee
- After November 15, 2016 100% of Support Opportunity Fee

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