



**SS2018**

ANNUAL  
CANCER  
SYMPOSIUM

March 21-24

Chicago, IL

THE  
**SPECTRUM** OF INNOVATION  
AND APPLICATION

**REACH THE SURGICAL  
ONCOLOGY COMMUNITY**

**EXHIBITOR PROSPECTUS**

Symposium: March 21-24, 2018  
Exhibits: March 22-23, 2018  
McCormick Place | Chicago, Illinois

**Reserve Your Exhibit Space Today!**  
703-631-6200 | [sso2018.org](http://sso2018.org)  
[ssoexhibits@spargoinc.com](mailto:ssoexhibits@spargoinc.com)

**SSO** Society of  
Surgical Oncology®

**SS2018** | ANNUAL  
CANCER  
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March 21-24 | Chicago, IL

# THE SPECTRUM OF INNOVATION AND APPLICATION

## WHAT IS THE SSO ANNUAL CANCER SYMPOSIUM?

### THE LEADING INTERNATIONAL SCIENTIFIC EVENT FOR SURGICAL ONCOLOGISTS

**T**he 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.

Surgical 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 Symposium delivers an education program that is unique in its ability to cover a broad range of important, timely and in depth topics in one exceptional setting.



*Join the Conversation in 2018! #SSO2018*

### CHICAGO - THE IDEAL LOCATION FOR THE SURGICAL ONCOLOGY COMMUNITY

- 1<sup>ST</sup>** In the nation for top-ranked large community hospitals.
  - 2<sup>ND</sup>** In the nation for number of physicians in hospital practice.
  - 3<sup>RD</sup>** In the nation for number of medical, surgical, and other specialty physicians.
- The Chicago metro is home to 95 hospitals and 6 accredited medical schools.
  - Home to 27,348 health services companies.
  - Home to the 2nd highest surgical operations in the nation.
  - 3 of the nation's top 15 teaching hospitals are located in the Chicago region.
  - Nearly 35,000 physicians are within a day's drive of Chicago.

SOURCE: CHOOSE CHICAGO, WORLD BUSINESS CHICAGO





# WHY EXHIBIT?

SSO 2018 IS THE LARGEST GATHERING OF TOP DECISION-MAKERS AND BUYERS FROM THE SURGICAL ONCOLOGIST COMMUNITY.

## TOP 5 REASONS TO EXHIBIT



**CAPITALIZE** on a targeted audience of influential surgeons, with a rare physician to exhibiting company ratio of 17 to 1.



**NETWORK** with over 1,800 attendees, including difficult to reach surgical oncology professionals from around the world.



**REACH** physicians early in their careers and new to the profession. Nearly 32% of attendees are Fellows and Residents.



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



**CONNECT** with an international group of surgical oncologists from over 45 countries.

## 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

[View the 2017 Exhibitor List](#)

## ANNUAL MEETING OVERVIEW

- 1,800 Attendees
- 60+ Exhibiting Companies
- 500+ Abstract Presentations
- 400+ Poster Presentations
- 25+ Educational Sessions
- 12 Meet the Professor Breakfasts
- Industry Forums and Industry Satellite Symposia

"In the rapidly changing world of cancer care, SSO's Annual Cancer Symposium provides surgeons from all settings access to cutting-edge information delivered by thought leaders from the most prestigious cancer centers.

New surgical techniques, the increasing use of chemotherapy and other agents before or after surgery, and scientific, data-driven approaches to cancer care presented during this meeting enable me to feel confident that

I have learned the most current approaches to caring for patients."

**CHRISTOPHER PEZZI, MD**

# WHO ATTENDS?

**72%** OF ATTENDEES HAVE  
ATTENDED MORE THAN  
ONE SSO ANNUAL SYMPOSIUM.

## 2017 SSO ANNUAL CANCER SYMPOSIUM

### Registration Type Count

Total Attendance **1,643**

Professional Attendance **1,415**

### Attendee Demographics

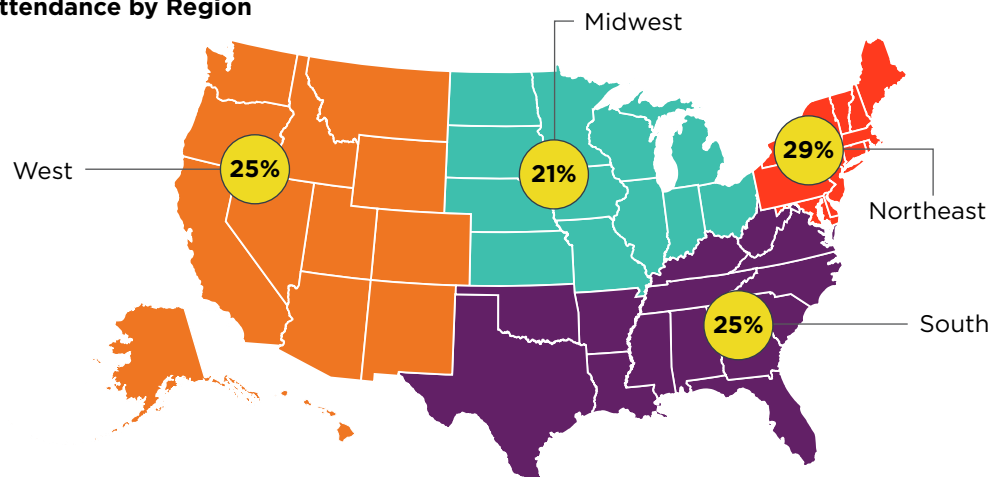
Physician or Scientist **898**

Resident/Fellow/  
Medical Student **448**

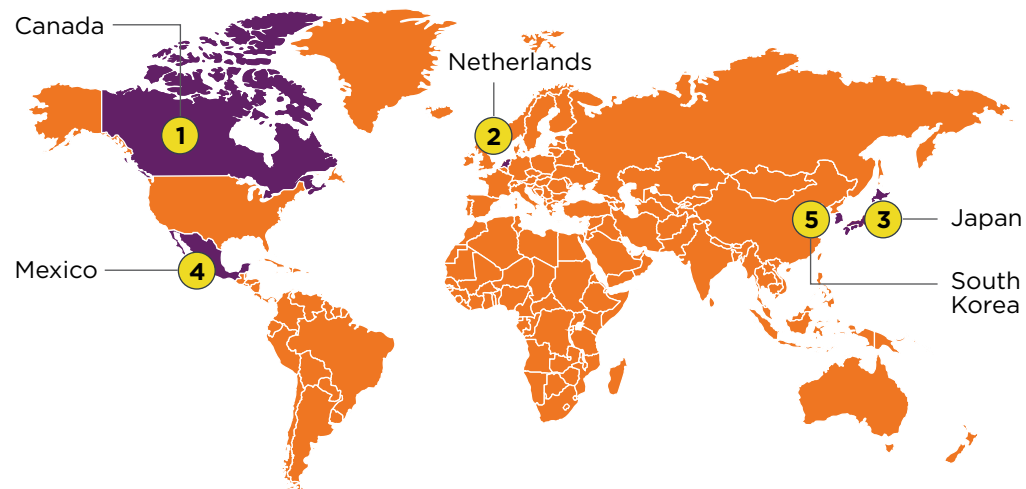
Pharma or Other **36**

Allied Health  
Provider (PA, NP,  
RN, LPN, LVN) **33**

### Attendance by Region



### Top 5 International Countries



## WHAT ATTENDEES ARE INTERESTED IN MOST!

- Access & Trocar Products
- Biopsy Products
- Bone and Soft Tissue Sarcoma
- Breast Oncology
- Colorectal Cancer
- Endocrine Tumors
- Gamma Probes
- Gastrointestinal Oncology
- Hepatobiliary Tumors
- Laparoscopic and/or Robotic Devices
- Medical Equipment
- Melanomas
- Pancreatic Tumors
- Pharmaceutical
- Portable Ultrasound
- Software
- Suction/Irrigation Devices
- Surgical Stapling Products
- Venous Access Devices

[View a sample of the 2017 Attendee List](#)

# GENERAL EXHIBITING INFORMATION

## EXHIBIT SPACE RATES

10' x 10' Booth .....\$2,975

Corner 10' x 10' Booth..... \$3,225

[Reserve Your Booth](#)

## WHAT'S INCLUDED?

- ✓ Up to three exhibitor badges per 10' x 10' 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.

[Upgrade Your Listing](#)

## LOCATION

Hall D1  
McCormick Place  
Chicago, IL

[Floor Plan](#)



## WHAT'S HAPPENING IN THE EXHIBIT HALL:

- **Dedicated Hours:** Two days of exhibits with over five 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.



## 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 22\*

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

### Friday, March 23\*

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



# INCREASE YOUR VISIBILITY AND DRIVE ATTENDEES TO YOUR BOOTH AT SSO 2018!

## PRESENTATION AND SPECIAL EVENT OPPORTUNITIES

### **INDEPENDENT SATELLITE SYMPOSIA** \*\$35,000 (2 Available)

Surgical Oncology is experiencing an exciting evolution and the ways in which we treat cancer are changing. A symposium provides an exceptional opportunity for in-depth exploration of a topic, disease state, or the treatments of tomorrow that can be applied to today's surgical patients with solid tumor cancers. Only two grant funded satellite symposia slots are available at unopposed times throughout the event.

### **EXHIBIT HALL THEATER PRESENTATION** \$15,000 (2 Available)

Present data and information or teach attendees how to use your innovative products and services in this convenient setting within the Exhibit Hall. Designated time slots will be available during the meeting's Exhibit Hall lunches to help ensure the maximum attendance possible. SSO will promote the presentations through the SSO Mobile App with one push notification on the day of your presentation to attendees. There will also be an announcement prior to your presentation throughout the Exhibit Hall.

### **INDUSTRY FORUM PRESENTATION** \$32,500 (2 Available)

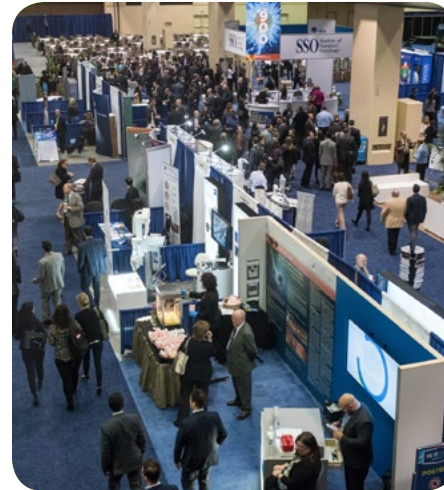
This is your opportunity to educate SSO attendees about how your product and service offerings will help them to practice more effectively and improve patient care and outcomes. Dedicated time has been set aside within the daily agenda to allow for attendees to participate in your presentation without missing any content offered in the core educational programming. Unopposed designated time slots will be available during the meeting to help ensure the maximum attendance possible. SSO will promote the presentations through the SSO Mobile App with one push notification to attendees the night before your presentation.

*\*Pricing may vary*

## ADDITIONAL OPPORTUNITIES AVAILABLE

SSO offers many exciting opportunities specifically designed to maximize your exposure, reinforce your brand, and help drive traffic to your booth:

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



## SECURE YOUR SSO 2018 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)  
[www.sso2018.org](http://www.sso2018.org)

We look forward to you joining us in Chicago!

**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.

Follow SSO on:

