



**SS2018**

ANNUAL  
CANCER  
SYMPOSIUM

March 21-24

Chicago, IL

THE  
**SPECTRUM** OF INNOVATION  
AND APPLICATION

## MARKETING OPPORTUNITIES

**Symposium:** March 21-24, 2018

**Exhibits:** March 22-23, 2018

**McCormick Place | Chicago, Illinois**

**SSO** Society of  
Surgical Oncology®

The logo for the SSO 2018 Annual Cancer Symposium, featuring the text 'SSO 2018' in a stylized font.

ANNUAL  
CANCER  
SYMPOSIUM

March 21-24 | Chicago, IL

# We are excited that you will be joining us as an exhibitor at SSO 2018 in Chicago, Illinois.

**N**ow that you have made the important commitment to exhibit, take your participation beyond simply exhibiting and enhance your company's visibility! Review the marketing opportunities and select the offering(s) that best meet your objectives.

Interested in creating your own sponsorship package?  
Contact [ssoexhibits@spargoinc.com](mailto:ssoexhibits@spargoinc.com) or 800-564-4220

## MARKETING OPPORTUNITIES

### SSO Symposium Website Banner Acknowledgment



**\$15,000** (*Exclusive Opportunity*)

Share your message with attendees during the months leading up to the meeting 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, 2017 – March 31, 2018, reaching nearly 50,000 unique viewers.

### 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 Chicago! 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 logo is hyper-linked to your website. Registration will be live mid-October through March.

### 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. Housing will be live early-September through March.

## MARKETING OPPORTUNITIES, continued

### 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 the 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, Wednesday-Saturday, during the meeting. Recognition 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**

**\$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** (*Exclusive Opportunity*)

**4-Color**

**Back Cover...\$6,000**

**Program Guide** (*Exclusive Opportunity*)

**4-Color**

**Inside Back Cover...\$4,000**

**Program Guide**

**Full Page - Black and White**

**Inside...\$1,750**

## BRANDING OPPORTUNITIES

### Welcome Reception Hosting Station



**Varies (Call for Pricing)**

Capture the attention of attendees by reserving one of the wine, beer, and small plate pairings that will be served directly from your exhibit space during the Welcome Reception in the Exhibit Hall.

### SSO Mobile App and Online Schedule



**\$26,500** (*Exclusive Opportunity*)

Capture the attention of the high profile surgeons who attend SSO 2018 before, during, and after the meeting when they access the Mobile App or Online Schedule for information regarding the educational program, poster sessions, and the exhibits. Nearly 2,000 unique visitors will see your company branding on the App home page each and every time they launch the App. Providing additional exposure, the online schedule will be available on the website and Mobile App in August and will also feature your company logo, giving you visibility months before the meeting! The Mobile App receives 130,000+ page views!

### McCormick Place Wi-Fi



**\$25,000** (*Exclusive Opportunity*)

Attendees will 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 2018.

### e-Poster Stations



**\$10,000** (*Exclusive Opportunity*)

Help support SSO's efforts to make poster viewing easy and convenient for the attendees. Your messaging will be placed on signage associated with each kiosk and you will receive recognition in pre-meeting promotions of the stations.

## BRANDING OPPORTUNITIES, continued

### Charging Lockers



#### **\$10,000 per location**

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 8 secure integrated lockers. Your company branding will be prominently displayed on the user-friendly 19" LCD touch screen. Custom branding wraps are available for an additional price.

### Escalator Clings and Runners Package



#### **\$12,500 Set of Up/Down escalators**

Make a strong first impression by placing your branding on 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.

### Sky-Bridge Banners



#### **\$5,000**

Connecting the SSO 2018 official host hotel, Hyatt McCormick Place, to the Convention Center, is the enclosed sky-bridge. Each day attendees will walk across the sky-bridge to enter the meeting, making this a prime location for your company's branding.

### Sky-Bridge Window Clings



#### **\$4,000 set of 2**

Place your logo and booth number 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.

### Hanging Banners



#### **Varies (call for pricing)**

Opportunities for placement of a company banner and booth number in key locations within the Convention Center. Reach attendees 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.

## HOTEL MARKETING OPPORTUNITIES

*(Exclusive Opportunities, rights only)*

### Hotel Key Cards



#### **\$9,000**

Make a first impression as attendees arrive in Chicago! On one side of every hotel key card will be your company's logo design. 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.

### Hotel Door Hangers



#### **\$7,500**

Display a decorative door hanger with your company logo and booth number on hotel room doors of the meeting attendees. The supporter is responsible for hotel distribution charges and the costs of producing the hangers.

## 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** (1 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** (1 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*



**TO SECURE YOUR MARKETING OPPORTUNITY CONTACT:**

**SSO Exhibits Management | SPARGO, Inc.**

800-564-4220 | [ssoexhibits@spargoinc.com](mailto:ssoexhibits@spargoinc.com) | [www.sso2018.org](http://www.sso2018.org)