

The Leading International Scientific Event for
SURGICAL ONCOLOGISTS



SS2019

ANNUAL
CANCER
SYMPOSIUM

March 27-30 | San Diego, CA

EXHIBITOR PROSPECTUS

Symposium: March 27-30, 2019

Exhibits: March 28-29, 2019

San Diego Convention Center | San Diego, California

The logo for the SSO 2019 Annual Cancer Symposium is located in the top left corner. It features the text "SS2019" in a large, bold, white font, with "ANNUAL CANCER SYMPOSIUM" in a smaller, white, sans-serif font to its right. Below this, the dates "March 27-30" and the location "San Diego, CA" are written in a white, sans-serif font. The entire logo is set against a blue background with a yellow border.

SS2019

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The background of the top half of the page is a photograph of an exhibition hall at the SSO 2019 Annual Cancer Symposium. The image is tinted blue. It shows a large number of people, mostly in business attire, engaged in conversations and looking at various displays. In the background, there are several large posters and banners. One prominent banner on the right says "25 YEARS 25 FACTS" and "Celebrating 25 Years of the Society of Surgical Oncology". Another banner on the left mentions "The Future of Cancer Care". The overall atmosphere is professional and collaborative.

CONNECT WITH THE TOP MINDS IN SURGICAL ONCOLOGY

The SSO Annual Cancer Symposium connects you with the who's who of the surgical oncology community. Become an exhibitor and meet the most distinguished and influential cancer surgeons, comprised of both academic and community practitioners and health care professionals from all surgical oncology specialties.

Roughly 1,800 attendees will 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.

A large, yellow circular graphic is positioned on the right side of the page. It consists of several concentric circles of varying shades of yellow, creating a ripple effect. Inside this circle, there is a quote in white text.

"SSO 2018 provided a unique opportunity to meet with some of the best cancer surgeons in the country across the spectrum of breast, sarcoma, melanoma, and hepatobiliary specialists."

**EDWARD NOBREGA,
LUMICELL**

WHY EXHIBIT?

SSO 2019 Is the Largest Gathering of Top Decision-Makers from the Surgical Oncologist Community.

REASONS TO EXHIBIT

NETWORK



1,800 Attendees,
including difficult to reach surgical oncology professionals from around the world.

BENEFIT



6+ Dedicated Exhibit Hours
And all food and break functions scheduled in the Exhibit Hall.

CAPITALIZE



19:1 Rare Physician to Exhibitor Ratio
With this highly targeted audience of influential surgeons.

REACH



32% Fellows and Residents
Early in their careers and new to the profession.

CONNECT



More than 45 Countries
The largest international scientific event for surgical oncologists.

WHO EXHIBITS?

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



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

JOIN US AT SSO 2019!

For more information on becoming an exhibitor contact:
703-631-6200 | ssoexhibits@spargoinc.com

RECORD ATTENDANCE IN 2018!

WHO ATTENDS?

REGISTRATION TYPE COUNT

Professional Attendance **1,618**

Total Attendance **1,894**

ATTENDEE DEMOGRAPHICS

Physician or Scientist **1,013**

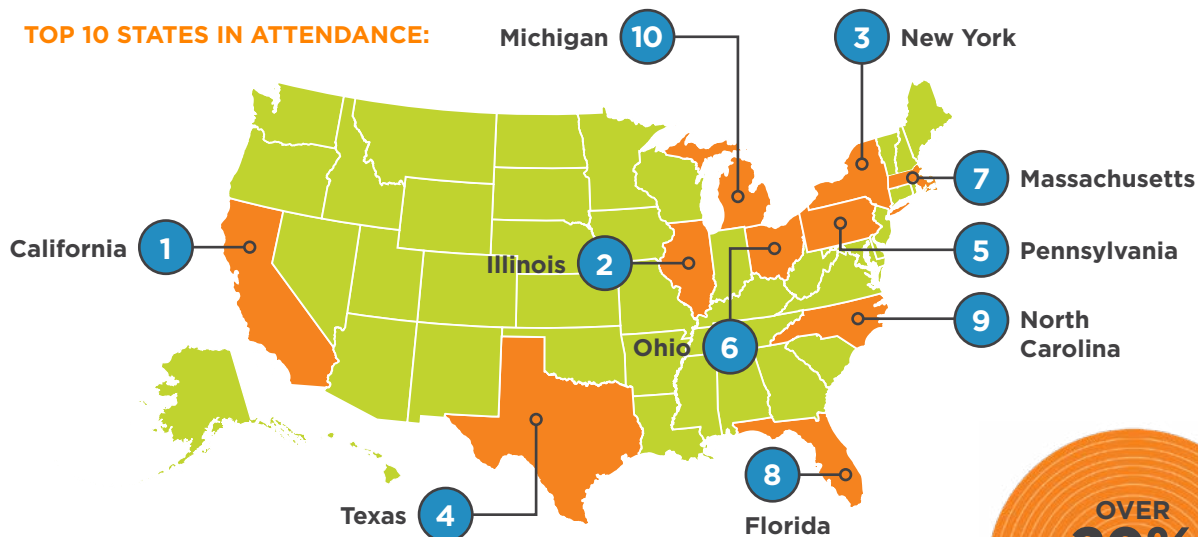
Resident/Fellow/Medical Student **515**

Pharma or Other **59**

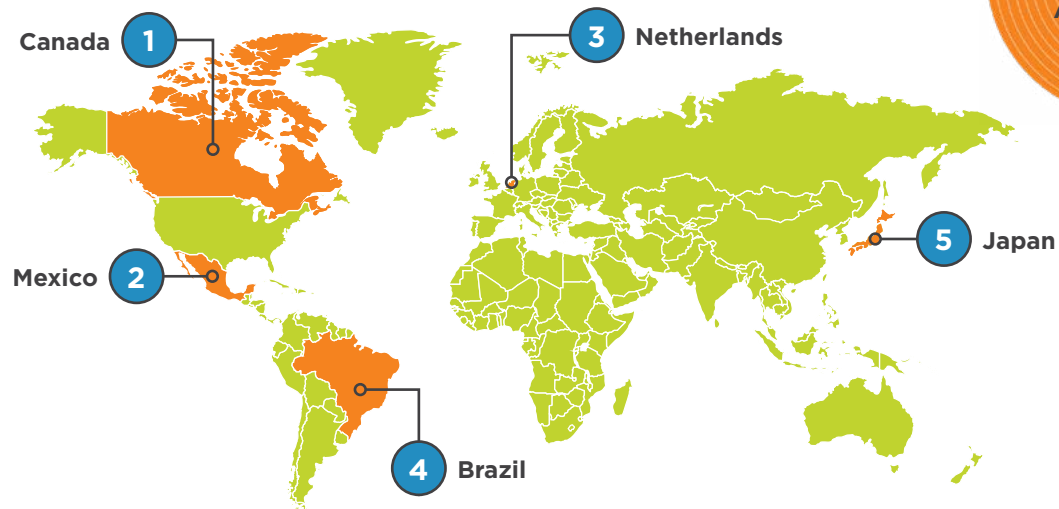
Allied Health Provider (PA, NP, RN, LPN, LVN) **31**

47
COUNTRIES
REPRESENTED

TOP 10 STATES IN ATTENDANCE:



TOP 5 INTERNATIONAL COUNTRIES



OVER
20%
INTERNATIONAL
ATTENDEES

BECOME AN EXHIBITOR! 703-631-6200 | ssoexhibits@spargoinc.com | SSO2019.ORG

EXHIBIT SPACE RATES

EXHIBIT SPACE RENTAL FEE

\$29.75
per square foot

CORNER SPACE

\$32.25
per square foot

WHAT'S INCLUDED?

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

LOCATION

San Diego Convention Center

111 W Harbor Dr, San Diego, CA 92101



WHAT'S HAPPENING IN THE EXHIBIT HALL

- **Networking Lounge:** New this year, networking lounges have been added within disease-site poster areas, giving attendees one more reason to spend time in the Exhibit Hall.



- **Dedicated Hours:** Two days of exhibits with over six dedicated hours.
- **Exhibit Hall Lunch and Refreshment Breaks:** Attendees will gather in the Exhibit Hall for multiple social functions scheduled during dedicated breaks in the educational programming.
- **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.
- **Exhibit Hall Happy Hour:** All attendees are invited to a Happy Hour in the Exhibit Hall on Thursday evening.

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 28

Exhibit Hall/Posters Open

9:30 am – 3:30 pm and 5:00 – 6:00 pm

Opening Refreshment Break

9:30 am – 10:30 am

Exhibit Hall Opening Lunch

12 pm – 1:15 pm

Afternoon Refreshment Break

2:30 pm – 3:30 pm

Exhibit Hall Happy Hour

5 pm – 6 pm

FRIDAY, MARCH 29

Exhibit Hall/Posters

Open 9:30 am – 4 pm

Refreshment Break

9:30 am – 10:15 am

Exhibit Hall Lunch

11:45 am – 1 pm

Ice Cream Break/Closing

3:15 pm – 4 pm

**Hours are subject to change without notice*

INCREASE YOUR ROI!



LEVERAGE SOCIAL MEDIA

By actively using social media to promote your exhibit you will experience interest from attendees and beyond.

#SSO2019



TAKE ADVANTAGE OF SPEAKING OPPORTUNITIES

Don't miss out on the opportunity to educate prospective customers and end users about your solutions and services.

[Exhibit Hall Theater Presentation >](#)

[Industry Forum Presentation >](#)



CAPTURE YOUR LEADS

Lead retrieval services are available allowing your staff to spend more time engaging prospects and less time recording data.

[Lead Retrieval Rental >](#)



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

[Available Opportunities >](#)

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:



Join the Conversation in 2019! #SSO2019

JOIN US FOR ANOTHER RECORD BREAKING YEAR!

SSO Exposition Management

c/o SPARGO, Inc.

800-564-4220 / 703-631-6200

ssoexhibits@spargoinc.com