

SOCIETY OF SURGICAL ONCOLOGY

CANCER SYMPOSIUM

PHOENIX CONVENTION CENTER •

67th ANNUAL

2014

March 12-15

PHOENIX, ARIZONA



Connecting surgeons, surgical facilities and surgical oncology

SHOWCASE **YOUR EXPERTISE**

In Surgical Oncology

Symposium: March 12-14, 2014

Exhibits: March 13-15, 2014

Phoenix Convention Center

Phoenix, AZ

Reserve your exhibit space today!

703-631-6200

ssoexhibits@jspargo.com

IMPROVING PATIENT CARE BY ADVANCING THE
SCIENCE AND PRACTICE OF SURGICAL ONCOLOGY

SSO Society of
Surgical Oncology®

Showcase Your Expertise to Key Players in Surgical Oncology



The SSO Annual Cancer Symposium, presented by the Society of Surgical Oncology, is the leading international scientific event for surgical oncologists.

Some of the most influential surgeons attend the Symposium each year. With a ratio of 16 physicians for each exhibitor, exhibiting at this event gives you unparalleled access to this distinguished group of attendees. The majority of attendees are practicing with leading institutions in both academic and community environments.

Most attendees are responsible for diagnosing and staging cancers and have purchasing authority for the products and services they use during surgery, radiation therapy, chemotherapy, and supportive care. They also play a role in prescribing systemic drugs, hormones, and biologic agents.

Use this opportunity to

- Increase the visibility of your company, product, and service(s)
- Broaden your customer pipeline
- Strengthen existing customer relationships
- Develop new sales leads
- Demonstrate the value of your product in a 1:1 setting
- Get face-to-face time with key players in surgical oncology

The mission of the Society of Surgical Oncology is to improve patient care by advancing the science and practice of surgical oncology worldwide. The society prides itself on advocating for cancer patients and fostering quality across the continuum of care while committing to innovative ways to provide better patient care. Its 2500 members are provided on-going education and work to educate the public and other health professionals on the importance of surgery while developing the necessary disciplines for the future.

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SSO Member Profile and Purchasing Influences

SSO 2013 Attendance

Attendees 1,614

Physicians 1,119

Specialty Area

Gastrointestinal Oncology 55%

Breast Oncology 54%

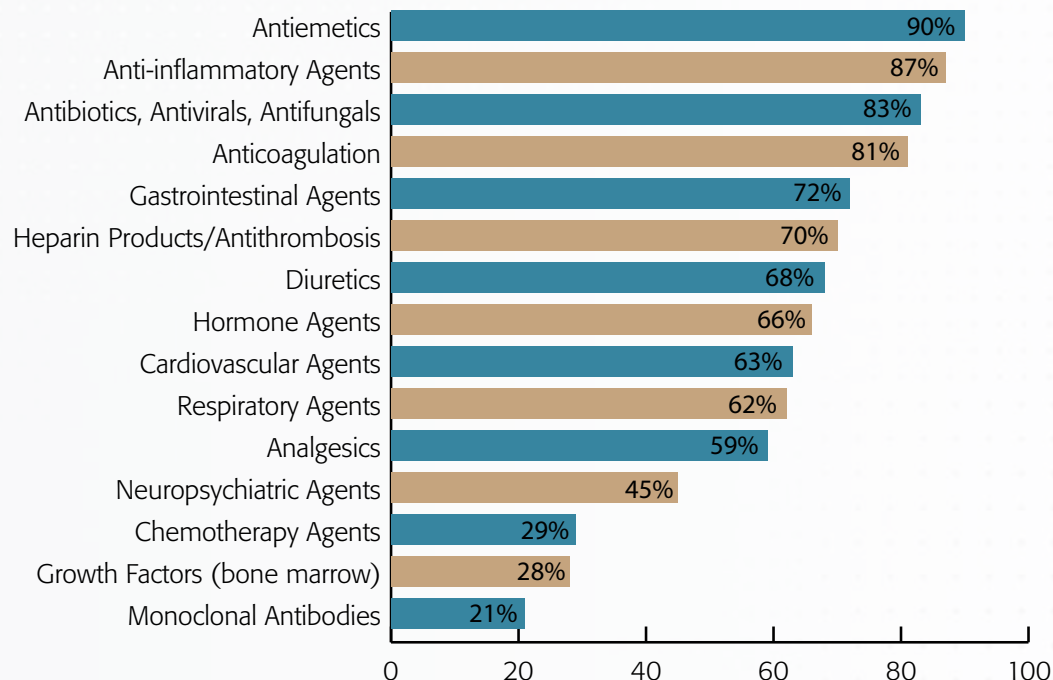
Melanomas 31%

Hepatic & Pancereatic Tumors . . . 28%

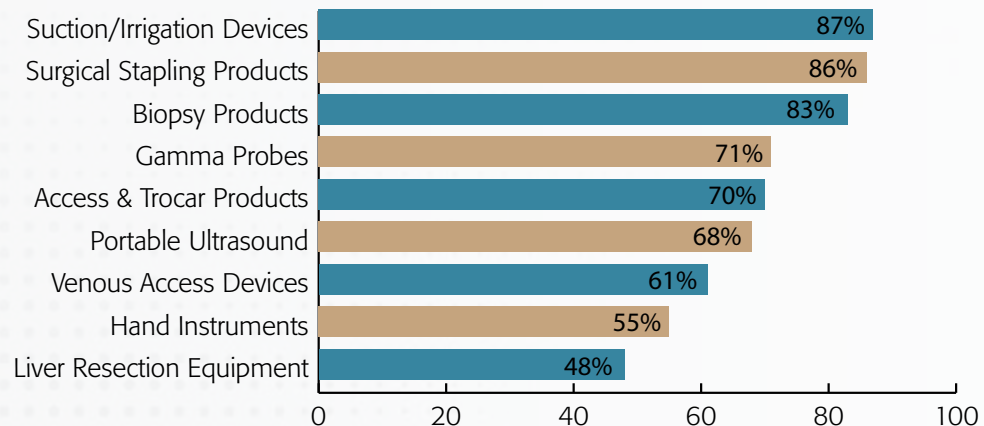
Endocrine Tumors 12%

Bone & Soft Tissue 12%

Products Prescribed, Administered or Recommended at Least 20 Times per Week



Medical Equipment and Devices Used in Practice



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Extend Your Visibility Beyond the Booth



Increase the visibility of your company, product or service at SSO 2014 using one of these exciting opportunities:

- **Hands-On Product Demonstration** – Present your product or service to SSO 2014 attendees during a 55-minute session over the lunch hour in hard-walled rooms set up on the exhibit floor.
- **Industry Forum** – These one hour non-CME educational presentations provide you with the opportunity to host an informative session on a topic that will appeal to the high level surgeons who attend the meeting.
- **Marketing Opportunities** – Get your company name and logo in front of all attendees by supporting the following services:
 - Enhanced Exhibitor Profile Company Listing | Advertising in Program Guide | Wi-Fi | Internet Stations | Charging Stations | Mobile App | President's Banquet or Reception | Table Tents in Hotel Rooms | Hotel Key Cards | Exhibit Hall Luncheon or Refreshment Break | Banners and Signage

To secure your marketing opportunity, contact June LaMountain, 800-564-4220, ssoexhibits@jspargo.com.

Interested in educational partnerships? Please contact Debbie Cohen by email at debcohe226@gmail.com, by phone at 847/251-6288 or download the [Grant and Marketing Opportunities Brochure](#).



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Exhibit Details



Exhibit Space Rates

Standard Rate \$28.75 per square foot

Corner Fees \$250.00 per corner

All Booths Receive

- 8' high draped back wall and 36" high draped side rails
- Company identification sign – 7"x44"
- General exhibit hall perimeter security service
- 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 Schedule

Exhibitor Move-In

Wednesday, March 12 8:00 am - 5:00 pm

Thursday, March 13 8:00 am - 3:00 pm

Exhibits Open

Thursday, March 13

6:00 pm - 7:30 pm Reception

Friday, March 14

9:30 am - 4:30 pm Morning Refreshment Break/Lunch
Afternoon Refreshment Break

Saturday, March 15

9:30 am - 1:30 pm Morning Refreshment Break/Lunch

Exhibitor Move Out

Saturday, March 15 1:30 pm - 8:00 pm

Exhibits may not be dismantled before 1:30 pm on Saturday, March 15.
Please make your travel plans accordingly!



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Past Exhibitors



AcSel Medical Solutions, LLC
Advocate
Agendia
Ambry Genetics
American Joint Committee on Cancer
American Society of Clinical Oncology (ASCO)
Amgen
Anchor Products Company
AngioDynamics
Annals of Surgical Oncology
Bard Biopsy Systems
Bayer HealthCare/Onyx Pharmaceuticals
Belmont Instrument Corporation
Biocompatibles, Inc.
Biopsy Sciences
BK Medical
Cancer Treatment Centers of America
Care Wise Medical Products
Caris Life Sciences
Carl Zeiss Meditech, Inc.
Castle Biosciences, Inc.
Champions Oncology
Cianna Medical
CompHealth
CONMED Corporation
Covidien
CruiseOne
Cura Surgical, Inc.
Delcath Systems, Inc.

Designs For Vision, Inc.
Devil Doc Medical
DFINE
Dilon Diagnostics
Domain Surgical
Dune Medical Devices
Dynasil Products
Eight Medical
Elsevier, Inc.
Ethicon Endo-Surgery, Inc.
Faxitron
GE Healthcare
GEM Imaging S.A.
Genomic Health, Inc.
Health Volunteers Overseas
HemCon
Hitachi Aloka Medical
Hologic, Inc.
HS Medical, Inc.
ImpediMed, Inc.
Integra
INTIO, Inc.
IntraOp
Intuitive Surgical
Kubtec
LifeCell
Lippincott, Williams & Wilkins
Lumitex
Mammotome
Medafor, Inc.
MediGain
Merck & Co., Inc.
Meridian Health

Microsurgery Instruments, Inc.
Mountain States Health Alliance
Myriad Genetic Laboratories, Inc.
NeuWave Medical Inc.
Nordion
Northside Hospital Cancer Institute
Novartis Oncology
Nuclear Fields
Oncovision
Pathfinder Technologies
Practice Alternatives, Inc.
Prometheus Laboratories, Inc.
RAND USA, Inc.
Riverside Medical Group
RMD Instrument Corp
Rose Micro Solutions
Sanofi
Scion Medical Technologies
Shared Imaging, LLC
Signal Genetics
Simport Scientific
Sirtex Medical, Inc.
Sordina
Springer
Stryker
SurgicEye
The Cholangiocarcinoma Foundation
ThermaSolutions, Inc.
Thompson Surgical Instruments, Inc.
US Medical Innovations
US Radiosurgery
Vector Surgical, LLC
Xoft

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