

Create corporate and brand awareness  
among surgical oncologists

***Corporate Visibility at the***

**Society of Surgical Oncology  
63rd Annual Cancer Symposium**

**Grant and Sponsorship Opportunities**

**America's Center and the Renaissance St. Louis Grand & Suites Hotel  
March 3-7, 2010 • St. Louis, Missouri**

**SSO**  
Society of  
Surgical  
Oncology

SSO corporate partners and sponsors receive prominent acknowledgment in a variety of ways, appropriate to each program or event. Acknowledgment typically includes:

- ▶ One or more acknowledgments in the *SSO Newsletter*
- ▶ Signage and other visuals at sponsored events
- ▶ Acknowledgment in sponsored publications
- ▶ Listing in the *Annual Meeting Convention Program Guide*
- ▶ Listing as a Corporate Partner in the *SSO Membership Directory* and SSO Website

## **Annual Meeting Scientific Programs**

### **Plenary Sessions I – IV**

The year’s highest-rated abstracts are presented to more than 1,300 surgeons during the General Sessions. (Friday and Saturday, March 5 and 6) \$25,000

### **Cancer Forums I and II**

Forums include presentations of highly rated abstracts selected by the SSO Scientific Program Committee from the more than 500 abstracts submitted for consideration. (Friday and Saturday, March 5 and 6) \$10,000

### **Parallel Abstract Sessions**

Sessions include the presentation of highly rated abstracts by disease categories. (Friday and Saturday, March 5 and 6)

- Gastrointestinal Cancer (Two sessions) \$7,500/each
- Breast Cancer (Two sessions) \$7,500/each
- Melanoma \$7,500
- Endocrine/Head & Neck \$7,500
- Sarcoma \$7,500
- Quality Improvement/Clinical Outcomes \$7,500

### **SSO Presidential Address**

The meeting’s most well-attended session, featuring the Society’s President Dr. Fabrizio Michellasi addressing the subject of ‘Certification in Surgical Oncology.’ (Friday, March 5) \$7,500

## **Product Marketing Opportunities**

### **Hotel Room Key Promotion**

Your company name or product logo will be printed on the hotel keys distributed to everyone attending the Annual Meeting. (Sponsor assumes production costs and works directly with hotel in the development/distribution of the hotel keys.) \$7,000 + cost

### **Bottled Water in Guest Rooms**

Provide SSO meeting attendees with a complimentary bottle of water in their hotel room. Your brand can be displayed on the label. Three opportunities are available—Thursday through Saturday. (Sponsor is responsible for purchase of the bottled water and will work directly with the hotel on its distribution.) \$5,000/day + cost

### **Door Drops**

Hotel room door drops are available at SSO’s Annual Cancer Symposium.

## **About SSO**

The Society of Surgical Oncology (SSO) is a national surgical specialty society of more than 2,300 physicians trained in the comprehensive management of surgical patients with cancer.

SSO members encompass all surgical subspecialties and disease sites, including breast, gastrointestinal, melanoma, liver and pancreatic, head and neck, bone and soft tissue, and endocrine.

The Society’s members practice in both academic and community-based settings and include surgical oncologists from the international community as well as surgeons, scientists, and other healthcare providers who are significantly involved in oncologic patient care.

SSO members prescribe and/or influence the use of systemic drugs, hormones, and biologic agents in both the adjuvant and neoadjuvant settings.

Surgical oncologists have first access to cancer patients and have primary responsibility for establishing the diagnosis and staging of the 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
- Supportive Care

### **Corporate Partner Philosophy**

SSO recognizes the indispensable role that health care companies play in helping the Society maintain its focus on advancing the profession of surgical oncology and enhancing the care provided to cancer patients.

For more information, please contact Toni Haggerty of Ascend Media at 609-654-0472 or by email at [thaggerty@ascendmedia.com](mailto:thaggerty@ascendmedia.com).

**Amenities in Guest Rooms**

Many opportunities are available. Call for details. \$6,000+ cost

**Exhibit Hall Lead Retrieval Cards**

Provided to all surgeons for use in the Exhibit Hall. Contains physician’s name, address, phone, fax, hospital affiliation ... and your product promotion. (Sponsor receives complimentary lead retrieval unit for use in their booth.) \$15,000

**Daily Schedule Display**

This is a 7' high x 12' wide, attractive lighted display listing the hour-by-hour meeting agenda — with your product ad prominently featured in the middle panel. Almost all of the 1,300 physician registrants will look at the display several times daily to check the meeting schedule. \$20,000

**Exhibit Hall Aisle Markers**

Maintain a constant presence in the Exhibit Hall by having your product logo and booth number on every center aisle banner. Sponsorship is for five to seven Exhibit Hall aisle signs, 2' x 8' (high) double-sided. Your company’s name and product logo (2' x 3') will appear with the aisle number on the double-sided signs. \$20,000

**Floor Clings Outside Exhibit Hall**

Promote your product and message to attendees as they walk to and from the Exhibit Hall. Place four to six floor clings in prominent locations at the main entrance to the Hall for the duration of the show. (Sponsor will work directly with Freeman Decorating Company and the America’s Center on the production and application of the clings. Production cost of the clings is not included in the sponsorship fee.) \$5,000 + cost

**Wall Banners**

Generate high visibility of your product and message by sponsoring two wall banners in the highest traffic areas of the meeting site. Attendees can’t miss your message as they enter the Hall. (Banner size and location to be determined. Production cost and placement of banner not included in the sponsorship fee.) \$7,500 + cost

**Corporate Marketing Opportunities**

**Internet Café**

This extremely popular area allows attendees to surf the Internet and send and retrieve e-mail. Eight terminals with high-speed Internet access will be located near the main session room. Sponsor receives credit in the program book, at the café itself, and on each computer screen. \$22,000

**Registration Valises**

Promote your company on the meeting valises distributed at the convention. Sponsor’s name is printed on the valises. \$20,000

**Convention Program Guide**

This attractive, pocket-size program is provided to all Annual Meeting registrants and contains names of speakers, meeting schedule, and information on all social events. Physicians refer to it constantly throughout the convention. Sponsor receives two pages of full-color

As the leading professional organization in this field, the Society acknowledges that collaboration and partnership with industry is important. This cooperation gives sponsors and donors the opportunity to assist the Society with the development of best practices in surgical oncology, and in turn, helps to increase the visibility of the sponsor’s company and products to physicians involved in oncologic patient care.

These pages outline a number of support opportunities related to the Society’s 2010 Annual Cancer Symposium, March 3-7, in St. Louis, Missouri, as well as other Society programs and projects available for support.

In 2009, the Society’s Annual Cancer Symposium attracted nearly **1,700** participants, **1,300** of whom were SSO members, general surgeons, and surgical residents.

**Corporate Appreciation Lunch**

Representatives from sponsoring companies also are invited to a special “Corporate Appreciation Lunch” with members of the SSO Executive Council during the Annual Meeting.

**Practice Demographics**

A comprehensive survey was distributed to all SSO members to develop a detailed demographic profile of SSO members and to identify various practice patterns. Following are some of the highlights.

**Specialty Area (Up To Three Selected)**

GI Oncology	55%
Breast Oncology	54%
Melanomas	31%
Hepatic-Pancreatic Tumors	28%
Endocrine Tumors	12%
Bone and Soft Tissue	12%

corporate ads on outside and inside back covers. \$22,000

**Abstract Book**

Mailed pre-meeting as a supplement to the *Annals of Surgical Oncology* and distributed on-site to all attendees, this valuable publication contains all 300+ abstracts presented at the 2010 convention. Physicians refer to this publication throughout the meeting and use it as a reference guide when they return home. Sponsor receives two (2) pages of full-color corporate ads on the outside and inside back covers. \$20,000

**Badge Lanyards**

Include your company name on the lanyards provided to meeting attendees. Lanyards will be inserted in all registration packets. (Sponsor provides lanyards and \$6,000 grant.) \$6,000 + cost

**Other Branding Opportunities**

**SSO News—the Society’s official print-and-online newsletter**

This informative membership publication is produced two times a year and includes news of the Society’s programs, Executive Council actions, awards, Annual Meeting information, election of officers, etc. Sponsor’s logo is included on the masthead, a full-page two-color ad is included in each issue, and a hyperlink is inserted in the online version. \$18,000

**2010-2011 SSO Membership Directory**

This publication is always at SSO members’ fingertips and contains the names, addresses, phone numbers, e-mails and spouse names of all members. Updated annually. Used extensively by the members for referrals, consultation, etc. Sponsor awarded two pages of product ads (4-color) on outside and inside back cover and up to 100 complimentary copies for internal use. \$26,000

**Research Grant Sponsorships**

**Clinical Investigator Awards**

In 2007, SSO established its Clinical Investigator Awards program and seeks donor organizations to support its efforts in funding qualified surgical oncology investigators who focus primarily on patient-oriented clinical research. The grants can be awarded under funder’s name, if desired. [2009 sponsors: Amgen, AstraZeneca, Genentech, Susan G. Komen for the Cure®] \$120,000

**Practice Demographics (continued)**

**Average Drug Orders (Inpatient Or Outpatient) Prescribed Weekly**

Over 25	36%
6 to 10	15%
11 to 15	13%
21 to 25	11%
16 to 20	10%
5 or Less	10%
None	5%

**Equipment/Devices Used By SSO Members In The Past Year**

Suction/Irrigation Devices	87%
Surgical Stapling Products	86%
Biopsy Products	83%
Gamma Probes	71%
Access & Trocar Products	70%
Portable Ultrasound	68%
Venous Access Devices	61%
Hand Instruments	55%
Liver Resection Devices	48%



To discuss these corporate visibility opportunities contact M. Eileen Widmer, SSO Executive Director, by phone at 847-427-1400 or by e-mail at eileenwidmer@surgonc.org