



November 18-20, 2024
Houston, Texas



Fellows Institute promotes professional collegial relationships with peers and medical society members. It reinforces that learning is a life-long professional responsibility to be maintained through Continuous Certification and continuing education.

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OPPORTUNITIES FOR INDUSTRY PARTICIPATION

The Society of Surgical Oncology's 14th Annual Fellows Institute, co-sponsored by the Americas Hepato-Pancreato-Biliary Association (AHPBA) and the American Society of Breast Surgeons (ASBrS), will take place November 18-20, 2024 in Houston, Texas at the Methodist Institute of Technology, Innovation & Education (MITIE). This two and a half-day didactic and hands-on lab event is the premier program for breast, complex general surgical oncology, and HPB fellows. The Fellows Institute complements the training for fellows through a comprehensive curriculum and exposure to the most current diagnostic and surgical technologies. This popular offering has become a critical adjunct to formal fellowship training, with more than 100 fellows in attendance each year. Through the Fellows Institute, we are providing the next generation of surgical oncologists with the tools they need to become future thought leaders in their field.

Our goals and objectives are strengthened through a collaborative relationship with our industry partners. SSO recognizes the key role that industry plays in providing essential funds that ensure excellence in caring for cancer patients and provide education for the future leaders of surgical oncology.

As an interested sponsor, we encourage you to take steps to maximize the investment, enhance your company's visibility, and stand out from the competition. Review the opportunities below and select the offering(s) that best meet your objectives as you develop a strategy to engage your target audience and draw attendees to your organization. Our team is willing to work with you on a custom-made opportunity as well. All opportunities are offered on a first-come basis.

Co-sponsored
by:



www.surgonc.org



PRESENTATION OPPORTUNITIES

FELLOWS INSTITUTE 2024

Companies can take advantage of this premier option to bring their product, exciting research, or other important message to Fellows. Choose:

- A Product Showcase and Presentation
- An Expert Tech Spotlight Presentation
- An Innovative Technologies Rotation in Breast or SurgOnc/HPB
- An Industry Forum Presentation

All sponsors of the Fellows Institute will receive an invitation to the Welcome Reception for up to three attendees.

All sponsors of the Fellows Institute will be provided an opportunity to be included in the follow-up email to all registered attendees to include company logo, hyperlink and contact information.

Selection of a presentation includes:

- Profile in the online agenda with company contact information
- Company Logo on Signage
- Logo on Walk-in Slide
- List of SSO and ACGME-approved programs
- Fellows Attendee List (opt in only, name & institution only; SSO cannot provide email address)



PRESENTATION OPPORTUNITIES

FELLOWS INSTITUTE 2024

Product Showcase and Presentation

\$19,500

Limited to two sponsors for the breast program and two sponsors for the SurgOnc / HPB program.

This sponsorship opportunity allows companies to showcase their product or device to an engaged group of fellows and faculty. The experience will begin with a 15-minute presentation to the entire group of attendees and be followed with small group rotations of fellows to provide time to ask questions and interact with your product or device. This experience will lead into the Welcome Reception to allow for extra networking time. Included in this sponsorship, your company/product description will be added to a welcome email sent to all registered attendees.

Innovative Technologies Rotation

\$18,500

Limited to four sponsors for the breast program. Sponsors are responsible for their presentations and the equipment needed.

Extended to 12-minute rotations of Fellows in small groups, this opportunity allows a company dedicated time with all Breast Fellows to provide an update or demo on a product of the company's choice. Small groups of fellows will rotate through your assigned lab room in 12-minute increments. This is a great opportunity to demo your product or equipment to an engaged group. Presentations may be formal or informal and should allow for conversation and Q&A with the fellows. Presentations will occur during the Tuesday (Breast) and Wednesday (SurgOnc/HPB) morning lab rotations.

PRESENTATION OPPORTUNITIES

FELLOWS INSTITUTE 2024

Industry Forum Presentations

\$16,500

Limited to one presentation in Breast program and one presentation in SurgOnc/HPB program.

This is your opportunity to educate fellows about how your products or device 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 attendees to participate in your 30-minute presentation without missing any content offered in the core educational programming. Basic A-V provided and light F&B is included.

Expert Tech Spotlight Presentation

\$15,500

Limited to two sponsors for the breast program and two sponsors for the SurgOnc / HPB program.

This 15-minute presentation opportunity allows a company to partner with a faculty member to provide a collaborative update on a product of the company's choice. Presentations are prepared with faculty, can be formal or informal, with faculty contributing real-life examples and practical insights to Fellows on the use of the product or device. Presentations will occur during the breakfast or lunch hour. A PowerPoint presentation is encouraged and can be shared with Fellows in the proceedings.

Special Opportunity for In-Kind Supporters

\$2,500

Corporate Profile Overview with Contact Information, Fellows Attendee List with Institution, Logo in Online Agenda

Corporate representatives attending the Fellows Institute can provide their contact information on the SSO meeting webpage for fellows to follow-up after the course with questions or seeking additional information. A list of fellows with institution is provided (SSO cannot provide email addresses).

OTHER SPONSORSHIP OPPORTUNITIES

FELLOWS INSTITUTE 2024

Welcome Bag Insert

\$500

Add a company flyer or giveaway to the Fellows Institute welcome bags given to all fellows and faculty who attend the breast and/or SurgOnc/HPB tracks of the meeting. Companies will work with SSO to determine shipping details.

Surgical Scrub Caps

\$2,500

Limited to 1 company for Breast, 1 company for CGSO

Recognition of your company name and/or logo displayed on the surgical scrub caps that will be provided to all faculty members of this program.

Hotel Key Cards

\$3,500

Limited to 1 company

Recognition of your company name and/or logo displayed on the key cards for all faculty and attendees of this program. The sponsoring company will work directly with the hotel on design of key card and be responsible for any fees charged by the hotel.

Snack Breaks

**\$3,500
PER DAY**

Recognition of your company name and/or logo displayed at the food and beverage stations where snack break is held.

Shuttle Bus to the Airport

**\$3,500 PER
SHUTTLE**

Limited to 1 company for Breast, 1 company for CGSO

Signage will be provided with the company logo. Have your brief, pre-recorded message playing on the bus monitors while attendees are shuttled to the airport after lab sessions on Tuesday (Breast) and Wednesday (CGSO). Message must be approved by SSO.

OTHER SPONSORSHIP OPPORTUNITIES

FELLOWS INSTITUTE 2024

Lanyards

\$5,000

Limited to 1 company for Breast, 1 company for CGSO

Sponsoring company required to produce and ship lanyards.

Web Advertising

\$7,500 PER QUARTER

Three month minimum

Let all SSO members know of your participation in the Fellows Institute by advertising on the SSO website. Leaderboard and side rectangle ads are included. Ads will be linked to the webpage of your company or product.

Welcome Reception

\$7,500 PER RECEPTION

Recognition of your company name and logo displayed at the bar with signage. A company representative will have the opportunity to make welcome remarks.

Questions? Please contact:

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Please send completed applications to: emilybutera@surgonc.org