

Society of Surgical Oncology Sponsor Prospectus



SEE YOU IN
WASHINGTON
D.C.!

ANNUAL MEETING

ONE MISSION, MANY PATHS
CANCER SURGEONS MEETING TOGETHER



MARCH
18-20, 2027



Walter E. Washington Convention Center
Washington, DC



The Professional Home for Cancer Surgeons Worldwide

The Society of Surgical Oncology (SSO) is a dynamic global community of cancer surgeons shaping advancements in the profession to deliver the highest quality surgical care for cancer patients. SSO promotes leading edge research, quality standards and knowledge exchange connecting cancer surgeons worldwide to continuously improve cancer outcomes. Our highly regarded educational events and resources inspire members and spur each cancer surgeon to grow, improve and thrive.



SSO mobilizes a broad community of surgeons who strive to enhance patient care across all practice settings. We recognize that optimal patient care requires well-coordinated multidisciplinary teams where each participant serves a critical role. SSO members build, support and lead these teams to create skillful practices that drive better outcomes for patients.

SSO provides year-round learning for members and the entire oncology community through SurgOnc Academy, SSO's premier learning HUB. SurgOnc Academy presents over 70 new programs per year in the form of virtual tumor boards, panel discussions, webinars, and the SurgOnc Today® podcast.

SSO's clinical journal, Annals of Surgical Oncology (ASO), is the leading resource in surgical oncology. In 2025, readers downloaded over 3.9 million articles. ASO also produces the monthly podcast, Speaking of SurgOnc®, featuring interviews with authors from the journal's most highly cited articles.

SSO launched a new, open-access journal, Surgical Oncology Insight (SOI), in 2023. Surgical Oncology Insight publishes original, peer-reviewed articles as well as reviews and commentaries of interest to a global audience of surgeons, fellows in-training, and researchers in all aspects of surgical oncology, as well as physicians and surgeons in related fields.

Become an Integral Part of a Unique and Comprehensive Meeting Experience



SSO is excited to welcome over **1900 attendees** to the HUB at SSO 2027 in Washington, DC, from March 18-20!

Originally debuted at SSO 2022, the SSO HUB transformed the meeting experience by providing an integrated approach to networking, collaboration, education and industry interaction.

Based on sponsor and attendee feedback, the 2027 experience is evolving to provide an even more enriching experience.

SSO HUB features include:

- SSO HUB Theater with Industry Spotlight presentations.
- Greater graphic design flexibility and furniture set-up for your SSO HUB space.
- Lead retrieval will be offered in 2027. Additional charges will apply.



Impactful interactions through various support levels

Zone-Level

Engager-Level

Island Supporter

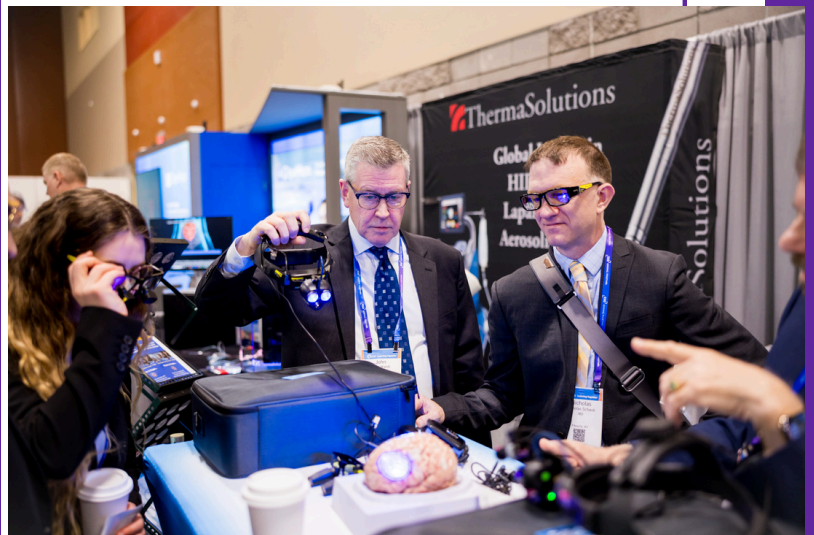
In-Line Supporter



Join the SSO HUB Community

The SSO HUB is designed to provide an inviting environment that fosters a sense of community and encourages dialogue and debate. It is a space for attendees to continue the conversation on meeting sessions and interact with influencers in the cancer surgery discipline. The SSO HUB is organized into disease site zones with an inclusive SSO HUB theater and mini theaters within each zone. Zone sponsors may present content of choice within the Zone.

SSO non-CME content is presented in the SSO HUB Theater and SSO HUB zones. Developed by the Scientific Program Committee to promote dialogue, content within each Zone will cultivate an environment where attendees can share insights, discuss challenges and explore innovative solutions in the field of surgical oncology.



SSO HUB Support Levels

ZONE LEVEL

\$125,000

Zone Level support demonstrates your company's clinical leadership in a specific disease site. Your company's branding is prominent throughout a disease specific zone, and you will receive numerous benefits including:

- Custom graphics for the Zone wall.
- One 45-minute Industry Forum, supported with email promotion to registered attendees, listing in program and mobile app alert. Breakfast offered inside the meeting room – an additional fee may apply.
- No booth to ship! Display area in Zone (one-third of entire Zone footprint) to include custom-branded kiosk with large monitor, lighting, rigging, carpet, standard electric – all included! Additional options available for extra seating, product/literature display, table, display case, literature rack, etc. will be made available in the Exhibitor Service Kit.
- Opportunity to conduct unlimited presentations within Disease Site Zone.
- Dedicated private meeting room. Conference rooms will be situated close to the SSO HUB to allow impromptu meetings & limit time away from the SSO HUB or other planned activities.
- Onsite welcome banner acknowledgement (location/message pending, all Zone Level supporters included).
- Listing with logo and name recognition on the SSO website.
- 10 full conference registrations.
- Lead retrieval is complimentary as a Zone Level Supporter.
- List of registered attendees that have opted in to have their information shared will be provided upon request.
- Complimentary participation in HUB Passport to Prizes for additional networking time.
- First Right of Refusal for Disease Site Zone at SSO 2028.
- Opportunity to have a Member Viewpoint Panel (MVP) – 45-minute meeting with 3-4 physicians to function as a mini thinktank or product focus group to explore your topic of interest, with a 30-minute virtual follow-up meeting 90-days post conference. Alternative options are available upon request.



SSO HUB Support Levels

ENGAGER LEVEL

\$50,000



Benefits Include:

- One 20-minute Industry Spotlight in the SSO HUB Theater with seating for 120 attendees. This event will be promoted in online program, attendee email and mobile app alert.
- No booth to ship! Pre-designed and custom-branded kiosk with one monitor near relevant disease site zone provided for all Engager-Level supporters.
- Listing with logo and name recognition on the SSO website.
- 5 full conference registrations.
- List of registered attendees that have opted in to have their information shared will be provided upon request.
- Lead retrieval is available upon request for an additional cost.
- Dedicated meeting space may be made available at an additional cost on a first-come, first-serve basis.
- First Right of Refusal for Engager Level at SSO 2028.
- Opportunity to participate in HUB Passport to Prizes for additional networking time.

For more information contact:

corporatepartners@surgonc.org | 847-427-1400

SSO HUB Support Levels

ISLAND SUPPORTER LEVEL

\$65 per sq/ft

20x20 Booth

\$26,000

20x30 Booth

\$32,500

Benefits Include:

- Access to more than 1,900 attendees.
- 4 complimentary full conference registrations for every 100 sq/ft of booth space.
- Showcase your brand by building your own booth.
- Complimentary listing on the SSO 2027 website and app with company description and logo.
- Traffic draws in the Exhibit Hall such as the SSO 2027 Welcome Reception & Top Posters Showcase, HUB Happy Hour, breaks, lunch, HUB educational sessions, and more!
- Lead retrieval is available upon request for an additional cost.
- Opportunity to participate in HUB Passport to Prizes for additional networking time.



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SSO HUB Support Levels

IN-LINE SUPPORTER LEVEL \$55 per sq/ft

**10x10
Booth**
\$5,500

**10x10
Corner Booth**
\$6,000

**10x20
Booth**
\$11,000

**10x20
Corner Booth**
\$12,000

Benefits Include:

- Access to more than 1,900 attendees.
- 2 complimentary full conference registrations for every 100 sq/ft of booth space.
- Showcase your brand by building your own booth.
- Complimentary listing on the SSO 2027 website and app with company description and logo.
- Traffic draws in the Exhibit Hall such as the SSO 2027 Welcome Reception & Top Posters Showcase, HUB Happy Hour, breaks, lunch, HUB educational sessions, and more!
- Lead retrieval is available upon request for an additional cost.
- Opportunity to participate in HUB Passport to Prizes for additional networking time.



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847-427-1400

Sponsorship Opportunities

EXCLUSIVE PROMOTIONS

Leverage Our Distinctive Opportunities to Engage a Captive Audience.

Limited to one company per option.



MEETING WIFI

Elevate your brand's connectivity and visibility as the exclusive sponsor of Internet access for attendees. Recognition on meeting signage, SSO Mobile App, and verbal recognition during SSO HUB hours.

\$35,000

CHARGING STATIONS

Power up your brand's presence and connectivity by becoming our exclusive charging station sponsor with branded recognition on all charging stations throughout the SSO HUB and registration area.

\$13,500

WATER COOLERS

Quench your brand's thirst for visibility by becoming the exclusive water cooler sponsor, fostering refreshing connections with every conversation. Sponsor will receive branded recognition on all watercoolers throughout the SSO HUB and registration area.

\$12,000

LANYARDS

Make a lasting impression on over 1900 event attendees as our exclusive lanyard sponsor, showcasing your brand throughout the event. *SSO design approval is required.*

\$15,000

HOTEL KEY CARDS

Maximize brand visibility with our hotel key card sponsorship, reaching over 1900 field experts and leaving a lasting impression throughout their stay. *Sponsoring company will work directly with hotel logistics on the design of the key card. SSO design approval is required.*

\$13,500

WELCOME BAGS

Greet over 1900 event participants with your brand as our exclusive welcome bag sponsor, leaving a lasting impression and reaching a diverse audience. *SSO design approval is required. The sponsoring company is responsible for the production and shipment of welcome bags.*

\$10,000

HOTEL DOOR DROPS

Place your brand directly in front of attendees with a custom item delivered to guest room doors at official meeting hotels. This targeted opportunity offers a memorable touch point outside of the meeting space. *Hotel fees apply and SSO approval of materials is required.*

\$5,000

Sponsorship Opportunities



SPECIAL EVENT SPONSORSHIPS

Leave your mark as a sponsor for one of our exciting special events at the meeting.

WELCOME RECEPTION & TOP POSTERS SHOWCASE IN THE HUB

Make a remarkable first impression and forge valuable connections with industry leaders right from the beginning of the meeting as our exclusive Welcome Reception & Top Posters Showcase sponsor. Sponsor will be recognized with signage inside and outside of the HUB. *This event is open to all attendees and will take place on Wednesday, March 17, from 5:30 p.m - 6:30 p.m.*

\$15,000

SATELLITE SYMPOSIUM

Looking for an audience for your important topic? Symposia are live educational programs sponsored and funded by an outside organization, independently organized, and offered as part of the SSO 2027 program. Six total slots are available split across Wednesday and Thursday evening. *Sponsoring organization is responsible for working with the hotel to arrange and pay for any audiovisual, room set up, and catering needs.*

\$40,000

HAPPY HOUR IN THE SSO HUB

Cheers to an exclusive branding opportunity! Sponsor our Happy Hour in the SSO HUB and make a memorable impact as attendees relax, network, and associate your brand with good times. Sponsor benefits include push notification through event app, verbal recognition during the event, and signage on or near the bars. *This event is open to all attendees and will take place on Thursday, March 18, from 5:00 p.m - 6:00 p.m.*

\$10,000

ICE CREAM SOCIAL IN THE SSO HUB

Make a sweet impression during this meeting highlight that brings joy, connection, and your brand together in sweet harmony. The exclusive opportunity includes a push notification through the event app, verbal recognition during the event, personalized napkins and signage near the ice cream coolers. *This event open to all attendees and will take place on Friday, March 19, from 5:15 p.m - 6:15 p.m.*

\$5,000

SSO PRESIDENT'S RECEPTION AND NETWORKING EVENT

Sponsor the most anticipated social event of the SSO 2027 Annual Meeting! This networking event brings together attendees for an evening of connection, celebration, and community. Featuring food, drinks, and live entertainment, this event provides a fun and engaging atmosphere for surgical oncology professionals to build relationships outside of the educational sessions. By sponsoring this event, you will receive premier logo recognition on all signage and promotional materials, mention in the meeting app, website, and attendee emails, and the option to provide branded giveaways for attendees. *This event will take place on March 19 from 6:30 p.m -*

\$20,000

Sponsorship Opportunities



SPONSORSHIPS

CONTINUED

Leave your mark as a sponsor for one of our special events or activities during the meeting.

NEW MEMBER AND MEMBER APPRECIATION BREAKFAST

Support community and networking by sponsoring our new member and member appreciation breakfast. Sponsors are recognized with signage outside of the room and verbally in announcements. Two company attendees are invited to attend to connect with attendees in person.

This event is scheduled for Thursday, March 18 from 7:00 a.m. - 7:45 a.m. This opportunity is limited to three companies.

\$5,000

RESIDENT MEET AND GREET

Support Residents, Young Attendings, and Fellows by sponsoring the 2027 Resident Meet and Greet. This event is a great opportunity to network and meet with Program Directors from the 34 Breast Fellowship Programs and 34 CGSO Programs that participate. Showcase your brand through signage throughout the event in front of the next generation of premier surgical oncologists.

The Resident Meet and Greet for both Breast and CGSO programs is scheduled for Thursday, March 18 from 12:45-1:45 PM. This opportunity is available to multiple sponsoring companies.

\$5,000

SSO WOMEN IN CANCER SURGERY STEP CHALLENGE



The Women in Cancer Surgery (WICS) program provides initiatives focused on career and leadership development, wellness, and the business of surgical oncology for female cancer surgeons from around the world. Showcase your brand by sponsoring the 2027 wellness activity, SSO's WICS Step Challenge. In addition to signage acknowledging your sponsorship throughout the meeting, your company will be recognized in the app and social media posts promoting the Step Challenge activity.

\$12,500

HUB PHOTO BOOTH

Capture the energy and excitement of the SSO 2027 Annual Meeting by sponsoring the official photo booth in the HUB. This high-traffic, interactive activity will offer attendees a fun and memorable way to commemorate their meeting experience while increasing your brand visibility. As the exclusive photo booth sponsor, your company will receive prominent branding on the digital photo frames, recognition on signage, and inclusion in promotional materials encouraging photo booth visits.

\$7,000

COFFEE BREAKS

Energize attendees and boost your brand by becoming our Coffee Break Sponsor. Enjoy prime exposure as participants recharge with coffee and snacks. Sponsorship includes brand recognition on coffee stations and verbal recognition over the PA system. *There are two coffee breaks on Thursday and two on Friday.*

\$5,000 per day

OR

\$8,500 for Thursday and Friday