

PUSH

Progress Further.

TOGETHER.

**Marketing
Opportunities**

Exhibit Hall and Convention Center Opportunities

Bottle Refill Stations: \$5,000

These strategically placed stations will allow attendees to refill their water bottles at their convenience. Sponsor will receive branding at each station.

Mobile Device Charging Lockers: \$7,500 (2 Lockers)

Attendees need to recharge their multiple devices and these units will capture their attention with a customized locker wrap and digital and static advertisements while they are tapping into your power source.

Hotel Keycard Sleeves: \$10,000

Make a first impression as attendees arrive in Boston. Customized hotel keycard sleeves will be distributed to meeting attendees upon check in. The supporter is responsible for hotel distribution charges and the costs of producing the keycard sleeves.

Twitter Media Wall: \$10,000

Enjoy heightened visibility and brand awareness by placing your company's logo and messaging front and center on the Twitter Media Wall where conference related tweets will be displayed throughout the duration of the meeting within a high-traffic area. The Media Wall will present conference messaging, Twitter posts, HUB happenings, conference video updates and news and photos. This is an exclusive opportunity and logo placement will be fixed within a media content frame.

Ear Buds: \$20,000

These will be used throughout the meeting by attendees as they view and listen to presentations in multiple locations within the SSO HUB.

Mobile App: \$20,000

Capture the attention of leading surgical oncologists before, during and after the meeting. The Mobile App will be the main tool for SSO attendees to plan their days. Participants also use the app to participate in session audience response polling, view speaker bios and other conference related information. Each time an attendee launches the app your company logo will appear on the splash page.

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Daily News Headlines

This is a 5 to 7-minute video that includes highlights from education sessions, keynote presentations, and the SSO HUB. A professional host will interview speakers, association leaders and attendees to summarize key events each day, and look ahead to promote events the following day. All material is prepared for immediate distribution onsite and online.

Daily Video Title Sponsor: \$25,000

- Sponsor's watermark displayed throughout Daily Video (where appropriate)
- Daily news taped in front of sponsor's HUB zone
- Insertion of a sponsor-provided commercial of up to 15 seconds (subject to SSO approval)

Registration/Housing Confirmations: \$7,500 ea.

Provide your organization with exposure by sponsoring either the registration confirmation emails and/or the housing confirmation emails. Your acknowledgment will be included in each confirmation communication and hyperlinked to your website.

Know Before you Go Email: \$5,000

This is an exclusive opportunity to include a banner ad to place your company front and center on the *Know Before You Go* email to all registered attendees. The email will provide key information attendees will be sure to open before heading to Boston. Open rates for this email are very high at 51.4%.

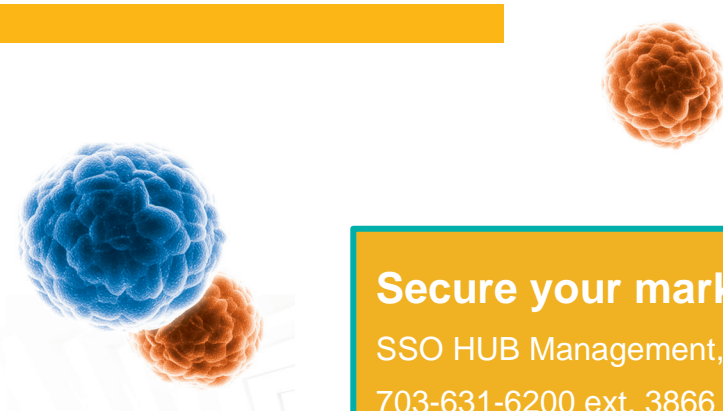
Daily News Email: \$5,000 ea.

Take advantage of one or more of these limited, highly visible opportunities to reach attendees on each day of the meeting, Wednesday – Friday. Acknowledgment of your support, along with your company logo will be displayed. Average open rates for these emails are 49%.

Pocket Program Guide

Back Cover: \$5,000

This key resource will be used often by attendees throughout the meeting. Your advertisement will be placed on the back cover making it highly visible each and every time attendees open the guide.



Secure your marketing opportunity today!

SSO HUB Management, c/o SPARGO, Inc.

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