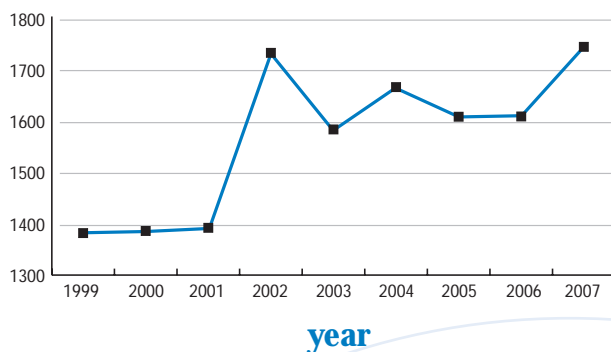


THE ANNUAL MEETING ON WOMEN'S CANCER™

The Annual Meeting on Women's Cancer™

SGO members have convened annually since the Society's inception in 1968. Thirty-nine years later, the Annual Meeting on Women's Cancer is the premier educational and scientific event for all professionals who care for women with gynecologic cancers. Last year, the 2007 Annual Meeting on Women's Cancer achieved record-attendance, attracting an audience of more than 1,700 SGO members, medical oncologists, radiation oncologists, pathologists, and gynecologic oncology nurses.

SGO Annual Meeting Final Attendance



ANNUAL MEETING DATES

2008 Annual Meeting on Women's Cancer

March 9 – 12, 2008
Tampa Convention Center
Tampa, Florida

2009 Annual Meeting on Women's Cancer

February 5 – 8, 2009
Henry B. Gonzalez Convention Center
San Antonio, Texas

2010 Annual Meeting on Women's Cancer

March 14 – 17, 2010
Moscone West Convention Center
San Francisco, California

Quality Continuing Medical Education

SGO is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide Continuing Medical Education (CME) credits to physicians for their participation in the Annual Meeting on Women's Cancer.

How to Support the Annual Meeting on Women's Cancer

Levels of support, and the specific partnership opportunities that may help you meet your desired contribution level, are listed throughout the following pages. In addition to sponsoring specific education activities, networking events, publications, or specialty items, unrestricted educational grants for the Annual Meeting are also accepted.

HOW DOES THIS FIT INTO YOUR PLAN OF SUPPORT?

The Annual Meeting on Women's Cancer is SGO's flagship event and the premier educational activity for those in the fields of gynecologic oncology and women's cancer care. The continued success of the Annual Meeting is due to the combined strength of its commitment to scientific research and its ever-evolving variety of educational programming.



THE ANNUAL MEETING ON WOMEN'S CANCER: LEVELS OF SUPPORT

Platinum Partner, \$50,000+

Year-Round Recognition:

- Corporate logo on the SGO Web site
- Link to corporate Web site from the SGO Web site
- Corporate logo printed in the SGO Membership Directory

Annual Meeting Benefits:

- Private, face-to-face meetings with SGO Leadership during the Annual Meeting
- Opportunity to submit an Industry Supported Symposia proposal (\$30,000 additional cost if accepted into the Annual Meeting program)
- Four (4) full-meeting registrations
- Color corporate logo on Annual Meeting signage
- Black-and-white corporate logo included in the Final Program (distributed on-site)
- Black-and-white corporate logo included in the Advance Program
- Attendee registration list available prior to the meeting
- A set of SGO Member Mailing Labels
- Corporate support ribbons for Annual Meeting badges
- Color corporate logo on signage at supported activity (if applicable)
- SGO corporate supporter sign for exhibit hall booth (if applicable)

Gold Partner, \$25,000 – \$49,999

Year-Round Recognition:

- Corporate logo on the SGO Web site
- Corporate logo printed in the SGO Membership Directory

Annual Meeting Benefits:

- Two (2) full-meeting registrations
- Black-and-white corporate logo on Annual Meeting signage
- Black-and-white corporate logo included in the Final Program (distributed on-site)
- Black-and-white corporate logo included in the Advance Program
- Attendee registration list available after the meeting
- Corporate support ribbons for Annual Meeting badges
- Color corporate logo on signage at supported activity (if applicable)
- SGO corporate supporter sign for exhibit hall booth (if applicable)

Silver Partner, \$10,000 – \$24,999

Year-Round Recognition:

- Acknowledgement on the SGO Web site
- Acknowledgement printed in the SGO Membership Directory

Annual Meeting Benefits:

- Acknowledgement on Annual Meeting signage
- Acknowledgement included in the Final Program (distributed on-site)
- Acknowledgement included in the Advance Program
- Corporate support ribbons for Annual Meeting badges
- Black-and-white corporate logo on signage at supported activity (if applicable)
- SGO corporate supporter sign for exhibit hall booth (if applicable)

INDUSTRY SUPPORTED SYMPOSIA (PLATINUM PARTNERS ONLY)

An Industry Supported Symposia is a special session conducted by an industry partner to disseminate high-quality, evidence-based scientific information that may not otherwise have been included in the Annual Meeting program. The session is scheduled during lunch-time to avoid conflicting with other SGO Annual Meeting programming and to allow maximum attendance. Typical attendance numbers can surpass more than 400 participants.

SGO limits symposium proposal submissions to sponsors who reach the Platinum Level of Support for the Annual Meeting, making this special opportunity even more exclusive.

Additional Benefits for Industry Symposium Partners

- One (1) complimentary set of SGO Membership Mailing Labels prior to the Annual Meeting
- Symposia information included in the Final Program (distributed on-site)
- Symposia promoted during meeting registration via the Advance Program



THE ANNUAL MEETING ON WOMEN'S CANCER: EDUCATIONAL PARTNERSHIPS

Invited Guest Speakers, \$15,000

Each year, the Annual Meeting includes guest speakers invited by the current SGO President. These speakers provide unique perspectives on women's health, cancer care, gynecologic oncology, or the medical profession.

Main Plenary Sessions, \$10,000

The meeting's top abstracts are presented during the Main Plenary Sessions. Each abstract is presented by its principle investigator and is followed by the response of an expert gynecologic oncologist.

Focused Plenary Sessions, \$7,000

Focused Plenary Sessions feature several abstracts that address differing aspects of the same topic or theme. Attendees gain multiple perspectives on the same topic, compare research behind similarly-themed studies, and assess combinations of data on a particular subject.

Tumor Board Panel, \$20,000

The Tumor Board Panel is an interactive session that addresses treatment options for different malignancies of the female reproductive tract. Panel members review the details of specific cases for different disease sites. Then, attendees indicate their preferred method of treatment through an interactive keypad response system. The audience results are tabulated and compared on screen, then the case is discussed and the actual treatment and results disclosed. Approximately 200 – 300 attendees participate in the Tumor Board session.

Postgraduate Courses, \$10,000

Postgraduate Courses cover a variety of clinical, research, and surgical topics, exploring information new to the field of gynecologic oncology. Attendance at Postgraduate Courses generally ranges from 100 – 300 attendees per course.

Express Postgraduate Courses, \$7,500

Express Postgraduate Courses are intense, two-hour sessions about clinical and research topics that cover novel approaches to patient care, clinical practice, disease prevention, cancer diagnosis, and disease treatment options.

Sunrise Sessions, \$6,500

Sunrise Sessions are hour-long morning sessions that explore controversial topics in gynecologic oncology over continental breakfast.

Hands-On Training Courses, Contribution Varies

Also known as Interactive Laboratory Courses, Hands-On Training Courses are highlights of the Annual Meeting on Women's Cancer. After participating in a didactic lecture on surgical techniques or pharmaceutical training, course attendees develop practical skills in one of two ways: 1) by participating in the interactive lab or 2) by interfacing with lab participants through a direct video broadcast. Past courses have covered minimally invasive surgery in gynecologic oncology, surgical resection and reconstruction for advanced and current gynecologic malignancies, and fertility sparing surgery for ovarian, uterine, and cervical cancers.

BENEFITS FOR EDUCATIONAL ACTIVITY PARTNERS

- **Acknowledgement on session signage at the Annual Meeting**
- **Acknowledgement in the course listing in the Final Program (distributed on-site)**

HOW DOES THIS FIT INTO YOUR PLAN OF SUPPORT?

The foundation of the Annual Meeting on Women's Cancer is education – strengthening existing skills, learning new techniques, assessing the latest scientific research, juxtaposing treatment modalities, debating patient care methods, etc. To meet the diverse learning objectives of an equally diverse audience of gynecologic oncologists, medical and radiation oncologists, women's health physicians, nurses, and allied health professionals, the Annual Meeting on Women's Cancer provides a range of educational activities. This breadth of education adds dimension to the Annual Meeting program and keeps attendees engaged in the intense learning environment of the meeting.



THE ANNUAL MEETING ON WOMEN'S CANCER: NETWORKING PARTNERSHIPS

Welcome Reception, \$50,000

Each year, the Welcome Reception is hosted by SGO's President as a "thank you" to registrants at the Annual Meeting on Women's Cancer. The evening-long event features fine food, bar service, and a venue unique to the meeting city. Attendees, speakers, SGO members, and other guests mix and mingle at this premier social event.

Opening Exhibitor Showcase Reception, \$20,000

Highlight your participation in the Exhibit Hall by hosting the Opening Exhibitor Showcase Reception. This reception drives attendees into the Exhibit Hall "after hours" to provide a social atmosphere for exchanges between exhibitors and attendees. With the Welcome Reception usually scheduled afterward, many attendees use the Opening Exhibitor Showcase Reception as a meeting place from which to head to the Welcome Reception.

Candidates/Fellows/Residents Reception, \$15,000

Support the future of gynecologic oncology by contributing to a top-quality experience for Candidates, Fellows and Residents. Your sponsorship includes an exclusive invitation to this networking reception that connects SGO members and leaders with their newest colleagues.

International Reception, \$15,000

The Annual Meeting on Women's Cancer attracts women's cancer care providers from around the world with its comprehensive educational program. At the International Reception, SGO leaders can properly welcome attendees from overseas and foster collegiality among women's cancer physicians and researchers from across the globe.

Continental Breakfast, \$10,000/each or \$25,000/full sponsorship

A much-appreciated courtesy to our attendees, continental breakfasts not only provide an early-morning jump-start, but an opportunity for attendees to convene before they begin the day's educational sessions. Three continental breakfasts are available for sponsorship.

Beverage Breaks, \$7,500/each or \$18,000/full sponsorship

Three beverage breaks occur during the educational program to offer attendees a chance to stretch their legs and enjoy a drink in the exhibit hall.

BENEFITS FOR NETWORKING EVENT PARTNERS

- **Corporate logo on event signage**
- **Corporate logo on all event marketing materials**
- **Special invitation to the sponsored event**

THE ANNUAL MEETING ON WOMEN'S CANCER: PUBLICATIONS

Advance Program, \$20,000

The Advance Program is mailed to all SGO Members and potential Annual Meeting attendees to encourage registration for the Annual Meeting on Women's Cancer. The Advance Program offers the first glimpse of the meeting's Postgraduate Course offerings, keynote speakers, Industry Supported Symposium, and networking events. Advance Programs are used by attendees to register for the Annual Meeting and to plan their itineraries prior to arriving on-site.

BENEFITS FOR ADVANCE PROGRAM SPONSOR

- Premium position, full-page advertisement in the Advance Program
- Acknowledgement of support on the SGO Web site

Final Program, \$25,000

Distributed to all attendees on-site, the Final Program is the official guide to the Annual Meeting on Women's Cancer. In addition to providing the final schedule-of-events in detail, the Final Program includes important registration information, guest speaker biographies, a complete listing of exhibitors and map of the exhibit hall, details about social events, lists of Annual Meeting Award Winners, and our "thank you" to our corporate partners. Attendees faithfully reference the Final Program throughout the Annual Meeting.

BENEFITS FOR FINAL PROGRAM SPONSOR

- Premium position, full-page advertisement in the Final Program
- Acknowledgement of support on the SGO Web site

Abstracts Supplement of *Gynecologic Oncology Journal*

As a benefit of their membership, SGO members receive *Gynecologic Oncology* journal. For the Annual Meeting on Women's Cancer, *Gynecologic Oncology* publishes a special supplement containing abstracts for sessions held during the Annual Meeting. The supplement is distributed to the journal's subscription base (more than 2,300 scientists, researchers, and SGO members) and is also included in the conference bags distributed on-site at registration. Additionally, journal subscribers also receive online access to the supplement. For details about this sponsorship, please contact Pablo Labbe of the journal's publisher, Elsevier, at p.labbe@elsevier.com or by phone at +31 20 485 2059.

BENEFITS FOR ABSTRACT SUPPLEMENT SPONSOR

- Advertisement in the Abstract Supplement
- Expanded audience of the journal's entire subscription base

Abstracts and Posters Online, \$35,000

Abstracts and posters presented at the Annual Meeting will be housed on the SGO Web site in a searchable electronic database. Meeting attendees and all SGO members will be able to easily reference the abstracts presented at the meeting by author, title, subject, or abstract number.

BENEFIT FOR ABSTRACTS AND POSTERS ONLINE SPONSOR

- Corporate logo included on Abstracts and Posters Online Web page

Meeting Signage for SGO Activities, \$25,000

Meeting signage helps attendees navigate the Annual Meeting on Women's Cancer. Throughout the meeting, signage directs attendees to important on-site destinations, indicates the locations of sessions, communicates room changes, and highlights other information of interest.

BENEFIT FOR SGO SIGNAGE SPONSOR

- Corporate logo included on Annual Meeting signage

Online Itinerary Planner, \$15,000

The Online Itinerary Planner is posted on the SGO Web site prior to the Annual Meeting to help attendees develop their personal Annual Meeting schedule. Through the Itinerary Planner, participants can search for sessions and download their personalized schedule to a PDA device.

BENEFITS FOR ONLINE ITINERARY PLANNER SPONSOR

- Corporate logo included on Web page with the Online Itinerary Planner
- Link to corporate Web site included on Web page with the Online Itinerary Planner

Pocket Program, \$7,000

The Pocket Program is a "pocket-sized" listing of all Annual Meeting sessions, including start and end times, and room numbers. A quick and easy reference for attendees, the Pocket Program is a complement to the Final Program and is distributed to all attendees upon registration check-in.

BENEFITS FOR POCKET PROGRAM SPONSOR

- Corporate logo included on the Pocket Program



THE ANNUAL MEETING ON WOMEN'S CANCER: SPECIALTY ITEMS

Web Café, \$35,000

Web Café computers are almost always in use by attendees trying to keep "up" with their patients, students, and, of course, families. Two Web Cafés, each with several computers, will be located near the registration desk and in the exhibit hall.

BENEFITS FOR WEB CAFÉ SPONSORS

- Corporate logo on all Web Café materials and signage
- Corporate Web site listed as a "favorite" on Web Café computers

Annual Meeting Conference Bag, \$25,000

Upon check-in at the registration desk, each attendee receives an Annual Meeting conference bag filled with information about the meeting – the Final Program, Pocket Program, Doctor's Bag, and other handouts. Branded with SGO's logo and the Annual Meeting on Women's Cancer, these heavy-duty bags are used throughout the meeting and back at home.

BENEFITS FOR ANNUAL MEETING CONFERENCE BAG SPONSOR

- Corporate logo placed next to SGO logo on conference bag
- One (1) promotional insert in the conference bags (insert must be approved by SGO's Executive Director prior to production)

Badge Holder Lanyards, \$10,000

Lanyards hold attendees' badges, which are needed to access all Annual Meeting sessions, without leaving pin holes or marks on suit jackets. Lanyards are worn throughout the meeting.

BENEFITS FOR BADGE HOLDER LANYARDS SPONSOR

- Corporate logo placed next to SGO logo on lanyards

Hotel Room Keys, \$10,000

As each Annual Meeting attendee checks into the hotel, they are provided two key cards decorated with the SGO logo and your corporate logo. Remain a visible presence at the Annual Meeting on Women's Cancer every time an attendee returns to their room.

BENEFITS FOR HOTEL ROOM KEYS SPONSOR

- Corporate logo placed next to SGO logo on hotel room keys

Memory Sticks, \$40,000

(Only provided if supported)
Attendees can use a memory stick all year to transfer and store computer files. This readable/writeable computer device can be plugged into a USB drive and is small enough to fit on a key chain.

BENEFITS FOR MEMORY STICKS SPONSOR

- Corporate logo on memory sticks
- Additional memory sticks can be made available as give-aways at the sponsoring company's exhibit booth

Notebooks, \$6,000

(Only provided if supported)
Each attendee will receive one (1) notebook in their materials bag at registration check-in. Attendees can use the notepad to take notes during the meeting or as a scratch pad back home in the office.

BENEFITS FOR NOTEBOOKS SPONSORS

- Corporate logo placed on notebooks
- Additional notebooks can be made available as give-aways at the sponsoring company's exhibit booth

Pens, \$5,000

(Only provided if supported)
Each attendee will receive one (1) pen in their Conference bag at registration check-in.

BENEFITS FOR PEN SPONSORS

- Corporate logo placed on pens
- Additional pens can be made available as give-aways at the sponsoring company's exhibit booth

Doctor's Bags

New this year! The "Doctors Bag" will be an additional item in the conference bags distributed to all attendees upon registration check-in. Advertise your booth number, highlight new products on display, or invite attendees to your industry supported event. Insert an advertisement, invitation, or other promotional piece to indicate your presence at the Annual Meeting on Women's Cancer.

BENEFITS TO DOCTOR'S BAGS SPONSORS

- A unique opportunity to communicate with attendees at the start of the meeting when they check-in during registration.
- Promotion of your advertising message to over 2,000 attendees
- Additional awareness of your location in the exhibit hall and/or your company's satellite events

For more information on this unique sponsorship opportunity, contact Courtney Metzler at SGO Headquarters by phone at 312/235-4060 x 245 or via e-mail to courtney.metzler@sgo.org.

