



Chicago, IL  
September 9–10, 2017

# EXHIBITOR AND SPONSORSHIP PROSPECTUS





Become an exhibitor or sponsor at the Society of Gynecologic Oncology's educational courses held concurrently for the first time!

## **2017 Allied Health Professional's Workshop**

## **2017 Early Career Educational Summit**

Both courses will be held at the  
Hyatt Centric Chicago Magnificent Mile on September 9-10, 2017.

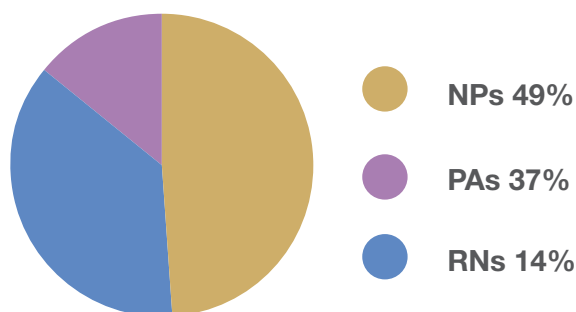


This is a gathering of physician assistants, nurse practitioners and registered nurses who treat patients with gynecologic cancers for a unique workshop to discuss a variety of topics surrounding practice challenges. Join others at this stellar educational event to share your company's latest products, services or research relating to the prevention, diagnosis or treatment of gynecologic malignancies.

### Registration History

	Final Registration		
	2015	2014	2013
<b>2016</b>	93	70	51
<b>108</b>			

### Medical Role

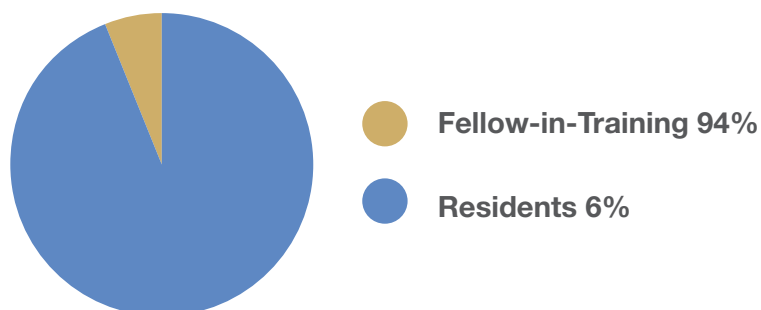


This course is designed to balance the scientific and clinical education with career development. There will be a special focus on what to expect in preparing for and taking exams, researching, funding, negotiating the many levels of practice and practice environments, determining specific career paths, and how these elements combine to impact treatment and patient outcomes. This summit also offers opportunities to interact with SGO leadership and faculty in academic medicine and community practice.

### Registration History

	Final Registration	
	2012	2010
<b>2014</b>	61	52
<b>69</b>		

### Medical Role







## EXHIBITOR & SPONSORSHIP INFORMATION

### Joint Exhibit Opportunity:

Tabletop Exhibit	\$1,500
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All exhibitor personnel are required to register by completing the exhibit application at <http://bit.ly/alliedearlyexhibitsponsor>.

### Joint Sponsorship Opportunities:

Lunch Symposium, Saturday Sept. 9	\$20,000
Networking Breaks & Reception	\$15,000
Breakfast Symposium, Sunday, Sept. 10	\$15,000
Headshots	\$10,000
Guest Speaker on Leadership	\$10,000
Interactive Attendee Experience	\$8,000
Charging Station in Exhibit Area	\$7,500
Parking Vouchers	\$6,000
Hotel Key Cards	\$5,000
WI-FI Landing Page	\$2,500
Wellness Initiative	

### Allied Health Professionals Sponsorship Opportunities:

Lanyards	\$4,000
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### Early Career Sponsorship Opportunities:

Lanyards	\$4,000
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For sponsorship inquiries, please contact **Teri Jordan** at **312-676-3902** or by email at [teri.jordan@sgo.org](mailto:teri.jordan@sgo.org).

## Exhibitor Information

Tabletop exhibit space is available for \$1,500 (USD). Due to the small, intimate venue, space is at a premium and will be assigned on a first come, first served basis.

## Exhibitor Schedule

\*Subject to change.

### Saturday, Sept. 9

6:00 a.m. – 7:00 a.m.	Exhibit Area Set Up
7:30 a.m. – 8:00 a.m.	Networking & Registration
10:35 a.m. – 10:50 a.m.	Break
12:50 p.m. – 1:50 p.m.	Networking Lunch
6:30 p.m. – 8:00 p.m.	Networking Reception

### Sunday, Sept. 10

7:00 a.m. – 8:00 a.m.	Networking & Registration
10:45 a.m. – 11:00 a.m.	Break
12:00 p.m. – 1:00 p.m.	Exhibit Area Teardown

## Registration

Exhibitors will receive their badges on-site at the registration desk. Exhibitor badges allow access to the exhibit space, educational sessions (space permitting) and any meal functions served in the exhibit space.

Exhibitors are entitled to two (2) complimentary registrations per tabletop exhibit space. Additional badges may be purchased for \$275 (USD) each. There is a limit of four (4) total exhibitor badges per company. Additional badges will need to be purchased at the non-member rate of \$375. Please review the registration guidelines as outlined in the rules and regulations section.

Exhibitors will be admitted at 6:00 a.m. on Saturday, Sept. 9, 2017, for setup. Exhibits will open at 7:30 a.m. on Saturday, Sept. 9, 2017. Exhibitor teardown will occur Sunday, Sept. 10, 2017 from 12:00 p.m. to 1:00 p.m.

## Sponsorship Information

### Lunch Symposium, Saturday, Sept. 9 \$20,000 Opportunity

Company will have undivided attention when hosting a symposium.

### Networking Breaks & Reception \$15,000 Opportunity

Hold the attention of attendees as the sole sponsor of all breaks and the networking reception on Saturday, Sept. 9. Company will receive acknowledgement within the signage as well as branded cups and cocktail napkins.

### Breakfast Symposium on Sunday, Sept. 10 \$15,000 Opportunity

Company will have undivided attention when hosting a symposium.

### Headshots \$10,000 Opportunity

With attendees already dressed their best for education and networking, a head shot is an ideal way to capture the moment and give attendees a practical keepsake from their meeting experience. As sole sponsor, you'll be giving attendees the opportunity to obtain a free professional head shot photo that they can use for as long as they please. (Photos will be delivered in electronic format only via email sent by SGO.)

### Guest Speaker on Leadership \$10,000 Opportunity

Be the exclusive sponsor of the guest speaker on leadership who will be an important part of the program. This Sponsorship includes a meet and greet with the speaker at your booth.

### **Interactive Attendee Experience**

#### **\$8,000 Opportunity**

Using an 80" Smart Monitor, the following information will be displayed on a constant rotation:

- Sponsor's logo
- Chicago weather/top news
- Audience Response System (ARS) Connection Information/results
- Bike Total Mileage (see "Wellness Initiative")

Sponsoring company will have the opportunity to pose up to 10 questions to attendees, utilizing ARS. Questions must be approved by SGO, and Sponsor will have access to results of all questions posed.

### **Charging Station**

#### **\$7,500 Opportunity**

Offer attendees a designated area to charge and re-charge their personal electronics. Charging station will be branded with sponsoring company's logo.

### **Parking Vouchers**

#### **\$6,000 Opportunity**

Sponsoring Company's logo appears on parking vouchers for attendees driving in for Sept. 9-10.

### **Hotel Key Cards**

#### **\$5,000 Opportunity**

Grab that important first impression by sponsoring hotel room key cards imprinted with the meeting logo and sponsor's logo.

### **Conference Lanyards**

#### **\$4,000 Opportunity**

**\*\$8,000 Opportunity to provide lanyards for both courses.**

Maintain a consistent presence by sponsoring conference lanyards imprinted with the sponsor's logo.

### **Wi-Fi Landing Page**

#### **\$2,500 Opportunity**

Sponsoring Company's logo appears on the landing page visible when attendees first log in.

### **Wellness Initiative**

Attendees will be provided with the opportunity to hop on stationary bicycles during break times, in the exhibit area. Get behind the wellness movement by pledging dollars per mile. Below are the sponsorship levels available:

\*Dollar per total miles ridden

**Platinum Sponsor: \$100**

**Gold Sponsor: \$75**

**Silver Sponsor: \$50**

**Bronze Sponsor: \$25**

# EXHIBIT RULES AND REGULATIONS

## **Set-up and Teardown of Tabletop Exhibit Space**

The set-up of exhibits begins at 6:00 a.m. on Saturday, Sept. 9, 2017, and must be completed by 7:00 a.m. If an exhibitor is not set-up or in order by that time, the SGO reserves the right to reassign space to another exhibitor, or to make other use of the space as deemed necessary or appropriate, with no refund being made to the original contacting exhibitor. Teardown of exhibits will begin at 12:00 p.m. on Sunday, Sept. 10, 2017, and must be completed by 2:00 p.m. If exhibits are not removed by that time, SGO has the right to remove the exhibits and charge the expense to the exhibitor. Teardown of exhibits may not begin prior to 12:00 p.m. on Sunday, Dec. 4, 2016.

## **Raffles and Drawings**

Raffles and drawings are not permitted at this meeting.

## **Insurance and Liability**

Exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition. It is the exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits to comply with all federal, state and local laws and City of Chicago ordinances for any activities conducted in association with or as part of the exhibition. exhibitor shall protect, indemnify, hold harmless and defend the SGO, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of the SGO, its officers, directors, agents or employees. exhibitor, its agents and representatives shall maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with exhibitor's participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for personal injury, death or property damage in any one occurrence.

Such insurance shall include coverage of the indemnification obligations of the exhibitor under the rules and regulations and shall cover the SGO and the decorator as additional named insurers. exhibitor shall provide the SGO with a copy of such insurance policy at least 30 days prior to the exhibition. Exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as exhibitor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against the SGO, its officers, directors, agents or employees. In the event an part of the exhibit space is destroyed or damaged so as to prevent the SGO from permitting exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God, national emergency or other causes beyond the control of The Society, exhibitor will be charged for space during the period it was or could have been occupied by exhibitor; exhibitor hereby waives any claim against the SGO, its directors, officers, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against SGO being for a refund of rent paid for the period it was prevented from using the space.

## **Americans with Disabilities Act**

Each exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold SGO harmless from any consequences of exhibiting companies who fail in this regard.

## **Security**

Neither SGO nor the hotel facility will guarantee exhibitors against loss and will not be held responsible for loss of any material by or for any cause. Exhibitors must make provisions for safeguarding of their goods, materials, equipment and display at all times, and exhibitors are urged to carry their own insurance through their own sources at their own expense.



## **Exhibitor Registration For Admission**

All exhibitors must be pre-registered by SGO and will be issued badges, which must be worn at all times. Exhibitor's badges are personal and are not transferable. Exhibitors are entitled to two (2) complimentary registrations per tabletop exhibit. All exhibitors will receive their badges on-site. Exhibitor badges allow access to the Exhibit Hall and any meal functions and lunches served in the Exhibit Hall.

A maximum of four (4) exhibitor registrants is allowed per single tabletop space. If maximum number is exceeded, company must register additional attendees at the non-member rate. The minimum age for admission into the SGO Exhibit Hall is 18 years old.

## **Sponsor Registration For Admission**

All sponsors must be pre-registered by SGO and will be issued badges, which must be worn at all times. Sponsor badges are personal and are not transferable. Sponsors are entitled to two (2) complimentary registrations and will receive their badges on-site. Sponsor badges allow access to the General Session, Exhibit Hall and any meal functions served in the Exhibit Hall.

## **Conduct of Exhibitors**

Exhibitors shall conduct themselves in an ethical and professional manner at all times and in conformance with these regulations. SGO reserves the right to deny the privileges of the floor to any and all exhibitors who do not comply.

## **Care of Exhibit Space**

Exhibitors shall care for and keep occupied space in good order. Special cleaning and dusting of exhibit, display, equipment/material will be the exhibitor's responsibility and performed at the exhibitor's expense.

## **General/Amendments**

These rules and regulations are to be constructed as part of all space applications and contracts. All interpretations, as well as answers to questions and matters not specifically covered by these rules and regulations, will be decided by SGO exhibit management. These rules and regulations may be amended at any time by SGO exhibit management and shall be sent in writing to participating exhibitor for mutual agreement; which will be equally binding for all parties affected. Written notification of any such amendments will be forwarded to exhibiting companies.

## **Questions/Contacts**

Please direct all questions/comments to SGO headquarters. Contact **Teri Jordan** at **312-676-3902** or **teri.jordan@sgo.org**.

## **Hotel Reservations**

SGO has contracted sleeping rooms at the Hyatt Centric Chicago Magnificent Mile for the Allied Health Professionals Workshop and Early Career Summit. Reservations can be made by calling the Hyatt Centric Chicago Magnificent Mile at 1-888-591-1234. The contracted rate for a single/double guestroom is \$187 (USD) plus state and local taxes. Please mention the "SGO Allied/Early Career Meetings" when booking your room to receive this special rate. You can also book your hotel rooms online. Visit [sgo.org](http://sgo.org) for more information. The SGO Allied Meeting room rate is guaranteed through Saturday, Aug. 12, 2017.

## **Hotel Cancellation Policy**

The hotel will require guest room reservations to be guaranteed with a deposit equal to one night's stay. The remaining balance is due upon arrival. If this reservation is cancelled prior to 48 hours before scheduled arrival, there is no penalty. If cancelled within 48 hours before scheduled arrival, the full stay is non-refundable.





Society of Gynecologic Oncology

Education

[sgo.org](http://sgo.org)