



SPONSORSHIP OPPORTUNITIES & SCIENTIFIC EXHIBITION PROSPECTUS

**29th Annual Meeting
Society for Radiation Oncology Administrators
Hyatt Cambridge
Cambridge, MA
October 28-31, 2012**

www.sroa.org

The *Corporate Sponsor* option of SROA'S 2012 Annual Meeting provides the highest level of visibility for your organization, and will provide the highest return on investment for your company from SROA and its members. We encourage you to support the educational content of the SROA 2012 Annual Meeting by providing an unrestricted educational grant.

Listed below are the sponsorship categories and benefits by which your organization will realize a positive return for your contribution to, and visibility at, what is acknowledged widely as the preeminent educational program for managers and administrators of radiation therapy program.

LEVELS OF SPONSORSHIP

All sponsorship levels will be included in the final program.

Titanium: \$35,000

Benefits: Complimentary exhibit space in a First Tier location; 6 complimentary registrations to 2012 Annual Meeting; 6 complimentary tickets to President's Party, Business Luncheon and Quality Luncheon; Opportunity to provide a 10 minute speech at your sponsored event; Acknowledgement of sponsorship in opening remarks; Listing and logo printed in the 2012 Final Program; High profile signage at meeting; Organization logo on the SROA website on the conference home page; Organization company name listed with link on SROA website until June 30, 2013; ½-page acknowledgment in SROA newsletter; Option to include a 1-sided insert in registration book; One-time use of Electronic Attendee List; Option to send 2 five-minute podcasts to the membership prior and post meeting; Sponsor ribbons for all company staff attending the meeting; and Company logo and name on running loop during meeting.

Diamond: \$25,000

Benefits: Complimentary exhibit space in a First Tier location; 5 complimentary registrations to 2012 Annual Meeting; 5 complimentary tickets to President's Party, Business Luncheon and Quality Luncheon; Acknowledgement of sponsorship in opening remarks; Listing and logo printed in the 2012 Final Program; High profile signage at meeting; Organization logo on the SROA website on the conference home page; Organization company name listed with link on SROA website until June 30, 2013; 1/4-page acknowledgment in SROA newsletter; Option to include a 1-sided insert in registration book; One-time use of Electronic Attendee List; Option to send 2 five-minute podcasts to the membership prior and post meeting; Sponsor ribbons for all company staff attending the meeting; and Company logo and name on running loop during meeting.

Platinum: \$20,000

Benefits: Complimentary exhibit space in a First Tier location; 4 complimentary registrations to 2012 Annual Meeting; 4 complimentary tickets to President's Party, Business Luncheon and Quality Luncheon; Acknowledgement of sponsorship in opening remarks; Listing and logo printed in the 2012 Final Program; High profile signage at meeting; Organization logo on the SROA website on the conference home page; Organization company name listed with link on SROA website until June 30, 2013; 20x10 acknowledgment in SROA newsletter; Option to include a 1-sided insert in registration book; One-time use of Electronic Attendee List; Option to send two five minute podcasts to the membership prior and post meeting; Sponsor ribbons for all company staff attending the meeting; and Company logo and name on running loop during meeting.

Emerald: \$15,000

Benefits: Complimentary exhibit space in a Second Tier location; 3 complimentary registrations to 2012 Annual Meeting; 3 complimentary tickets to President's Party, Business Luncheon and Quality Luncheon; Acknowledgement of sponsorship in opening remarks; Listing and logo printed in the 2012 Final Program; High profile signage at meeting; Organization company name listed with link on SROA website until June 30, 2013; 20x10 acknowledgment in SROA newsletter; One-time use of Electronic Attendee List; Option to send one five minute podcast to the membership post meeting; Sponsor ribbons for all company staff attending the meeting; and Company logo and name on running loop during the meeting.

Gold: \$10,000

Benefits: Complimentary exhibit space in a Second Tier location; 2 complimentary registrations to 2012 Annual Meeting; 2 complimentary tickets to President's Party, Business Luncheon and Quality Luncheon; Acknowledgement of sponsorship in opening remarks; listing in the 2012 Final Program; High profile signage at meeting; Organization company name listed with link on SROA website until June 30, 2013; 10x10 acknowledgment in SROA newsletter; One-time use of Electronic Attendee List; ; Option to send one five minute podcast to the membership post meeting; Sponsor ribbons for all company staff attending the meeting; and Company logo and name on running loop during the meeting.

Silver: \$5,000

Benefits: Complimentary exhibit space in a Second Tier location; 1 Complimentary registration; 1 complimentary ticket to President's Party, Business Luncheon and Quality Luncheon; One-time use of Electronic Attendee List; Acknowledgement of sponsorship in opening remarks; Listing in the 2012 Final Program; Organization company name listed on SROA website until June 30, 2013; Sponsor ribbons for all company staff attending the meeting; One-time use of Electronic Attendee List, and Company logo and name on running loop during the meeting.

Bronze: \$2,750

Benefits: Complimentary Exhibit table; 1 Complimentary registration; 1 complimentary ticket to President's Party, Business Luncheon and Quality Luncheon; Acknowledgement of sponsorship in opening remarks; Listing in the 2012 Final Program; Organization company name listed on SROA website until June 30, 2013; and Sponsor ribbons for all company staff attending the meeting
**Option to purchase Attendee List (\$300) for one-time use.*

If your organization is interested in contacting SROA to discuss alternate sponsorship opportunities, please contact Mark Epstein, SROA Executive Director, at 301-718-6537.

Corporate Commitment Form
29th Annual Meeting
Society for Radiation Oncology Administrators
Hyatt Cambridge, Cambridge, MA
October 28-31, 2012

Please enroll my company as a (check one):

- | | |
|--|---|
| <input type="checkbox"/> Titanium Level Sponsor (\$35,000) | <input type="checkbox"/> Gold Level Sponsor (\$10,000) |
| <input type="checkbox"/> Diamond Level Sponsor (\$25,000) | <input type="checkbox"/> Silver Level Sponsor (\$5,000) |
| <input type="checkbox"/> Platinum Level Sponsor (\$20,000) | <input type="checkbox"/> Bronze Level Sponsor (\$2,750)* |
| <input type="checkbox"/> Emerald Level Sponsor (\$15,000) | <input type="checkbox"/> *One-time use of Attendee List (\$300) |

Please **PRINT** your company's name and contact information, as you would like it to appear in the Final Program.

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email address: _____

Website address: _____

(By providing your web address you are authorizing SROA to publish this information)

Authorized Contact: _____

(Please print)

Title: _____

Signature: _____

**I would like to reserve a tabletop exhibit space for the
2012 Annual Meeting**

YES **YES (Unmanned)** **NO**

* If yes, list up to 2 exhibitors that you do NOT want to be close to; every effort will be made to accommodate your request. Registration fees for additional staff are not yet determined.

I would like to provide a prize
for the "Vendor Bingo" raffle.

ON SITE REPRESENTATIVE: (Additional badges may be purchased for the rate of \$375 each; includes President's Party, Business Luncheon, and Quality Luncheon, and option to obtain CE credits. The specific number of complimentary registrations varies by level of sponsorship.)
*If you will need badges for additional table reps who will NOT attend any events or sessions, please list them below and indicate "table only reps" by their names. They will be provided special complimentary name badges.

NAME: _____ (Complimentary)

NAME: _____ *

NAME: _____ *

NAME: _____ *

PAYMENT METHOD

Check. Make payable to "SROA" & mail with form to:

**SROA – 2012 Sponsorship
5272 River Road, Suite 630
Bethesda, MD 20816 USA**

Payment by Credit Card ___ MasterCard ___ VISA ___ AMEX

Card Number _____ Security Code _____

Expiration Date _____ Month ___ / Year _____

Total Amount To Be Charged \$ _____

Name on Card _____

Signature _____

PAYMENT BY CREDIT CARD FAX FORM TO: 301.656.0989

I understand the terms and conditions as outlined in the exhibitor prospectus and agree to comply.

Signature: _____ **Date:** _____

All applications MUST include full payment (unless covered by committed conference sponsor level). Applications are considered incomplete until full payment has been received, and will not be assigned space. Payment must be received by **September 3, 2012** to ensure inclusion in final program. SROA must receive a written cancellation by **September 3, 2012**, to receive a refund minus a 20% administrative fee of the total registration fee. No refund will be made after **September 3, 2012** or for "No shows."

CONDITIONS OF EXHIBITOR AGREEMENT

Exhibit Space Includes (table top)

1-6ft. draped Table Top with 2 chairs, listing on SROA website, listing in SROA 2012 Final Program and on signage.

Assignment of Exhibit Space

SROA assigns space on a three-tiered system: A) Point system: 1-point for each year participated as an exhibitor with SROA, 1-point for each space taken, and level of sponsorship, B) Level of sponsorship, and C) First-come, first-served. SROA reserves the right to decline any application or prohibit an exhibit based on the criteria established for the meeting. Exhibitors will be given directions for installing and dismantling exhibits. Violation of this rule will result in an move in/move out fee of an additional \$1500.00. **If exhibitor fails to staff booth by noon of the first day of the meeting (October 28), SROA reserves the right to relocate the exhibitor.**

Badges

Badges allows entrance to meeting sessions, the Business Luncheon, Quality Luncheon & President's Party. **BADGES ARE NOT TRANSFERABLE.** Additional badges for sponsor representatives may be purchased at a discounted registration rate of **\$375.**

Sound

Loud speakers, tape recorders, sound movies, etc. that interfere with adjoining exhibitors are not permitted.

General Information

Contact the SROA Exhibit Manager at 301-718-6510 or SROA@paimgmt.com for more information about the exhibition or conference.

Payment: Payment in full is required with a completed application for exhibit space. A completed form and payment must be received by **September 3, 2012** to ensure inclusion in the final program. Exhibitors are responsible for making arrangements for special equipment and services with the exhibition company.

Cancellations: Cancellations must be received in writing by SROA on or before **September 3, 2012** to receive 80% of the exhibitor fee. **No refunds will be made after September 3, 2012.**

Care of Exhibit Space: Exhibitors must maintain and keep their exhibit space in good order at their expense.

Insurance: In all cases, exhibitors must insure their goods at their expense. SROA does not assume any liability for loss or damage to any equipment or supplies displayed at the exhibition. Send SROA a copy of your proof of insurance.

Protection of Exhibit Space: Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel without the permission of SROA and/or a representative of the resort. Packing, unpacking, and assembly or exhibits shall be done in designated areas and conform to instructions of SROA or resort representatives.

Default Occupancy: An exhibitor who fails to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and SROA shall have the right to use that space.

Use of Space: Exhibits will be permitted in the official exhibit area established by SROA. Exhibitors shall not distribute printed matter, samples, or souvenirs, except from rented space, unless previously approved

Distribution of Printed Material: Distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor. Flyers or other printed material may **NOT** be delivered to hotel rooms of SROA registrants without advance permission from the resort. Any costs for such authorized distribution

shall be the sole responsibility of the exhibitor. Other than the above, advertising circulars, brochures, etc. may only be distributed from exhibit booths, and may not be placed in any meeting room or in the SROA registration area.

Cancellation or Relocation of Meeting: If cancellation or relocation of meeting is due to circumstances within SROA's control, SROA's liability will be limited to a refund of fees to the exhibitor. If SROA has no control over the cancellation or relocation, SROA will have no liability of any kind, but may at its discretion, refund any fees paid by the exhibitor.

Liability: SROA and Hyatt Cambridge Hotel do not assume any responsibility for the protection or safety of the exhibitor, its official agents, employees or representatives, or of the property used in connection with the exhibit, from theft, damage, or destruction. Small or easily portable articles should be properly secured or removed after exhibit hours and placed in safekeeping by the exhibitor. The exhibitor agrees to hold harmless SROA and the hotel from all such claims and claims of liability of any kind arising from the activities of the exhibitors, its representatives, or from the display or use of property of the exhibitor. SROA shall not be liable for the exhibitor for failure to provide space to an exhibitor if non-delivery is due to destruction to the building or the exhibit space.

Food or Beverage in Exhibitor Booths: No food, beverages or tobacco products of any type may be sold or distributed from an exhibitor booth.

Price List: Advertisements, exhibit materials or promotion may include prices, but shall not make price comparisons with competitive products.

Removal of Exhibits by SROA: SROA has the right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of SROA is unsuitable or inappropriate for the exhibition. Such right shall extend to, but shall not be limited to, all equipment, materials, displays, installations or other items or things consisting of, part of, or used or distributed in connection with such exhibit. Specific punitive actions may be taken against companies that are determined by SROA to have violated any provision of these rules and regulations.

Selling of Products or Services: All transactions must be conducted in a manner consistent with the professional nature of the exhibits.

Pre-Meeting Mailings: Mailings to SROA members or meeting registrants may be undertaken only with the explicit permission of SROA. Permission also is based on review and acceptance of specific proposals (materials) with rationale for pre-distribution and payment of an additional fee.

Solicitation by Non-Exhibitors: Representatives of companies who are potential exhibitors but who have not been assigned exhibit space, are prohibited from entering the exhibit hall unless they register for the meeting. They also are prohibited from soliciting business elsewhere in the resort.

Violation of Condition: The following actions shall constitute a violation of Conditions of the Exhibitor Agreement: 1) violation of any municipal, provincial, state, or national laws, rules, or regulations, including safety codes; and 2) failure to follow procedures of this prospectus.

Acceptance of Exhibit Contracts: SROA may refuse space to any company or individual whose products or services, in the judgment of SROA, do not further the educational and/or scientific purposes of the annual meeting.

NOTE: *Our experience has shown that often the person(s) who is staffing a booth and the person(s) who did the coordinating for the booth are not one and the same. Please ensure that whomever is on site is aware of all the services that have been ordered (i.e.; phone & data lines, electrical etc.) and has copies of all orders placed.*