



Society for
Radiation Oncology
Administrators

Exhibitor & Sponsorship Prospectus

2022 SROA Annual Meeting

October 23-26, 2022

Hyatt Regency

San Antonio Riverwalk

2022

Access

SROA 2022 offers access to more than 400 Radiation Oncology administrators from all regions and practice areas, including those from the hospital, university, and freestanding environments. SROA participants are looking to improve and advance their organizational operations, finance, research, and human resources.

Please show your support of SROA and its members as a sponsor of the SROA 2022 Annual Meeting. Becoming a sponsor is an ideal way to achieve a superior level of visibility for your organization and realize a significant return on your investment from meeting participation. We encourage you to sustain the SROA 39th Annual Meeting's educational content by providing an unrestricted educational grant to the Society.

Content

The SROA annual conference will provide live, in-person opportunities to present educational content and product service content directly to attendees. Stay up to date with the latest developments facing radiation oncology administrators, which can help strengthen the driving force behind your business.

Brand Awareness

Keep your brand in front of today's leading administrators and leaders in radiation oncology administration. Our annual meeting is the perfect opportunity to make a statement for your business. You will have the ability to connect and engage with attendees with a wide array of opportunities.

Lead Generation

Increase your exposure to radiation administrators by gathering those ever-important leads. We will be able to provide you with analytics and detailed information from the attendees who visit your table and opt-in. (Must purchase a lead scanner separately)

All SROA 2022 sponsors will receive level recognition once you have selected your a la carte options from this list of available sponsorships. Please review the following pages and select the sponsorships that best align with your needs.

Sponsorship Opportunities

Below you will find the various sponsorship levels. If you spend the amount listed or more, you will receive the additional benefits below that sponsorship level. Once you have selected your level, please build your sponsorship by selecting various a la cart sponsorship items to reach the sponsorship package level you desire.

Levels of Support

If your a la carte selections are greater than or equal to the listed amounts below you will receive the following additional benefits:

Titanium

≥ \$30,000

- Logo recognition in email communications and online
- Listing in 2022 final program
- Formal recognition of sponsorship at the opening session
- One (1) full-page ad in the conference program
- Logo and website link on SROA conference website
- Four (4) full conference registrations (includes tickets to food functions, Business Luncheon, Quality Luncheon, and President's Party and access to the exhibit hall)

Platinum

≥ \$20,000

- Logo recognition in email communications and online
- Listing in 2022 final program
- Formal recognition of sponsorship at the opening session
- One (1) half-page ad in the conference program
- Logo and website link on SROA conference website
- Three (3) full conference registrations (includes tickets to food functions, Business Luncheon, Quality Luncheon, and President's Party and access to the exhibit hall)

Gold

≥ \$10,000

- Listing in 2022 final program
- Logo and website link on SROA conference website
- Two (2) full conference registrations (includes tickets to food functions, Business Luncheon, Quality Luncheon, and President's Party and access to the exhibit hall)

Silver

≥ \$5,000

- Listing in 2022 final program
- Logo and website link on SROA conference website
- One (1) full conference registrations (includes tickets to food functions, Business Luncheon, Quality Luncheon, and President's Party and access to the exhibit hall)

Bronze

≥ \$3,000

- Listing in 2022 final program
- Logo and website link on SROA conference website
- One complimentary ticket to the President's Party, Business Luncheon, and Quality Luncheon

Supporting

< \$3,000

- Listing in 2022 final program
- Logo and website link on SROA conference website

Sponsorship Opportunities

Create your custom sponsorship package by selecting from the a la cart sponsorship options below.

Networking Opportunities

President's Party (Exclusive - Titanium Only) (SOLD) \$12,500

This exclusive event occurs on Tuesday, October 25, 2022, and will consist of a standing reception with food, entertainment, and fun. The sponsor for this event will receive the following benefits:

- Your organization's logo on a sign
- Your organization's name in the program
- Ten complimentary tickets to the President's Party
- 5-minute welcome speech at the President's Party

Quality Luncheon (Exclusive - Titanium Only) \$12,500

This exclusive event occurs on Tuesday, October 25, 2022, and will consist of a buffet lunch, entertainment, and fun. The sponsor for this event will receive the following benefits:

- Your organization's logo on a sign
- Your organization's name in the program
- Ten complimentary tickets to the Quality Luncheon
- 5-minute welcome speech at the Quality Luncheon

Business Luncheon (Exclusive - Titanium or Platinum Only) \$10,000

This exclusive event occurs on Sunday, October 23, 2022, and will consist of a buffet lunch, entertainment, and fun. The sponsor for this event will receive the following benefits:

- Your organization's logo on a sign
- Your organization's name in the program
- Ten complimentary tickets to the Business Luncheon

Breakfast Sponsor - (Limited) \$4,500

Show your support of attendees with this breakfast sponsorship. This sponsorship, inside the exhibit hall, will give attendees the jump start they need to have a productive day at the conference. The sponsor for this event will receive the following benefits:

- Your organization's logo on a sign
- First come, first served. Limited opportunities available

Break Sponsor - (Limited) \$2,500

Show your support of attendees with this break sponsorship. This sponsorship, inside the exhibit hall, will give attendees a much-needed break to refuel themselves before continuing with the day. The sponsor for this event will receive the following benefits:

- Your organization's logo on a sign
- First come, first served. Limited opportunities available

* You must have a valid SROA attendee badge or guest ticket to attend these events. One day only, Exhibit Hall Only, and general session only registrants may purchase a guest ticket at the registration desk to attend.

Custom Branding Opportunities

Custom Hotel Key Cards (Exclusive) NEW (SOLD)	\$11,500
Give your organization extra visibility with attendees. Custom branding of your choice will be placed on the hotel room key cards.	
Wi-Fi Sponsorship (Exclusive)	\$10,000
Allow attendees to connect online. Signage of your support will be placed around the conference and your sponsorship will be noted in the final program, along with a custom password of your choice for attendees to use to connect to the Wi-Fi. We will also acknowledge your sponsorship on the virtual platform	
Badge/Lanyard Sponsorship (Exclusive)	\$10,000
Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the annual meeting. Attendees will be photographed during the annual meeting, and as such, your company's logo will appear in future promotional and marketing material for the annual meeting.	
Meeting Tote Bags (Exclusive)	\$10,000
Your company name and logo will appear on every tote bag that attendees receive during check-in at registration. This exposure is a continual reminder of your company once they return home from the conference.	
Sponsored Informational Inserts	\$1,000
Reach meeting attendees by adding a sponsored insert to the meeting tote bag.	
Sponsored Exhibitor Passport (Exclusive) (SOLD)	\$2,000
Each attendee will have a "passport" to take to each booth and collect a code for a chance to win prizes. Your organization's logo on the passport will be given to all attendees.	
Upgraded Exhibitor Passport Listing NEW	\$500
Each attendee will have a passport to take to each booth and collect a code for a chance to win prizes with your organization's name listed. Upgrade your visibility by adding your organization's logo on your assigned square!	

Educational Opportunities

Biggest Struggle Workshop - (Limited)	\$10,000
This interactive workshop will give sponsors exposure by inviting their chosen speaker to participate. In collaboration with SROA, we'll put together an expert panel with a moderator and one content expert from the sponsor. Questions will be solicited from participants live on the biggest struggles they face, and the panel will be able to provide advice or solicit advice from other participants. This opportunity includes pre-conference promotion to participants. The sponsor for this workshop will receive the following benefits:	
<ul style="list-style-type: none">• Give sponsors exposure by inviting their chosen speaker to participate.• Give sponsors brand awareness by showcasing their logo in email communications and online during the roundtable.	

Educational Opportunities (Continued)

Sponsored Webinar (1-hour Pre-Recorded)

\$7,500

Educate attendees by pre-recording a webinar. Choose your speakers and specific educational topic to optimize your marketing efforts during a one-hour exclusive pre-recorded session. A recording of your presentation will be placed on the SROA website. (Sponsor will need to provide pre-recorded content for the website – these will not be recorded on-site)

Note: All meeting participants are able to view the content, including other SROA vendors, so do not present anything you are not comfortable with the entire SROA community watching. The SROA Program Committee will review the webinar for appropriateness. The sponsor for this webinar will receive the following benefits:

- Ability to host a speaker/topic (position your organization as an expert)
- Description of the session and speaker biography on the SROA website and in the program guide
- Recording on the website for attendees to view on-demand
- Present a sales-type or demo webinar (must include educational content as well)

Topic Forums (Limited)

\$5,000

Invite your chosen individual to assist as a moderator in a Topic Forum. This session is interactive and is all about audience participation. Sponsor may choose from the following topics: Payer Trends, Leadership, Technology, Nursing, and New Administrators (first-come, first-served). Topic Forum sponsors will receive the following benefits:

- Ability to host a moderator (position your organization as an expert)
- Showcase your logo in SROA email communications to participants (gain brand awareness)

E-Poster Gallery (Exclusive)

\$3,000

Place your company's custom graphic on a banner displayed at the top of the e-poster gallery page. The e-poster gallery is placed on the SROA website. The posters on site will be on a screen, and your logo will appear there as well.

Sponsored Lightning Talks (15 Minutes)

\$2,500

As a Lightning Talk supporter, you can educate attendees at the live event. Choose your speakers and specific educational topic to optimize your marketing efforts during a 15-minute session. A recording of your presentation will be placed on the website. (Sponsor would need to provide pre-recorded content for the website – these will not be recorded on-site).

The Lightning Talks will be located outside the exhibit hall; signage at the conference will direct attendees to the Lightning Talks. The Sponsors for each presentation will receive the following benefits:

- Ability to host a speaker/topic (position your organization as an expert)
- Description of the session and speaker biography on the SROA website and in the program guide (gain brand awareness)
- Recording on the website for attendees to view on-demand

Educational Opportunities (Continued)

Sponsored Topic Pods

\$2,500

Provide a content expert to help moderate a small informal round table discussion. During breaks participants will be invited to sit down with other attendees and subject matter experts to talk about specific topics. As a topic pod sponsor, you will provide a subject matter expert for attendees to come by and discuss the topic or ask questions. Note, topic pods are informal and participants will not be required to sign up. Please be advised this is not an opportunity to sell a product or service or provide a demo. It should be non-biased, vendor neutral advice. The sponsor for each pod will receive the following benefits:

- Ability to host a speaker/topic (position your organization as an expert)
- Topics include (choose one | first-come, first-served): Payer Trends, Leadership, Technology, Nursing, and New Administrators, or suggest your own (subject to approval)

Advertising, Commercial, & Video Opportunities

SROA Newsletter

Advertise to members and attendees in the SROA special edition meeting newsletter. All members and attendees will receive an electronic copy of this special edition newsletter.

Full page Ad: \$3,500

Half-Page Ad: \$2,000

Quarter Page Ad: \$1,250

Eblast with Video Message

\$3,500

Send your customized message out to all SROA attendees who have opted-in. Include your custom text and graphics along with a video message (up to 5-minutes in length) in the email. You may choose the day from a set of dates provided by SROA. The message must be sent to SROA in HTML format ONLY; no other format will be accepted. SROA must approve the message.

Eblast

\$2,500

Send your customized message out to all SROA attendees who have opted-in. Include your custom text and graphics in the email. You may choose the day from a set of dates provided by SROA. The message must be sent to SROA in HTML format ONLY; no other format will be accepted. SROA must approve the message.

Advertising, Commercial, & Video Opportunities (Continued)

General Session Video Commercial (1.5 Minutes)

\$2,500

Before a General Session, attendees will view your custom 1.5-minute video commercial. This custom commercial will be available to all attendees to view.

Workshop/Concurrent Session Video Commercial (30 Seconds) \$1,500

During session breaks, attendees will view your custom 30-second video commercial.

Daily Update Ad (Exclusive Per Day)

\$1,500

SROA will send out a daily update via email to all attendees, recapping the day and reminding attendees of upcoming events. Include your custom graphic with a link out to your website.

Exhibitor Opportunities

Select your booth package that best fits your needs.

	Table Top Display	10x10 Booth (Titanium sponsor only)
Benefits	\$2,500	\$4,000
One (1) 6' Table	X	X
Two (2) Chairs	X	X
One (1) Wastebasket	X	X
2 Exhibit Hall Only Badges	X	X
2 Add'l Exhibit Hall Only (4 Total)		X