



Society for  
Radiation Oncology  
Administrators

# **Exhibitor & Sponsorship Prospectus**

2021 SROA Annual Meeting  
October 24-26, 2021  
Hilton Chicago

2021

## **Access**

SROA 2021 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 2021 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 38th Annual Meeting's educational content by providing an unrestricted educational grant to the Society.

## **Content**

The SROA annual conference will provide live in-person and on-demand opportunities to present educational content and product service content directly to attendees. Virtual content will be present on the meeting platform for six months following the meeting. 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, both in-person and online.

## **Lead Generation**

Increase your exposure to radiation oncology administrators by gathering those ever-important leads. Both in-person and virtual options will allow you to connect with decision makers in radiation oncology departments.

## **Sponsorship Opportunities**

All SROA 2021 sponsors will receive "level" recognition once a number of a la carte options are selected from this list of available sponsorships. Please review the following pages and select the sponsorships that best align with your needs.

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 2021 final program
- Formal recognition of sponsorship at opening session
- One (1) full-page ad in the conference program
- Logo and website link on SROA virtual 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 2021 final program
- Formal recognition of sponsorship at opening session
- One (1) half-page ad in the conference program
- Logo and website link on SROA virtual 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 2021 final program
- Logo and website link on SROA virtual 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 2021 final program
- Logo and website link on SROA virtual 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

≥ \$2,500

- Listing in 2021 final program
- Logo and website link on SROA virtual conference website

# Sponsorship Opportunities

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

## Networking Opportunities - In-Person Only

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

This exclusive event occurs on Tuesday, October 26, 2021, 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 26, 2021, 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 Tuesday, October 24, 2021, 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 - In-Person (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 - In-Person (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

## Custom Branding Opportunities

### **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**

**NEW**

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. We will also acknowledge your sponsorship on the virtual platform.

### **Sponsored Exhibitor Passport**

**\$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 in person and virtually.

### **Virtual Bag**

**\$1,000**

We're jumping on the virtual bandwagon and offering virtual bags to in-person and online meeting participants. The "bag" will be emailed to each participant before the meeting and include must have information including the meeting edition of the SROA newsletter, the meeting program, places to eat, etc. To have your link or document included, this sponsorship must be purchased.

## Educational Opportunities

### **Biggest Struggle Workshop - In-Person (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. This content can be viewed on-demand for up to one-year post-conference. The sponsor for this workshop will receive the following benefits:

- 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) - Virtual**

**\$7,500**

#### **NEW**

As a sponsored webinar supporter, you can educate attendees using the virtual platform. Choose your speakers and a specific educational topic to optimize your marketing efforts during a one-hour recorded session. Sponsor is responsible for providing pre-recorded content for the virtual platform – these will not be recorded on-site. The recording of your presentation will be placed on the virtual platform for enduring content. 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 virtual platform 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) - Virtual & In-Person**

**\$3,000**

Place your company's custom graphic on a banner displayed at the top of the e-poster gallery page with this exclusive sponsorship. The e-poster gallery is placed on the SROA website and linked from the conference website. The virtual poster gallery will showcase the association's poster authors' valuable work while providing all participants' education. The posters on-site will be displayed on a screen, and your logo will appear there as well.

### **Sponsored Knowledge Hub (15 Minutes) - In-Person**

**\$2,500**

#### **NEW**

As a Knowledge Hub supporter, you can educate attendees at the live event and those using the virtual platform. Choose your speakers and specific educational topic or demo to optimize your marketing efforts during a 15-minute session. A recording of your presentation can be placed on the virtual platform for enduring content. (sponsor would need to provide pre-recorded content for the virtual platform – these will not be recorded on-site).

The Knowledge Hub will be located inside the exhibit hall; signage at the conference will direct attendees to the Knowledge Hub. 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 virtual platform for attendees to view on-demand

## **Educational Opportunities (Continued)**

### **Sponsored Topic Pods - In-Person**

**\$2,500**

**NEW**

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**

### **Banner Ads on Virtual Platform**

Display your custom graphic banner on the virtual meeting platform. Your ad will be able to link out to a website of your choosing and be visible to all attendees who view the online platform.

Welcome Page Banner: \$5,000

General Session Room Banner: \$2,500

### **SROA Newsletter**

Advertise to attendees in the SROA newsletter. All attendees, whether virtual or in-person, will receive an electronic copy of the newsletter. All attendees will see your advertisement.

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, both virtual and in-person.

### **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.

	<u>In-Person Table Top Display</u>	In-Person 10x10 Booth	Exhibit Booth Bundle: <u>Table Top Display &amp; Premium Virtual Exhibit Booth (Titanium Only)</u>	Exhibit Booth Bundle: <b>10X10 Booth &amp; Premium Virtual Exhibit Booth (Titanium Only)</b>
<b>Benefits</b>	<b>\$2,500</b>	<b>\$4,000</b>	<b>\$3,500</b>	<b>\$5,000</b>
One (1) 6' Table	X	X	X	X
Two (2) Chairs	X	X	X	X
One (1) Wastebasket	X	X	X	X
2 Exhibit Hall <u>Only</u> <u>Badges</u>	X	X	X	X
2 <u>Add'l</u> Exhibit Hall <u>Only</u> (4 Total)		X		X
Company Description			X	X
Company Website Link			X	X
Social Media Links			X	X
Brochures and Flyer Links			X	X
Virtual Chat Room			X	X
Logo placement in email communication and online platform			X	X
VIDEO - Ability to embed or link a short video in the booth			X	X
Ability to add a Zoom Room link to the booth (Sponsor must provide link)			X	X