



# SIO2023

ANNUAL SCIENTIFIC MEETING

19-23 JANUARY 2023 | WASHINGTON, DC



SIO's premier annual event attracts more than 660 physicians, scientists, students, and other professionals in the cancer field with a focus on interventional oncology. Join us in Washington DC, 19-23 January, to connect with this well-connected global audience.

## Attendee Profile

- 660+ participants, plus 30+ exhibit and sponsor companies.
- 85% domestic and 15% international attendees.
- 100% of scholarship residents are required to attend symposium events.
- 96% view exhibits and networking as important.
- 72% attended an industry-sponsored symposium.

## What's New for SIO2023?

- **More Exhibit Options**  
Diverse exhibit presence options, depending on your marketing needs. Options range from a data kiosk up to a 20x20 space.
- **More Dedicated Exhibit Time**  
Enhanced schedule with later start times and 2.5 hours of dedicated exhibit hall time that does not compete with education sessions each day.
- **More Networking**  
Improved networking opportunities in the hall to maximize your presence and experience with attendees.

For more information and to reserve space, please contact Beverlee Galstan at [bgalstan@sio-central.org](mailto:bgalstan@sio-central.org).



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## Become an Exhibitor

**Want to secure the best space available?** Industry members are plotted on a first come, first serve basis. Secure your [industry membership](#) commitment today to realize this great benefit!

### Standard Booth

#### Starting at \$7,500

Reserve a 10' x 10' or larger booth space for your needs. Each 10' x10' includes:

- Two (2) conference registrations
- Pipe, drape, and ID sign
- Draped table, side chairs, and wastebasket

>> [Submit an Exhibit Contract & Application](#)

### New! Tech Suite

#### Starting at \$4,500

Secure a private space during SIO2023 for all your meeting needs. Private rooms are conveniently located adjacent to the exhibit hall space. Use these rooms as dedicated meeting spaces to meet with your physicians during SIO2023. Packages include part day, full day, or full conference reservations, including door wrap branding. AV and food and beverage contracted separately.

- Half Day: \$2,500
- Full Day: \$4,500
- Full Weekend: \$10,000
- Tech Suites are available only to SIO2023 exhibitors

>> [Submit an Exhibit Contract & Application](#)

### New! Data Kiosk

#### \$5,500

Dedicated mounted monitor in branded tower near SIO's scientific poster area. These kiosks provide industry partners with the opportunity to share a digital presentation on clinical or preclinical data as a digital poster or slideshow. Use this space during our dedicated poster time each afternoon of the conference as an extension to your exhibit booth.

>> [Submit an Exhibit Contract & Application](#)



## Become a Sponsor

Elevate your onsite presence and extend your reach beyond the booth with a sponsorship. SIO2023 will offer multiple opportunities for you to engage with attendees leading up to, during, and after the event.

>> [Submit a Sponsorship Contract & Application](#)

## Digital Branding

### Mobile App \$12,000 (Exclusive)

The mobile app is the best way to stay up to date with all conference information. The sponsor will have exclusive branding opportunities in high priority sections of the app with company logo advertisements, mobile app promotional emails, two complimentary push notifications, and branding recognition throughout the conference.

### New! Mobile App Product Showcase \$2,000

Showcase a new product in a separate section of our newly renovated mobile app! The sponsor will have the ability to provide artwork and an external hyperlink featuring your new product so attendees can easily find your offerings any time they open the mobile app!

### New! Digital Banner Advertisement Starting at \$2,500 (6 Available)

Add a banner advertisement SIO2023 Annual Scientific Meeting [Schedule Page](#) for all attendees to see when registering and reading meeting details.

- Rotating Banner Ad on Program Schedule Page - \$3,500 (Three Available)

- Static Website Banner Ad on Program Schedule Page: \$2,500 (Two Available)

Spec Option 1: 710x175 pixels  
Spec Option 2: 210x210 pixels

### Sponsored Email Blast \$3,500 (8 Available)

SIO will send an email blast with your approved content to all attendees prior to the Annual Scientific Meeting. Scheduled in alignment with conference promotions and confirmed by SIO team. Email blast includes one (1) social media post. SIO reserves the right to approve all content.

### Push Notification \$1,500 (12 Available)

Lead attendees to your exhibit booth, showcase your company, and grab their attention with a mobile app push notification. To increase exposure, the push notification will be extended to a social media platform of SIO's choice.

### Digital Reader Boards Starting at \$1,500 (Multiple Available)

Customize digital and vibrant branding throughout the hotel meeting space to enhance your marketing message while at SIO2023.



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## Onsite Branding

### Entrance Unit

**\$20,000 (Exclusive)**

Welcome attendees to SIO2023 with a dynamic and unique entrance unit. Be the name alongside SIO when every exhibitor and attendee walks into the exhibit and meeting space. Sponsorship includes company branding on the entrance unit and artwork must be approved by SIO.

### Escalator Glass Clings

**Starting at \$16,500 (Exclusive)**

Brand the escalators in the SIO meeting space leading between the hotel lobby, meeting rooms, and exhibit hall. Full, customizable wrap.

### Wi-Fi Sponsor

**\$25,000 (Exclusive)**

Wi-Fi will be available to all attendees throughout the conference. This is a great opportunity to have your logo appear on the login signage located throughout the meeting space. Additionally, have your company name or product as the SSID login name and/or password (subject to SIO approval).

### Hotel Room Key Cards

**SOLD**

Welcome attendees to Washington, DC as they check into the hotel. Imprint your own advertisement on the front of the hotel key cards. Provide SIO with the artwork and we will coordinate the key production.

### Stacked Cubes

**\$10,000 (Multiple Available)**

Greet attendees and capture their attention as they walk into the meeting space. These stacked cubes provide ample space to get creative with marketing message.

### Elevator Door Clings

**\$10,000 (Multiple Available)**

Wow the attendees with your company branding on key elevator banks in the hotel.

### Charging Station

**\$7,500 (Multiple Available)**

Help attendees stay connected and powered up by supporting charging stations conveniently located throughout the event! Sponsorship includes branding on the charging station.

### Elevator Bank Floor Clings

**\$7,000 (Multiple Available)**

Brand the elevator bank with your logo and/or advertisement for all attendees to see. Flexible sizing and shape for the floor cling. SIO to confirm exact elevator bank location.

### Lobby Column Wrapping

**\$6,000 per column (Multiple Available)**

Column wraps will be four-sided wraps around columns in the Lobby Space and escalator bank leading to the meeting space.

### Lobby Wall Clings

**Starting at \$5,000 (Multiple Available)**

Have the attention of every SIO attendee on you with this customizable lobby wall cling.



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## Hand Sanitizer Stations

### Starting at \$5,000 (Multiple Available)

Help attendees stay safe while providing sanitizing stations throughout the meeting. Stations can be branded with digital signage and video.

## Lanyards

### \$5,000 (Exclusive)

Be the name around every attendee's neck by sponsoring the lanyards that hold each guest's name badge!

## Personal Hand Sanitizer, Mask, or Attendee Giveaway

### Starting at \$3,000 (Multiple Available)

Provide a customized attendee giveaway of personal protection equipment as attendees prepare for full days of conference content. Sponsor to provide branded items, subject to SIO approval.

## Meeting Handout

### \$2,000 (Multiple Available)

Handouts will be available for attendees at the newsstand (located by registration). Sponsors will also have the ability to distribute the meeting handout as a PDF virtually.

## Wall Space Banners

### Starting at \$2,000 (Multiple Available)

Have great exposure as attendees make their way to sessions by branding a banner over the escalator space. Banner production costs start at \$2,000.

## Lobby Floor Clings

### Starting at \$1,500 (Multiple Available)

Your logo and/or advertisement can be placed near the hotel entrance, giving you the advantage of attendees seeing your company first! SIO reserves the right to include SIO2023-branded lobby floor clings.



## Networking Opportunities

### **New! Abstract Awards Presentation** **\$10,000 (Exclusive)**

Introduce and sponsor the abstract awards presentation. Recognition onsite and virtually through SIO's social platforms.

### **New! Bar Central** **Starting at \$6,500 (Multiple Available)**

Sponsor a 60-minute specialty morning coffee bar or afternoon cocktail at our new central bar station in the exhibit hall! Complimented by our new exhibit hall hours, help enhance our attendee experience by hosting refreshments from a 20-foot (6 meters) bar with a LED backwall lit up in your company colors and your company logo along with branded napkins. Opportunity includes 250 drinks (choose from espresso, cold brew, and specialty cocktails), one push notification, and sponsor recognition via exhibit hall announcement.

### **Exhibit Hall Coffee/Refreshment Break Sponsor**

**Starting at \$10,000 (Multiple Available)**  
Get maximum exposure by having your logo displayed on signage and napkins at each refreshment station throughout the exhibit hall. Great opportunity during our exclusive opening reception on Friday evening!

### **Trivia (Late) Night Sponsor** **Starting at \$4,500 (3 Available)**

SIO is pleased to host a Trivia (Late) Night at a new time during SIO2023 where

physician experts, emerging members and industry professionals will be able to showcase their talent, knowledge and trivia skills in a fun and interactive setting. Choose from two options:

### **Overall Sponsorship (\$8,500)**

- Introduce event
- Cocktail napkins at bar
- Signage
- Provides prize for winning team
- One (1) generic question
- Equipment in room and spotlighted during introduction
- Staff participation in up to two (2) Trivia Night teams

### **Sponsor Spotlight (\$4,500)**

- Dedicated spotlight presentation time/commercial time
- Machine/display in room
- Bonus question
- Staff participation in up to one (1) Trivia Night team

### **Social Event Sponsor** **\$10,000 (Exclusive)**

Be the exclusive sponsor of the SIO2023 social event. Sponsorship includes branding, signage and promotion from SIO. This exclusive social event takes place on Sunday evening of the conference week at a location off-hotel property.



## Education Sessions & Thought Leadership Opportunities

### IO Essentials Premiere Education Supporters: Scholarship Program \$25,000 (Up to 4 Available)

Spend a day with SIO's IO Essentials scholarship recipients! This program provides an opportunity on Thursday, 19 January to contribute to specialized programming for fellows and residents-in-training. Opportunity includes:

- 60-minute morning session slot with speakers and content of your choice
- Access to attend didactic lectures in afternoon sessions with scholarship recipients
- Access to an IO Essentials reception and food & drinks immediately following the program
- Recognition as IO Essentials Premiere Education Supporters throughout the conference and in conference promotions

### IO Essentials: Scholarship Program \$7,500 (Multiple Available)

This popular program invites fellows and residents-in-training to attend the SIO meeting through an annual scholarship program funded by SIO and offers these future leaders complimentary free-of-charge access to the entire SIO2023 conference. Support of this offering funds up to 8 IO Essential Scholars, contributing to over 50 total scholarships made available during the annual scientific meeting. More scholarships are made available as funds are committed and supported. Applications are reviewed by SIO's Annual Scientific Meeting Program Committee.

Sponsorship benefits include:

- 1:1 interaction with scholarship recipients
- Dedicated exhibit hall walkthrough with scholarship recipients with exclusive time at your exhibit booth
- Floor cling placed in front of your booth to let attendees know you are sponsoring the event
- Sponsor involvement will be displayed virtually, archived on SIO's website, noted on all applicable sessions
- Scholarship Recipient list to include name and institution

### New! Hands On Session Workshops \$5,000 (Multiple Available)

This year's SIO Annual Meeting Program will feature three 1-hour hands-on sessions that will provide attendees with invaluable hands-on experience with cutting edge technologies. During each workshop session, attendees will be directed to rotate between different stations hosted by individual companies. SIO Annual Meeting faculty will be assigned to each of the company stations to help moderate discussion. Workshops include:

1. **Ablation Hands-On Session (Friday, 20 January):** Showcasing showcase microwave, cryoablation, and irreversible electroporation equipment (5 available)
2. **Navigation and Guidance Hands-On Session (Saturday, 21 January):** Showcasing intra-procedural navigation and robotics equipment (5 available)



3. **Treatment Planning & Simulation Hands-On Session (Sunday, 22 January):** Highlighting novel imaging software and hardware platforms that improve precision of treatment targeting (5 available)

**New! Discovery Theatre Bite-Size Sessions**  
**\$4,500 (6 Available)**

Our new theatre in the exhibit hall will provide a new platform for extensions of learning. Grab a spot to promote a short talk on key product information, clinical trial data, or other emerging trends to our SIO attendees:

- 25-minute speaking slot during new dedicated exhibit hall time
- Choose from 11:00 am or 1:30 pm
- Discovery Theater presentations provide industry the opportunity to present information on products and services to SIO attendees in a mini-theater setting within the Exhibit Hall.
- Recognition in conference mobile app and ongoing conference promotions

**Lunch Symposia**  
**\$36,500 (6 Available)**

Educational symposia provide opportunities for companies to present live, non-accredited 45-minute educational sessions that highlight a new therapy or product to SIO attendees. Lunch is provided and the exhibit hall closes during these exclusive session opportunities.

**Breakfast Symposia**  
**\$22,000 (4 Available)**

Educational symposia provide an opportunity for companies to present live, non-accredited 45-minute educational sessions that highlight a new therapy or product to SIO attendees. Breakfast is provided and these sessions are dedicated time slots that run unopposed to SIO's programming.

**Focus Group**  
**\$15,000 (3 Available)**

Reach SIO members directly to discuss your products, ideas, and industry trends. Focus group sponsorship includes a dedicated email to SIO members and recruitment coordination to recruit physicians for participation in a 60-minute focus group during SIO2023. SIO will provide a listing of participants prior to the focus group. SIO reserves the right to approve the proposed discussion topic. Physician honorarium not included in price and contracted separately per company policies. AV, Food and beverage not included in price and contracted separately.



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## Technically Difficult Ablations Master Class: Table Top Product Showcase \$2,500 (Multiple Available)

Opportunity for tabletop product showcase during the 2023 Ablation Master Class and networking with SIO attendees and faculty during showcase and breaks on Thursday, 19 January. Masterclass faculty will address technically challenging percutaneous thermal ablation procedures, including:

- Ablations next to the diaphragm, bowel, gallbladder, renal collecting system, major vessels, lung hilum, pleura, and chest wall;
- Technical challenges and potential complications of adrenal and pancreas ablation;
- The role of pain palliation through ablation in combination with neurolysis, pelvic fixation, and vertebral body augmentation;
- Applications of ablation that have not gained wide acceptance to date, including thyroid, breast, prostate, and lymph node treatment targets.

## Dr. Sidney Wallace and Dr. Michael J. Wallace Lecture

### \$8,500 (Exclusive)

Support the opening session of SIO2023 as the sole sponsor of the Dr. Sidney and Dr. Michael J Wallace Honorary Lecture. This year the lecture will be delivered by **Professor S. Nahum Goldberg, MD**, SIO's Wallace Lecture Nominee. This prestigious award honors these pioneers in our field while honoring a current leader in IO. This premiere 60-minute dedicated session is historically the highest attended session at the SIO Annual Scientific Meeting and opening general session of the SIO2023 conference.

### Overall Educational Grant Support (Multiple Available)

Industry is invited to support SIO2023 through an educational grant, provided as overall support of the meeting in order to further medical and scientific knowledge. Contact us for details on multiple opportunities!