



Society for  
Radiation Oncology  
Administrators

## 36TH ANNUAL MEETING

Hilton Chicago  
September 15-18, 2019

Sponsorship Opportunities & Scientific Exhibition Prospectus

[www.sroa.org](http://www.sroa.org)

Show your support of SROA and its members as a corporate sponsor of the SROA 2019 Annual Meeting. Becoming a corporate sponsor is an ideal way to achieve a prominent level of visibility for your organization and realize a significant return on your investment from meeting participation. We encourage you to sustain the educational content of the SROA 36th Annual Meeting by providing an unrestricted educational grant to the Society.

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 widely acknowledged as the preeminent educational program for managers and administrators of radiation oncology services and programs.

## LEVELS OF SPONSORSHIP

### BRONZE: \$3,200

#### Benefits:

- Complimentary exhibit space including one (1) six-foot table, two chairs and wastebasket
- **Two** complimentary full meeting registration including complimentary tickets to the President's Party, Business Luncheon and Quality Luncheon
  - ◆ Discount for additional registrations
- Listing in the 2019 Final Program
- Formal recognition of sponsorship at opening session (please send your delegate to stand and be recognized)
- Organization/Company name listed on the SROA running loop throughout meeting
- Organization/Company name listed on the SROA mobile conference website
- Sponsor ribbon for all registered sponsors attending the meeting who register by August 1, 2019
- Option to sponsor a break/breakfast (at an additional cost – see Optional Additions)

### SILVER: \$5,000

#### Benefits – Includes all Bronze level benefits plus:

- One additional complimentary full meeting registration including complimentary tickets to the

President's Party, Business Luncheon and Quality Luncheon (a total of **three full registrations**)

- ◆ Discount for additional registrations
- Logo in the 2019 Final Program (must be received by August 1, 2019)
- Complimentary one time, pre-meeting use of Electronic Attendee List (emails only), after mailing is approved (must be received by September 6, 2019)
- Company logo on running loop during the meeting
- Option to submit 1-slide advertisement for running loop during the meeting (must be received by September 6, 2019)

### GOLD: \$10,000

#### Benefits – Includes all Silver level benefits plus:

- High profile signage at meeting
- 1/4 – page acknowledgement in the SROA post-meeting newsletter
- Option to submit a second slide advertisement for running loop during the meeting (a total of two slides – must be received by September 6, 2019)
- Logo and website link on SROA mobile conference website
- Option to send one five-minute webinar to the membership post-meeting



**PLATINUM: \$20,000**

**Benefits – Includes all Gold level benefits plus:**

- One additional complimentary full meeting registration including complimentary tickets to the President’s Party, Business Luncheon and Quality Luncheon (a total of **four full registrations**)
- Option to include one half-page ad in the final program (must be received by August 26, 2019)
- Option to submit an additional slide advertisement for running loop during the meeting (a total of three slides – must be received by August 26, 2019)
- Additional one-time use of Electronic Attendee List (emails only) after mailing is approved pre and/or post meeting (a total of two mailings – must be received by August 26, 2019)
- Option to send an additional five-minute webinar to the membership prior to and/or post meeting (a total of two webinars)

**TITANIUM: \$40,000**

**Benefits – Includes all Platinum level benefits plus:**

- A 10’ x 10’ exhibit space including six-foot table, two chairs and a wastebasket
- Two additional complimentary full meeting registrations including complimentary ticket to the President’s Party, Business Luncheon and Quality Luncheon (a total of **six full registrations**)
- Complimentary sponsorship of the President’s Party, Business Luncheon or Quality Luncheon
- Ten (10) additional tickets to your sponsored event
- Option to provide a 10-minute welcome speech at your sponsored event
- Option to submit an additional slide advertisement for running loop during the meeting (a total of four slides – must be received by August 26, 2019)
- Full page acknowledgement in the SROA post-meeting newsletter

- Additional one-time use of Electronic Attendee List (emails only) after mailing is approved pre- and/or post-meeting (a total of three mailings – must be received by August 26, 2019)

**OPTIONAL ADDITIONAL SPONSORSHIP OPPORTUNITIES**

The following sponsorship opportunities may be added to any level sponsorship:

- One-Time Early Bird Registrant Mailing List Use – \$300 (see page 7 for details.)
- Break Co-Sponsor – \$1,000
  - ◆ Your organization’s logo on a sign listed as a co-sponsor
  - ◆ First come, first served. Limited opportunities available
- Breakfast Co-Sponsor – \$2,000
  - ◆ Your organization’s logo on a sign listed as a co-sponsor
  - ◆ First come, first served. Limited opportunities available
- Wi-fi Sponsor – \$15,000 (Exclusive)
- 3-Day L Pass in Welcome Bag – \$12,000 (Exclusive)
- Co-Sponsor SROA Headshot Lounge – \$5,000 (Exclusive)
- Branded Key Cards – \$10,500 (Exclusive)
- Recommended Restaurants List in Welcome Bag – \$1,000 (Exclusive)
- Full page color ad in SROA printed newsletter in attendee bags \$2,000 (limited)
- Half Page color ad in SROA printed newsletter in attendee bags \$1,500 (limited)
- Quarter Page color ad in SROA printed newsletter in attendee bags \$800 (limited)

If your organization would like to discuss alternate sponsorship opportunities, please contact Shannon Sperati at 301-718-6531.



We expect at least 400 participants in Chicago. Attendees look forward to learning how your products and services can help them perform their jobs better, more effectively and more economically, ultimately improving patient safety.

For more information about the exhibition or sponsorship, please contact Shannon Sperati by phone at 301.718.6513, or by email at [ssperati@paimgmt.com](mailto:ssperati@paimgmt.com).

## PRELIMINARY EXHIBITION HOURS/ IMPORTANT EVENTS

These times are subject to change. Visit [sroa.org](http://sroa.org) for the most up-to-date meeting schedule.

### Saturday, September 14, 2019

Noon-5pm Exhibit set-up

### Sunday, September 15, 2019

7:30am-5:00pm Exhibit open

7:30-8:45am Continental breakfast with exhibitors

10-10:30am Break with exhibitors

3:30-4:00pm Break with exhibitors

### Monday, September 16, 2019

7:30am-Noon Exhibit open

7:30-8:30am Continental breakfast with exhibitors

9:30-10:00am Break with exhibitors

### Tuesday, September 17, 2019

7:30am-Noon Exhibit open

7:30-8:30am Continental breakfast with exhibitors

10:45-11:15am Break with exhibitors

2:45-3:15pm Break with exhibitors

4:30-5:00pm Sponsor wrap-up meeting

5:00-7:00pm Exhibit break-down

7:30-11:30pm President's Party

## ASSIGNMENT OF EXHIBIT SPACE

SROA assigns space on a three-tiered system:

- A. Level of sponsorship,
- B. Point system: 1-point for each year participated as an exhibitor with SROA; 1-point for each space taken: and 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.

**If exhibitor fails to staff booth by noon of the first day of the meeting (September 15), SROA reserves the right to relocate the exhibitor.**

## REGISTRATION

All exhibitors must be registered for the SROA Meeting and wear a SROA badge to gain access, to and at all times while in, the exhibit hall. Badges allow entrance to meeting sessions, the Business Luncheon, Quality Luncheon & President's Party. Additional badges for sponsor representatives may be purchased at a discounted registration rate of **\$400**. There are no free registrations available for individuals to sit at the booth. **SROA does not issue complimentary registrations for individuals above and beyond what is listed in the sponsorship benefits**



## CONDITIONS OF EXHIBITOR AGREEMENT

**[1] Seminars, Lectures, Food Functions, Etc.:** The Exhibitor/Sponsor agrees NOT to conduct, sponsor, or promote any general seminars, parties, lectures, receptions or clinics in the SROA headquarters hotel for a period of three days prior to or following the annual meeting unless approved by SROA.

**[2] Sound:** Loud speakers, tape recorders, sound movies, etc. that interfere with adjoining exhibitors are not permitted.

**[3] Payment:** Payment in full is required with a completed application for exhibit space. A completed form and payment must be received by **August 22, 2019** to ensure inclusion in the final program. Exhibitors are responsible for making arrangements for special equipment and services with the hotel.

**[4] Cancellations:** Cancellations must be received in writing by SROA on or before **August 22, 2019** to receive 80% of the exhibitor fee. **No refunds will be made after August 22, 2019.**

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

**[6] 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. Please send SROA a copy of your proof of insurance.

**[7] 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 hotel. Packing, unpacking, and assembly of exhibits shall be done in designated areas and conform to instructions of SROA or hotel representatives.

**[8] 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.

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

**[10] 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 hotel and SROA. 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.

**[11] 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.

**[12] Liability:** SROA and the Hilton Chicago 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.

**[13] Food or Beverage in Exhibitor Booths:** No alcoholic beverages or tobacco products of any type may be sold or distributed from an exhibitor booth. Food, from the Hilton Chicago, may be served from the booth at the expense of the exhibitor. The exhibitor is responsible for making all catering arrangements.

**[14] Price List:** Advertisements, exhibit materials or promotions may include prices, but shall not make price comparisons with competitive products.

**[15] 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. Exhibitors will be given directions for installing and dismantling exhibits. Violation of this rule will result in a 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 (September 15), SROA reserves the right to relocate the exhibitor**

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

**[17] Pre-Meeting Mailings:** Mailings to SROA members or meeting registrants may be undertaken only with the explicit permission of SROA based on review and acceptance of specific proposals (materials) and payment of the rental list fee. All mailings must go out prior to the meeting and must be provided to SROA for approval by August 26, 2019. Please refer to SROA Mailing List Rental Agreement.

**[18] 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 hotel.

**[19] 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.

**[20] 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.

**[21] All exhibitors must be registered for the SROA meeting and wear an SROA badge at all times:** SROA does not issue complimentary registrations for individuals above and beyond what is listed in the sponsorship benefits.

**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.; lead retrieval, Wi-Fi, electrical, etc.) and has copies of all orders placed.



SROA holds the society's meeting annually, usually in conjunction with the ASTRO Annual Meeting. This conference brings together more than 400 radiation oncology administrators representing industry, academia, consultants, vendors and community centers – all dedicated to advancing the health of the public.

Your funding enables SROA to offer the best education to radiation oncology administrators as well as bring together the best thought leaders in the field.

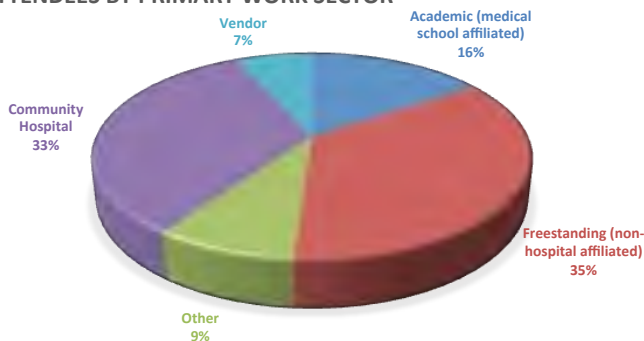
**Lead Generation:** Increase your exposure to radiation oncology administrators by accumulating a network of contacts in the industry.

**Policy Comprehension:** Stay up-to-date with the latest developments, breakthroughs and challenges facing radiation oncology administrators. Knowing where the industry is heading can be a driving force behind your business.

**Brand and Industry Awareness:** Introduce or re-introduce your brand to today's leading administrators and leaders in radiation oncology administration. The Annual Meeting is the perfect time to make a statement with your business and get your organization noticed in the world of radiation oncology.

**Your Competitors are Here:** SROA attracts a wide range of organizations who sponsor.

**ATTENDEES BY PRIMARY WORK SECTOR**



**PAST EXHIBITORS**

The following organizations have been generous supporters of SROA Annual Meetings:

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| Accuray                               | Oncology Services International      |
| ACR                                   | Oncology Solutions                   |
| ACRO                                  | Oncology Management Consulting Group |
| Alliance Oncology                     | Preferred Healthcare                 |
| AMAC                                  | PRO Radiation Oncology               |
| Augmenix                              | Qfix                                 |
| Bayer HealthCare                      | RAD Technology Medical Systems       |
| Beekley Medical                       | Radiation Business Solutions         |
| Churchill Consulting                  | Radiation Oncology Consulting        |
| Civco Medical Solutions               | Radiation Oncology Resources         |
| Coding Strategies Inc.                | Revenue Cycle Inc.                   |
| COMMUNIFY HEALTH                      | RS & A Inc.                          |
| D3 Oncology Solutions                 | Siemens Medical Solutions USA, Inc.  |
| Elekta                                | Sun Nuclear Corporations             |
| Equicare Health                       | Varian                               |
| Hitachi Healthcare                    | Ventas Medical Solutions             |
| Landauer                              | Versant                              |
| LAP of America Laser Applications LLC | View Ray, Inc.                       |
| LDS Staffing                          | Vision RT                            |
| ManageUP PRM                          | XECAN                                |
| MedLever                              |                                      |
| Medusind                              |                                      |
| Mission Search                        |                                      |
| Mobius Medical Systems                |                                      |
| New Bedford Corp.                     |                                      |
| Onco, Inc.                            |                                      |



**SROA 36<sup>TH</sup> ANNUAL MEETING**

Society for Radiation Oncology Administrators • Hilton Chicago • September 15 – 18, 2019  
 ONLINE FORM AVAILABLE AT SROA.ORG

**SECTION 1: ORGANIZATION INFORMATION**

Organization Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Email (required) \_\_\_\_\_ Website address \_\_\_\_\_

**SECTION 2: CONTACT PERSON**

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Email (required) \_\_\_\_\_

**SECTION 3: SPONSORSHIP REQUEST**

**SPONSORSHIP LEVEL**

- Titanium Level Sponsor – **\$40,000** •  Platinum Level Sponsor – **\$20,000** •  Gold Level Sponsors – **\$10,000**  
 Silver Level Sponsor – **\$5,000** •  Bronze Sponsor – **\$3,200**

I would like to reserve a tabletop exhibit space for the 2019 Annual Meeting  Yes  Yes (Unmanned)  No

\*If yes, list up to two (2) exhibitors that you do **NOT** want to be close to; every effort will be made to accommodate your request.

**OPTIONAL ADDITIONAL SPONSORSHIP OPPORTUNITIES**

- Wifi Sponsor – **\$15,000** (Exclusive)  Co-Sponsor SROA Headshot Lounge – **\$5,000** (Exclusive)  
 3-Day L Pass in Welcome Bag – **\$12,000** (Exclusive)  Recommended Restaurants List in Welcome Bag – **\$1,000** (Exclusive)  
 Branded Key Cards – **\$10,500** (Exclusive)  One Time Mailing List Use – **\$300**

Ads in our printed edition of the SROA Newsletter (placed in attendee welcome bags) (limited availability)

- Full page color ad **\$2,000** •  Half Page color ad **\$1,500** •  Quarter Page color ad **\$800**

Break and Breakfast Sponsorship (will be assigned based on a first-come, first-served basis)

- Break Co-Sponsor (must be Silver or above) – **\$1,000** Preferred Date:  SUN  MON  TUES  WED  
 Breakfast Co-Sponsor (must be Gold or above) – **\$1,500** Preferred Date:  SUN  MON  TUES  WED

**SECTION 4: PAYMENT**

- Check enclosed, made payable to SROA.  Invoice me.

**SECTION 5: AUTHORIZED SIGNATURE**

I understand the terms and conditions as outlined in the exhibitor prospectus (page 5) and agree to comply.

Signature \_\_\_\_\_ Date \_\_\_\_\_

- I would like to provide a prize for the "Vendor Bingo" raffle. Your organization name will be included on the meeting loop.

**PAYMENT POLICY:** 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 August 22, 2019 to ensure inclusion in final program.

**REFUND POLICY:** SROA must receive a written cancellation by August 22, 2019 to receive a refund minus a 20% administrative fee of the total registration fee. No refund will be made after August 22, 2019 or for "no shows."



**EARLY BIRD REGISTRANT LIST RENTAL AGREEMENT**

SROA agrees to rent its electronic list of annual meeting attendees for the sum of \$300.00 US Dollars for a one-time use only (Additional one-time uses may be purchased with this agreement). Use of the name Society for Radiation Oncology Administrators or SROA is not authorized.

1. All requests for the annual meeting attendees list must be submitted using the SROA Mailing List Rental Application with a sample mailing piece to SROA. SROA has the right to deny rental of the list based on a review of the materials to be distributed to the names on the list.
2. Sample mailing piece must be received by September 6, 2019. Send to mcastan@paimgmt.com.
3. SROA must receive payment from the mailing list renter of the entire amount due prior to the mailing list renter's receipt of the list.
4. The mailing list renter acknowledges and agrees that SROA is the sole owner of all right, title, and interest in and to the contents of its membership mailing list. SROA hereby grants to the mailing list renter a nonexclusive, nontransferable, limited license to the contents of the membership mailing list solely for a one-time use as set forth within this agreement.

5. The mailing list renter agrees that in using SROA's early bird registration list, the renter will NOT disclose, transfer, duplicate, reproduce or retain any portion of the list/file in any form whatsoever.
6. The mailing list renter agrees to reimburse SROA for all costs that the Society may incur to enjoin unauthorized parties from using the membership list in all cases where such unauthorized parties gained access to the membership through the renter listed above or any of the renter's agents or employees.
7. The mailing list renter agrees that SROA will have the right to monitor the use of the mailing list.
8. Any person or entity that has violated the SROA copyright in its membership mailing list will not be granted permission to use the mailing list under the terms of this policy. SROA reserves the right to deny use of its mailing list to any person or entity for any reason whatsoever, including, but not limited to, copyright violations. SROA further reserves the right to pursue any and all legal remedies from any person or entity that violates its rights in its membership mailing list.
9. Any complaint arising upon receipt of the list must be made to SROA within 15 days of receipt.

**Signature on the application indicates complete acceptance of the above conditions and constitutes a contract between SROA and the above stated mailing list renter. Any questions regarding the mailing list may be directed to SROA at 301-718-6510.**

**SROA LIST RENTAL APPLICATION**

5272 River Road, Suite 500, Bethesda, MD 20816  
 Tel. 301-718-6510 · Fax 301-656-0989 · [www.sroa.org](http://www.sroa.org)

**ORDERED BY**

Contact Name \_\_\_\_\_ Company \_\_\_\_\_

**BILLING ADDRESS**

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Description of mailing piece (submit a copy of the mailing piece with this agreement) \_\_\_\_\_

Anticipated Date of Mailing (SROA must have a minimum of five [5] business days to review material) \_\_\_\_\_

**COST** – A one-time use of SROA early bird registration list is \$300.00. Additional uses can be purchased now at \$300.00 per one-time use. Please specify if more than one use is desired.

**RENTAL CONTRACT** – If SROA approves this application, SROA licenses the use of its mailing list to (company name) \_\_\_\_\_ for the approved mailing.

Any other use of the mailing list, including but not limited to, use unauthorized by the licensee or another organization shall constitute a breach of this agreement and (company name) \_\_\_\_\_ agrees to pay SROA liquidated damages of \$10,000.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**This signed form must be returned to the SROA office as part of the application for organizations that receive a complimentary list as part of their sponsorship and by those organizations that wish to purchase a one-time use of the list.**

