



**SROA**

Society for  
Radiation Oncology  
Administrators

# **EXHIBITOR & SPONSORSHIP PROSPECTUS**

**2024 SROA Annual Meeting  
September 29 - October 2, 2024  
Grand Hyatt Washington  
Washington, D.C.**



Society for  
Radiation Oncology  
Administrators

## **2024 PARTNERSHIP, EXHIBIT, SPONSORSHIP, AND ADVERTISING OPPORTUNITIES**

Boost your brand, expand your influence in the industry, and support the Society of Radiation Oncology Administrators.

SROA provides a supportive network of expertise for radiation oncology administrators to improve and advance their management of organizational operations, finance, research, and human resources. Access more than more than 400 radiation Oncology administrators and affiliates from all regions and practice areas, including those from hospitals, universities, and freestanding environments.

## SOCIETY PARTNERSHIPS

Keep your brand in front of today's leaders in radiation oncology administrators year-round with prominent exposure and extended access to SROA members throughout the year including at SROA's Annual Meeting.

### Titanium (3 available) - \$35,000

#### Year-round Recognition

- Listed as Titanium sponsor on SROA's website with company logo, description, and linked to your website.
- Use of the Corporate Partnership Logo on company promotional materials.
- Linked logo on all SROA marketing materials and email.
- Premium placement (located at the top of the newsletter) hyperlinked banner ad in 3 issues of SROA's monthly e-newsletter.
- One sponsored webinar hosted by SROA. Position yourself as the expert - you pick the topic, speaker, and format.\*
  - Includes your linked logo on marketing emails and social posts.
- Two promotional eblasts to SROA members and contacts.\*
- One blog post on SROA Sidebar.\*
- Recognition of Titanium Partnership on SROA's podcast.

#### Conference Networking and Promotion

- Partnership recognition on SROA's Conference webpage.
- Acknowledgement in the Conference mobile app.
- Opening session podium recognition.
- Mobile app banner ad.
- Recognition in onsite signage.
- Two full conference registrations.
- One premium 10 x 10 exhibit space.
- Choice of Presidents Party, Quality Luncheon, or Business Luncheon sponsorship.
  - 5-minute welcome speech.
  - Ten complimentary tickets.
  - Logo on signage.
- Your linked logo in the daily emails sent to each attendees during the conference.
- Pre and Post conference attendee mailing list.

### Platinum (2 available) - \$20,000

#### Year-round Recognition

- Listed as Platinum sponsor on SROA's website with company logo, description, and linked to your website.
- Use of the Corporate Partnership Logo on company promotional materials.
- Linked logo on all SROA marketing materials and email.
- High placement (located in the middle of the newsletter) hyperlinked ad in three issues of SROA's monthly e-newsletter.
- One promotional eblast to SROA members and contacts.\*
- Recognition of Platinum Partnership on SROA's podcast.

#### Conference Networking and Promotion

- Partnership recognition on SROA's Conference webpage.
- Acknowledgement in the Conference mobile app.
- Opening session podium recognition.
- Mobile app banner ad.
- Recognition in onsite signage.
- Two full conference registrations.
- One table top exhibit space.
- One General Session Video Commercial.\* Session choice first-come, first-served.
- Pre and Post Conference attendee mailing list.

# QUICK GLANCE AT THE DIFFERENCE BETWEEN PARTNERSHIP PACKAGES

Benefit	Titanium - \$35,000 (three available)	Platinum - \$20,000 (two available)
<b>Year-Round Exposure</b>		
Two 30-60 second live read advertisements on SROA's podcast	✓	
Premium placement banner ad in 3 issues of SROA's monthly e-newsletter	✓	
High placement banner ad in 3 issues of SROA's monthly e-newsletter		✓
Sponsored Webinar	✓	
Two promotional eblasts to SROA members and contact	✓	
One promotional eblast to SROA members and contacts		✓
One blog post on SROA Sidebar	✓	
<b>Conference Networking and Promotion</b>		
Daily conference email recognition	✓	
Choice of President's Party, Quality Luncheon, Business Luncheon Sponsorship	✓	
One premium 10 x 10 exhibit space	✓	
One tabletop exhibit space		✓
General Session Video Commercial		✓

\*Subject to SROA approval

# SROA CONFERENCE SPONSORSHIP

The SROA Annual Meeting provides live, in-person opportunities to present educational content and product service content directly to attendees. Achieve a superior level of visibility for your organization and support SROA and its members as a sponsor.

Benefits	Gold - \$10,000 (two available)	Silver - \$7,000
Linked company logo on SROA's Conference webpage	✓	✓
Recognition in conference email and social media marketing	✓	✓
Linked logo in conference mobile app	✓	
Recognition in onsite signage	✓	✓
Opening session podium recognition	✓	✓
One full conference attendee registration	✓	✓
Two exhibit hall only passes	✓	✓
Tote bag insert	✓	
Table top exhibit space	✓	✓
Upgraded passport listing	✓	✓
General Session 1.5-minute video commercial	✓	
Recognition of session sponsorship on the schedule and in signage outside the session	✓	✓

*\*Subject to SROA approval*



# A-LA-CARTE AND ADD-ON SPONSORSHIP OPPORTUNITIES

Events sponsorships include your company logo linked to your website on the conference webpage, recognition in onsite signage, on the conference schedule on the website and in the mobile app.

## **Breakfast Sponsorship - \$3,000**

Occurs in the exhibit hall. 4 available, you choose the day, first come first served.

## **Break Sponsor - \$1,500** <sup>3 Left!</sup>

Occurs in the exhibit hall. 4 available, you choose the day, first come first served.

## **Topic Forums - \$5,000**

Invite your chosen individual to assist as a moderator in a 30-minute Topic Forum. This session is interactive and is all about audience participation. One is available per topic. Choose from the following topics: ~~Payer Trends~~, Leadership, Technology, Nursing, or New Administrators (first come, first served).

## **Lightning Talks - \$2,500**

Located inside the exhibit hall, educate attendees on a specific educational topic to optimize your marketing efforts during this 15-minute session. 4 available.

## **Workshop/Concurrent Session Video Commercial - \$1,500**

Your 30-second commercial will be shown during the session – limit one per session.

## **Biggest Struggle Workshop - \$10,000**

In collaboration with SROA, put together an expert panel with a moderator and one content expert of your choice. Questions will be solicited from participants on the biggest struggles they face and the panel will be able to provide advice or solicit advice from attendees. Includes pre-conference promotion.

## **Focus Group - \$10,000**

Provide up to two moderators for a focus group on a topic of your choice. Includes an eblast pre-conference requesting volunteer participation. You create the questions for a survey and SROA will create and manage the online survey for screening the focus group participants.

*Item sponsorships include your logo/branding on the item and your company logo linked to your website on the conference webpage.*

## ~~**Lanyard sponsorship - \$2,500**~~

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.

## ~~**Pen Sponsorship - \$1,250**~~

Your logo is featured on all pens handed out during the Annual Meeting. its a great way to show off your company. Everyone needs a pen!

# EXHIBITOR OPPORTUNITIES

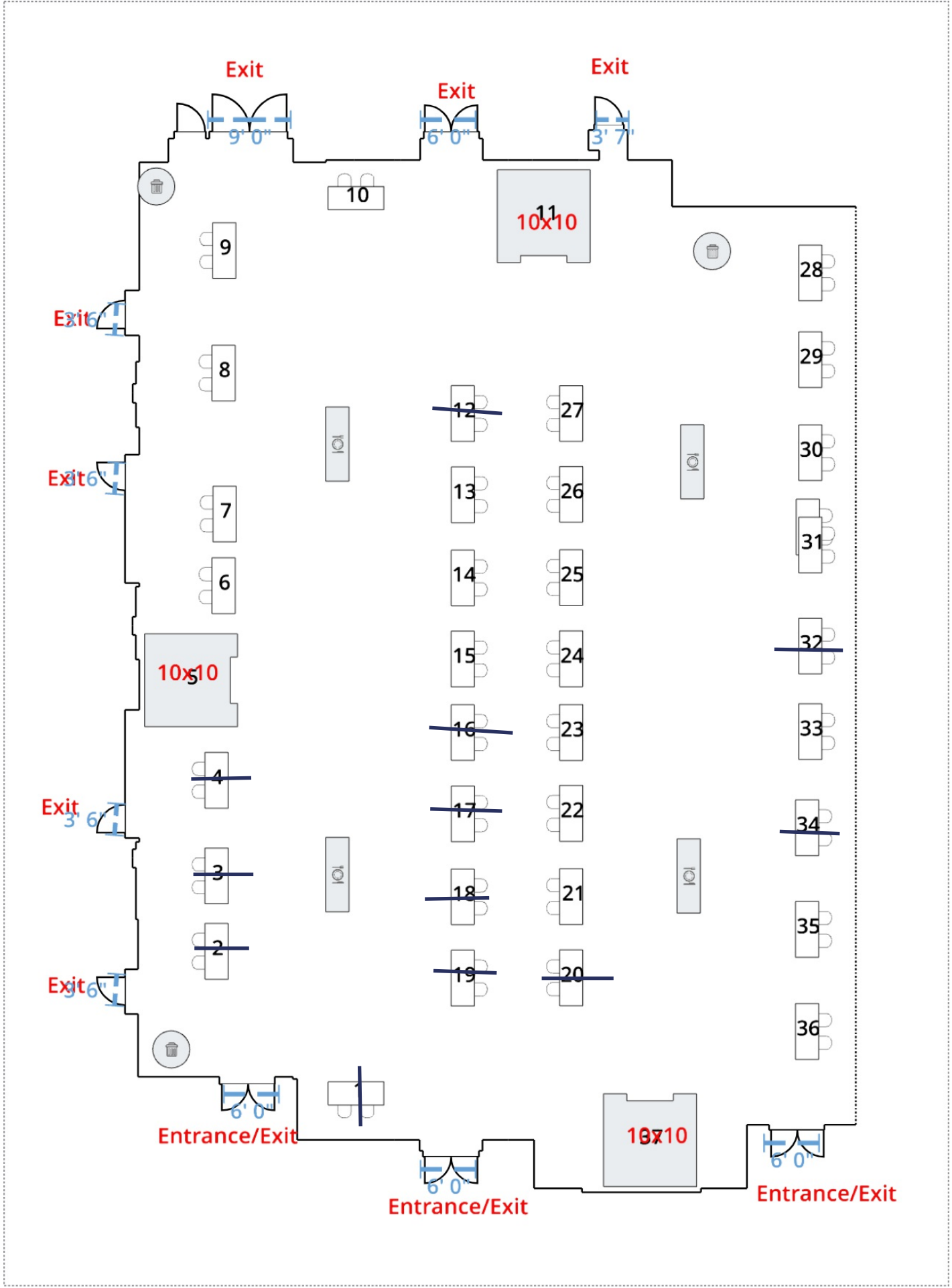
Select your booth package that best fits your needs.

To register for your exhibit booth, follow this link.

[2024 Annual Meeting Exhibit Application](#)

	Table Top Display	10x10 Booth (Titanium Sponsor Only)
Benefits	\$2,750	\$4,250
One (1) 6' Table	X	X
Two (2) Chairs	X	X
One (1) Wastebasket	X	X
2 Exhibit Hall Only Badges	X	X
2 Addt'l Exhibit Hall Only (4 Total)		X

To discuss customized packages or any questions please contact Devin Robinson, Sales Director at [drobinson@sroa.org](mailto:drobinson@sroa.org).





## **SROA 2024 SPONSORSHIP/ADVERTISING RULES & REGULATIONS**

These contract conditions, rules, and regulations are a part of the 2024 Sponsorship Application & Contract and are binding for all participating companies. Accordingly, all participants should read these rules carefully before submitting the application. By submitting, you agree to the terms as follows and allow staff to process.

1. Processing of Sponsorship Applications: SROA accepts for processing only those applications that: (a) include all required information; (b) are signed by an appropriate and authorized representative of the sponsoring/advertising company. For online order processing where an invoice has been requested, the invoice will be emailed immediately to the email address provided on the online order. By completing this contract, you agree that payment in full is required upon receipt of the invoice. All 2024 SROA exhibitors must pay the sponsorship invoice in full prior to the event. No admittance to the show floor will be permitted without payment in full. SROA reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
2. Cancellation: Sponsorship and advertising cancellations must be made in writing to SROA Headquarters within 30 days from the order placement. Cancellations made after 30 days from the order placement date are subject to a 100% cancellation fee. No cancellations or refunds are given for orders placed within 120 days of the event start date. Cancellation within 120 days of the event start date is subject to a 100% cancellation fee.
3. Availability of Benefits: Event-specific-level benefits are subject to availability based on the time of year when the sponsorships are purchased. In addition, benefits are only available in the year 2024 and are not transferable to 2025, nor redeemable for cash credits.
4. SROA reserves the right to change, cancel, or substitute any sponsorship opportunity or benefit at any time.

This contract serves as an agreement between the Society for Radiation Oncology Administrators (SROA) and the sponsor/advertiser identified on this form for the purpose of securing a defined sponsorship/advertisement for a specific SROA event or program. The sponsorship category, description, benefits, and cost are defined in the sponsorship literature. No other benefits are guaranteed or implied. This form will serve as a valid booking order for determining priority placement. In the event that SROA authorizes the sponsor to acquire or provide goods or services in lieu of part or all of the sponsor payment, a detailed description of the product or services and their fair market value must be submitted in writing to SROA (care of SROA Headquarters) for approval. SROA reserves the right to reject any goods or services that, in its own estimation, do not meet its sponsorship revenue or value objectives. This contract is non-cancelable. Any revisions or modifications must be agreed to by both parties in writing. This contract represents the entire understanding and agreement of the parties and shall be governed by the laws of New York, USA. Any person executing this agreement represents that (s)he is fully authorized to do so and agrees to be bound to all terms and conditions by submission.

**All sponsors and advertisers are required to complete this contract. Please note that by signing below you are entering into a binding contract and are in agreement with all of the rules and regulations as stated above for the sponsorship or advertising being purchased.**

## 2024 Exhibit Hall Policies and Procedures

### 1. Introduction

This Policies and Procedures Contract ("Contract") sets forth the guidelines and rules for exhibitors ("Exhibitor") participating in the Exhibit Hall ("Event") organized by Society for Radiation Oncology Administrators (SROA) ("Organizer"). By signing this Contract, the Exhibitor agrees to comply with all terms and conditions outlined herein.

### 2. Exhibit Space Allocation

**2.1 Space Assignment:** Exhibit spaces are assigned as they are purchased. Special requests will be considered but cannot be guaranteed. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interests of the total exhibit effort.

**2.2 Exhibit Space Usage:** The Exhibitor agrees to use the assigned space solely for exhibiting and promoting their products and services. Subleasing or sharing of space is prohibited unless approved in writing by the Organizer. No persons, firm, or organization not having contracted with exhibit management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes, or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for purposes inconsistent with these regulations.

### 2.3 Space Setup and Dismantling and Open Hours:

Setup Time: Saturday, September 28, 3:00 pm – 5:00 pm  
Exhibit Hall Open: Sunday, September 29, 8:00 am – 4:00 pm  
Monday, September 30, 8:00 am – 4:00 pm  
Dismantling Time: Tuesday, October 1, 8:00 am – 4:00 pm

The Exhibitor must adhere to these times unless otherwise approved by the Organizer.

### 3. Exhibit Specifications

**3.1 Table Dimensions:** Each tabletop exhibit space will include a table measuring 6'x30" and one (1) chair.

**3.2 Display Restrictions:** The height of any display shall not exceed 8'. No exhibit shall obstruct the view of adjoining exhibits or shall be arranged to hide the exhibits of others. Exhibitors may not affix anything to walls, floors, or ceilings of the exhibit hall.

**3.3 Electrical and Internet Access:** Electrical outlets and internet access will not be provided. Exhibitors requiring power or dedicated internet lines must request these services in advance outlined in the exhibitor kit and may incur additional charges.

**3.4 Exhibit Representatives:** Your exhibit booth fee includes two (2) exhibit hall only booth representative badges. Representatives are invited to all events held within the exhibit hall. These badges do NOT include conference registrations. Exhibit booth representatives must register as full conference or single-day

registrants at the prevailing rates to attend educational sessions. Additional booth representative badges can be purchased and include access to the exhibit hall and meals held in the exhibit hall during exhibit days ONLY.

**3.5 Exhibit Restrictions:** Exhibit management reserves the right to restrict exhibits that are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and to prohibit or evict any exhibit which, in the opinion of exhibit management, may detract from the general character of the exhibition. This reservation includes persons, things, conduct, printed matter, or anything exhibit management judges to be objectionable. In the event of such restriction or eviction, exhibit management is not liable for any refund of any amount paid hereunder. Exhibit management reserves the right to determine the eligibility of any company or product for inclusion in the exposition.

#### 4. Conduct and Responsibility

**4.1 Professional Behavior:** Exhibitors are expected to conduct themselves in a professional manner at all times. Loud noises, music, or any disruptive behavior is prohibited.

**4.2 Compliance with Laws:** Exhibitors must comply with all local, state, and federal laws, as well as any rules and regulations set forth by the venue.

**4.3 Damage and Liability:** The Exhibitor is liable for any damage caused to the venue's property. The Organizer and the venue are not responsible for any loss, theft, or damage to the Exhibitor's property.

**4.4 Responsibility:** If the exhibitor fails to comply in any respect with the terms of this agreement, exhibit management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

#### 5. Insurance

**5.1 Liability Insurance:** Exhibitors must carry and provide proof of general liability insurance covering the duration of the Event.

#### 6. Payment, Cancellations and Refunds

**6.1 Payment:** Full payment made payable to SROA is required with the purchase of a booth. After you fill out the online application you will be sent an invoice via email. Payment is due within 30 days of receipt.

**6.2 Cancellations by Exhibitor:** Should the exhibitor be unable to occupy and use the contracted exhibit space, the exhibitor shall promptly notify exhibit management. Cancellations must be submitted in writing. Refunds will be issued based on the following schedule:

50% refund if canceled 30 days before the Event (August 29, 2024)

No refunds if canceled within 29 days of the Event (August 30, 2024 or later)

**6.3 Event Cancellation:** If the Event is canceled by the Organizer, a full refund will be issued. The Organizer is not responsible for any other costs incurred by the Exhibitor.

### **7. Indemnification**

The Exhibitor agrees to indemnify, defend, and hold harmless the Organizer, its officers, directors, employees, and agents, from any and all claims, actions, losses, damages, expenses, and costs, including reasonable attorney's fees, arising out of or in connection with the Exhibitor's participation in the Event.

### **8. Amendments**

The Organizer reserves the right to make changes to these policies and procedures as necessary. Any changes will be communicated to the Exhibitors in a timely manner.

### **9. Agreement**

By completing the online application, the Exhibitor acknowledges that they have read, understood, and agreed to abide by the terms and conditions of this Contract.