

# Pick up a season ticket to the center of the MIS universe.

SLS, the leader in education and information for minimally invasive surgery.

**Surgical Endoscopy | OBGYN Laparoscopy  
Endourology | Robotic Surgery**

Your organization produces or promotes products designed to advance the practice of minimally invasive surgical techniques. Our organization is the leading multispecialty society of progressive physicians and healthcare professionals committed to advancing their expertise in the field of minimally invasive surgery.

*If that doesn't sound like a match made in marketing heaven, we don't know what does.*

Inside you'll find descriptions of our annual Corporate Sponsorship opportunities – a range of packages combining ad presence in JSLs, the Journal of the Society of Laparoendoscopic Surgeons with brand visibility on the SLS website, exhibit space and event materials presence at Minimally Invasive Surgery Week–Annual Meeting & Endo Expo and Regional Summits of Minimally Invasive Surgery, and more.

All sponsorship levels also provide direct access to 60,000 general surgeons, gynecologists, urologists and MIS residents/fellows who visit the SLS website through complimentary advertising with video exhibits on the SLS Virtual Exhibit Hall, an interactive site where you can exhibit and connect with medical professionals as they search for the most advanced surgical instruments in their field.

Awareness of SLS' publications and events is the most efficient way to monitor the topics, techniques and developments affecting this ever-expanding universe.

Please read on...

**SLS Sponsorship & Marketing Packages**



THE SOCIETY OF LAPAROENDOSCOPIC SURGEONS

# Looking for a maximally effective way to reach minimally invasive practitioners?

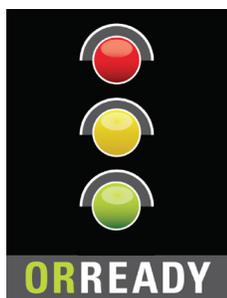
Since its founding more than 25 years ago, the Society of Laparoendoscopic Surgeons (SLS) has established a global forum to advance the standards of laparoscopic, endoscopic and minimally invasive therapies. Now the largest laparoscopy society in North America with over 5,000 domestic members, with a worldwide following of over 30,000 MIS physicians, SLS is unparalleled in representing all areas of medicine that use minimally invasive surgical procedures and therapies.

Our advanced website, journals, and online books, along with scholarly searches and massively-informative conferences serve as the instruments that let your message reach deep into the offices, hospitals, universities and minds of those in the field.

In addition to your marketing agenda, your credibility is just as well served. SLS is well known for its unwavering commitment to the exchange and advancement of knowledge that empowers physicians to elevate patient care to the highest standards. And that's good for everyone.

## Best of all, a single buy can put you in the spotlight for an entire year.

Surgical Endoscopy | OB/Gyn Laparoscopy | Endourology  
Robotic Surgery | MIS | Outcome | Safety | Simulation



SLS is the largest Minimally Invasive or Laparoscopic Society in North America & perhaps worldwide.

### Why Should You Become An SLS Member?

- Patient Referral and Free Internet Listing
- Significant discounts on SLS events
- Leadership Opportunities
- CME and MOC Opportunities
- Networking Opportunities
- Free subscription to JSLS (Journal of the Society of Laparoendoscopic Surgeons)



# Sponsorship Levels

**It's The Outcome...** SLS' 4 levels of participation offer progressively increased brand exposure and strategic access to SLS membership. Regardless of the level chosen, each package includes a broad spectrum of benefits. As you meet your own marketing needs, you will also be supporting SLS' mission to provide healthcare practitioners with knowledge and tools to **improve patient outcome**.

As a corporate sponsor you can help support and be recognized in SLS' open access publications, which are utilized by more and more of your audience each day — because they're open access.

**More exposure for you + easier access to the highest quality information for physicians = a favorable outcome for everyone.**

SPONSORSHIP BENEFITS	PLATINUM   \$30,000 Value Exceeds \$44,000	GOLD   \$20,000 Value Exceeds \$33,000	SILVER   \$10,000 Value Exceeds \$16,000	BRONZE   \$5,000 Value Exceeds \$8,000
Representation on the Corporate Council	✓	✓	✓	✓
Digital Subscription to JSLS, CRSLS <small>Journals of the Society of Laparoendoscopic Surgeons</small>	✓	✓	✓	✓
Advertising in JSLS, CRSLS, and SLS Websites	30% Discount	20% Discount	10% Discount	5% Discount
Listing in the Virtual Exhibit Hall at www.SLS.org with interactive links to corporate website and activities	✓	✓	✓	✓
Video Exhibits <small>Web-based Virtual Exhibit Hall</small>	4 Months Free	3 Months Free	2 Months Free	1 Month Free
Exhibit space at MISWeek <small>Includes full conference registration for up to 3 representatives Master Class not included</small>	2 Premium Spaces	1 Premium Space	1 Space	25% Discount
Verbal recognition of sponsorship at MISWeek Opening Ceremonies	✓	✓	✓	✓
Company logo and acknowledgement on the MISWeek signage	✓	✓	✓	✓
MISWeek registrant bag insert	✓	✓	50% Discount	25% Discount
20-Minute prime time slot for a Product Theater Presentation in the Exhibit Hall Auditorium at MISWeek <small>Bring the speaker of your choice</small>	1 Slot, First Choice	1 Slot		
Discount on Corporate Satellite Symposia	20% Discount, First Choice	10% Discount, Second Choice	5% Discount	
Advertising in MISWeek brochure <small>Distributed to members as well as those who have been active with SLS</small>	30% Discount	20% Discount	10% Discount	5% Discount
Admission to special events at MISWeek <small>Guests of special events include attendees, faculty, and Board members</small>	3 Reps/Guests	2 Reps/Guests	1 Rep/Guest	
Display of company logo in MISWeek SLS Exhibit Hall Auditorium	✓	✓	✓	✓
Admission to MISWeek Master Classes	3 Registrations	2 Registrations	1 Registration	
Exhibit space at Regional Summits <small>Includes full conference registration for up to 3 representatives</small>	1 Tabletop	50% Discount	25% Discount	
Sponsorship of Fellowship Summit <small>Includes full event sponsorship and exhibit space</small>	✓	50% Discount	25% Discount	
List Rental of 6,300 Domestic MIS Physicians <small>One time use provided on pressure sensitive labels</small>	1 Complimentary Use	30% Discount	20% Discount	10% Discount

# Additional Sponsorship Opportunities

## Minimally Invasive Surgery Week

Special Event Dinner with Faculty Limited to one	\$20,000	Plus tickets for 4 guests and acknowledgement sign at event
Sponsored Breakfast & Future Technology Session Limited to one	\$15,000	Plus tickets for 4 guests and acknowledgement on signage
Welcome Reception	\$15,000	Plus acknowledgement on signage
Coffee Break Limited to one	\$2,000	Plus acknowledgement sign in close proximity to coffee service
SLS Exhibit Hall Auditorium Featured ad in SLS Auditorium continuous powerpoint show	\$5,000	
Corporate Satellite Symposium (Non-CME) Bring a speaker on the topic of your choice and connect with attendees during a sponsored breakfast, lunch, or evening event. <i>Food and beverage and AV must be purchased separately.</i>	\$10,000	Plus inclusion of lecture in main schedule

## Residency Program

Michael S. Kavic Award for Best Residency Paper Sponsorship of Award; Limited to one	Min. \$1,000	Acknowledgement in select marketing
Paul Alan Wetter Award for Best MultiSpecialty Paper Sponsorship of Award; Limited to one	Min. \$1,000	Acknowledgement in select marketing
Resident MISWeek Scholarship Program Provide free classes and lower registration costs to residents Limited to three	\$15,000	Acknowledgement in select marketing
SLS Outstanding Resident Award Provide recognition and free membership to residents with a special interest and promise in minimally invasive surgery Up to 10 resident sponsorships	\$7,500	Acknowledgement in select marketing plus acknowledgement published with list of recipients





Our venues are **great vehicles.**  
But **knowledge** is the real fuel.

SLS' primary mission is to provide information and education in the field of minimally invasive surgery.

We are a non-profit, multidisciplinary and multispecialty educational organization established to provide an open forum for surgeons and other health professionals interested in laparoscopic, endoscopic and minimally invasive surgery.

Uniquely, SLS members are exposed to a wide range of ideas and richer cross-reference knowledge than could be obtained through participation in specialty-based organizations alone.

## **PARTICIPATION**

SLS Sponsorship packages and benefits are available on a first-come, first-serve basis based upon receipt of full payment.

## **CANCELLATIONS**

Refunds will not be given for any SLS sponsorship packages whether in part or in whole for any reason.

## **SUBSTITUTIONS**

Substitutions of benefits are permitted as long as requested item(s) are equal to or lesser in value to the substituted item(s).

## **ADVERTISING REGULATIONS**

Appearance of advertising in any SLS publication does not constitute a guarantee or endorsement of the quality or value of referenced product(s) or of the claims made by manufacturers and/or advertising agencies. All ads are subject to SLS approval. SLS reserves the right to cancel any advertisement, insertion order, placement or space reservation.

Program benefits and specifications are subject to change. Equivalent substitutions may be offered if available.

# Important Participant Information



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