

THE SOCIETY OF LAPAROSCOPIC & ROBOTIC SURGEONS
ANNUAL MEETING 2020



VIRTUAL SLS MIS 2020

THE FUTURE OF MIS

AUGUST

26 - 27

SEPTEMBER

2 - 3 | 9 - 10 | 16 - 17

SURGERY • GYNECOLOGY • UROLOGY • PEDIATRIC SURGERY • ROBOTIC SURGERY
ENDOSCOPY • MINIMALLY INVASIVE TECHNIQUES & TECHNOLOGIES • OTHERS

EXHIBITING + SPONSORSHIP OPPORTUNITIES



WWW.MISWEEK.ORG

WHY EXHIBIT?

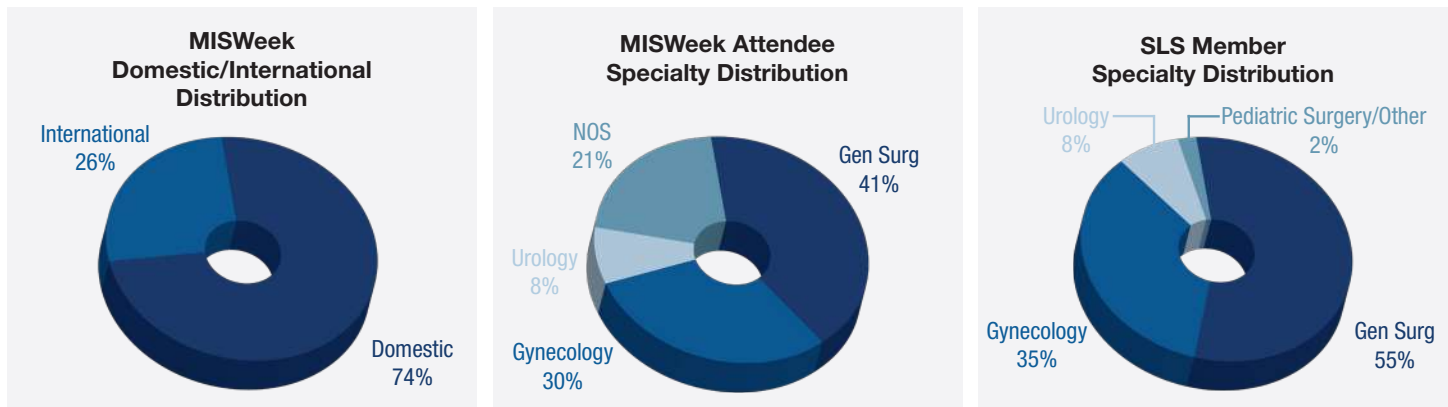


The Society of Laparoscopic & Robotic Surgeons

"The Future of MIS"

SLS invites you to join us as an exhibitor or corporate sponsor at Virtual SLS MIS 2020. This prospectus describes exhibitor opportunities, sponsorship packages, and marketing options available to suit you and your organization's needs. From hosting a virtual Munch and Learn, to reserving your spot in our Virtual Exhibit Hall, all of our opportunities are designed to provide maximum visibility, marketing to a sophisticated audience of clinicians, and networking connections for your organization and brand.

Leading surgeons and thought leaders will present an interdisciplinary approach to minimally invasive surgery at this significant international meeting. Topics encompass a mix of specialties including general surgery, gynecology, endourology, pediatric surgery, surgical oncology, colorectal surgery, bariatrics, robotics, and more.



**JSLs/CRSLs
Full Text Views**

1.5 M

**2018/2019
JSLs
Impact Factor**

1.654

CORPORATE SPONSORSHIP PACKAGES

SLS's Corporate Sponsorship Levels are geared to provide sponsors with the greatest level of brand exposure, strategic access to SLS members and influence, and beyond. Each level of sponsorship, regardless of level, provides a broad spectrum of benefits to support your marketing goals and objectives.

SLS works to support your organization's marketing targets, as well as to foster a productive relationship to better the field of minimally invasive surgery.

The Letter of Sponsorship Agreement must be signed by both your organization and SLS in order for sponsorship support to be acknowledged.

SPONSORSHIP BENEFITS	BRONZE \$5,000	SILVER \$10,000	GOLD \$20,000	PLATINUM \$30,000
Representative Registrations to Virtual SLS MIS 2020	3	4	5	5
Recognition during Virtual SLS MIS 2020	●	●	●	●
Virtual Exhibit Hall Booth	●	●	●	●
Logo on the SLS Website, MIS Hub App, & Virtual SLS MIS 2020 Web Pages	●	●	●	●
Recognition in Pre-Conference Emails to Attendees	●	●	●	●
Complimentary Advert in SLS Publications (JSLS, CRSLs, SLSNow, Online Now)		●	●	●
Advertise Your Organization's Online Webinar / Online Content / Event to SLS Database			●	●
SLS Re-targeting Ad Campaign on Behalf of Your Organization / Event				●
Discount on Virtual Munch & Learn Session				20%

CORPORATE PRODUCTS

Virtual Munch and Learn Sessions

\$15,000

SLS is proud to announce the inclusion of a Virtual Munch and Learn as a part of our Virtual SLS MIS 2020 offerings. A Virtual Munch and Learn will provide sponsoring companies the opportunity to present their brand and products to a select audience of attendees.

- ▶ The sponsoring company may select its own speaker(s) and chat room moderators for the session, will handle all communication with its speaker(s) and is responsible for any arrangements as to speaker expense and honorarium. Virtual Munch and Learn sessions do not qualify for continuing medical education credit through SLS and will be listed as non-CME in the schedule and online.
- ▶ The sponsoring company will be responsible to provide any PowerPoint® (.pptx) presentations, streaming content, and/or videos to be utilized during the Virtual Munch and Learn session.

Advertise To Our Members & Attendees

\$7,500

Market your company's online event or content to the SLS database to raise awareness and get the word out. Connect SLS members to your online webinar or educational material through email outreach.

- ▶ The sponsoring company is responsible for the content, graphics, and HTML design of the email. All material is subject to SLS review and approval prior to sending.

Innovation of the Year Award

Submission Fee: **\$5,000**

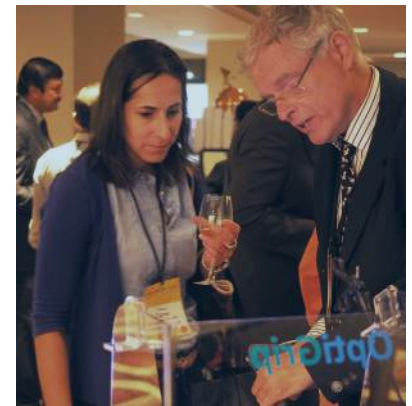
Winners of the Innovation of the Year Award will be announced via SLS website, announcement blog post, email, and social media.

- ▶ Must have multidisciplinary application.
- ▶ Submission of description should be no longer than 250 words or text. Images of the product must be included.
- ▶ Video of the product can be included with the submission. The video can be a maximum of 5 minutes.
- ▶ Winners of the IOY will be able to make a 10 minute long presentation. The presentation will be a pre-recorded video presentation to Virtual SLS MIS 2020 attendees. Date/time to be announced.
- ▶ All submissions must be received by August 1st, 2020.

Sponsor an Email

\$5,000

Sponsor an email as a part of SLS's "News You Can Use" email campaign, a specially curated campaign of information relating to COVID-19 being sent to the SLS database keeping them apprised of the latest news and guidelines. Your organization's name and logo will appear within the email.



Virtual Exhibit Hall Booth

\$2,500

The SLS Virtual Exhibit Hall is open to vendors representing all aspects of minimally invasive therapies, including manufacturers, software and hardware developers, publishers, operating room suppliers, and other corporations serving the industry. Purchasing a Virtual Exhibit Hall spot includes the following:

- ▶ Name of Company
- ▶ Logo
- ▶ Name of Product
- ▶ Product Description
- ▶ Video of Product
- ▶ Social Media Links
- ▶ 3 Complimentary Registrations for your Organization

Push Notification on the MIS Hub App

\$1,500

Send push notifications to users of the MIS Hub App, the official Virtual SLS MIS 2020 App, directly to their phones and tablets.

- ▶ Customizable push notification to MIS Hub App users.
- ▶ 1-5 unique push notifications with customized text.
- ▶ The sponsoring company can determine the language of the push notification as well as the date/time of sending.

SLS Targeted Marketing Ad Campaign

Contact for Price

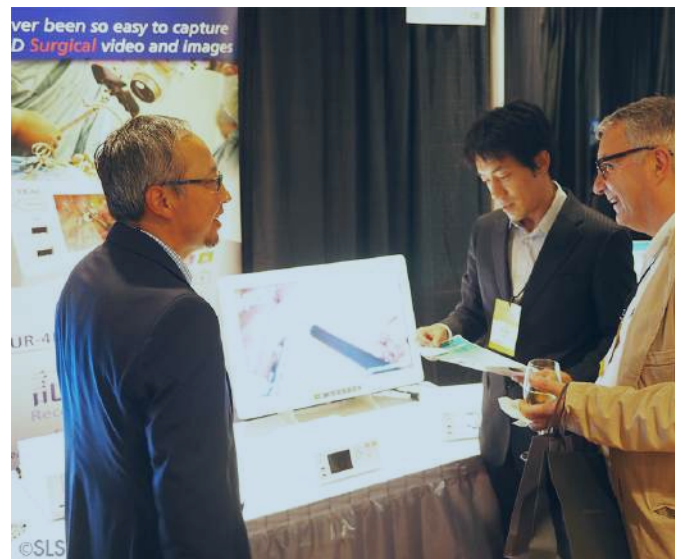
Sponsor an Ad Campaign through SLS on behalf of your company. The Keyword Ad campaign allows for you to target online users interested in your industry by search word optimization and re-targeting.

- ▶ The sponsoring company will receive a full impact/lead capture report once ad campaign concluded.
- ▶ The sponsoring company can choose the keywords they would like targeted. The text and images of online ads are the responsibility of the sponsoring company.

SLS Quarterly Publications Advertising

See Page 6 - 7

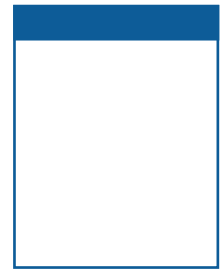
Include your company's ad in SLSNow, SLS's quarterly newsletter, as well as JSLs Anywhere and Online Now, JSLs & CRSLs's newsletters, that go out to all SLS members. Full page and half page ad space is available. Included in your ad is full hyper-linked capabilities to your choice of website/social media pages.



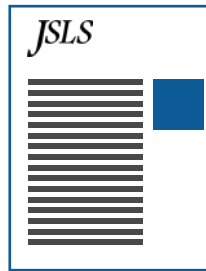
DIGITAL ADVERTISING OPPORTUNITIES

Engage our readers from a wide variety of disciplines and specialties. Run your ads across multiple channels for increased value and reach. Advertising materials must be submitted in the required file formats and types. All advertising materials will be subject to SLS’s approval prior to inclusion.

Please consult the Ad Deadline tables for dates for final copy submission.



JSL ANYWHERE AD SPECS		FULL PAGE	HALF PAGE	BANNER
DIMENSIONS <small>WIDTH X HEIGHT</small>		8.5” x 11”	8.5” x 5.5”	8.5” x 1.375”
ACCEPTED FILE TYPES		PNG, JPG		
RATES		\$3,500 / quarter	\$1,500 / quarter	\$1,000 / quarter



JSL WEBSITE AD SPECS		HEADER BANNER	SIDEBAR
SUGGESTED DIMENSIONS <small>WIDTH X HEIGHT</small>		2500 x 500	1024 x 1024
ASPECT RATIO		5:1	1:1
ACCEPTED FILE TYPES		PNG, JPG	
RATES		\$3,000 / per period	\$2,000 / per period

JLSL ANYWHERE AD DEADLINE

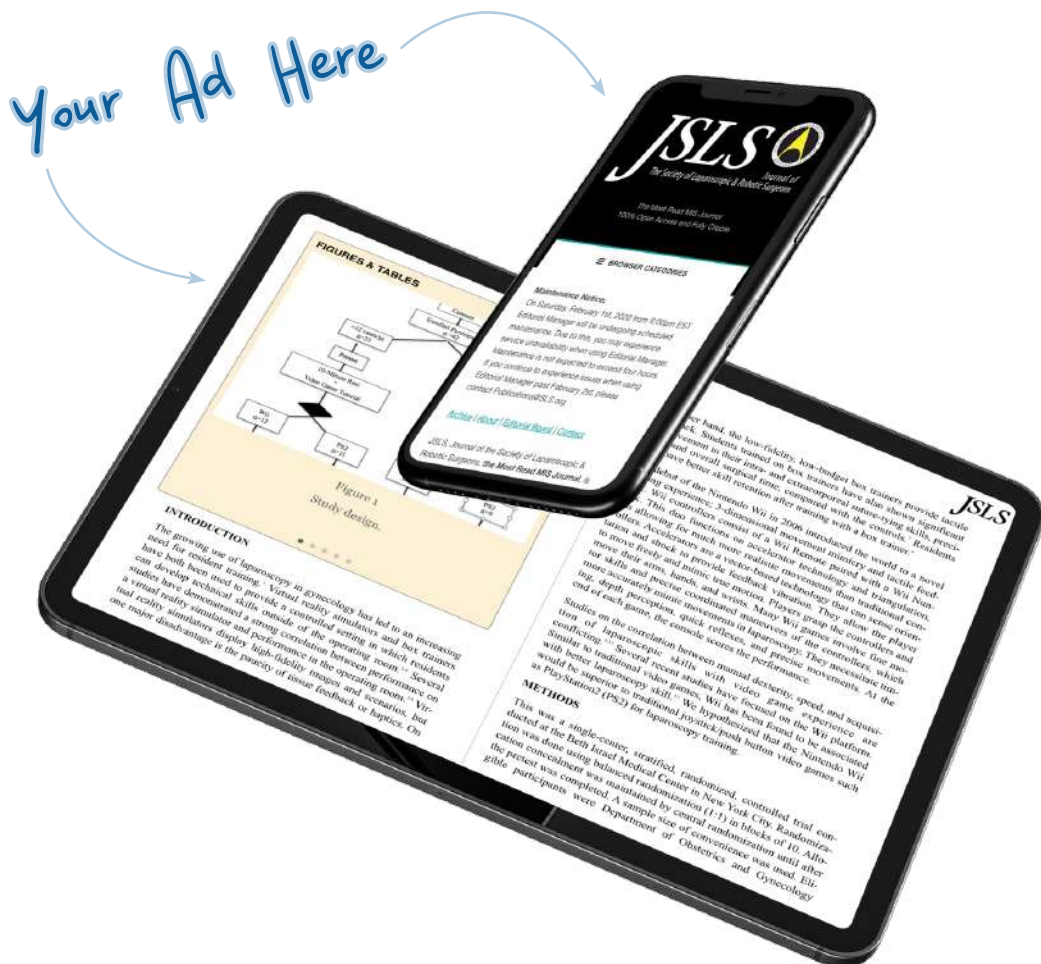
QUARTER	SUBMISSION DEADLINE	DISTRIBUTED
1	April 1st	April 15th
2	July 1st	July 15th
3	October 1st	October 15th
4	January 1st	January 15th

JLSL AND CRSLS DIGITAL WEB AD DEADLINES

ADVERTISEMENT PERIOD	DEADLINE
January - June	December 15th
July - December	June 15th

Web advertisements are sold on a six (6) month term basis.

Please contact for any inquiries or questions regarding dates and intervals.



CORPORATE PROGRAMS APPLICATION

Applications accepted based on availability. Early Submission of applications encouraged.

INSTRUCTIONS: **1)** Complete the application (Type or print). The company name and contact information will appear in printed materials exactly as they are listed below. **2)** Attach a check or indicate credit card payment below for the full amount payable to: The Society of Laparoscopic & Robotic Surgeons. **3)** Attach a brief description of your company (max 40 words) in a word document for inclusion in the meeting's final program. **4)** Email the completed application to Joanne Ling at Joanne@SLS.org. For additional information, call (305) 665-9959.

Company Name As It Will Appear for I.D. Sign		Company Address for Publication		City, State, ZIP	
Company Telephone for Publication		Company Fax for Publication		Company Email for Publication	
Company Website for Publication		Company Email for Publication		Company Website for Publication	
Official Representative Name and Title			Publish Name? Y N	Official Representative Email Address	
				Publish Name? Y N	

Space will be reserved only after receipt of the total amount and a signed application form is received. If payment in full is not received along with application form, the space will not be reserved. All transactions are final. All payments must be received by August 1st, 2020.

I have read all rules and instructions and my company and company representatives will comply.

SIGNATURE _____ DATE _____

Option 1: Corporate Sponsorship See Page 3 for a breakdown of our Sponsorship Levels.		Total: \$ _____ in Total
<input type="checkbox"/> Platinum (\$30,000) <input type="checkbox"/> Gold (\$20,000) <input type="checkbox"/> Silver (\$10,000) <input type="checkbox"/> Bronze (\$5,000)		
Option 2: Booth Space		\$ _____ in Total
<input type="checkbox"/> Virtual Exhibit Booth Space (\$2,500)		
Option 3: Corporate Products See Pages 4 & 5 for product descriptions and guidelines.		\$ _____ in Total
<input type="checkbox"/> Virtual Munch and Learn (\$10,000) <input type="checkbox"/> Push Notification on the MIS Hub App (\$1,500) <input type="checkbox"/> Advertise to our Members & Attendees (\$7,500) <input type="checkbox"/> SLS Targeted Marketing Ad Campaign Contact Office <input type="checkbox"/> Innovation of the Year Award (\$5,000) <input type="checkbox"/> SLS Quarterly Publications Advertising See Pg. 6 - 7 <input type="checkbox"/> Sponsor an Email (\$5,000)		
Option 3: Additional Sponsorship Opportunities Please write in the additional opportunities you wish to purchase. See Pages 4 & 5 for descriptions & prices.		\$ _____ in Total
_____ _____ _____ _____ _____		

Payment: (Please review the guidelines and deadlines for each program and include all requested materials.) **Grand Total:** _____

I authorize SLS to make charges in the amount of \$ _____ to the following credit card:

Visa Mastercard AMEX

ACCOUNT NUMBER _____ EXPIRATION DATE _____ SECURITY CODE/CW _____

CARDHOLDER NAME (please print) _____ CARDHOLDER SIGNATURE _____

CREDIT CARD BILLING ADDRESS: SAME ADDRESS NOTED ABOVE OTHER ADDRESS (enter below)

Billing Address if other (include zip/postal code) _____

EXHIBITOR REGISTRATION

Applications accepted based on availability. Early Submission of applications encouraged.

INSTRUCTIONS: Exhibiting companies are allocated registration for 3 representatives to attend Virtual SLS MIS 2020 program sessions. Additional representatives may attend for a fee of \$500 for up to an additional 3 registrants.

COMPANY NAME _____

REPRESENTATIVE(S) as per booth assignment

1. _____
2. _____
3. _____

ADDITIONAL REPRESENTATIVE(S) AT \$500

1. _____
2. _____
3. _____
4. _____
5. _____

TOTAL NUMBER OF ADDITIONAL REPRESENTATIVE(S) _____ X \$500 = \$ _____

Payment:

I authorize SLS to make charges in the amount of \$ _____ to the following credit card:

Visa Mastercard AMEX

ACCOUNT NUMBER

EXPIRATION DATE

SECURITY CODE/CW

CARDHOLDER NAME *(please print)*

CARDHOLDER SIGNATURE

CREDIT CARD BILLING ADDRESS: SAME ADDRESS NOTED ABOVE OTHER ADDRESS *(enter below)*

Billing Address if other *(include zip/postal code)* _____

FOR ADDITIONAL INFORMATION: Call Joanne Ling (305) 665-9959.