SLS invites you to join us as a corporate sponsor for 2021. This brochure describes marketing and advertising opportunities, corporate sponsorship packages, as well as opportunities with our annual meeting - Virtual SLS MIS 2021. From hosting a virtual Open Forum Presentation/Session, 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.

Virtual SLS MIS 2021 is a significant international meeting that showcases an interdisciplinary approach to minimally invasive and robotic surgeons presented by leading surgeons and thought leaders. Topics encompass a mix of specialties including general surgery, gynecology, endourology, pediatric surgery, surgical oncology, colorectal surgery, bariatrics, robotics, and more.
SLS’s Corporate Sponsorship Levels are geared to provide the greatest level of brand exposure, strategic access and opportunity to influence SLS members 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 that will better and expand the field of minimally invasive surgery.

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

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Registrations for Representatives to Virtual SLS MIS 2021</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Recognition during Virtual SLS MIS 2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual Exhibit Hall Booth</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Logo on the SLS Website, MIS Hub App, &amp; Virtual SLS MIS 2021 Web Pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Pre-Conference Emails to Attendees</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Priority Choice for Time Slot in the Solutions Showcase Program</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Complimentary Ad in SLS Publications (JSLS, CRSLS, SLSNow, Online Now)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Submission for Innovation of the Year Award</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Complimentary Ad Retargeting Campaign on Behalf of your Organization/Event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount on Open Forum Presentation or Open Forum Panel Discussion</td>
<td></td>
<td></td>
<td></td>
<td>25%</td>
</tr>
</tbody>
</table>
**Sponsor an Email**
$5,000

Have your company logo presented in conference marketing emails sent to the entire SLS database or become a sponsor of our “News You Can Use” email campaign. The “News You Can Use” campaign is a specially curated collection of information currently covering content relating to COVID-19 being sent to the SLS database to keep them apprised of the latest news and guidelines as the pandemic unfolds. Your organization’s name and logo will appear within the email. This news feature can also be adapted to inform readers of other timely topics at such time as the pandemic resolves.

**SLS Quarterly Publications Advertising**

Include your company’s ad in SLSNow, SLS’s quarterly newsletter, as well as JSLS Anywhere and Online Now, JSLS & CRSLS’s newsletters, that are distributed to SLS members. Full page and half page ad space is available. Full hyper-linked capabilities to your choice of website/social media pages are included in your ad.

**SLS Ad Retargeting Campaign**

Advertise directly to SLS members and website visitors. Retarget and reach these visitors with your company's ads anywhere online! Ad retargeting campaigns come with a guaranteed sustained, specific exposure beyond their initial site visit with the ability to hone in on the audience you want. Tap into SLS’s network of professionals and MIS leaders where they go online. Campaigns can be run for a specific duration or until a target goal number of impressions is achieved. The sponsoring company is responsible for providing the all graphics and materials for the ads.
Run your ads across multiple channels for increased value and reach that can extend throughout the year. Engage our readers from a wide variety of disciplines and specialties. 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.*

### JSLS Anywhere Ad Specs

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>BANNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIDTH X HEIGHT</td>
<td>8.5” x 11”</td>
<td>8.5” x 5.5”</td>
<td>8.5” x 1.375”</td>
</tr>
<tr>
<td>ACCEPTED FILE TYPES</td>
<td>PNG, JPG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RATES</td>
<td>$3,500 / quarter</td>
<td>$1,500 / quarter</td>
<td>$1,000 / quarter</td>
</tr>
</tbody>
</table>

### JSLS Website Ad Specs

<table>
<thead>
<tr>
<th>SUGGESTED DIMENSIONS</th>
<th>HEADER BANNER</th>
<th>SIDEBAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIDTH X HEIGHT</td>
<td>2500 x 500</td>
<td>1024 x 1024</td>
</tr>
<tr>
<td>ASPECT RATIO</td>
<td>5:1</td>
<td>1:1</td>
</tr>
<tr>
<td>ACCEPTED FILE TYPES</td>
<td>PNG, JPG</td>
<td></td>
</tr>
<tr>
<td>RATES</td>
<td>$3,000 / per period</td>
<td>$2,000 / per period</td>
</tr>
</tbody>
</table>
JSLS ANYWHERE AD DEADLINE

<table>
<thead>
<tr>
<th>QUARTER</th>
<th>SUBMISSION DEADLINE</th>
<th>DISTRIBUTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>April 1st</td>
<td>April 15th</td>
</tr>
<tr>
<td>2</td>
<td>July 1st</td>
<td>July 15th</td>
</tr>
<tr>
<td>3</td>
<td>October 1st</td>
<td>October 15th</td>
</tr>
<tr>
<td>4</td>
<td>January 1st</td>
<td>January 15th</td>
</tr>
</tbody>
</table>

JSLS AND CRSLS DIGITAL WEB AD DEADLINES

<table>
<thead>
<tr>
<th>ADVERTISEMENT PERIOD</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January - June</td>
<td>December 15th</td>
</tr>
<tr>
<td>July - December</td>
<td>June 15th</td>
</tr>
</tbody>
</table>

Web advertisements are sold on a six (6) month term basis. Please contact for any inquiries or questions regarding dates and intervals.
INTELLIGENT MARKETING STARTS HERE

GUARANTEED DIGITAL REACH WITH EVERY SLS RETARGETING CAMPAIGN. DIRECT. INTELLIGENT. TRACKABLE. QUANTIFIABLE.

THE POWER OF RETARGETING.

THE POWER OF AD RETARGETING

WHY RETARGETING?
Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget & advertise directly to SLS website visitors, SLS members, and conference attendees year-round!

GUARANTEED REACH
Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you’re trying to reach. No more guessing whether or not your ads are reaching the right people or if they’re being seen by your potential customers.

QUANTIFIABLE ROI
Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.

AD SIZES & SPECS

- 728 x 90
- 300 x 250
- 160 x 600

.JPG or .GIF static images only; No Adobe® Flash® based Ads

Contact: Joanne Ling | Joanne@SLS.org | 305-665-9959
Frequently Asked Questions
Retargeting Advertisements

1. Can I determine on which sites my ads will appear?

Your ads will be delivered programmatically wherever the targeted segment is browsing online. That means that while you don’t have “control” over the exact list of websites on which your ad will appear, they will only appear where a user is browsing which is the best guarantee that your ads will actually be seen.

* We do exclude websites with inappropriate/adult content altogether, and we can block any additional websites that you choose.

2. Why do I need a digital sponsorship in addition to my at-event sponsorship?

The real value we’re offering is access to our tracked digital audience. While an at-event sponsorship guarantees to people who show up, any audience members who don’t go to the event in person simply wouldn’t see your brand.

Luckily, our audience doesn’t only exist at the event – they exist year-round, online. Sponsored retargeting allows you to get exposure to that audience digitally, both to enhance the value of your at-event sponsorship (by priming our audience pre-event) and to generate results all year long through a post-event or year-round campaign.
3. *How will I know if the ads are being served properly?*

We run your campaign through our retargeting partner, Feathr. When your campaign is launched, we’ll send you a link to a live report that will show you in real time how your campaign is performing. You can see the campaign length, total impressions served, total clicks, and unique users reached.

4. *Why do I need to show my ads on other websites when your site focuses on my industry?*

We have the right web visitors, but we only have them for as long as they’re browsing our site. Retargeting lets you interact with those users while they’re on our website and follow them once they leave to browse the rest of the internet - increasing the chances that they’ll respond to your ads by 70%.

5. *Will this feel creepy to the people seeing my ads?*

Feathr encourages the industry best practice when it comes to ad frequency, so all of the packages we offer are well within those guidelines. We also offer a variety of options for ad frequency, so you can start off light and increase frequency once you start seeing the results.

6. *This is too much work for our creative department.*

We only need three sizes of ads – the most standard in the industry: 728x90, 300x250, and 160x600. Designers are usually very comfortable producing these ad sizes. If it’s easier, we can even use an existing set of ads that you’ve used for other display advertising campaigns.
THE SOCIETY OF LAPAROSCOPIC & ROBOTIC SURGEONS
ANNUAL MEETING 2021

VIRTUAL SLS MIS 2021
THE FUTURE OF MIS

SEPTEMBER 22 - 23 | 29 - 30
OCTOBER 6 - 7 | 13 - 14 | 20 - 21

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

EXHIBITING + SPONSORSHIP OPPORTUNITIES

WWW.MISWEEK.ORG
Open Forum Panel Discussion Session $20,000

Have the ability to foster an engaging and innovative panel discussion at Virtual SLS MIS 2021. The purchasing company will have the unique ability to present a curated discussion with its selected panelists and topic(s) during a 90-minute long program session.

- The purchasing company selects its own moderator, panelist(s), and chat room moderators for the session, handles all communication with its panelist(s), and is responsible for any arrangements regarding presenter and moderator expenses and honorarium. The Open Forum Panel Discussion Session does not qualify for continuing medical education credit per ACCME Regulations and will be listed as a non-CME event in the schedule and in online and other promotional materials.
- The proposed topic must be pre-approved by SLS.
- The purchasing company will be responsible for providing all PowerPoint® (.pptx) presentations, streaming content, and/or videos to be utilized during the session.

Open Forum Presentation $15,000

SLS is proud to offer the option of hosting an Open Forum Presentation as a part of our Virtual SLS MIS 2021 offerings. This gives the purchasing company the opportunity to present its brand and products to a select audience of attendees during a one hour-long program session during Virtual SLS MIS 2021.

- The purchasing company selects its speaker and chat room moderator for the session, handles all communication with its selected speaker, and is responsible for any arrangements regarding speaker expenses and honorarium. The Open Forum Presentation Session does not qualify for continuing medical education credit per ACCME Regulations and will be listed as a non-CME event in the meeting schedule and in online and other promotional materials.
- The purchasing company will be responsible for providing any PowerPoint® (.pptx) presentations, streaming content, and/or videos to be utilized during the session.

Innovation of the Year Award $5,000

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

- The product or service must have multidisciplinary application(s).
- Submission of a description of the product or service is required and should contain no more than 250 words of text. Images of the product must be included.
- A video of the product can be included with the submission. The video should be a maximum of 5 minutes in length.
- Winners of the IOY award will be able to make a 10-minute pre-recorded presentation to VSLSMIS21 meeting attendees. Date/time to be announced.
- All submission must be received by August 1st, 2021 at Joanne@SLS.org.

Registration Page Sponsorship $5,000

Have the ability to reach every single attendee of Virtual SLS MIS 2021 by sponsoring the Registration Page. Your company’s name and logo will be displayed on the page as well as in the confirmation email sent to attendee’s emails.
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. Attendees will have the opportunity to submit their name and contact info to arrange for a private one-on-one discussion with you and your representative(s). 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 Notifications on the MIS Hub App $1,500

Send push notifications to users of the MIS Hub App, the official Virtual SLS MIS 2021 App, directly to attendees’ 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.

Solutions Showcase Program Session $5,000

Make a presentation directly to attendees of VSLSMIS21 through SLS’s Solutions Showcase. Reserve your 15-minute spot now to ensure you don’t lose your chance to pitch directly to attendees. Take live questions and be able to address the audience directly. The Solutions Showcase will be your way to join the festivities and capitalize on a captive audience.

- Presentations must be prerecorded and provided to SLS.
- A 5-minute question and answer session follows each presentation where a representative from your company will be able to take questions. Any unanswered questions will be sent to you directly by the SLS team along with the name/contact info of the attendee to facilitate a one-on-one discussion.
- The Solutions Showcase session will not qualify for continuing medical education credit per ACCME Regulations and will be listed as non-CME in the schedule and in online and other promotional materials.
- The Date/Time of the Solutions Showcase Program Session is to be announced.
APPLICATION

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

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

- Visa
- Mastercard
- AMEX

ACCOUNT NUMBER EXPIRATION DATE SECURITY CODE/CVV

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) ____________________________________________________________________________________________

Contact: Joanne Ling | Joanne@SLS.org | 305-665-9959
INSTRUCTIONS: Exhibiting companies are allocated registration for 3 representatives to attend Virtual SLS MIS 2021 program sessions. Additional representatives may attend for a fee of $500 each for up to an additional 3 registrants.

COMPANY NAME

REPRESENTATIVE(S) as per booth assignment
1. ____________________________
2. ____________________________
3. ____________________________

ADDITIONAL REPRESENTATIVE(S) AT $500/PER EACH ADDITIONAL BUNDLE OF 3
1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________
6. ____________________________

TOTAL NUMBER OF ADDITIONAL REPRESENTATIVE(S) ___________________ X $500 / EACH ADDITIONAL 3 = $ __________________

FOR ADDITIONAL INFORMATION: Email Joanne Ling at Joanne@SLS.org or call (305) 665-9959.