ACRO Exhibitor and Sponsorship Prospectus

THE RADIATION ONCOLOGY SUMMIT

MARCH 9-12

Westin Fort Lauderdale Beach Resort, Florida

www.acro.org/annual_meeting
The Radiation Oncology Summit: ACRO 2022 is designed for radiation oncologists to network with colleagues, mentor the next generation of doctors, and learn the latest information on a wide range of continuing medical education topics.

While the ACRO Annual Meeting is known for its top-notch content, its value is in the schedule, allowing top professionals in the field more time to think and interact with colleagues and our supporters/exhibitors. In addition, through several different support options, exhibitors and corporate supporters can gain quality visibility with key decision-makers and support the growth of this important specialty.

We are excited to be back in-person with you for ACRO 2022!! With 2 days of exhibit hall hours, this meeting will be held March 9–12, 2022, at the Westin Ft. Lauderdale Beach Resort, Ft. Lauderdale, Florida. It is the premier location to prepare for recertification exams, gain clinical insight, and advocate for radiation oncology.

ACRO is the essential professional society for success in the day-to-day practice of radiation oncology. Since 1990, ACRO has focused its attention on both the clinical and economic aspects of practicing radiation oncology. As a professional medical society of doctors representing a relatively small subspecialty, ACRO has led the effort to ensure appropriate reimbursement for clinical care and has provided services to help its members become better clinicians.

ACRO strives to ensure the highest quality care for radiation therapy patients and promote success in the practice of radiation oncology through education, responsible socioeconomic advocacy, and integration of science and technology into clinical practice.

ACRO serves as THE SOCIETY for Radiation Oncologists in the United States. Whether it is fostering the next generation of radiation oncologists, developing the talents of current physicians, or ensuring that clinics practice the highest quality of care, ACRO is there to help.
Who Attends

Almost **500 physician leaders** plus **100 radiation oncology administrators/leaders** responsible for the day-to-day practice of radiation oncology attend ACRO’s Annual Meeting.

ACRO’s Annual Meeting has grown exponentially over recent years with an increase in annual attendance that has **doubled over the past three years**. Many attendees attribute the growth to the culture of the organization, which champions networking and professional advancement for early career and community-based radiation oncologists. This focus creates an ideal environment for industry looking to engage our clinicians.

**ATTENDEE DEMOGRAPHICS BY REGION**

- **West**: 14%
- **Northeast**: 30%
- **Midwest**: 29%
- **South**: 24%
- **International**: 3%

**ACRO MEMBERS BY DEMOGRAPHIC**

- Actively Practicing Radiation Oncologists: 48%
- Retired Members: 3%
- Associate Members (Allied Health Professionals): 4%
- Members in Training (Residents and Medical Students): 30%
- Practice Administrators (SEALs): 15%

These leaders have executive-level decision-making responsibilities for their practice, departments, and facilities.
The Radiation Oncology Annual Meeting exhibit hall is an essential part of the three-day collaborative meeting. During the two days, the exhibit hall is open. You don’t want to miss your opportunity to showcase your products and services to nearly 600 decision-makers in the field of radiation oncology.

The exhibit hall schedule is designed to maximize table traffic by:

**Lead Generation**
Increase your exposure to radiation oncologists with purchasing power by accumulating a network of contacts in the field.

**Product Demonstration**
Give attendees hands-on access to your products at your exhibit table area.

**Brand Awareness**
Promote your brand to today’s leading radiation oncologists. This conference is the ideal location to get yourself noticed by top industry physicians and administrators in the world of radiation oncology.

**Network**
Enhance relationships and elevate your exposure to radiation oncology physician leaders and administrators.

### Past Exhibitors & Supporters
- AccuBoost
- Accuray
- Augmenix
- Bayer Healthcare
- Best Medical International
- Brainlab
- C4 Imaging
- CDR Systems
- CIVCO
- Cumberland Pharmaceuticals
- E+ Cancer Care
- Elekta
- Feel Good, Inc.
- Genesis Care (formerly 21st Century Oncology)
- Hologic
- IBA
- Mevion Medical Systems
- MIM Software Inc.
- Mission Search
- Novocure
- Oncology Services, Inc.
- Orfit Industries America
- RAD Technology Medical Systems LLC
- Radiating Hope
- The Radiosurgery Society
- RaySearch Americas
- Revenue Cycle Inc.
- ScandiDos
- Siemens Healthcare
- SIRTex
- StratPharma, Inc
- Sun Nuclear Corporation
- Varian Medical Systems
- Veritas Medical Solutions
- Wolters Kluwer Health

**QUESTIONS?**
Contact ACRO Exhibits & Sponsorship Sales Manager at 301-200-4616 ext. 113 or acro@sponsorshipboost.com
Radiation Oncologists and Administrators are interested in companies that supply these products and services in cancer treatment and care:

- Advanced Radiation Therapy
- Diagnostic and Surgical Products
- Dosimetry Tools & Solutions
- Healthcare Delivery
- Integrated Cancer Treatments
- Imaging Solutions
- Improved Patient Outcome
- Image-Guided Surgery
- Insurance
- Medical and Radiation Oncology Billing Services
- Medical Devices
- Medical Imaging Systems
- Medical Solutions
- Pharmaceuticals
- Practice Management Software
- Radiation Oncology Construction Solutions
- Radiation Oncology Software
- Radiotherapy
- Staffing Agencies
- Treatment Delivery
The Exhibit Package Includes:

- 6’ draped table
- Two chairs
- Wastebasket
- 50-word description and listing in the onsite program book, website and meeting app
- Two full conference registration badges for company representatives
- Additional representative badges at $250 each (note that all representatives of your company must be registered and their badge fee paid)

Exhibitor Rates:

- Exhibitor Booth – $3,200 per per 10x10
- Table Top Display – $2,900 per table

Exhibitor Schedule:

The exhibit hall will be set up by 7:30 pm.

WEDNESDAY, MARCH 9, 2022
7:30 pm to 9 pm Exhibitor load in and set up

THURSDAY, MARCH 10, 2022
6:30 am to 7:30 am Exhibitor load in and set up

Exhibit Hall Hours

THURSDAY, MARCH 10, 2022
7:00 am – 3:20 pm Exhibition Hall Open
7:30 am – 8:30 am Breakfast in the exhibit hall
10:30am – 10:55 am Break in the exhibit hall
12:00 pm – 1:00 pm Lunch in the exhibit hall
3:10 pm – 4:10 pm Break in the exhibit hall

FRIDAY, MARCH 11, 2022
7:00 am – 4:15 pm Exhibition Hall Open
7:00 am – 8:10 am Breakfast in the exhibit hall
10:30 am – 10:50 am Break in the exhibit hall
3:45 pm – 4:15 pm Break in the exhibit hall

Dismantle

FRIDAY, MARCH 11, 2022
4:15 pm – 6:15 pm Exhibitor breakdown and load-out
THE RADIATION ONCOLOGY SUMMIT
ACRO 2022
Westin Fort Lauderdale Beach Resort, Florida
MARCH 9-12
Las Olas Foyer

Floorplan
Why Support ACRO?

Stand out from your competition and optimize your exposure to these attendees!

We offer a wide selection of support and advertising activities designed to enhance your presence and visibility at the annual meeting.

- Highlight your thought leadership by hosting an educational symposium.

Increase your booth traffic through targeted advertising options.

- Demonstrate your products or services through presentations at the exhibit hall
- Enhance your brand exposure to physician leaders and administrators in the radiation oncology
- Showcase your support for ACRO’s valuable education through plenary or concurrent session sponsorships.

Your company’s support of The Radiation Oncology Summit is vital for continuing excellence in education provided to radiation oncologists and administrators. Your support will assure a program of outstanding scientific value. This support can be in the form of unrestricted educational grants, advertising, and other marketing opportunities.

The Corporate Support option provides the highest level of visibility and will provide your company with the highest return on investment from ACRO and its members.

The nationally adopted policies and procedures involving corporate support of meetings and education are incorporated in the regulations of the American Medical Association (AMA) and the Accreditation Council for Continuing Medical Education (ACCME). We expect all companies providing support for the meeting to comply with these policies.
Corporate Support Levels

ACRO 2022 recognizes multiple levels of support; all-conference advertising, support, symposia, and receptions are chosen individually but may be combined to achieve the listed support levels.

All supporters are acknowledged on the ACRO 2022 website and onsite signage.

### Platinum $20,000
- Six full conference representative registrations
- Company name and hyperlink on the ACRO website
- Company logo on onsite meeting signage
- Post Show Attendee List (mailing addresses only)

### Gold $15,000
- Four full conference representative registrations
- Company name and hyperlink on the ACRO website
- Company logo on onsite meeting signage
- Post Show Attendee List (mailing addresses only)

### Silver $10,000
- Two full conference representative registrations
- Company name and hyperlink on the ACRO website
- Company logo on onsite signage
- Post Show Attendee List (mailing addresses only)

### Bronze $5,000
- One full conference representative registrations
- Company name and hyperlink on the ACRO website
- Company logo on onsite signage
- Post Show Attendee List (mailing addresses only)
Corporate Support Options

All annual meeting support, including symposia and advertising opportunities, are chosen individually and may be added up to the listed support levels of Platinum, Gold, Silver, and Bronze.

EVENTS

**Satellite Symposia**  $15,000 per Session

*Additional Fees Apply*

Reach ACRO attendees with onsite educational events in your style and format! Choose your topic and speakers and deliver an impactful presentation to interested radiation oncologists. You have complete control over educational content and presenters.

**PLEASE NOTE:**

- Satellite Symposium slots are limited (see below for days and times available). They will be assigned dates/times in the order that signed commitments are received.
- The session should be no more than one hour in length.
- Satellite symposia are not eligible for CME credit and are not part of the educational programming presented by ACRO.

**CHOOSE FROM ONE OF THE FOLLOWING DATES AND TIMES:**

**THURSDAY, MARCH 10, 2022**

- Breakfast 7:30 am – 8:30 am
- Lunch 12:00 pm – 1:00 pm
- Dinner 4:25 pm – 5:25 pm

**FRIDAY, MARCH 11, 2022**

- Breakfast 7:00 am – 8:00 am

**SATURDAY, MARCH 12, 2022**

- Breakfast 7:30 am – 8:30 am

**FEES INCLUDE:**

- Marketing
  - A pre-registration list of conference attendees (mailing address only) will be provided to sponsoring companies.
  - ACRO will distribute an email to all attendees before the conference with details about the satellite symposium programs. In addition, reminders will be sent out throughout the conference.
  - Listing symposium title, faculty, location, and sponsoring company with description in onsite program and meeting app.
- Logistics
  - A meeting room at the venue for your program, including set up
  - AV equipment set up, including screen, projector, and microphone. Other equipment is available upon request.

**THIS FEE DOES NOT INCLUDE:**

Sponsoring companies are responsible for the following expenses:

- Catering costs

**NOTE:** We strongly recommend that each satellite symposium sponsoring company contact the venue hotel to arrange for catering approximately 60 attendees for their session. No food will be available for satellite symposium sessions unless the sponsoring company makes these arrangements and provides payment to the venue. Please wait to contact the hotel until you have received confirmation of the day and time of your session from ACRO’s meeting management representative.

- Education content and speaker expenses
  - Faculty management, fees/honorarium, travel, hotel accommodations
  - Presentation materials/hand-outs

QUESTIONS?

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Social Networking Sessions  $7,500 per session

Reach ACRO attendees in an informal social setting with activities meant to promote networking and social activities. Support attendees as they interact with each other. Each session is one hour. Social Networking Session slots are limited (see below for days and times available).

CHOOSE FROM ONE OF THE FOLLOWING DATES AND TIMES:

WEDNESDAY, MARCH 9, 2022
5:30 pm–6:30 pm  Meeting Kick-off Celebration

THURSDAY, MARCH 10, 2022
5:30 pm–7:00 pm  Wine Tasting

FRIDAY, MARCH 11, 2022
5:30 pm–6:30 pm  Quizzo With A & B

SATURDAY, MARCH 12, 2022
12:00 noon–1:00 pm  Farewell Luau By the Pool

FEE INCLUDES

• Marketing
  • A pre-registration list of conference attendees (mailing address only) will be provided to sponsoring companies.
  • Before the conference, ACRO will distribute an email to all attendees with details about the social networking session, listing your company as the sponsor. In addition, reminders will be sent out throughout the conference.
  • Listing title, location, and sponsoring company with description in onsite program and meeting app.
Sucha Asbel Women in Radiation Forum  $7,500

Although 7 of the 20 largest training specialties now have a female majority among trainees, RO continues to rank near the bottom in female representation relative to other specialties. We are proud that ACRO is dedicated to advancing women in the specialty and leadership roles. Both our past president and current president are respected female physicians. ACRO member Dr. Sucha Asbel has been a leader working for gender equity and encouraging women to enter and excel in the field of Radiation Oncology throughout her career. This annual networking luncheon, hosted by Dr. Asbel, is a wonderful opportunity for women physicians at all ends of the career spectrum to network and join with colleagues over lunch and engage in a facilitated conversation on vision and strategies. ACRO will utilize the sponsorship funds to provide lunch for this forum at additional cost to the sponsoring company. Health systems and other employers may be especially interested in this sponsorship opportunity.

BENEFITS INCLUDE:

• Acknowledgment on all marketing sessions in the program, onsite signage, website, and meeting app.
• A representative of your company may make a few brief remarks of greeting at an appropriate moment in the program.

President’s Reception  $7,500

This festive sunset reception will be held on the rooftop Sky Terrace and will provide an excellent opportunity to network! The reception will have beverages and appetizers for all conference attendees. ACRO will utilize the sponsorship funds to provide refreshments for this event at no additional cost to the sponsoring company.

BENEFITS INCLUDE:

• Acknowledgment on all marketing sessions in the program, onsite signage, website, and meeting app.
• A representative of your company may make a few brief remarks of greeting at an appropriate moment in the program.
Residents/New Practitioner Symposium – Street Smarts  $7,500

The Saturday morning “Street Smarts” program for early-career physicians features talks on topics such as insurance, managing debt, buying a home, handling retirement and investment options, and other practical advice. In addition, the session typically includes a discussion of various career pathways for radiation oncologists and a talk on work-life balance. ACRO will utilize the sponsorship funds to provide light refreshments for this session at no additional cost to the sponsoring company.

BENEFITS INCLUDE:

• Acknowledgment on all marketing sessions in the program, onsite signage, website, and meeting app.
• A representative of your company may make a few brief remarks of greeting at an appropriate moment in the program.

Diversity and Inclusion Lunch  $5,000

It is an exciting time in radiation oncology as we are evolving into a diverse group of physicians. Diversity represents the full spectrum of human demographic differences—race, religion, gender, sexual orientation, age, socioeconomic status, or physical disability. This networking lunch is for any conference attendee to join with colleagues over lunch and engage in a facilitated conversation on vision and strategies. Health systems and other employers may be especially interested in this sponsorship opportunity.

BENEFITS INCLUDE:

• Acknowledgment on all marketing sessions in the program, onsite signage, website, and meeting app.
• A representative of your company may make a few brief remarks of greeting at an appropriate moment in the program.
## EVENTS cont.

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resident Symposium</strong></td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>This afternoon-long program includes presentations by ACRO’s international scholarship programs and research grant recipients, a career launch panel discussion, and practice cases with the experts. ACRO will utilize the sponsorship funds to provide light refreshments for this session at no additional cost to the sponsoring company.</td>
</tr>
<tr>
<td><strong>Locum Tenens Forum</strong></td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>This networking lunch is explicitly designed for conference attendees in locum tenens assignments and those exploring that career option. This would be an ideal sponsorship opportunity for a medical staffing company (or could be shared by two companies).</td>
</tr>
</tbody>
</table>

**BENEFITS INCLUDE:**

- Acknowledgment on all marketing sessions in the program, onsite signage, website, and meeting app.
- A representative of your company may make a few brief remarks of greeting at an appropriate moment in the program.
Corporate Support Options cont.

BRAND PROMOTION

**NEW** Badge and Lanyard  $7,500 – EXCLUSIVE

Mobilize your company’s logo throughout the annual meeting. Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Attendees will be photographed during the annual meeting, and as such, your company’s logo will appear in future promotional and marketing materials for the annual meeting.

**CHARGING STATION**  $5,000 – EXCLUSIVE

Provide attendees a quick “jump-start” for their mobile devices, laptops, and tablets. Your company logo will appear on signage at the Charging Station. Your company will be listed in the onsite program guide.

**HOTEL KEY CARDS**  $5,000 – EXCLUSIVE

Place your company logo on every key card provided to the attendees staying at the host hotel. The key cards will be given out at check-in and used to access hotel rooms throughout their stay—a great ongoing reminder of your company and products. The sponsor is responsible for all associated production costs and hotel costs.

**NEW** Conference Tote Bags  $5,000 – EXCLUSIVE

Company and logo on a conference tote bag that attendees will continue to use once they return home from the conference. Every ACRO attendee will receive a tote bag filled with conference information.
Hand Sanitizing Stations for Exhibit Hall
$2,500 - EXCLUSIVE

Increase your exposure by sponsoring hand sanitizer (hotel-provided stations) around the exhibit hall of the conference center. You can place up to three (3) hand sanitizing stations throughout the exhibit hall.

BENEFITS INCLUDE:

• Signage at each hand sanitizer station with company logo

Hand Sanitizing Stations – Outside the Exhibit Hall
$1,500 each

Increase your exposure by sponsoring hand sanitizer (hotel-provided stations) around the educational rooms and registration area.

BENEFITS INCLUDE:

• Signage at each hand sanitizer station with one custom graphic
PRINTED ADVERTISING

Meter Board Signage $2,000 - 4 AVAILABLE
Place your custom graphic message on signage that is strategically placed around the meeting space. Your signage will be visible to all attendees as they navigate their way from sessions to the exhibit hall.

Onsite Program
ACRO’s onsite program is a reference publication distributed to each attendee. A listing of all exhibitor symposia, hospitality events, and in-booth CE education helps attendees find the exhibitor events that take place during the busy three days of the meeting. The directory section lists all exhibitors, products, services, and brand names (as provided by individual exhibitors).

- 2 Page Center Spread $4,000
- Outside Back Cover $3,500
- Inside Back Cover $3,000
- Full Page Ad $2,000
- Half Page Ad $1,250

Hotel Room Drop $1,200 - 3 AVAILABLE
Place your message in the rooms of all attendees. Your product or literature will be delivered to each conference attendee and placed outside their room. Additional hotel room fees apply.

Conference Tote Bag Insert $1,000
Place your custom flyer into each of the attendees’ tote bags.

Conference Tote Bag Product Insert $2,000
Place a sample size product into each attendees’ tote bag.
DIGITAL ADVERTISING

**Registration Confirmation Email Banner**  $4,500 - EXCLUSIVE

Put your custom graphic banner (linked to an external URL) on every conference registration confirmation email sent to conference attendees once they register. Your custom graphic will be prominently placed in the registration confirmation email to every attendee. With more than 350 attendees, your company banner will reach them all.

**Eblast**  $2,500

Send your custom message out to ACRO members and conference attendees with a custom eblast. ACRO will schedule to send one eblast per day in the immediate six weeks before the meeting. This eblast will include your custom text and one linkable graphic. Eblast will be sent to all association members and conference attendees.

**Daily Update Ad**  $1,500

Each day of The Summit, ACRO will send an e-blast to all 1,250 members of ACRO, including the Summit Attendees. This e-blast will describe the day’s highlights. Your support of the day’s e-blast includes an advertising banner linked to your company website. The advertising banner should be approximately 153 pixels wide by 300 pixels tall.
MOBILE APP

**Splash Screen**

$7,500 – EXCLUSIVE

Place your custom graphic on the opening screen of the mobile app. All attendees will see this each time they open the app to help them navigate the conference.

**Banner Ad – Home Page**

$3,000 – 2 AVAILABLE

Your custom banner ad will be shown on the mobile app’s home page and visible to all attendees as they navigate their way around the app. This graphic can link out to a page of your choosing.

**Banner Ad – Exhibitor Listing Page**

$2,000 – 1 AVAILABLE

Your custom banner ad will be shown on the exhibitor listing page of the mobile app and visible to all attendees as they search for exhibitors. This graphic can link out to a page of your choosing.

**Banner Ad – Schedule Page**

$2,000 – 1 AVAILABLE

Your custom banner ad will be shown on the schedule page of the mobile app and visible to all attendees as they search for the conference schedule. This graphic can link out to a page of your choosing.
The ACRO-SEAL program is a unique experience designed to create an environment where attendees will learn about enhancing their practices and sharing their own experiences. This 2-day program will touch on operations, patient experience, quality, technology, billing, etc. After hearing short presentations from experts in their field, attendees will have the opportunity to discuss these thoughts with their colleagues and share their areas of excellence with the conference participants.

While an intensive program, leaders will find this experience reinvigorating and networking with other leaders exciting.

ATTENDANCE
The inaugural meeting in 2020 had almost 60 attendees. The 2022 meeting is anticipating 100 attendees.

BENEFITS INCLUDE:

• Acknowledgment on all marketing sessions in the program, onsite signage, website, and meeting app.
• A representative of your company may make a few brief remarks of greeting at an appropriate moment in the program.

Support the SEAL program with a sponsored lunch and learn session for all attendees. Your sponsorship will give you direct access to all attendees as you present sponsored education to your product or service attendees.

SPONSORSHIP INCLUDES:

• Acknowledgment of sponsorship with onsite signage and in all marketing material
• A brief introduction of your company to attendees
• A mailing list of all participating attendees (mailing addresses only)
SEAL Program Tote Bags $3,000
Show your support of the administrators’ SEAL program with a custom tote bag for SEAL attendees. Your color logo will be displayed prominently on one side of the bag, and the ACRO logo will be placed on the other side. All SEAL attendees will receive a tote bag at check-in.

SEALs Program Conference Note Pads $2,500
Place your logo on custom note pads that all attendees in the SEALs program will use as they learn and take notes.

Conference Tote Bag Insert $1,000
Place your custom flyer into each of the attendees’ tote bags.

Conference Tote Bag Product Insert $2,000
Place a sample size product into each attendees’ tote bag.