



# INTEGRATIVE ONCOLOGY

ADVANCING THE SCIENCE & ART OF INTEGRATIVE ONCOLOGY

16TH INTERNATIONAL CONFERENCE

OCTOBER 19-21, 2019 | NEW YORK HILTON MIDTOWN  
NEW YORK, NY



SUPPORT PROSPECTUS



# SOCIETY FOR INTEGRATIVE ONCOLOGY (SIO) CONFERENCE

On Saturday, October 19 through Monday, October 21, 2019, SIO's 16th International Conference will present an exceptional opportunity to learn about new findings in integrative oncology from healthcare/scientific disciplines that have the potential to transform cancer care internationally with a theme of Advancing the Science and Art of Integrative Oncology. Features include keynote, plenary and concurrent sessions, as well as workshops highlighting the latest clinical, research and methodological issues, and offering opportunities to experience select integrative modalities. The conference will take place at The New York Hilton Midtown, 1335 Avenue of the Americas, New York, New York, 10019.

## KEYNOTE SPEAKERS

### **LEE JONES, PhD**

**Chief of Exercise Oncology Service and Laboratory**  
Memorial Sloan Kettering Cancer Center

### **DAWN HERSHMAN, MD, MS**

**Leader, Breast Cancer Program**  
Herbert Irving Comprehensive Cancer Center, Columbia University

### **MICHAEL W. YOUNG, PhD**

**Richard and Jeanne Fisher Professor**  
**Head of the Laboratory of Genetics**  
Rockefeller University

**2017 Nobel Prize Winner in Physiology for Medicine**

### **JAMIE H. VON ROENN, MD, FASCO**

**Vice President, Education, Science and Professional Development**  
American Society of Clinical Oncology (ASCO)

# PRACTICE DEMOGRAPHICS

ACUPUNCTURIST	MASSAGE THERAPIST	PHYSICIAN (ONCOLOGY)
ADMINISTRATIVE/MANAGER	MIND-BODY THERAPIST	PHYSICIAN (OTHER SPECIALTIES)
BASIC SCIENCE RESEARCHER	NATUROPATHIC DOCTOR	PHYSICIAN ASSISTANT
CLINICAL SCIENCE RESEARCHER	NURSE EDUCATOR	PHYSICIAN EDUCATOR
CORPORATE EXECUTIVE	NURSE PRACTITIONER	REGISTERED NURSE
EDITOR/PUBLISHER/AUTHOR	NUTRITIONIST	STUDENT/TRAINEE
FITNESS INSTRUCTOR	PATIENT ADVOCATE	TRADITIONAL CHINESE MEDICINE
HEALTH/LIFESTYLE COACH/COUNSELOR	PHYSICAL OR OCCUPATIONAL	PRACTITIONER
HOMEOPATHIC MEDICAL DOCTOR	THERAPIST	

\*In 2018, over **400** professionals from the field of integrative oncology participated in the 15th International Conference in Scottsdale, AZ, USA.

# COUNTRIES REPRESENTED AT SIO

ARGENTINA, AUSTRALIA, BRAZIL, CANADA, CHINA, GREECE, HONG KONG, INDIA, ISRAEL, ITALY, JAPAN, KOREA, NEW ZEALAND, SWEDEN, SWITZERLAND, TRINIDAD AND TOBAGO, UK, USA





## SUPPORTER OPTIONS & BENEFITS

### SUPPORT LEVEL

BENEFITS	SUPPORT LEVEL			
	GOLD \$10,000 (2 available)	SILVER \$5,000 (4 available)	EXHIBITOR \$3,000	NON-PROFIT EXHIBITOR \$1,500
Opportunity to exhibit at the conference	✓	✓	✓	✓
Listing on SIO conference websites	✓	✓	✓	✓
Exhibit space	✓	✓	✓	✓
Recognition support Palm Card in registration materials	✓	✓	✓	✓
Booth personnel	4	3	2	1
Event support	Breakfast roundtable	Networking break		
Recognition in electronic promotional materials (deadlines apply)	✓ Logo	✓ Text		
Printed logo on signage	✓	✓		
Listing on SIO website	✓	✓		

## SCHEDULE

### FRIDAY, AUGUST 23, 2019

Support Application Deadline

### FRIDAY, OCTOBER 18, 2019

8:00 am – 5:00pm Exhibitor Move-in

### SATURDAY, OCTOBER 19, 2019

8:00 am Conference Opens

5:00 pm Conference Closes

### SUNDAY, OCTOBER 20, 2019

7:00 am Conference Opens

5:30 pm Conference Closes

### MONDAY, OCTOBER 21, 2019

7:00 am Conference Opens

4:00 pm Conference Closes

12:00 pm – 3:00 pm Exhibitor Move-out

# PROMOTIONAL SUPPORT OPPORTUNITIES\*

**CONFERENCE EVENT APP (\$6,500)** Every attendee using the app sees the sponsored splash page — a visual that fills the entire screen, free from distraction. As an exclusive opportunity to introduce the event app, we will work with you on a design to incorporate the event name, date and location, with a “brought to you by” message. Its high-impact impressions mean optimal brand exposure.

**FACULTY RECEPTION SPONSOR (\$6,000)** The faculty presenting at the program will meet on Friday evening before the event. You can sponsor that event and attend as well. We'll have signage on the tables indicating your support.

**POSTER RECEPTION SPONSOR (\$6,000)** Host the poster reception for all attendees! Place your company front and center with maximum exposure at this much anticipated and well-attended event. We'll also have signage on the tables indicating your support.

**INTERNET ACCESS (\$5,500)** Promote your company's participation at SIO2019 by providing internet access to attendees throughout the meeting venue. We will work with you to design a splash-screen that will appear when an attendee connects to the Wi-Fi network and incorporate your company name in the Wi-Fi password.

**HOTEL KEY CARDS (\$4,000)** Every room key will prominently carry your logo, putting your company's name and message in the hands of every visiting attendee!

**BREAKFAST SPONSOR (\$3,500)** Sponsor the breakfast one day of the program and be the first thing people see. We'll have signage on the tables indicating your support, as well as, branded napkins

**CONFERENCE BAG (\$3,500)** Your company name and logo on all attendee bags provide constant exposure to conference participants.

**MOBILE CHARGING STATION (\$3,000)** Everyone needs a boost and your company can provide it. Your company logo will be placed on a charging station for attendees who need to power their mobile devices.

**PRE-CONFERENCE EMAIL BLASTS (LIMIT 2) (\$2,500)** Communicate with all pre-registered SIO Conference attendees through a dedicated email blast. E-blasts will be sent out directly by SIO management on your behalf. Contact us for details on this unique sponsorship opportunity.

**POST-CONFERENCE EMAIL BLASTS (LIMIT 2) (\$2,500)** Follow-up with all SIO Conference attendees after the event through a dedicated email blast. E-blasts will be sent out directly by SIO management on your behalf. Contact us for details on this unique sponsorship opportunity.

**BREAK SPONSOR (\$2,500)** Sponsor a break at the SIO conference. We'll have signage at the break table indicating your support as well as branded napkins.

\*Limited to Registered Exhibitors

**Have other ideas? Looking for a support opportunity that doesn't appear above? Let us customize your vision.**



## HOTEL INFORMATION

Housing for the 16th International Conference of the Society for Integrative Oncology will be held at **NY Hilton Midtown**. The group rate is \$289 single/double occupancy per night plus applicable taxes.

Hotel rates are guaranteed through **Tuesday, September 17, 2019** based on availability. We strongly recommend you reserve at your earliest convenience to avoid availability issues and/ or being charged a prevailing rate. **Click here to make your reservation now.**

# SUPPORTER TERMS AND CONDITIONS

**EXHIBITOR/SUPPORTER ACCEPTANCE** Eligibility to be an exhibitor at SIO2019 is limited to organizations whose products or services relate directly to integrative oncology and are congruent with the mission of SIO.

Only evidence-based claims may be presented by those exhibiting, and the following may result in the lost privilege to support future SIO conferences

- Exhibitors found providing claims other than evidence-based claims to conference delegates.
- Exhibitors found to be actively investigated by an oversight agency.
- Exhibitors found to be out of compliance by an oversight agency.

The Society for Integrative Oncology reserves the right to refuse any sponsor, vendor, exhibitor or advertiser to SIO2019.

**EXHIBIT PLACEMENT** Your exhibit assignment will be made in order of application. Failure to pay in full will result in the removal of your assignment on the floor until payment is made. If your original space is assigned to another participant, you will be required to choose from the remaining available spaces. Management reserves the right to make changes in the exhibit schedule and floor plan at any time and in any way it deems necessary. Management will not guarantee the exhibit location of competitive companies in relation to the participating company. Exhibitor/Sponsor assumes the risk of being located next to or near a competitive company. Sharing exhibit space or sponsorship with another company is strictly prohibited.

**ACKNOWLEDGMENT OF SUPPORTERS AND EXHIBITORS** Placement of recognition information will be in accordance with standards of the Accreditation Council for Continuing Medical Education (ACCME) to maintain appropriate independence and distinction of educational programming and recognition of supporters.

**EXHIBITOR/SUPPORTER CANCELLATION POLICY** Exhibitor/Sponsor may cancel this Application by providing written notice to the Society for Integrative Oncology at [info@integrativeonc.org](mailto:info@integrativeonc.org). Refunds will be based on the following schedule

Cancellation on or before August 22, 2019	100% refund
Cancellation on or after August 23, 2019	No refund

In the event that the Society for Integrative Oncology, in its sole discretion, changes the conference dates or the conference site, or cancels SIO2019, SIO's sole responsibility to participating Exhibitors/Sponsors shall be to notify Exhibitors/Sponsors in advance of such changes or cancellation. In the event that SIO2019 is cancelled, or the Exhibitor/Sponsor cannot attend SIO2019 during the rescheduled time period or at the rescheduled site, SIO's sole liability shall be to refund all payments previously paid by Exhibitor/Sponsor. If SIO cancels or reschedules SIO2019 as set forth in this paragraph, the Exhibitor/Sponsor waives any and all claims for damages arising therefrom.

**AGREEMENTS** Exhibitor/Sponsor agrees to indemnify, defend and hold SIO, and its respective agents, officers, directors, employees, representatives, successors and assigns, and its designated agents acting for it in the management of SIO2019, harmless from and against all losses, damages, liabilities and claims relating to its participation in SIO2019 and any negligence or willful misconduct on the part of Exhibitor/Sponsor, its employees and agents.

Exhibitor/Sponsor agrees that SIO and its respective agents, officers, directors, employees, representatives, successors and assigns, and its designated agents acting for it in the management of SIO2019, shall bear no liability for (i) bodily and/or personal injury or death or property damage caused to Exhibitor/Sponsor, its employees or agents or to others by Exhibitor/Sponsor, its employees or agents in connection with the NY Hilton Midtown (ii) medical expenses or injuries sustained by Exhibitor/Sponsor, its employees or agents, or (iii) loss, destruction, or theft of any property of Exhibitor/Sponsor or any third party brought on the premises by Exhibitor/Sponsor.

In no event will SIO and its respective agents, officers, directors, employees, representatives, successors and assigns, and its designated agents acting for it in the management of SIO2019 be liable for any indirect, special, incidental, or consequential damages. SIO's total liability for direct damages will not exceed the amounts paid by Exhibitor/Sponsor to SIO.

If Exhibitor/Sponsor Application is approved by SIO, Exhibitor/Sponsor grants to SIO a nonexclusive, worldwide, perpetual, irrevocable, paid up license to use Exhibitor/Sponsor name and trademarks in connection with SIO2019, including but not limited to use of such name and trademark.

# SUPPORT APPLICATION

## INTEGRATIVE ONCOLOGY

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SOCIETY FOR INTEGRATIVE ONCOLOGY  
16<sup>TH</sup> INTERNATIONAL CONFERENCE

### SUPPORT APPLICATION

Please type or print all information legibly to avoid a delay in processing.

ORGANIZATION NAME

APPLICATION CONTACT All exhibit material will be forwarded to this individual

EMAIL ADDRESS

MAILING ADDRESS Please do not use P.O. Boxes

CITY STATE ZIP/POSTAL CODE

CONTACT TELEPHONE

### SUPPORT LEVEL

Please check your partnership level (All funds in USD)

#### GOLD | \$10,000\*

1 - BOOTH PERSONNEL (Name as it will appear on conference badge)

2 - BOOTH PERSONNEL (Name as it will appear on conference badge)

3 - BOOTH PERSONNEL (Name as it will appear on conference badge)

4 - BOOTH PERSONNEL (Name as it will appear on conference badge)

PRODUCT/SERVICE EXHIBITED

#### SILVER | \$5,000\*

1 - BOOTH PERSONNEL (Name as it will appear on conference badge)

2 - BOOTH PERSONNEL (Name as it will appear on conference badge)

3 - BOOTH PERSONNEL (Name as it will appear on conference badge)

PRODUCT/SERVICE EXHIBITED

#### EXHIBITOR | \$3,000\*

1 - BOOTH PERSONNEL (Name as it will appear on conference badge)

2 - BOOTH PERSONNEL (Name as it will appear on conference badge)

PRODUCT/SERVICE EXHIBITED

#### NONPROFIT EXHIBITOR (REGISTERED CHARITY) | \$1,500\*

1 - BOOTH PERSONNEL (Name as it will appear on conference badge)

PRODUCT/SERVICE EXHIBITED

\*Conference Management will allocate booth space upon application approval.

### PROMOTIONAL OPPORTUNITIES

- Conference Event App | \$6,500
- Faculty Reception Sponsor | \$6,000
- Poster Reception Sponsor | \$6,000
- Internet Access Sponsor | \$5,500
- Hotel Key Cards | \$4,000
- Breakfast Sponsor | \$3,500
- Conference Bag | \$3,500
- Mobile Charging Station Sponsor | \$3,000
- Pre-Conference Email Blasts (limit 2) | \$2,500
- Post-Conference Email Blasts (limit 2) | \$2,500
- Break Sponsor | \$2,500

### PAYMENT

- If paying by check, please make payable to:  
**Society for Integrative Oncology (SIO).**  
SIO Tax ID #: 33-1071221
- Mail completed application and payment to:  
SIO, 136 Everett Rd., Albany, NY 12205
- SIO will accept the following credit cards:  
MasterCard | VISA | Discover

CREDIT CARD NUMBER

EXPIRATION (MM/YY)

3-DIGIT SECURITY CODE

BILLING ADDRESS

NAME AS IT APPEARS ON CARD

AUTHORIZED SIGNATURE

DATE

TOTAL AMOUNT TO BE CHARGED

#### MAIL THIS FORM ALONG WITH PAYMENT TO:

SIO | 136 Everett Rd. | Albany, NY 12205 | attn: SIO2019

### AGREEMENT

We, the undersigned, hereby make application for support of the 16th International Conference of the Society for Integrative Oncology.

We understand by remitting this agreement that we are contractually obligated to provide payment at the time of application. By signing this agreement we are responsible for the amount of our selected support (indicated on this form). We understand that we cannot forfeit or reduce our support once this agreement is signed.

We further understand and agree that any negative advertising, negative behavior, or negative statements made toward other exhibitors, other exhibitors' products, or the like, will be cause for immediate removal from the premises and invitations to future SIO conferences will not be extended.

NAME

DATE

SIGNATURE

**QUESTIONS?** Please contact SIO Headquarters at [info@integrativeonc.org](mailto:info@integrativeonc.org) or 518-694-5543. For more information about SIO and the conference go to: [www.integrativeonc.org](http://www.integrativeonc.org)



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