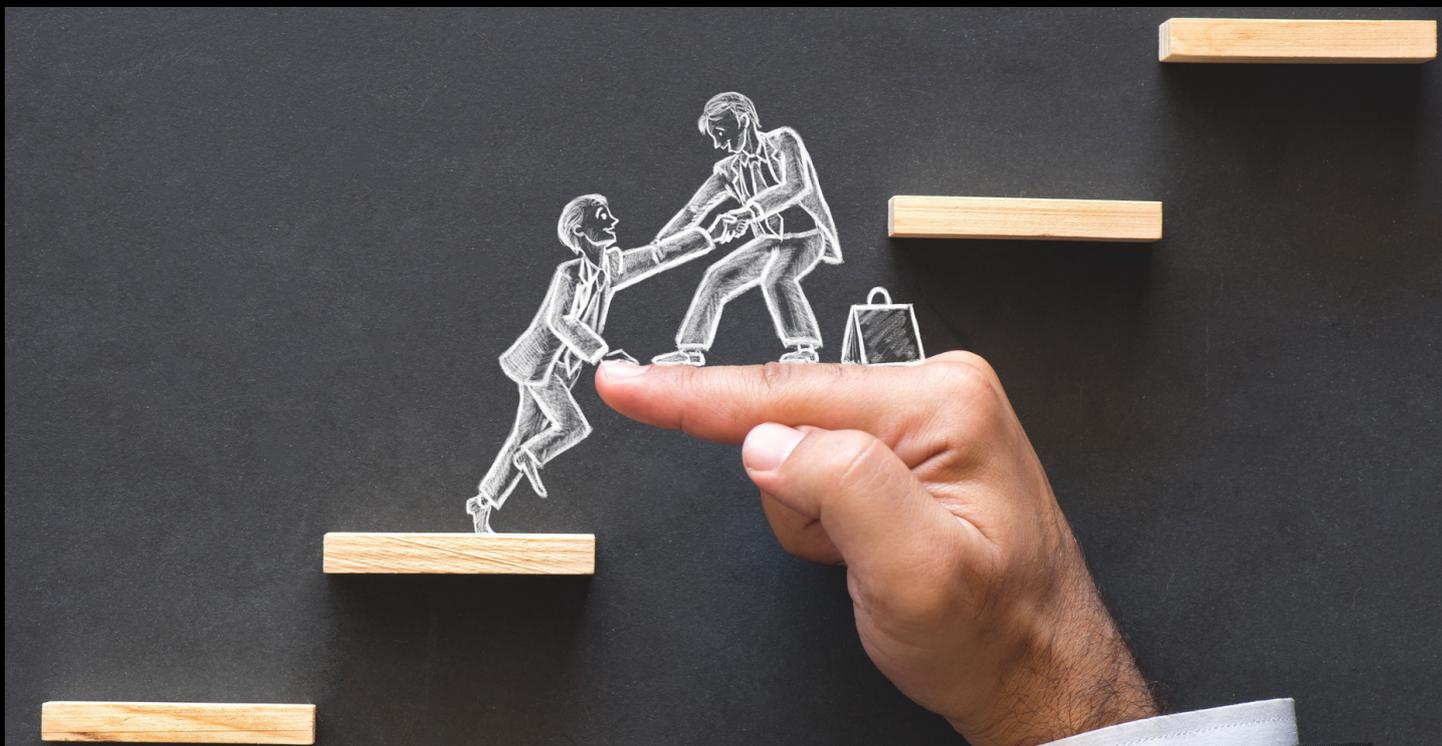




THE SOCIETY OF GYNECOLOGIC ONCOLOGY OF CANADA

# 2022 Sponsorship Prospectus



Presented by  
**Carine Trazo, GOC**

March  
**2022**



IMPROVING THE CARE OF WOMEN WITH OR AT RISK OF GYNECOLOGIC CANCERS



[WWW.GYNEONCOLOGY.CA](http://WWW.GYNEONCOLOGY.CA)



[TWITTER.COM/GYNE\\_ONCOLOGY](https://TWITTER.COM/GYNE_ONCOLOGY)



[LINKEDIN.COM/COMPANY/THE-SOCIETY-OF-GYNECOLOGIC-ONCOLOGY-OF-CANADA/](https://LINKEDIN.COM/COMPANY/THE-SOCIETY-OF-GYNECOLOGIC-ONCOLOGY-OF-CANADA/)



[INSTAGRAM.COM/GYNE\\_ONCOLOGY/](https://INSTAGRAM.COM/GYNE_ONCOLOGY/)

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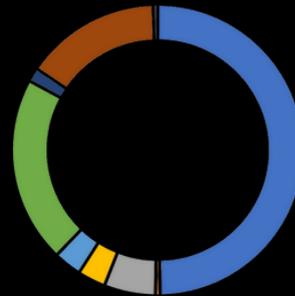
# About GOC

The Society of Gynecologic Oncology of Canada (GOC) is a non-profit organization consisting of physicians, nurses, scientists, and other health care professionals specializing in gynecologic oncology.

Its purpose is to improve the care of women with or at risk of gynecologic cancer by raising standards of practice, encouraging ongoing research, promoting innovation in prevention, care, and discovery, and advancing awareness. GOC also seeks to disseminate knowledge to practitioners, patients and the general public on gynecologic cancer as well as cooperate with other organizations committed to women's health care, oncology, and related fields.

## Why work with us?

- Help us improve the care of Canadian women with or at risk of gynecologic cancers.
- Tackle gynecological cancer care national projects.
- Bring gynecological cancer care at the forefront of the conversation.
- Connect to the right audience.



- Oncologist/Pathologist
- Other Physicians
- Nurses
- Alliexd Health Professional
- International Oncologist
- Fellow-in-Training
- Resident Associate
- Emeritus/Honorary
- Medical Student

## OUR EDUCATION TEAM



**Dr. Sarah Sinasac**  
Director of Education



**Dr. Genevieve Bouchard-Fortier**  
Director-Elect of Education



**Carine Trazo**  
Managing Director



**Amira Wadhwa Patry**  
Education Assistant

# Making Sense of the Numbers



Our new sponsorship model is all-encompassing. Instead of focusing on one project or one course, you get to be involved in full programs. This is beneficial as it enables you to provide not only sponsorship to your primary areas of interest but also to potential secondary and tertiary areas of interest.

Your sponsorship will need to be an unrestricted grant.

We now bring you four (4) tiers in each one of the categories where your sponsorship can make a difference:

- Major Events
- The Communities of Practice
- GOC Academy
- Special Opportunities

Bundle any of the categories to get the following discounts

- Any two, you get 5% off
- Any three, you get 10% off
- All four, you get 15% off

# Our Major Events



## CPD

The Continuing Professional Development Meeting is held annually in the spring. It is the leading gynecologic cancer conference with a focus on a new technologies, on the pulse data and new paradigms to approaching diseases and delivery of care.

[Discover CPD 2022](#)



## AGM

The Annual General Meeting is held annually in June. This is a standing meeting that showcases new advancements in research and practice in the field of gynecologic oncology. This engaging professional development event offers access to world-renowned speakers, plenary talks, abstract presentations, tumor boards and so much more.

[Discover AGM 2022](#)



## CoP Fall Forum

The CoP Forum is held annually in the fall. This forum is attended by specialized practitioners and thought leaders from the fields of gynecologic oncology, medical oncology, radiation oncology, nursing, genetics, and pathology. They gather to guide future project development by evaluating and developing strategies to solve issues related to the optimal provision of care for women with gynecologic cancers, pre-cancerous conditions, and prevention.

*CoP Fall Forum will take place on November 23-25, 2022. The event page will be available soon.*

# The Breakdown

## Major Events

### Diamond

- You will receive all the Gold benefits.
- You will be able to provide one mini-mercial to be played in each event.
- You will be able to submit one poll to be released to attendees during each event
- You will receive six complimentary registrations for company representatives to attend each event.

**\$90,000/year**

### Gold

- You will receive all the Silver benefits.
- You will be able to host an in-person 15-min symposium during AGM,
- You will receive four complimentary registrations for company representatives to attend each event.

**\$70,000 / year**

### Silver

- You will receive all the Bronze benefits.
- You will be able to provide a banner ad to be added to one of the pre-event emails sent to attendees for each event.
- You will receive three complimentary registrations for company representatives to attend each event.

**\$50,000/ year**

### Bronze

- Your sponsorship covers all three major events.
- You will be acknowledged as a sponsor on all our online sites including the event webpage, the event platform and our social networks. Your profile will include your name, logo, a brief description of your organization, your website and social media links.
- You will be acknowledged as a sponsor during the opening and closing remarks of the events.
- You will receive individual shout outs on the GOC Twitter and LinkedIn on the day of the events (applies to CPD and AGM only).
- You will receive one complimentary electronic booth space.
- You will receive two complimentary registrations for company representatives to attend each event.

**\$30,000/year**

# The Medtronic Breakdown

## Major Events

### Diamond

- You will receive all the Gold benefits.
- You will be able to provide one mini-mercial to be played in each event.
- You will be able to submit one poll to be released to attendees during each event
- You will receive six complimentary registrations for company representatives to attend each event.

**\$60,000/year**

### Gold

- You will receive all the Silver benefits.
- You will be able to host an in-person 15-min symposium during AGM,
- You will receive four complimentary registrations for company representatives to attend each event.

**\$40,000 / year**

### Silver

- You will receive all the Bronze benefits.
- You will be able to provide a banner ad to be added to one of the pre-event emails sent to attendees for each event.
- You will receive three complimentary registrations for company representatives to attend each event.

**\$30,000/ year**

### Bronze

- Your sponsorship covers AGM and CoP Fall Forum only.
- You will be acknowledged as a sponsor on all our online sites including the event webpage, the event platform and our social networks. Your profile will include your name, logo, a brief description of your organization, your website and social media links.
- You will be acknowledged as a sponsor during the opening and closing remarks of the events.
- You will receive individual shout outs on the GOC Twitter and LinkedIn on the day of the events (applies to AGM only).
- You will receive one complimentary electronic booth space.
- You will receive two complimentary registrations for company representatives to attend each event.

**\$20,000/year**

**\*\* Symposium add-on \$5,000 for Bronze and Silver; not charged for gold and diamond as already included in the pricing\*\***

# Discover

## Our Communities of Practice

Our Communities of Practice (CoPs) represent groups of professionals, informally bound to one another through exposure to a common class of problems and common pursuit of solutions. CoPs are a way of developing social capital, nurturing new knowledge, stimulating innovation, and sharing knowledge. Communities of Practice knit people together with peers and their outputs can include leading practices, guidelines, knowledge repositories, technical problem and solution discussions, working papers, and strategies.

At GOC, our CoPs exist to provide more effective support for membership engagement:

- By making the CoP domain more inclusive, GOC was able to create an open and accessible social space for different providers to build relationships, partnerships and alliances around their main needs and interests.
- By focusing on practice instead of performance, clinicians learn from each other in a collaborative non-competitive way.
- Each community fosters a set of interpersonal relationships, a strong identity and sense of belonging, which creates incentives for engagement and mutual learning.

CoPs are the solution for the Society's challenge to integrate knowledge and practice across regions, professional boundaries, cultures and agencies.



# The CoPs



## Cervix Cancer and Prevention

To provide a dynamic and iterative platform for all those who have an interest in HPV, HPV-related cancers and particularly in cervical cancer.



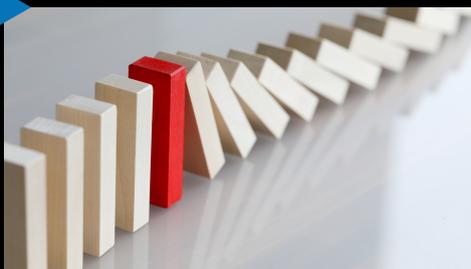
## ERAS and VTE

To focus on Enhanced Recovery After Surgery (ERAS). To provide updated recommendations about prophylaxis and treatment of venous thromboembolism (VTE) in patients with gynecologic malignancies in order to reduce the risk of morbidity and mortality in our patient population.



## GTN-GTD

To identify priorities for GTN Care in Canada. To develop care pathways, a network, a national database and patient information tools.



## Immunotherapy

To develop organizational standards, to focus on advocacy and promote drug access and to educate caregivers and patients.

# The CoPs



## Medical Cannabis

To educate healthcare professionals on medical cannabis as it relates to the pain management of oncology patients.



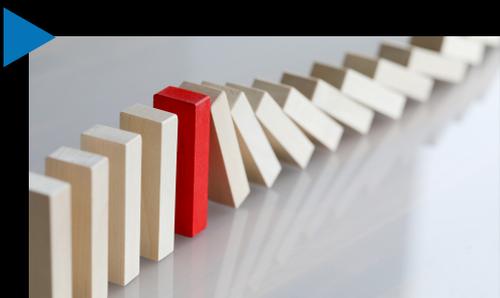
## MIS

To focus on all elements concerning minimally invasive surgery.



## Obesity

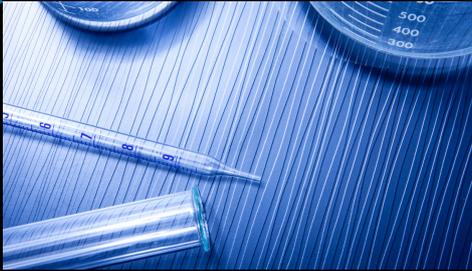
To promote awareness of obesity as a risk factor for endometrial cancer. To develop and promote evidence-based prevention strategies for endometrial cancer in women with obesity. To support Canadian gynecologic oncologists to improve the quality of care for women with obesity. To advocate for improved access to medical and surgical management of obesity for our patient population.



## Rare Diseases

To create standardized treatment guidelines and national patient registries and biobanking, in an effort to advance knowledge

# The CoPs



## Translational Research

To encourage engagement in translational research initiatives across the country. Inspiring, encouraging and supporting new and collaborative ideas, and translational research projects to improve outcomes for women with gynecologic cancers.

## National BRCA Collaborative

The establishment of the BRCA Collaborative is a phase progression of the GOC BRCA initiative. It represents an attempt to coordinate and harmonize efforts across a variety of health professionals and patient organizations whose interest lies in the diagnosis, treatment and prevention of BRCA-related malignancies

The primary driver for BRCA TTOT (Testing to Treatment) and the National BRCA Collaborative has been the lack of coordinated educational, scientific and policy approaches across the country to address the issues of unmet patient and family medical needs.

In addition, although health care delivery is provincial, the benefit of a coordinated voice of patient and medical initiatives is essential to advancing BRCA initiatives by addressing the issue of disparity of knowledge, technology and practice nationwide.

Collaboration between the following organizations:

Canadian Association of Pathologists (CAP)

Canadian College of Medical Geneticists (CCMG)

Canadian Association of Genetic Counsellors (CAGC)

Canadian Association of Nurses in Oncology (CANO)

Ovarian Cancer Canada (OCC)

The Society of Gynecologic Oncology of Canada (GOC)



## Nursing in Oncology

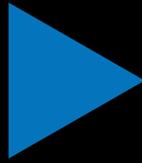
To provide a forum in which nurses can express opinions and recommendations pertaining to issues in gynecologic oncology. To provide information and develop programmes for nursing (RN/APN) members of GOC. To increase communication among nursing members and members of the Society.

# The Breakdown

## Communities of Practice

<p><b>Diamond</b></p> <p>You will receive all the Gold benefits.</p> <p>You will be able to connect with select GOC experts/leadrs for one (1) in-person ad board meeting.</p>	<p><b>\$100,000/year</b></p>
<p><b>Gold</b></p> <p>You will receive all the Silver benefits.</p> <p>You will be able to connect with a full CoP of your choice (leaders and members) to discuss strategies around disease/topic of that CoP and to proceed with all aligned outputs as approved by GOC.</p>	<p><b>\$80,000 / year</b></p>
<p><b>Silver</b></p> <p>You will receive all the Bronze benefits.</p> <p>You will be able to connect with the leaders of the CoP of your choice during one brainstorming session to discuss strategies around disease/topic of that CoP and to proceed with one (1) aligned output as approved by GOC.</p>	<p><b>\$60,000/ year</b></p>
<p><b>Bronze</b></p> <p>You will be acknowledged as a sponsor on the outputs (<i>some may not apply</i>) that are of primary interests to you.</p> <p>You will get a dedicated page on the <a href="#">GOC website</a>; this will include your name, logo, link to your website and the embedded code page of your choice.</p> <p>One of your medical representatives will be able to meet once with the CoP of your choice during the year (aside from the Fall Forum).</p> <p>You will be able to provide one generic campaign for the GOC newsletter; the campaign cannot advertise products.</p>	<p><b>\$40,000/year</b></p>

# The GOC Academy



## NEW! GOC Podcast

We are launching our Podcast in 2022.

### Hereditary Cancer - BRCA

This has been developed in collaboration with medical genetics, medical oncology, surgical oncology and menopause experts. This course provides essential information to primary care practitioners involved in the care of those with hereditary breast and ovarian cancer syndrome, with a specific focus on BRCA 1 and 2.

### Hereditary Cancer - Lynch Syndrome

This has been developed in collaboration with medical genetics, gastroenterology and gynecologic pathology experts. It is developed for primary care practitioners involved in the care of those with hereditary nonpolyposis colorectal cancer (HNPCC).

### Molecular Biology

The course discusses current, molecular and cell biology discoveries, highlighting how these insights impact our understanding of pathogenesis and treatment of cancer.

### HPV

This has been developed in collaboration with family physicians, gynecologic oncologists, OB/Gyns, ENT specialists and anal cancer specialists. This course educates, updates and empowers healthcare providers involved in the treatment of patients with or at risk of HPV-related cancers.

### Medical Cannabis

This has been developed to provide knowledge around the dosing, prescription and safety of medical cannabis as well as the potential for research on the subject as a replacement to opioids.

### Laparoscopy Surgical

This is a hands-on-training workshop where participants get to learn about beneficial equipment and surgical techniques to increase MIS utilization.

### Cytoreductive Multi-visceral Cadaver Lab

This hands-on cadaver dissection course is for staff surgeons who are interested in enhancing their surgical skills and trying new approaches to complex procedures.

### Fellowship Examination

The exam provides fellows-in-training with an avenue to be assessed on complex management decisions. It also gives them the constructive feedback that will help them prepare for the Royal College Certification Exam.

### Fellows Educational Course

This course explores a variety of subjects geared towards fellows in gynecologic oncology.

### On-Demand Webinars

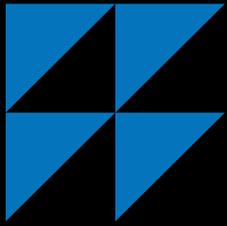
This webinars are held throughout the year and are based on the needs of our members, partners, patients and the public at-large.

### Special Education

This series of courses is geared towards pharmaceutical companies' representatives. It is to provide the right education regarding gynecologic oncology as well as the necessary knowledge regarding the Canadian Healthcare Landscape.

# The Breakdown GOC Academy

<p><b>Diamond</b> You will receive all the Gold benefits.</p> <p>You will be able to connect with GOC Education Committee to propose and develop joint-non-accredited courses/programs. This may be done over several meetings.</p>	<p><b>\$75,000/year</b></p>
<p><b>Gold</b> You will receive all the Silver benefits.</p> <p>You will be able to access the special Education program (see previous page)</p>	<p><b>\$60,000 / year</b></p>
<p><b>Silver</b> You will receive all the Bronze benefits.</p> <p>You will be able to connect with the GOC course planning committee of your choice to develop one non-accredited course</p>	<p><b>\$45,000/ year</b></p>
<p><b>Bronze</b> You will be acknowledged as a sponsor before, after and during the course/program.</p> <p>You will be able to share the course/program marketing assets with your networks.</p> <p>The course/program will be available on GOC's website and podcast</p>	<p><b>\$25,000/year</b></p>



# Special Opportunities

- **Research Unit**
- **Digital Transformation**
- **One-off Projects**
- **GE-CEP**

## Research Unit

GOC believes in the importance of clinical trials as they help researchers develop new treatments, and new ways to prevent and detect gynecologic cancers. We also believe that real-world evidence will complement clinical trials and will help with advancing our understanding of the usage, risks, and benefits of new treatments.

## Digital Transformation

The GOC's transformation leverages digital technologies to innovate new business models, business processes, and services, and to improve experiences, operational efficiencies, and organizational performance. In practical terms, transformation involves the use of technologies — big data, analytics, social, and mobile — to optimize value.

## One-Off Projects

Episodic projects rather than long-term depending on the needs of the Society, its members and partners.

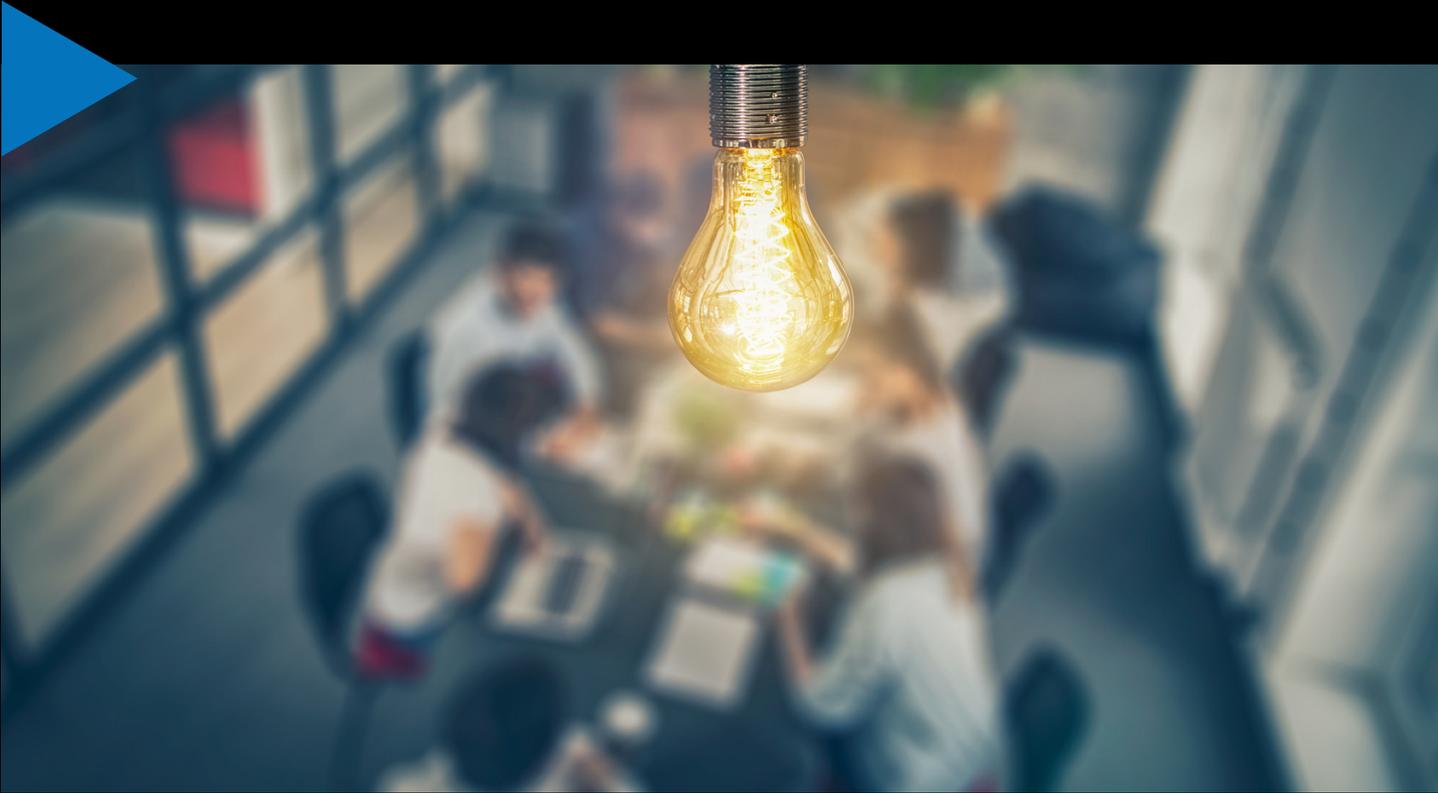
## The GOC Extra-Mural Career-Enhancing Program (GE-CEP)

This is our commitment to enhance care while creating an avenue for non-clinical, early career professionals in multiple disciplines and medical students to enhance their careers and impact their communities.

# The Breakdown

## Special Opportunities

<p><b>Diamond</b></p> <p>You will receive the Gold benefits.</p> <p>You will be funding the non-clinical trials portion of the Research Unit.</p>	<p><b>\$75,000/year</b></p>
<p><b>Gold</b></p> <p>You will receive the Silver benefits.</p> <p>You will fund the Digital transformation Program.</p>	<p><b>\$60,000 / year</b></p>
<p><b>Silver</b></p> <p>You will receive the Bronze benefits.</p> <p>You will fund the one-off-projects available during the year.</p>	<p><b>\$45,000/ year</b></p>
<p><b>Bronze</b></p> <p>You will fund the GE-CEP; creating opportunities for internships for students (medical and non-medical) as well as early-career professionals. By providing the support, you will help forge the next generation of healthcare-related professionals.</p> <p>You will be recognized as a sponsor.</p> <p>You will receive a yearly report.</p>	<p><b>\$25,000/year</b></p>



# I want to partner with GOC

## ...but I need more information

[Book a meeting](#) with Carine Trazo at your convenience.

## ...but I am not yet ready

Send an email to Carine Trazo at [ctrazo@gyneoncology.ca](mailto:ctrazo@gyneoncology.ca) and let us know when it is best for GOC to come back to you.

## ... and I am ready

Excellent! [Fill out this form](#) and we will get you started!



# Help us improve the care of women with or at risk of gynecologic cancers



**Contact us for more  
information**



**THE SOCIETY OF GYNECOLOGIC  
ONCOLOGY OF CANADA**

**[www.gyneoncology.ca](http://www.gyneoncology.ca)  
[enquiry@gyneoncology.ca](mailto:enquiry@gyneoncology.ca)  
888-496-3662**