



Sponsorship & Exhibitor Prospectus

2023



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2023 Sponsorship

About Us

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.



The voice of gynecologic cancers in Canada



2023 Sponsorship



**Carine
Trazo**

Managing Director



**Cidalia
Hodnett**

National Manager



**Chisomo
Msoffe**

Event Specialist

Our Team



Tangible Benefits

Working together for impact

- Return on investment (ROI)
- Audience insights
- Lead generation
- Social media coverage
- Highlighting a product or service offering
- Brand building / Increased credibility as a brand
- Enhanced current relationships
- Direct face time with prospects
- Opportunity to connect with new GOC members/leaders
- Access to new knowledge and resources





Making Sense of the Numbers

YOUR SPONSORSHIP SHOULD BE AN UNRESTRICTED GRANT



One Year
3 Programs



Multi-Year*
3 Programs



In 2022, we introduced a new all-encompassing sponsorship model. Instead of focusing on one project or one course, you get to be involved in full programs/initiatives for a full year.

Today, we are pleased to offer the same model at a multi-year level with locked amounts. Take advantage of all the savings that come with that.

**Multi-Year offerings are available to Gold and Diamond level sponsorships only.*



Major Events

23rd Continuing Professional Development Meeting

April 27-28, 2023

Toronto, ON

40+ Annual General Meeting

June 8-10, 2023

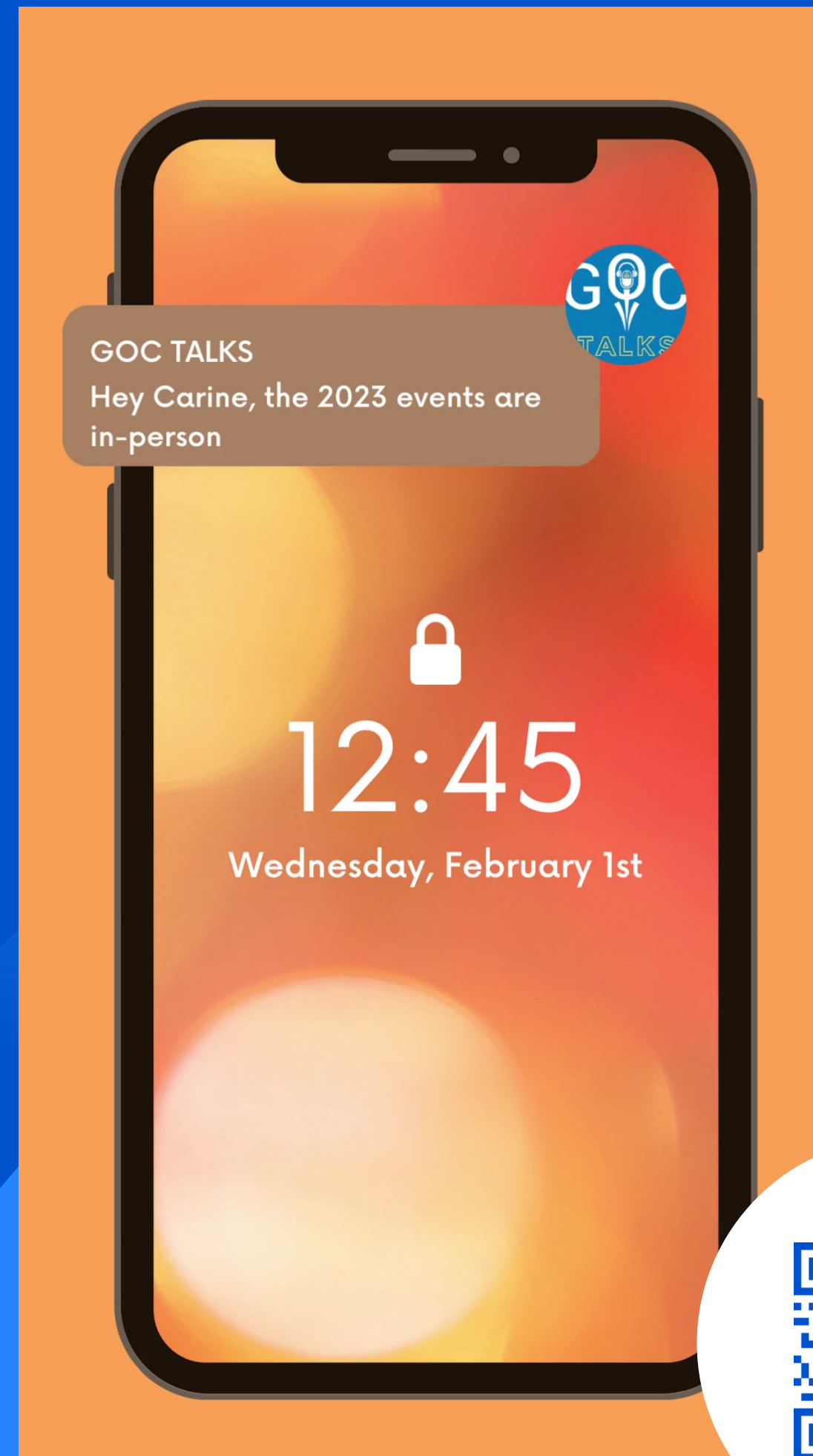
Ottawa, ON

17th Communities of Practice Fall Forum

November 22-23, 2023

Toronto, ON

[Learn more about our events](#)



The Breakdown



Diamond: value \$135,000/year | One-year discount: \$121,500/year | 2-year discount: \$114,750/year

- All the Gold benefits.
- One mini-mercial played during the welcome session.
- Six complimentary registrations for company representatives to attend each event.
- Six complimentary registrations to the GOC social event.

Gold: value \$110,000/year | One-year discount: \$99,000/year | 2-year discount: \$93,500/year

- All the Silver benefits.
- One mini-mercial played during the welcome session.
- Four complimentary registrations for company representatives to attend each event.
- Four complimentary registrations to the GOC social event.
- Full Page Ad in the Event Magazine

Silver: \$85,000/year

- All the Bronze benefits.
- A banner ad to be added to one of the pre-event emails sent to attendees for each event.
- Three complimentary registrations for company representatives to attend each event.
- Three complimentary registrations to the GOC social event.
- Half Page Ad in the Event Magazine

Bronze: \$60,000/year

- Sponsorship covers all three major events.
- Acknowledged as sponsor on all GOC online sites including the event webpage, the event app and social networks. Profile will include name, logo, brief description of your organization, your website and social media links.
- Acknowledged as sponsor during the opening and closing remarks of the events.
- Receive individual shout-outs on GOC Twitter on the day of the events (applies to CPD and AGM only).
- One complimentary exhibitor booth space.
- Two complimentary registrations for company representatives to attend each event.
- Two complimentary registrations to the GOC social event.
- Quarter Page Ad in the Event Magazine

**Get in touch us
for customized
opportunities
today!**





EXCLUSIVE SPONSORSHIP

Registration & Badges - \$3,000/event

- Logo on all badges
- Profile on the event webpage and app
- Logo at registration section
- Acknowledged as sponsor during the opening and closing remarks of the events

Delegate Bag - \$5,000/event

- Logo on all delegate bags
- Profile on the event webpage and app
- Logo at registration section
- Acknowledged as sponsor during the opening and closing remarks of the events

Lanyard - \$2,000/event

- Logo on all lanyards
- Profile on the event webpage and app
- Logo at registration section
- Acknowledged as sponsor during the opening and closing remarks of the events

Event Magazine

Promote your brand in this full colour online and printed magazine at each event.

- Full Page: \$2,000
- Half Page: \$1,250
- Quarter Page: \$750
- Logo only: \$500



EXCLUSIVE SPONSORSHIP CONT'D

Event App Main Sponsor - \$8,000/event

- Logo on all badges
- Profile on the event webpage and app
- Logo at registration section
- Acknowledged as sponsor during the opening and closing remarks of the events

Work Pod Sponsor - \$3,000/event

- Logo on all delegate bags
- Profile on the event webpage and app
- Logo at registration section
- Acknowledged as sponsor during the opening and closing remarks of the events

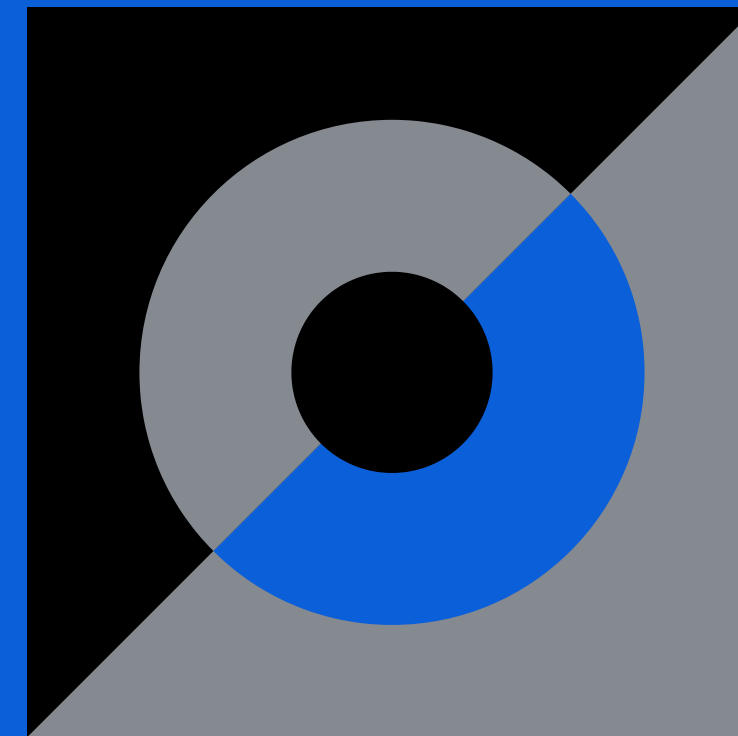
Special Interest* - \$6,500/event

**[Fellows Half-day Workshop](#) or the [Poster Session](#)*

The [Fellows Half-Day Workshop](#) includes the Fellows Educational Course and the Molecular Biology Course.

- Profile on the event webpage and app
- Logo at registration section
- Acknowledged as sponsor during the opening and closing remarks of the events
- Acknowledged as sponsor on all GOC online sites including the event webpage, the event app and social networks.
- Two complimentary registrations for company representatives to attend each event.
- Two complimentary registrations to the GOC social event.

Exhibiting Opportunities



WHAT YOU NEED TO KNOW!

GOC's exhibiting packages are exciting!

We have three tiers (see next page for details):

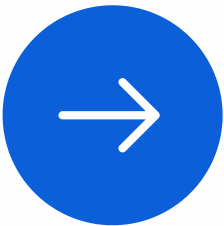
1. Contributing
2. Collaborating
3. Featured













The booth includes:

- Carpet
- Lounge furniture
- Panel branding (back and side panels)
- *Add-ons: TV screen and literature display rack

EXHIBITING PER EVENT

The Pricing



| | CONTRIBUTING | COLLABORATING | FEATURED |
|--|---|---|---|
| BOOTH SPACE |  |  |  |
| SEATING |  |  |  |
| COMPLIMENTARY REGISTRATIONS |  |  |  |
| COMPLIMENTARY ACCESS TO SOCIAL EVENT | 2 | 3 | 4 |
| ACKNOWLEDGEMENT ON SOCIAL MEDIA, EVENT APP AND EVENT REMARKS |  |  |  |
| AD IN EVENT MAGAZINE | Quarter Page Ad | Half-Page Ad | Full Page Ad |
| ADD-ONS* | | *Literature Display Rack | *Literature Display Rack * TV Screen |
| PRICING | \$5,000 | \$6,000 | \$7,000 |





Academy

Be part of an amazing learning journey

The GOC Academy uses our brand-new learning management system bringing together the educational programs and initiatives developed by GOC over the years. Available to GOC members and non-member subscribers, and accessible year-round, it is designed to offer an engaging learning experience through a hub of webinars, courses, recordings, and a plethora of other educational opportunities, curated by leading experts from within GOC and the wider national and international community in gynecologic oncology.

Single Webinar - \$6,500/event

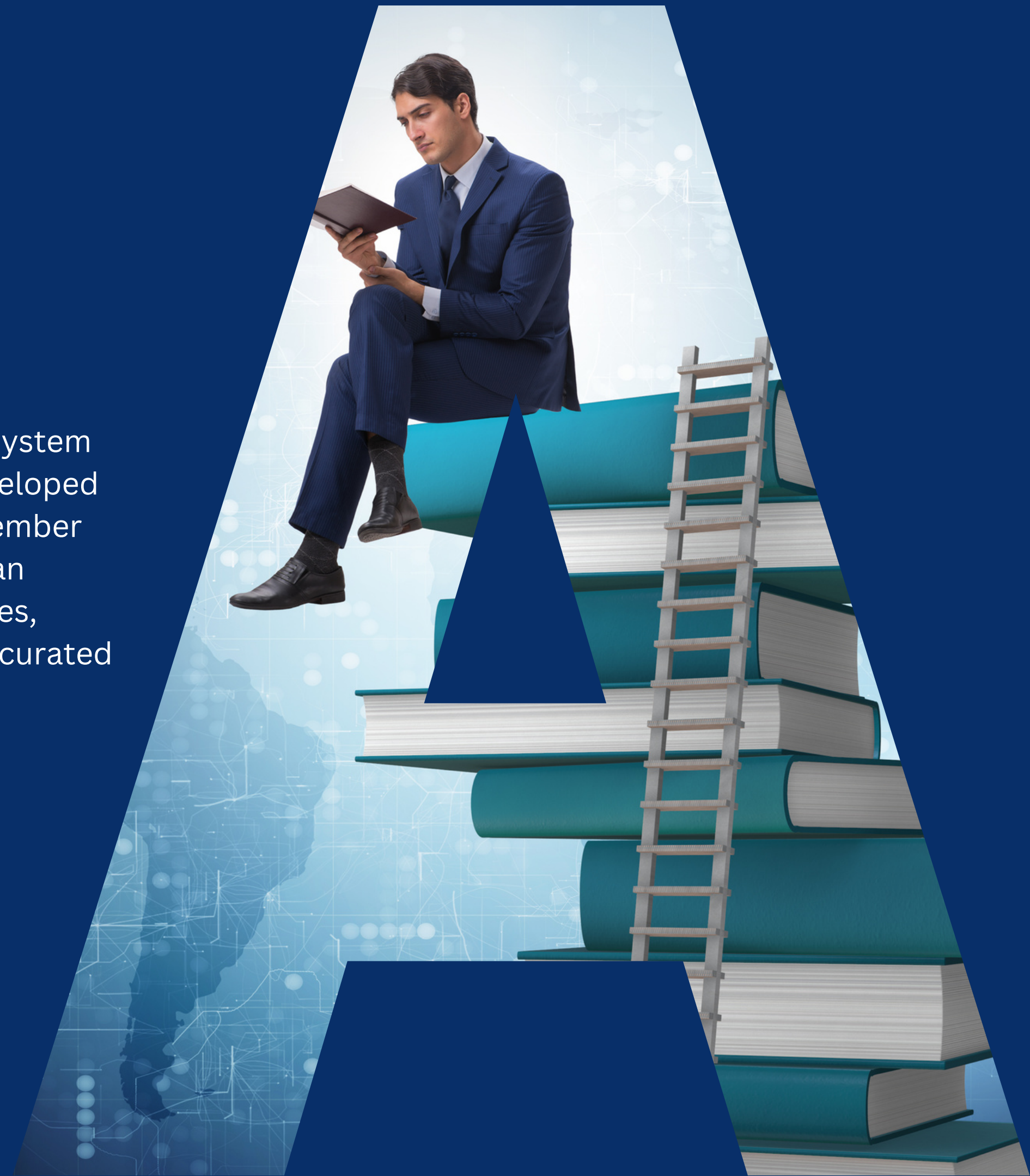
Webinar Series (up to 5 events) - \$30,000/series

Half-Day Workshop - \$20,000/event

Full-Day Workshop - \$35,000/event

[Learn more about our current courses.](#)

Note that on-demand courses can be discussed.



RESEARCH AND BUSINESS

Units

Help us build the future

Research Unit - \$80,000/year

Started in 2022, the GOC Research Unit acts as a central hub for healthcare professionals with an interest in gynecologic oncology to create change in Canadian treatment policies in real-time. Due to lower regional prevalence of gynecologic cancers, an alternative to traditional clinical trials would be real-world such as pan-Canadian data collection on patient outcomes to identify predictive and prognostic factors. Under the auspices of GOC, the research unit aims to provide support to researchers for the development of national-level databases, real-world evidence and quality improvement projects/initiatives as well as streamlining change to the current standardized models of care.

Upcoming 2023-2025 Projects/Initiatives

Business Unit - \$60,000/year

In 2022, the business unit is to identify gaps in implementation of therapies, technologies, and investigations. This recently implemented department deployed its first project on “Resources for implementation of sentinel lymph node mapping in endometrial and cervical cancer.”





Communities of Practice

From ideation to action, the 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.

[View the current active CoPs](#)

Become a CoP sponsor today for **\$40,000/year** and provide support to your primary areas of interest .



Special Opportunities



Taking a chance on out of the box ideas

National BRCA Collaborative - \$30,000/year

The Collaborative 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.

Collaboration is 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), and The Society of Gynecologic Oncology of Canada (GOC).

HPV Network - \$30,000/year

GOC together with the Society of Canadian Colposcopists (SCC) are creating an HPV Network Secretariat with the intent of inviting other societies that have an interest in HPV and HPV-related diseases to facilitate and oversee the implementation of activities/initiatives that will advance the research, education, advocacy and awareness of HPV-related diseases.

The GOC Extra-Mural Career-Enhancing Program (GE-CEP) - \$5,000/year

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

One-Off Projects - contact us for more details

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



I want to partner with GOC

DISCOVER OUR CURRENT
PARTNERS

...but I need more information

Book a meeting with Carine Trazo at your convenience.

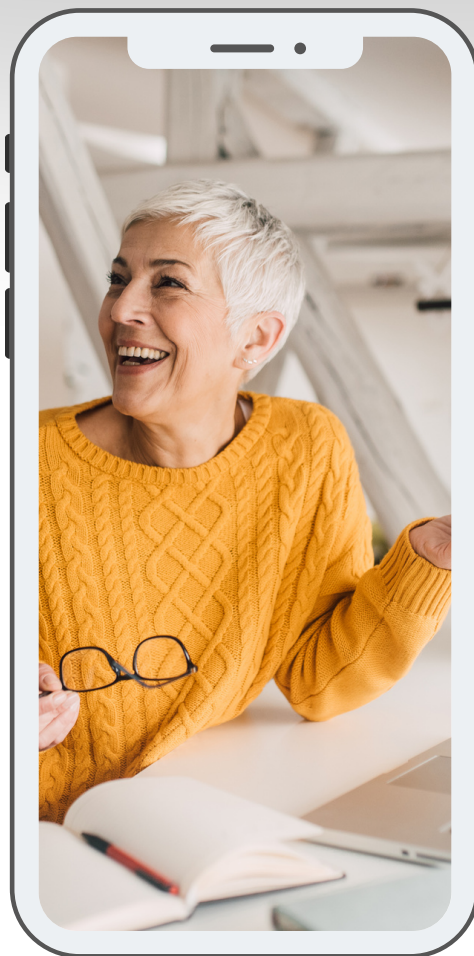
...but I am not yet ready

Send an email to Carine Trazo at ctrazo@gyneoncology.ca 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



www.gyneoncology.ca



[888-496-3662](tel:888-496-3662)



enquiry@gyneoncology.ca