



# SPONSORSHIP AT A GLANCE

## SPECTRUM Conference 2024

January 11-14, 2024

JW Marriott Marquis, Miami, FL

[www.theSpectrumConference.org](http://www.theSpectrumConference.org)

[info@meccinc.com](mailto:info@meccinc.com)

# ABOUT SPECTRUM

The SPECTRUM conference is a multidisciplinary oncology conference taking place on **January 11-14, 2024** at the **JW Marriott Marquis Hotel in Miami, FL**.

Global thought leaders from various medical specialties will convene to offer the single most unique and comprehensive medical symposium that is truly multidisciplinary.

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## WHAT TO EXPECT

SPECTRUM offers didactic lectures, case presentations, tumor boards, hands-on workshops, and programs for medical students, residents and fellows. Meet your colleagues and friends and network during the social events every evening.

With 4 days of exhibit hours and over 25 continuing medical education credits it is the premier location to network with decision-makers and thought leaders from around the globe, and gain clinical insight, and advocate for advances in oncology treatment.



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# MEET THE COURSE DIRECTORS



**Riccardo Lencioni, M.D., FSIR, EBIR**

Professor of Radiology  
University of Pisa, Italy  
Honorary Research Professor  
Miami Cancer Institute  
Miami, FL



**Govindarajan Narayanan, M.D.**

Interventional Radiologist – MCVI  
Interventional Radiologist  
MCVI Chief of Interventional Oncology  
Miami Cardiac & Vascular Institute & Miami Cancer Institute  
Miami, FL

# WHO ATTENDS SPECTRUM

Approximately **400 healthcare professionals** responsible for the day-to-day practice of oncology attend SPECTRUM's Annual Meeting. These leaders have executive-level decision-making responsibilities for their practice, departments, and facilities.

**SPECTRUM attendees 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



# WHY EXHIBIT AT SPECTRUM



## LEAD GENERATION

Increase your exposure to oncologists, interventional radiologists, and other clinicians with purchasing power by accumulating a network of contacts in the field.



## BRAND AWARENESS

Promote your brand to today's leading oncologists, interventional radiologists, and other clinicians. This conference is the ideal location to get yourself noticed by top industry professionals across the world.



## NETWORKING EXPERIENCES

SPECTRUM has built a reputation for our networking experiences including a Wine Tasting, Scotch Tasting, and a Physician-in-Training Reception on key evenings of the meeting. SPECTRUM provides options to enhance your exposure in various sponsorship packages.

# SPONSORSHIP PACKAGES

	Platinum \$100,000	Gold \$75,000	Silver \$50,000	Bronze \$25,000	Exhibit Only \$10,000
Company name and hyperlink on the SPECTRUM website	√	√	√	√	-
Company logo on onsite meeting signage	√	√	√	√	-
50-Word description and listing in the onsite program book	√	√	√	√	-
Pre-conference attendee list 1 week prior to start of meeting (first name, last name, degree, city & state)	√	√	√	-	-
Complimentary badges	10	8	6	4	2
Wine bottles provided by SPECTRUM for Wine Tasting Event	6	5	4	2	1
Announcement/Invitation for industry focused opportunities	√	√	√	-	-
Additional collateral material in attendee handout	√	√	√	-	-
Industry Symposium Sessions (Non-CE)	√	√	-	-	-
Marketing Swag	3	2	1	-	-
Exhibitor Space includes: <ul style="list-style-type: none"> <li>One Standard table</li> <li>8' high back wall</li> <li>3' high side rail</li> <li>Two chairs</li> <li>Wastebasket</li> </ul>	Booth Size of your Choice  20' x 20' Max Size	Booth Size of your Choice  10' x 30' Max Size	Booth Size of your Choice  10' x 20' Max Size	Booth Size of your Choice  10' x 10' Max Size	Booth Size 10' x 10' Max Size
Gala Dinner Tickets   Maximum 10 per table \$250 per person or table for \$2,500	1 table for 10 people	1 table for 8 people	6 + Optional for Purchase	2 + Optional for Purchase	1 + Optional for Purchase
Additional Badges   Limited Quantities Available at the prevailing rate					
Hands-on Workshop   Non-CE: Upon availability					

# MARKETING OPPORTUNITIES

*Available on a first come, first serve basis*



## EXCLUSIVE ADD-ONS

*(only one sponsor per add-on | first come, first serve):*

- WIFI Network: \$12,500
- Conference Tote Bags: \$12,000
- Hotel Key Cards: \$10,000
- Lanyards: \$7,500
- Charging Station: \$5,000
- Hand Sanitizing Stations:
  - Exhibit Hall: \$4,500
  - Registration Area: \$3,000
  - Outside Exhibit Hall: \$2,500



## NON-EXCLUSIVE ADD-ONS

- Hotel Room Drop: \$2,500
- Conference Handout Insert: \$1,000 per flyer
- Industry Symposium Session: \$10,000



## BRAND PROMOTION

- Elevator Door Wrap | 4 Available | \$15,000 each
- Escalator Cling | 1 Available | \$10,000 each
- Window Clings | 4 Available | \$10,000 each
- Poster Area: \$5,000 each
- Meter Board Signage | 4 Available | \$2,000 each



## PROGRAM BOOKLET

- Title Page to Exhibitor Directory: \$3,000
- Inside Back Cover: \$3,000
- Full Page Ad: \$2,000
- Half Page Ad: \$1,250



## DIGITAL OPPORTUNITIES

- Mobile App: \$7,500
- Eblast: \$3,000 each
- Push Notification: \$3,000 each

# ADDITIONAL MARKETING OPPORTUNITIES

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- **Private Meeting Room Rental**
- **Fellows, Residents and Medical Students Reception**
  - Sponsorship + F&B | Exclusive: \$25K or multiple sponsors: \$10K each
- **Branded Breaks**
- **Hydration Station**
- **The Headshot Spot**
- **Cellphone wallets with company logo**
- **Coffee cup sleeves with company logo**
- **Featured 30 Day Post Conference Engagement Eblast to all attendees**
- **Logo “GOBO” reflected on exhibit hall wall**
- **Napkins with company logo**
- **Notepads with company logo**
- **Pens with company logo**
- **Luggage Tags with company logo**
- **Pop-Socket with company logo**
- **Signature Amenity to KOLs Guest Room | 1 night**
- **Video monitor with company looped video**
- **Water Bottles with company logo on label**
- **Welcome or Thank You Snack Box**

*Pricing available upon request*





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# CONTACT US

Stand out from your competition and optimize your exposure to our attendees! For more information on sponsorship opportunities, please contact us:

## MECC Global Meetings



305.663.1628



[info@meccinc.com](mailto:info@meccinc.com)



[www.meccinc.com](http://www.meccinc.com)