

PARTNERSHIP PROSPECTUS



Institute for
Surgical Excellence



Foundation
for Women's Cancer

Celebration of Champions Day March 14, 2024

The Lodge at Torrey Pines
La Jolla, California



WELCOME

Dear Industry Colleagues,

Every year the Foundation for Women's Cancer invites people across the country to join in Move4Her events to raise funding, increase awareness, enhance prevention through screening, and improve survival outcomes for the five gynecologic cancers. These five malignancies, ovarian, endometrial, cervical, vaginal, and vulvar cancers affect more than 1.3 million women around the world leading to 645,000 deaths.

This year, the Institute for Surgical Excellence has partnered with the Foundation for Women's Cancer to develop a sentinel event, "Celebration of Champions Day", to raise funding to support our patients, their families, and researchers as we strive to win the war against these five female cancers. We are inviting industry partners to join us in support of the Institute for Surgical Excellence by participating in the "Celebration of Champions Day" scheduled for March 14th, 2024. This special event will be held at "The Lodge" at the Torrey Pines in La Jolla, California and provides a unique and multifaceted educational and community event with proceeds given to support the mission of the Foundation for Women's Cancer.

Thank you for your consideration of our request for participation, we look forward to receiving your commitment. If you have any questions, please contact Tyler Gillespie, tgillespie@veritasamc.com or 847-920-6573.

Dr. Martin Martino, Dr. Pamela Soliman, Dr. Caitlin Houghton

Tyler Gillespie

Tyler Gillespie
Director-Industry Relations



PARTNERSHIP OPPORTUNITIES

ABOUT THE INSTITUTE FOR SURGICAL EXCELLENCE

The Institute for Surgical Excellence (ISE) is a 501(c)(3) non-profit organization committed to standardizing education and training in emergent technologies. ISE has also developed a unique community educational program known as Healthcare Explorers Day to educate and inspire elementary and high school students to learn about the importance of health and wellness and consider careers in healthcare. Over the past decade, ISE members have educated and inspired the lives of over 1000 students in local communities to choose health and wellness as part of their everyday lives. More information can be found on our website: www.surgicalexcellence.org.

ABOUT THE FOUNDATION FOR WOMEN'S CANCER

The Foundation for Women's Cancer (FWC) is a 501(c)(3) dedicated to increasing awareness, education, and research about women's health and the five gynecologic cancers. FWC #MovetheMessage participates in local community events across diverse populations to empower patients with information about their gynecologic health, and their opportunities for disease prevention in multiple languages. The FWC Move4Her campaign drives large scale awareness and fundraising events across the country, including grass roots efforts and large pinnacle events, to shine a bright light on the importance of women's health and gynecologic cancers. Further, the FWC empowers research to chart a new future for women's health and gynecologic cancers. Many leaders of the Society of Gynecologic Oncology launched their career with one of the highly coveted FWC research grants. More information can be found on our website: www.surgicalexcellence.org.



AGENDA

MARCH 14, 2024

6:30 am - 7:00 am	BREAKFAST
7:00 am - 7:05 am	WELCOME AND INTRODUCTIONS: <i>Martin Martino, MD, Pamela Soliman, MD & Caitlin Houghton, MD</i>
7:00 am - 8:30 am	SESSION I: NEW INNOVATIONS IN SURGERY AND EARLY CANCER DETECTION Moderators: <i>Mario Leitao, MD & Sharona Ross, MD</i>
7:05 am - 7:15 am	Where We are Today – And Where We are Going: The Story of Advanced Imaging with Sentinel Nodes in Gynecologic Cancers
7:15 am - 7:25 am	Augmented Reality Guided and Three-Dimensional Prostate Modeling For Robotic-Assisted Radical Prostatectomy
7:25 am - 7:35 am	Intraoperative Molecular Imaging During Oncology Surgery
7:35 am - 7:45 am	The Next Frontier – Endoluminal Robotics and Magnetic Surgery
7:45 am - 7:55 am	The Role for MRI Screening for Early Cancer Detection
7:55 am - 8:15 am	A Look to the Future of Surgery Keynote Speaker: <i>Carla Pugh, MD, PhD</i>
8:15 am - 8:30 am	Panel Session Discussion: What Does the Future of Surgery Look Like to You?
8:30 am - 8:45 am	Break for Exhibitors
8:45 am - 10:00 am	SESSION II: THE ROLE FOR AI AND NEW SURGICAL PLATFORMS TO IMPROVE OUTCOMES
8:45 am - 8:50 am	Moderators: <i>Caitlyn Houghton, MD & Martin Martino, MD</i>
8:50 am - 9:00 am	Changing from Xi to SP: A Look to the Future in Urology
9:00 am - 9:10 am	Identifying Automated Performance Metrics in Surgery
9:10 am - 9:20 am	Colorectal Intracorporeal Anastomosis – Tips and Tricks
9:20 am - 9:30 am	SP for Breast Mastectomy – Updates on Techniques
9:30 am - 9:35 am	VR and AI for Orthopedic Surgery
9:35 am - 9:45 am	Panel Session Discussion: Does AI and Video Review Improve your Outcomes?
9:45 am - 10:00 am	Break for Exhibitors
	Qualifying for Robotic Olympics Session Moderator: <i>Lindsay Deliberto & Megan Wasson, MD</i>
10:00 am - 10:30 am	Master Surgeon Roundtable Breakouts: <ul style="list-style-type: none"> • Greatest challenges and Future Promises - • 5G Remote Tele-Surgery – Can We Push the Envelope Further? Program Lead: <i>Richard Satava</i> • Surgeons as Elite Athletes – Let's Go to the Videotape! Program Lead: <i>Caitlin Houghton, MD</i> • Early Cancer Detection with MRI Screening Program Lead: <i>Martin Martino, MD & Sharon Ross, MD</i> • Coaching Surgeons to be Better Teachers Program Lead: <i>Cara King, MD</i>
10:30 am - 11:00 am	Master Surgeon Presentations and Discussion (Non-CME)
11:00 am - 11:50 am	Updates from Industry Partners (Premier, Pinnacle & Platinum)
11:50 am - 12:00 pm	Closing Remarks
12:30 pm - 5:30 pm	Free time at Torrey Pines
6:30 pm - 7:00 pm	Abstracts/Poster Sessions: Current AI and Video Surgical Applications
6:30 pm - 7:30 pm	Cocktails and Cases – with a few robots!
6:30 pm - 7:30 pm	Cocktails and Cases – with a few robots!
7:00 pm - 7:30 pm	<ul style="list-style-type: none"> o Taking Care of Us – Surgeon Ergonomics and MIS Surgery o Why ERAS is Still Important for Robotics and MIS Surgery
7:30 pm - 10:00 pm	Dinner & Celebration of Champions!

SPONSORSHIP OPPORTUNITIES

PREMIER | \$100,000 | Choose one of the following:

WIFI CODE

Your opportunity to brand the WiFi code with your company or product name.

LANYARDS

Brand the conference lanyards with the logo of your choice for premier visibility.

COFFEE BREAKS

Be the official sponsor of the coffee breaks. Your logo and branding will be recognized and displayed on signage throughout the break area.

SHOW YOUR COMMITMENT TO THE FIGHT AGAINST WOMEN'S CANCER AS A PREMIER LEVEL SPONSOR

- Includes participation in the updates from industry's session. (11:00 am - 11:50 am)
- Includes a table at the Champions Dinner
- Includes Tabletop exhibit
- 8 Attendee Registrations
- Monthly virtual meetings for 1 year for all employees. Unique event "ask the doctor virtual campaign/lunch and learn." Exclusive access to womens health experts.
- *Includes recognition as a sponsor for the Annual Meeting and the Celebration of Champions Dinner Program*
The 2024 Institute for Surgical Excellence Celebration of Champions Gala: "Honoring our Stars"
We will honor patients, healthcare colleagues, and industry partners as part of our program in the evening.

PINNACLE | \$50,000 | Choose one of the following:

WIFI CODE

Your opportunity to brand the WiFi code with your company or product name.

LANYARDS

Brand the conference lanyards with the logo of your choice for premier visibility.

COFFEE BREAKS

Be the official sponsor of the coffee breaks. Your logo and branding will be recognized and displayed on signage throughout the break area.

PINNACLE LEVEL SPONSORSHIP INCLUDES:

- Includes participation in the updates from industry's session. (11:00 am - 11:50 am)
- Includes tabletop exhibit
- 8 Attendee Registrations
- 4 seats at Champions Dinner
- *Includes recognition as a sponsor for the Annual Meeting and the Celebration of Champions Dinner Program*
The 2024 Institute for Surgical Excellence Celebration of Champions Gala: "Honoring our Stars"
We will honor patients, healthcare colleagues, and industry partners as part of our program in the evening.

PLATINUM | \$35,000

PLATINUM LEVEL SPONSORSHIP INCLUDES:

- Includes participation in the updates from industry's session. (11:00 am - 11:50 am)
- Includes tabletop exhibit
- 6 Attendee Registrations
- *Includes recognition as a sponsor for the Annual Meeting and the Celebration of Champions Dinner Program*
The 2024 Institute for Surgical Excellence Celebration of Champions Gala: "Honoring our Stars"
We will honor patients, healthcare colleagues, and industry partners as part of our program in the evening.

SPONSORSHIP OPPORTUNITIES

GOLD | \$25,000 | Choose one of the following:

POSTER SESSION

Be the official sponsor of the Poster Sessions. This a great time to network with attendees.

GOLD LEVEL SPONSORSHIP INCLUDES:

- Includes 2-minute kickoff presentation at selected event
- Includes tabletop exhibit
- 4 Attendee Registrations

SILVER | \$10,000 | Choose one of the following:

WIFI CODE

Your opportunity to brand the WiFi code with your company or product name.

LANYARDS

Brand the conference lanyards with the logo of your choice for premier visibility.

COFFEE BREAKS

Be the official sponsor of the coffee breaks. Your logo and branding will be recognized and displayed on signage throughout the break area.

SILVER LEVEL SPONSORSHIP INCLUDES:

- Tabletop exhibit included
- 4 Attendee Registrations

BRONZE | \$5,000

BRONZE LEVEL SPONSORSHIP INCLUDES:

- Tabletop exhibit included
- 2 Attendee Registrations

REGISTRATION FORM

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

Signature

SPONSORSHIP OPTIONS

PREMIER (\$100,000)

- WiFi
- Branded Lanyards
- Coffee Breaks

PINNACLE (\$50,000)

- WiFi
- Branded Lanyards
- Coffee Breaks

PLATINUM (\$35,000)

- GOLD** (\$25,000)
- Poster Session

SILVER (\$10,000)

- WiFi
- Branded Lanyards
- Coffee Breaks

BRONZE (\$5,000)

REPRESENTATIVE NAME (FIRST, LAST)

TITLE

EMAIL ADDRESS

PHONE

REPRESENTATIVE NAME (FIRST, LAST)	TITLE	EMAIL ADDRESS	PHONE

PAYMENT INFORMATION

Please select your preferred method of payment:

- Credit Card: a member of our accounting team will contact you directly
- Check payable to: Veritas Association Management (in US dollars on a US bank) Tax ID # 46-3254245
Mail to: 1061 East Main Street, Suite 300, East Dundee, IL 60118
- Please Invoice Me

Return this completed Registration Form to Tyler Gillespie

Email: Tgillespie@veritasamc.com

Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118