

PARTNERSHIP PROSPECTUS

SGS

ANNUAL COURSE IN ADVANCED GYNECOLOGIC SURGERY



**DEC
3-6
2020**
sgsonline.org

Dear Industry Colleagues,

On behalf of the SGS course director, Dr. Cara King and the SGS Leadership it is my pleasure to invite your support and participation at the 2020 SGS Annual Course in Advanced Gynecologic Surgery. The meeting will take place December 3-6, 2020. Please join us as we reimagine the 2020 SGS Meeting into a Virtual Meeting that will be an exceptional experience for one-on-one interaction, expertise sharing and more.

Established in 1974, the mission of the Society of Gynecologic Surgeons is to promote excellence in gynecologic surgery through acquisition of knowledge and improvement of skills, advancement of basic and clinical research, and professional and public education.

This course focuses on the etiology, pathophysiology, evaluation and surgical management of the full spectrum of advanced gynecologic surgical problems and approaches. The course will focus on quality in surgical education, technique, and evidence-based approaches to improve surgeon competence, technical performance and patient outcomes.

Industry partners and technical exhibits continue to be an essential part of our meeting's success. SGS will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform's technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the live meeting so attractive in the past.

Benefits of the Virtual Booth include:

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to the booth
- Zoom business suites with one-on-one appointment setting to host group meetings/demo products
- Online lead generation and post meeting analytics

Thank you for your consideration of our request for participation in the SGS Annual Course in Advanced Gynecologic Surgery; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, denise@veritasmeetingsolutions.com or 973-769-1020.

Sincerely,

Denise

Denise Castetter
Director, Industry Relations
Society of Gynecologic Surgeons

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THURSDAY, DECEMBER 3, 2020 (All times are ET)

	5:00 pm – 5:10 pm	Welcome and Opening Remarks
Session 1	5:10 pm – 5:35 pm	Pelvic Anatomy Through a Laparoscope <i>Megan Wasson, DO</i>
	5:35 pm – 6:00 pm	Total Laparoscopic Hysterectomy: Critical Views to Maximize Safety and Efficiency <i>Cara King, DO</i>
	6:00 pm – 6:25 pm	Laparoscopic Tissue Extraction: Methods for Large Tissue Removal <i>Hye-Chun Hur, MD, MPH</i>
	6:25 pm – 6:50 pm	Q&A, Group Discussion
	6:50 pm – 7:15 pm	BREAK
Session 2	7:15 pm – 8:00 pm	Product Theater
	8:00 pm – 8:25 pm	Surgical Excision Techniques for Deeply Infiltrating Endometriosis <i>Javier Magrina, MD</i>
	8:25 pm – 8:50 pm	Demystifying Chronic Pelvic Pain: An Integrative Approach to Treating Chronic Pelvic Pain <i>Suzie As-Sanie, MD</i>
	8:50 pm – 9:15 pm	Optimization and Integration of Office Hysteroscopy Into Your Practice <i>Cara King, DO</i>
	9:15 pm – 9:30 pm	Q&A, Group Discussion

FRIDAY, DECEMBER 4, 2020 (All times are ET)

	5:00 pm – 5:10 pm	Welcome
Session 3	5:10 pm – 5:35 pm	Pelvic Floor Support and Obstetric Injury <i>Mark Walters, MD</i>
	5:35 pm – 6:00 pm	Critical Views for Safe and Efficient Total Vagina Hysterectomy <i>Rosanne Kho, MD</i>
	6:00 pm – 6:25 pm	Female Pelvic Support: Techniques to Level III Support and Perineorrhaphy <i>Emily Weber-Lebrun, MD</i>
	6:25 pm – 6:50 pm	Q&A
	6:50 pm – 7:05 pm	BREAK
	7:05 pm – 7:35 pm	Panel discussion: Barriers to Care/Racial Disparities/Socioeconomic Disparities <i>Linda Bradley, MD, LaShyra Nolen, and Patient</i>
Session 4	7:35 pm – 8:00 pm	Approach to Complex Abdominal Surgeries <i>John Gebhart, MD</i>
	8:00 pm – 8:05 pm	Q&A
	8:05 pm – 8:30 pm	Challenges to Prolapse Approaches <i>Peter Rosenblatt, MD</i>
	8:30 pm – 8:35 pm	Q&A
	8:35 pm – 9:05 pm	Round Table Break Outs (Max 9/room; \$10/room)
		1. Complex TLH: Techniques for Navigating Large Fibroids, Endometriosis, Obliterated Anterior Cul de Sac <i>Ted Lee, MD</i>
		2. Complex TVH <i>John Gebhart, MD</i>
		3. COVID Surgical Updates <i>Beri Ridgeway, MD</i>
		4. Transgender Surgeries <i>Cecile Ferrando, MD, MPH</i>
		5. Laparoscopic Complications <i>Javier Magrina, MD</i>
		6. Challenges for Women in Leadership <i>Linda Bradley, MD</i>
		7. Integration of Surgical Coaching into Your Practice <i>Cara King, DO</i>
		8. How to Obtain a Patent and Other Ways to Protect Your Intellectual Property <i>Peter Rosenblatt, MD</i>
		9. Practice Model to Decrease Open Hysterectomy Rate <i>Andrew Walter, MD</i>

SATURDAY, DECEMBER 5, 2020 (All times are ET)

	10:00 am – 10:45 am	James Breen Address <i>Miles Murphy, MD</i>
Session 5	10:45 am – 11:10 am	Surgical Approach to Oophorectomy for Adnexal Masses <i>Megan Wasson, DO</i>
	11:10 am – 11:35 am	Surgical Tips for Mid Urethral Sling Placement: How to Avoid Complications <i>Miles Murphy, MD</i>
	11:35 am – 11:55 am	Q&A, Group Discussion
	11:55 am – 1:00 pm	BREAK/Product Theater
Session 6	1:00 pm – 2:30 pm	Pre-Recorded Surgical Videos <i>Ted Lee, MD</i> <i>Marie Fidela Paraiso, MD</i> <i>Javier Magrina, MD</i> <i>Peter Rosenblatt, MD</i>

SUNDAY, DECEMBER 6, 2020 (All times are ET)

Optional	10:00 am – 7:00 pm	Remote Hands-On Laparoscopic Suturing <i>Malcolm Mackenzie, MD</i>
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Pre-Recorded Lectures (Available for Viewing November 28-December 6, 2020)

- Preoperative Optimization *Miguel Luna-Russo, MD*
- Office Work Up for SUI *Emily Weber-Lebrun, MD*
- Evaluation and Work Up for POP *Andrew Walter, MD*
- Medical Management of Endometriosis *Megan Orlando, MD*
- Office Based Procedure Options for CPP→Interviewing, PE, Trigger Point, Botox *Mario Castellanos, MD*
- Surgical Education Curriculum *Cara King, DO*
- Robotic Single Incision Laparoscopy: Application and Techniques *Johnny Yi, MD*
- Laparoscopy in Special Populations *Megan Wasson, DO*
- Integration of APPs to Optimize Practice *Matthew Barker, MD*
- COVID Surgical Updates *Beri Ridgeway, MD*





SPONSORSHIP INFORMATION

The 2020 SGS Annual Course will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

Supporting SGS

Deliver your message in a professional, focused, and educational environment. SGS provides you with networking opportunities to build relations with new and existing customers. The expected 85 plus participants will be eager to learn about your company and products.

**BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND
GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT**

Benefits of the Virtual Exhibit Include

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to booth
- Zoom business suites with one-on-one appointment setting to host group meetings/demo products
- Online lead generation and post meeting analytics

CALL TO SCHEDULE A DEMO

Optimize Visibility with a Gold, Silver or Bronze Level Sponsorship

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

For more information about exhibits, sponsorships,
or advertising opportunities to support SGS, please contact:

Denise Castetter | Director, Industry Relations | Veritas Association Management
1061 East Main Street, Suite 300, East Dundee, IL 60118
W: 973-769-1020 | F: 847-649-1704 | denise@veritasamc.com

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PARTNERSHIP OPPORTUNITIES

MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP

SGS Annual Course in Advanced Gynecologic Surgery offers industry sponsors an opportunity to reach clinicians on the latest surgical techniques and products. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

GOLD \$5,500

INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to SGS with a 45-60 minute presentation by your product specialist or guest speaker to present to participants.

Gold Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 6 months
- Virtual Exhibit
- Event marketing-2 E-blast promoting your presentation will be sent to SGS registrants
- Company recognition (logo, weblink) posted on SGS website, in social media and e-blasts

Recording options and logistical instruction provided upon receipt of Registration Form.

SILVER \$4,500

Highlight your commitment to SGS with a 30 Minute presentation by your product specialist or guest speaker to present to participants.

Silver Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 6 months
- Virtual Exhibit
- Event marketing-1 E-blast promoting your presentation will be sent to SGS registrants
- Company recognition (logo, weblink) posted on SGS website, in social media and e-blasts

PARTNERSHIP OPPORTUNITIES *(CONT.)*

BRONZE \$3,500

Coffee Talks

Deliver your message with 15 minute Topic Related presentations prior to morning sessions or during breaks.

Bronze Level Includes:

- Company recognition (logo, weblink) posted on SGS website, in social media and e-blasts
- Virtual Exhibit

VIRTUAL EXHIBIT \$2,500 Increase brand awareness and generate valuable leads

Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium.

Virtual Exhibit Level Includes:

- Live reps staff the booth and interact with attendee visitors
- Zoom business suites with one-on-one appointment setting to host group meetings/demo products
- Product videos and marketing collateral can be loaded to the booth
- Online lead generation and post meeting analytics

Administrative access to your Virtual Exhibit available upon receipt of payment.



SOCIETY OF
GYNECOLOGIC SURGEONS

ANNUAL COURSE IN ADVANCED GYNECOLOGIC SURGERY

EXHIBIT REGISTRATION & INVOICE FORM

DEC
3-6
2020
sgsonline.org

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

SPONSORSHIP OPTIONS

☐ **GOLD (\$5,500)**

45-60 Minute Presentation

☐ **SILVER (\$4,500)**

30 minute Presentation

☐ **BRONZE (\$3,500)**

Coffee Talk

☐ **VIRTUAL EXHIBIT (\$2,500)**

Representative Name (First, Last)	Title	Email Address	Phone

PAYMENT INFORMATION

Check payable to: Payable to Society of Gynecologic Surgeons in U.S. dollars drawn on a U.S. bank. TAX ID #74-2307811

Credit Card ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

Credit Card #

CW

Exp Date

Name

Billing Address

City

State

Zip

Signature

Total \$:

Phone

Fax

Email

Return this completed exhibit reservation form and payment to Denise Castetter.
Mail: Veritas Association Management, 1061 E. Main St., Suite 300, East Dundee, IL 60118
W: 973-769-1020 | F: 847-960-3862 | denise@veritasamc.com