

A full-page background image of the Golden Gate Bridge in San Francisco. The bridge's iconic red-orange towers and suspension cables are prominent against a clear blue sky. The bridge spans a deep blue bay, with a small white sailboat visible in the water. In the background, rugged, rocky cliffs rise from the water's edge. The overall scene is bright and clear, suggesting a sunny day.

**SPRING 2021  
VIRTUAL GROUP  
MEETING**

April 19–23

An aerial photograph of a dense urban neighborhood, likely San Francisco's 'Painted Ladies' row, showing a variety of colorful houses in shades of blue, yellow, and red. The houses are closely packed together, and the image is used as a background for the top section of the page.

SWOG Cancer Research Network's mission is to significantly improve lives through cancer clinical trials and translational research.

## **ABOUT SWOG**

SWOG Cancer Research Network is a worldwide network of researchers that design and conduct cancer clinical trials. The group's goal is to change medical practice to improve the lives of people with cancer. SWOG trials test new ways to diagnose and treat cancer, as well as prevent it. SWOG researchers also study cancer care delivery to ultimately improve quality of life for both patients and survivors.

The nearly 6,000 physician researchers in the network practice at more than 1,000 institutions nationwide and in six other countries. The network includes 32 of the National Cancer Institute (NCI)-designated cancer centers, as well as community hospitals, private practices, and physician group networks. Formerly the Southwest Oncology Group, SWOG is one of five cooperative groups in the NCI's National Clinical Trials Network.

## **ABOUT THE HOPE FOUNDATION FOR CANCER RESEARCH**

The Hope Foundation for Cancer Research partners with SWOG to provide support of oncology research in lung, breast, gastrointestinal, and genitourinary cancers, as well as melanoma, myeloma, leukemia, lymphoma, and rare diseases. We fund critical, need-based research grants, fellowships, training events, physician education, and patient advocacy.

Progress in cancer research is most quickly accomplished through collaboration and partnership, through sharing of both successes and challenges in discovery. To facilitate this, The Hope Foundation supports SWOG's biannual Group Meetings, where physician researchers and oncology professionals convene each year to share results, to innovate and to present novel ideas for future progress.

## **GROUP MEETING EXHIBITS**

SWOG presents industry partners with the opportunity to exhibit their products and services virtually over a five-day period. Benefits of participation include exposure to roughly 1,200 oncology professionals per meeting, high-profile digital placement and inclusion of name/logo on meeting website and materials.



# BENEFITS OF PARTICIPATION

Fee: \$3,500



## AGENDA BOOK FEATURE

Featured listing in the digital agenda booklet distributed to all meeting registrants.



## WEBSITE FEATURE

Featured listing on the swog.org virtual meeting landing page.



## VIRTUAL EXHIBITOR HALL

Company overview/production description(s), etc.

Link to website

Promotional video (up to 3)

Question submission area (used for lead capture; header can be customized and the information will be redirected to an exhibitor contact of choice)

Zoom room: exhibitor can provide link to a zoom room they host and manage during specific "booth hours"

*Additional customization arranged upon request.*

# APPLICATION FORM

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_

Company/Product URL \_\_\_\_\_

Signature \_\_\_\_\_

Type of Sponsorship/Support \_\_\_\_\_

## SUBMIT FORM TO:

Kaitie Derby  
Kaitie@thehopefoundation.org  
(734) 277-1003

## CHECKS PAYABLE TO:

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THE HOPE  
FOUNDATION  
FOR CANCER RESEARCH

