

66th Annual Update in General Surgery

April 2 - 5, 2025
Hilton, Downtown
Toronto

WHO WE ARE

Now in its 66th iteration, the Update in General Surgery is organized by the Division of General Surgery at the Temerty Faculty of Medicine, University of Toronto. We are thrilled to be running the 2025 conference under the direction of Division chair, Dr. Sean Cleary and feature international guest speakers Drs. Sarah McLaughlin & Geeta Lal.

Chair: **Sean P. Cleary** M.D, MSc, MPH, FRCSC, FACS
Bernard & Ryna Langer Chair
Division of General Surgery
University of Toronto

WHAT WE DO

Leading experts and practitioners converge at UGS to explore the latest advancements, techniques, and research shaping the field of surgery. We provide a dynamic platform for knowledge exchange, fostering collaboration and innovation. This year's conference will delve into cutting-edge topics, share best practices, and collectively propel the field forward in this era of transformative surgical care.

SPONSOR PROSPECTUS

2025 HOT TOPICS

- Cutting edge updates in breast cancer management
- Ergonomics in Surgery
- Hernias of all shapes and sizes
- Pearls in acute care surgery
- IBD emergencies
- Neoadjuvant treatment for colon and rectal cancers
- Video session of adverse intra-op events

SPONSORSHIP BENEFITS

- Boost brand visibility & establish authority
- Generate leads & reach sales goals
- Mingle with decision-makers in the field
- Showcase a new or improved service or product
- Strengthen and build relationships
- Gain valuable insights from surgeons 'on the ground'

EXHIBIT DATES & TIMES

Wednesday April 2nd	Hands on Workshops 8:30am – 4:30pm
Thursday, April 3rd	Conference Day 1 7:30am – 4:30pm Cocktail Reception* 5:00pm – 6:30pm
Friday, April 4th	Conference Day 2 7:30am – 4:30pm

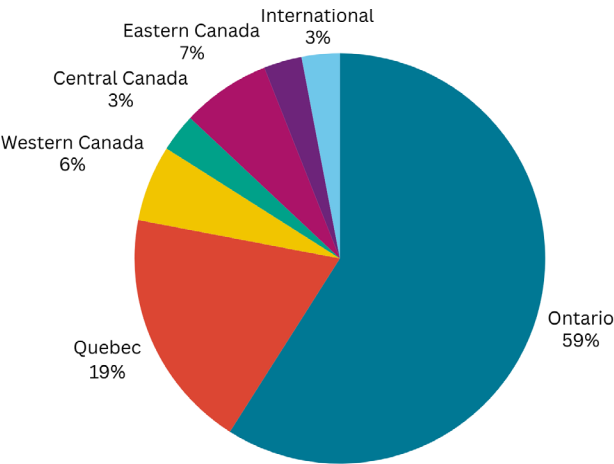
PLEASE NOTE

- Participants will be driven through the exhibit hall at breakfast, lunch & breaks on each day.
- You are invited to stay on-site during the evening cocktail reception on Thursday.

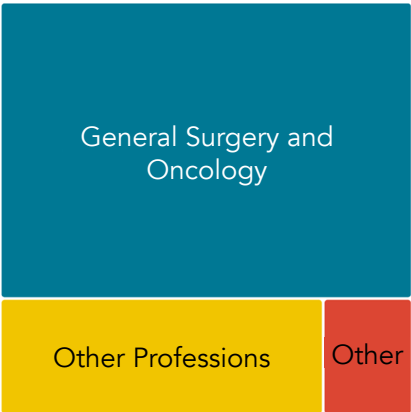
* available for sponsorship

AUDIENCE
BREAKDOWN

Participant
Breakdown
by Region (%)



Participant
Breakdown
by Specialty



SPONSORSHIP DETAILS

PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Industry Sponsored Symposium Included	Industry Sponsored Symposium Included	Industry Sponsored Symposium Option	6' skirted table
Participation in hands-on workshops	Participation in one hands-on workshop	8 x 10 booth	2 Conference Passes
Tech Suite Opportunity	Sponsored Charging Station (secured by organizers)	BYO Branded Charging Station	
15 x 10 booth	10 x 10 booth	3 Conference Passes	
5 Conference Passes	4 Conference Passes		

INDUSTRY SPONSORED SYMPOSIA

30-60min education event / satellite symposia are available on a first come first served basis to Gold & Platinum sponsors and as an add-on for Silver sponsors. Meeting room space for your session, including basic A/V will be provided. (Does not include catering).

Available symposia time:		
Breakfast Thursday OR Friday 7am – 8am	Lunch Thursday OR Friday 12pm – 1pm	Evening Cocktail Reception Thursday 4:30pm – 5:30pm
Add on fee: - \$5,000 breakfast, \$7,500 Lunch or Reception		

All sponsors get:

- Sponsor Space and Recognition on Conference Floor; category placement
- Logo on all sponsor signage; category placement
- Complimentary conference passes for sponsor representatives
- Exhibit Booth or Tabletop Display
- Recognition during the Opening Remarks
- Pre-meeting registration mailing list*

Have other ideas?
Contact us to discuss flexibility of sponsorship offerings within your category.

*List includes only those attendees who have opted in to receive information from exhibitors/industry.