

2024 Exhibitor Prospectus and Support Opportunities



The American Society of Breast Surgeons (ASBrS) recognizes the essential role that healthcare companies play in helping the ASBrS to maintain its focus on advancing the profession of breast surgery and improving the treatment and care that its members provide to patients with breast disease.

ASBrS invites you to exhibit at the ASBrS 2024 Annual Meeting. The exhibit hall is an extension of the educational experience, offering 2½ days of face-to-face networking with 1,700 medical professionals from the U.S. and 27 countries, showcasing the latest treatment techniques and products in breast disease treatment and care. In addition, your participation as a supporter of the meeting helps to increase your visibility to ASBrS members and keeps your company and products in front of physicians involved in patient care.

Meeting Location

Orlando World Center Marriott
Exhibit Hall: Cypress Ballroom 3
8701 World Center Drive
Orlando, Florida 32821

Meeting Dates

April 10-14, 2024

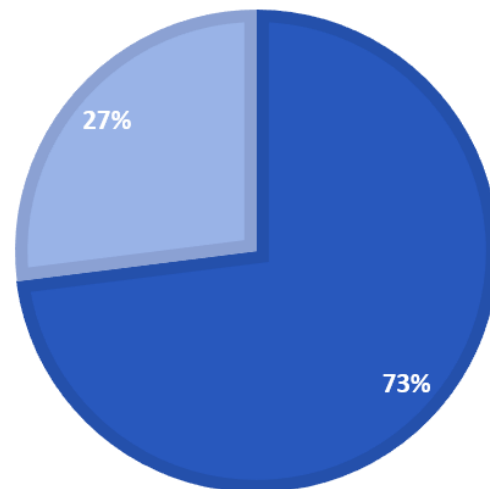
Exhibit Dates

April 11-13, 2024

Who attends?

ASBrS Annual Meeting	2019 Dallas	2021 Virtual	2022 Las Vegas	2023 Boston
Total Attendance	2,055	1,939	1,856	2,283
Healthcare Professionals	1,529	1,714	1,396	1,728
Exhibitors	526	225	460	555

2023 ATTENDANCE



Surgeons 73% Non-Surgeons 27%

39 Countries Represented in 2023*

U.S.
89.4%

International
10.6%

11.9% of
2023 attendees
were
Residents
Fellows
Students

*Includes the United States and Canada

Why Exhibit?

TOP 5 REASONS TO EXHIBIT



ENGAGE your clients in an intimate setting where the attendee to exhibiting company ratio is **22 to 1**.



NETWORK with the world's top surgeons who treat breast disease.



CAPITALIZE on a targeted audience to showcase your products and services & gain valuable leads.



CONNECT with an international group of surgeons from 38 countries.



BENEFIT from over 7 networking events with dedicated hours for exhibits including the Opening Reception, 2 lunches and 4 snack breaks in the Exhibit Hall.

EXHIBITOR BENEFITS

- Access to more than 1,700 surgeons with a dedicated interest in treating breast disease.
- Four (4) complimentary exhibitor staff badges for every 100 s/f of booth space contracted.
- Complimentary listing on the ASBrS website with company description and a link to company website.
- Complimentary upgraded profile of your company and products in the Industry Product Showcase.
- Traffic draws in the Exhibit Hall such as the Opening Reception, breaks, and lunch (exhibitors are invited to participate in Exhibit Hall food events which reduces your staff per diem costs).
- Access to the General Session (standing room only if space allows).
- One time use of to pre- and post-meeting mailing list of registrants who opt-in to share mailing address. (**Exhibitor must submit the request form with a copy of their marketing piece to ASBrS for approval to receive mailing labels.**)
- Complimentary electronic list of pre- and post-meeting registrants who opt-in to share their Name, City, State, Zip, Country.



78 Exhibiting Companies

- 9 Product & Service Categories Represented
- Over 4,000 Leads Generated in 2023



2½ Days of Face-to-Face Attendee Interaction

- Over 15 Exhibit Hours in Total
- Over 5 Unopposed Exhibit Hours



7 Exhibit Hall Networking Events

- Opening Reception on Thursday Evening
- Lunch and Breaks on Friday & Saturday are in the Exhibition Hall!

Attendee Product Interests

Biopsy Products
Diagnostics/Testing
Finance/Market Research
Medical Devices

Medical Equipment
Medical Recruiters
Non-Profit Organizations
Robotic Devices

Pharmaceutical and Biotech Technology
Professional Education & Publications
Surgical Technology Information
Wellness & Healthy Lifestyles

Exhibit Information

EXHIBIT RATES

Inline Booth	\$65 / ft ²	Island Booth	\$90 / ft ²
10' x 10'	\$6,500	20' x 20'	\$36,000
10' x 20'	\$13,000	20' x 30'	\$54,000
10' x 30'	\$19,500		

EXHIBIT CONTACT

Jane Conway
jconway@breastsurgeons.org
410-381-9500 x111
443-545-0151

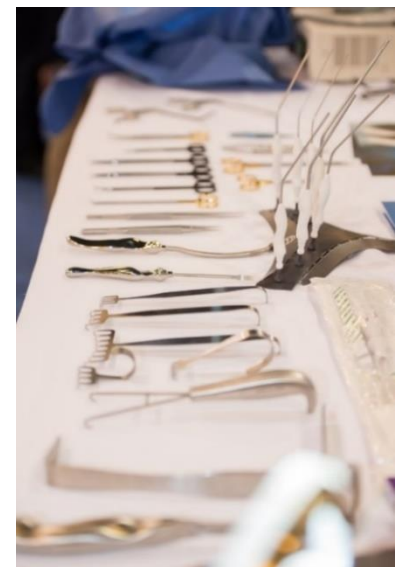


Exhibit Hall Timeline	Wednesday, April 10	Thursday, April 11	Friday, April 12	Saturday, April 13
Booth Installation	8:00 AM – 5:00 PM	8:00 AM – 5:00 PM		
All exhibits must be set		5:00 PM		
Hours of Operation		7:30 PM – 9:00 PM	9:00 AM – 4:00 PM	9:00 AM – 4:00 PM
Exhibit Hall Break			10:00 AM – 10:30 AM	10:00 AM – 10:30 AM
Exhibit Hall Lunch			12:15 PM – 1:15 PM	12:00 PM – 1:00 PM
Exhibit Hall Break			3:30 PM – 4:00 PM	3:00 PM – 3:30 PM
Booth Dismantle				4:00 PM – 10:00 PM

Reach Attendees Beyond Your Booth with Corporate Support Opportunities

The following information outlines support opportunities related to the **ASBrS 25th Annual Meeting, April 10—14, 2024**, in Orlando, Florida. In 2023, the ASBrS in-person annual meeting attracted over 1,700 healthcare professionals with a dedicated interest in treating breast disease.

Acknowledgment of support typically includes:

- Complimentary listing on the ASBrS website
- One priority point per \$1000 in support – used to obtain premium booth space
- Signage and other visuals at sponsored events
- Acknowledgment in sponsored publications and meeting app

Companies that supported an item or activity at the previous year’s meeting are offered the first option to host that opportunity again. Contact Marti Boyer at mboyer@breastsurgeons.org or Jane Conway at jconway@breastsurgeons.org if you have any questions or if you would like to suggest a support opportunity you do not see on the list.

Support opportunities include the following listed below but are not limited to the following. Please see the [2024 Grant & Marketing Opportunities Brochure](#) for more details.

Scientific Program

Scientific Poster Session and Reception
 Educational Grant for the General Session
 Educational Grant for Pre-Meeting Course

Social Events

Opening Reception
 President’s Reception

Audio Visual Marketing

Speaker-Ready Room
 General Session A/V
 Audience Response System

Advertising & Marketing Support Opportunities

Digital Graphic Displays
 LED Screen Advertising
 Professional Headshot Station
 Digital Ads in Meeting App
 Hotel In-Room Channels

Wall Graphics
 Bench Graphics
 Window Clings
 Exhibit Hall Carpet Graphics
 Charging Stations

Hand Sanitizer Stations
 Hotel Key Cards
 Hotel Door Drops
 Cyber Café

Industry Supported Symposia (limited opportunities available)

The American Society of Breast Surgeons is pleased to offer the opportunity for industry-supported symposia at its Annual Meeting. Symposia are live educational programs sponsored and funded by an outside organization, independently organized, and offered. Acceptable educational formats for symposia include presentations by speakers, panel discussions, films, and video presentations. Attendance at a symposium will range from 50 to 350 attendees, depending on the topic and concurrent symposia. Symposia are available at the following times— Wednesday evening (up to 3 programs); Thursday evening (1 program, immediately following the very popular and well-attended Coding and Reimbursement Symposium); Friday (up to 5 concurrent programs in morning and 3 evening programs); and Saturday morning (up to 5 concurrent programs). Companies that supported a program at the previous year’s meeting are offered the first option to host a program again. Industry supported symposia are not part of the official Annual Meeting program. Limited opportunities are available. Interested companies should contact Marti Boyer, phone: 410-381-9500 or email: mboyer@breastsurgeons.org

Available Times for Industry-Supported Symposia at the ASBrS 2023 Annual Meeting:

- Wednesday, April 10:** Evening Symposia, 8:00 pm – 9:30 pm (\$20,000) 3 concurrent programs. Attendance limited to 150.
- Thursday, April 11:** Evening Symposium, 5:30 pm – 7:30 pm (\$80,000) SOLD
- Friday, April 12:** Breakfast Symposia, 6:30 am -7:45 am (\$20,000) up to 5 concurrent programs. Attendance limited to 150.
- Friday, April 12:** Evening Symposia, 7:30 pm - 9:30 pm (\$40,000) up to 3 concurrent programs. Attendance limited to 250.
- Saturday, April 13:** Breakfast Symposia, 6:15 am - 7:45 am (\$20,000) up to 5 concurrent programs. Attendance limited to 150.

Important Note: In addition to the support fee, the symposium organizer is responsible for arranging with a hotel and paying for any audiovisual, room set up, catering, etc. as well as all faculty expenses and arrangements (travel, hotel, honoraria, etc.)

*Opportunities subject to availability

SUPPORT OPPORTUNITIES CONTACTS

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