



THE AMERICAN SOCIETY OF BREAST SURGEONS

**21<sup>ST</sup> ANNUAL MEETING**

APRIL 29 – MAY 3, 2020 LAS VEGAS, NEVADA

**2020 EXHIBITOR GUIDELINES AND REGULATIONS**

## TABLE OF CONTENTS

Venue Location / Benefits of Exhibiting / Exhibitor Eligibility	3
Acceptance of Exhibits / Booth Application Submission, Approval and Confirmation / Exhibit Space Assignments / Priority Points / Booth Rates	4
Booth Cancellation & Reduction / Submission of Booth Design / Booth Configurations / Inline Booths	5
Corner Booths / Island Booths / Perimeter Booths / End-Cap Booths / Tabletop Booths / Retail Booths Retail Sales Policy / Sales Tax & Licenses	6
Hanging Signs & Graphics / Freight Shipping Dates / Failure to Occupy Space / Exhibit Hours of Access / Exhibit Hall Timeline / Booth Activities & Giveaway	7
Photography, Video or Audio Recordings / Booth Conduct / On-Site Booth Representative	8
Exhibit Personnel Badges / Exhibitor Appointed Contractor (EAC) Badges / Guest Registrations / Exhibitor Admission to General Session / Pre-Meeting Courses Access	9
Pre-Meeting Courses Access / Exhibitor Sponsored Private Functions	10
Exhibitor Sponsored Private Functions / Support Opportunities and Satellite Symposia / Complimentary Mailing Lists / Exhibitor Forum / Exhibitor Housing	11
Exhibitor Housing / Housing Cancellations & Penalties / Official Service Contractor	12
Exhibitor Appointed Contractor (EAC) / Security / Resolution of Disputes Exhibitor Complaints / Use of Photography / Federal, State & City Regulations / Liability Insurance	13
Liability Insurance / Emergencies, Strikes, Embargoes & Other Occurrences Beyond the Society's Control / General Information / ASBrS Contact Information	14
Diagrams of Acceptable & Unacceptable Booth Displays	15



## ANNUAL MEETING EXHIBITOR GUIDELINES AND REGULATIONS

### Introduction and Objectives

The American Society of Breast Surgeons (ASBrS) Annual Meeting provides medical professionals with the most current information on products and services related to the treatment of breast disease. The purpose of the exhibits is to complement educational programming by providing opportunities for displays of products and services that can be used to promote research and improve the standards of practice.

The purpose of our policies and procedures for exhibits is to provide a professional and educational environment, in which the exhibitor can demonstrate, and the attending surgeon can view products and services that improve the quality of care given to the patient, enhance the management of the surgical practice, or contribute to the educational and instructional atmosphere of the meeting. Our policies and procedures, along with the application for exhibit space, are an integral and binding part of your contract with the ASBrS and have been designed to be implemented in a fair, effective, and equitable manner. Once your application is approved by the ASBrS, your company, and its representatives, agree to follow all exhibitor guidelines and regulations outlined in this document.

**Show Management shall have absolute authority to interpret, amend and enforce all Annual Meeting policies and rules regarding exhibits.**

### **Annual Meeting Headquarters Hotel**

Bellagio Hotel  
3600 South Las Vegas Boulevard  
Las Vegas, NV 89101

The **Exhibit Hall** will be in the **Tower Ballroom** and the **General Session** will be in the **Grand Ballroom**, both are located on the ground level along with all meeting space in the Bellagio Hotel.

### Exhibitor Benefits

- Access to more than 1,700 surgeons with a dedicated interest in treating breast disease
- Complimentary listing in the Annual Meeting Program and on the Society website with a link to the company website
- Complimentary upgraded profile of your company and products in the ASBrS mobile meeting app
- 4 complimentary exhibitor staff badges for every 100 ft<sup>2</sup> of booth space contracted
- Traffic draws in the Exhibit Hall such as the Opening Reception, (4) breaks, and (2) lunches (Exhibitors are invited to participate in Exhibit Hall food functions)
- Complimentary copies of the 21<sup>st</sup> Annual Meeting Program
- Access to the General Session (Standing room only, if space allows)
- Access to pre- and post-meeting attendee mailing labels (***Exhibitor must submit the request form with a copy of their marketing piece to the Society for approval to receive mailing labels.***)
- Complimentary list of pre- and post-meeting attendees (Name, City, State and Country only) sent via email

### Exhibit Eligibility

**To be eligible to exhibit, all products and services to be exhibited must be directly related to breast surgery and/or the treatment of breast disease.** Approval will be made by the ASBrS in its sole and absolute discretion and all decisions are final. Exhibitors may only display products and services regularly manufactured or distributed through the company's regular course of business and described in their application or approved in writing by the ASBrS. Applications deemed ineligible will be returned with a full refund of booth fee paid. Eligibility and/or approval of an application to exhibit does not indicate an endorsement of a product or service by ASBrS.

### **Acceptance of Exhibits**

The exhibit application is subject to the approval of the management of The American Society of Breast Surgeons. The ASBrS reserves the right to refuse applications or remove exhibits or parts of exhibits not meeting standards required or expected for The ASBrS 21<sup>st</sup> Annual Meeting and/or for products or services unrelated to the purpose of The American Society of Breast Surgeons. All booth activities and content must be professional and educational related to the treatment of breast disease. The Exhibit Hall atmosphere must be congruent with the mission of The American Society of Breast Surgeons.

### **Booth Application Submission, Approval and Confirmation**

A completed booth application submitted by an authorized representative of the applicant's firm shall become a binding contract when approved by an authorized representative of The American Society of Breast Surgeons and payment in full is received. An electronic notification will verify acceptance of the application. Booth confirmations will be sent electronically after the booth is assigned.

### **Exhibit Space Assignment**

The space assignment is a two-tiered placement process consisting of a **Priority Placement** and **Open Placement**. Both placements require payment in full upon ASBrS approval of a completed booth application.

The **Priority Placement** will use the Priority Points System (details below) to determine the order of booth placement during the Priority Placement period. Potential ASBrS 2020 Exhibitors will be contacted via email with a link to the booth application and floor plan. Please note that Exhibitors must submit a completed application and full payment by the **January 10, 2020** deadline to participate in the Priority Placement. Exhibiting companies will be assigned a booth based on their priority points total which is determined by an exhibiting company's exhibit and sponsorship history. Exhibitors are assigned a booth in descending points order with highest point totals having priority above lower point totals. The earliest dated exhibit application with full payment will have a preference if companies have reached equal point totals. Also considered are such factors as previous years' points earned. Please note that placement according to such preference is not guaranteed. Priority points expire after two consecutive years of the exhibit and/or sponsorship inactivity.

The **Open Placement** will commence after the Priority Placement and is open to all qualifying potential ASBrS 2020 Exhibitors on a first-come basis. The priority point system will not be used for Open Placement.

**Participation in either booth placement requires a completed online application approved by ASBrS and payment in full.**

### **Priority Points**

Priority points are cumulative and based on your company's financial support and donations from May 2000 through December 31, 2019. Additional support of the Annual Meeting and/or the Society is not a requirement for exhibiting.

Points are awarded as follows:

- 1 point for every \$1000 received for Annual Meeting exhibit space
- 1 point for every \$1000 received for the Annual Meeting and regional course sponsorship
- 1 point for each machine, piece of equipment, device donated to use in a workshop (not including stereotactic breast biopsy) at the Annual Meeting and regional course
- 5 points for each stereotactic breast biopsy machine donated to use at the Annual Meeting and regional course
- 1 point for each applications technician participating in a pre-meeting workshop
- 1 point for every \$1000 given to the Society outside of the Annual Meetings and regional courses.
- 1 point per company who attends the onsite Exhibitor Forum
- 1 point per company who completes a post-meeting exhibitor survey

### **Booth Rates**

Exhibit Space will be rented at the following rates:

\$60.00 ft<sup>2</sup> for inline booths. 10' x 10' = (100 ft<sup>2</sup> - \$6,000); 10' x 20' = (200 ft<sup>2</sup> - \$12,000); 10' x 30' = (300 ft<sup>2</sup> - \$18,000)  
\$85.00 ft<sup>2</sup> for island booths. 20' x 20' = (400 ft<sup>2</sup> - \$34,000); 20' x 30' = 600 ft<sup>2</sup> - \$51,000)

**Full payment and an approved booth application must be received before ASBrS will assign a booth location.**

### **Booth Confirmation**

Booth confirmations will be emailed to Exhibitors after the Priority Placement; if booths are contracted during Open Placement, booths will be confirmed as soon as booth is paid and assigned. Exhibitors will be asked to verify their booth placement and review the anticipated traffic patterns and neighboring Exhibitors upon receiving their booth confirmations.

### **Booth Cancellation and Reduction Policy**

The American Society of Breast Surgeons will retain the following fees from booth deposits if a company cancels or reduces booth space: \$100 per booth on or before **December 31, 2019**; 50% of cost for cancelled or reduced booth space on or before **January 31, 2020**; 100% after **January 31, 2020**. The fee retained shall cover liquidated damages for the direct and indirect costs incurred by management for organizing, setting up, and providing space for the Exhibitor, and losses and additional expenses caused by Exhibitor's withdrawal. Reduction of booth space may require Exhibitor to be relocated, at the discretion of show management. ASBrS has the right to resell any canceled or reduced space. An Exhibitor may not resell, lease or sublet their booth space. **Requests to cancel and reduce booth space must be submitted in writing to ASBrS Exhibits Department.**

### **NEW – Submission of Booth Design for ASBrS Approval is Mandatory**

All Exhibitors are required to submit booth design plans to the ASBrS for pre-approval by **March 31, 2020**. Booth designs must be drawn to scale, indicating the scale used and include dimensions (L' x W' x H') of all booth components, enclosed spaces and any audio-visual systems (theaters, flat screens, audio systems, etc.) in the booth. Plans must clearly illustrate the Exhibitor's adherence to all audio-visual, demonstration and presentation rules and regulations. All decisions concerning booth design by ASBrS Show Management will be binding upon the Exhibitor and are final. **Note: A pre-approved design is mandatory and those who do not comply will not be granted access to install their booth at ASBrS 2020 until their booth design is approved by ASBrS.**

### **Configurations for All Exhibit Booths**

Exhibitors must purchase booth space of sufficient size to accommodate their booth components and customer volume. No part of an exhibit including promotional items shall go beyond their leased dimensions into aisles, air spaces above aisles or above other exhibit booths. Exhibitors must ensure booth components do not block the line of sight for fire strobes for total clearance; any fire extinguishers or fire hose cabinets must have a minimum of 3' clearance for clear access. Exhibitors must allow a minimum of 2' in front of presentation and demonstration components inside an island booth and 1' inside an inline. This set back requirement is the minimum distance required to ensure that all visiting attendees are accommodated inside the booth and business is conducted within the booth space and does not impede aisle traffic. **(See DIAGRAMS 2 & 3 for acceptable and unacceptable inline booth examples)**

All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. Rope and stanchion to form orderly waiting lines inside Exhibitor booth space are required for large gatherings and will be ordered and installed, if necessary, at the Exhibitor's expense. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by ASBrS for the Exhibitor to participate in future ASBrS exhibitions. **Show Management shall have absolute authority to interpret, amend and enforce all Annual Meeting policies and rules regarding exhibits. Please contact the ASBrS if you have questions or concerns regarding special booth design and/or construction.**

### **Inline/Linear Booths**

An inline/linear booth is a 10' x 10' booth consisting of drape assembled on aluminum stanchions and crossbars, 8' high back drape, 3' high side drape, and 7" x 44" booth identification sign. All other equipment, furnishings, carpet or services other than those provided as indicated must be arranged with the decorator and/or the convention center at the Exhibitor's expense. **The Tower Ballroom is carpeted.**

**Use of Space:** Regardless of the number of Inline Booths utilized, e.g. 10' x 20', 10' x 30', 10' x 40', etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space with a 4' height restriction imposed on all materials in the remaining space forward to the aisle **(see DIAGRAM 1)** to maintain clear visibility from one booth into the next. Hanging signs, canopies or any exhibit material hanging above inline booths is prohibited. Audiovisual presentation layouts must be included in booth layout designs and submitted to ASBrS for approval by **March 31, 2020**.

### **Corner Booth Configurations**

A corner booth is an inline booth exposed to aisles on two or three sides, consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape, 3' high side drape; and 7" x 44" booth identification sign. All other equipment, furnishings, carpet or services other than those provided as indicated must be arranged with the decorator and/or the convention center at the Exhibitor's

expense. **The Tower Ballroom is carpeted.** All inline booth configurations and use of space (noted previously) also apply to corner booths.

### **Island Booth Configurations**

An island booth is defined as 20' x 20' or larger with aisles on all four sides. There is no pipe and drape construction or 7 x 44" booth identification sign provided. **The Tower Ballroom is carpeted.**

**Use of Space:** The maximum height of an island booth at ASBrS 2020 in the Bellagio is sixteen feet (16' from the floor to the top of any booth components). Island booths are to be constructed to allow a contiguous five foot (5') wide access path into the booth from all sides (aisles). Demonstration/theater areas and interactive booth components must be set a minimum of two feet (2') into the booth from any aisle, including seating. Interactive components are generally defined as kiosks, consisting of flat screen presentations or a small demonstration area which or may not require an attendee and/or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time. The set-back from the aisle is to prevent congestion in the aisles. The elimination of aisle congestion must also be factored into the design of video screen presentations, as attendees will not be permitted to stand in the aisles while viewing booth demonstrations. Multi-level or covered structures are not allowed. Hardwall enclosed spaces within a booth require a mounted 2-A 40BC fire extinguisher.

Booth designs, showing scaled dimensions (L' x W' x H') of all booth components and detailing all areas intended for interaction or presentation, must be submitted to the ASBrS for pre-approval by **March 31, 2020**. **Note: A pre-approved design is mandatory and those who do not comply will not be granted access to install their booth at ASBrS 2020 until their booth design is approved by ASBrS.**

### **Perimeter Booth Configurations**

This type of booth configuration is **not** allowed at the ASBrS 2020 Annual Meeting.

### **End-Cap Booth Configurations**

This type of booth configuration is **not** allowed at the ASBrS 2020 Annual Meeting.

### **Tabletop Booth Configurations for Non-Profit Organizations**

Tabletop booths are available on a limited basis and offered only to 501(c)(3) organizations and require ASBrS approval. The booth includes a 6-foot draped table, two chairs, and a wastebasket. **The Tower Ballroom is carpeted.**

### **Retail Booth Configurations**

Any type booth (inline, corner, island) can be involved in retail sales and the guidelines previously listed for each booth design type are applicable. ASBrS reserves the right to require retail Exhibitors to maintain a minimum booth size to ensure that all attendee interactions and commercial transactions occur within the perimeter boundaries of the exhibit booth. Any booth involved in retail sales is required to submit booth designs for pre-approval by ASBrS before **March 31, 2020**. All displays, tables, showcases, signs and booth materials must be placed a minimum of two feet (2') inside an island booth and 1' inside an inline booth. This set back requirement is the minimum distance required to ensure that all business is conducted within the booth space and does not impede aisle traffic. **(See DIAGRAMS 2 & 3 for acceptable and unacceptable inline booth examples)**

### **Retail Booth Policy**

Retail sales of exhibitor goods must be requested and approved in writing by the ASBrS at the time of contract and also indicated via the Booth Activities/Giveaways Form. Any Exhibitor not providing the ASBrS with advanced written notice of the intent to conduct Retail Sales at ASBrS 2020 may have the installation of their booth suspended, their booth relocated or closed by ASBrS Show Management at any time. Exhibitors conducting retail sales may be placed in a designated area of the Exhibit Hall. Exhibitors conducting retail sales are required to prominently post their refund policy in their booth. If a retail product cannot be hand carried by the purchaser, shipping arrangements must be made. To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately. **The ASBrS reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of ASBrS Show Management.** ASBrS attendees will not be allowed in the Exhibit Hall prior to or after official exhibit hours, therefore all retail transactions must occur during official Exhibit Hall hours and **only** within their booth space.

### **Sales Tax and Licenses**

Retail sales exhibitors are responsible for all pertinent business licenses, certificates, sales permits, and taxes required by the State of Nevada and the City of Las Vegas.

### Hanging Signs & Graphics

ASBrS does not allow hanging signs and graphics in any booths for ASBrS 2020.

### Freight Shipping Dates

#### **Advance Shipping to Warehouse Dates:**

April 2, 2020 - April 22, 2020

Exhibits must be set by Thursday, April 30 at 5:00 PM

**NOTE: THERE IS NO DIRECT SHIPPING TO BELLAGIO**

### Failure to Occupy Space

Any space not occupied by Thursday, April 30, at 5:00 PM will be forfeited by the Exhibitor, and this space may be reassigned or used by The American Society of Breast Surgeons without refund unless arrangements for delayed occupancy has received prior approval by the Society.

### Exhibit Hall Hours of Access

Exhibitors have access to the Exhibit Hall during installation, dismantle, as well as 1 hour prior to and 1 hour after show hours. As a courtesy to attendees and fellow Exhibitors, please open your exhibits on time and staff them throughout the meeting until the scheduled closing on **Saturday, May 2 at 4:00 PM**. As a courtesy to your neighbors, please do not put trash in the aisles less than 30 minutes prior to show opening each day. This will allow adequate time to clean the Exhibit Hall. If trash does not fit in your booth wastebasket or you have not ordered porter service, trash bins will be provided on the perimeter of the hall for your convenience.

<b>Exhibit Hall Timeline</b>	<b>Wednesday, April 29</b>	<b>Thursday, April 30</b>	<b>Friday, May 1</b>	<b>Saturday, May 2</b>
Booth Installation	<b>8:00 AM – 5:00 PM</b>	<b>8:00 AM – 5:00 PM</b>		
<b>All exhibits must be set</b>		<b>5:00 PM</b>		
<b>Hours of Operation</b>		<b>7:30 PM – 9:00 PM</b>	<b>9:00 AM – 4:00 PM</b>	<b>9:00 AM – 4:00 PM</b>
Exhibit Hall Break			10:00 AM – 10:30 AM	10:00 AM – 10:30 AM
Exhibit Hall Lunch			12:00 PM – 1:15 PM	12:00 PM – 1:15 PM
Exhibit Hall Break			3:15 PM – 3:45 PM	3:30 PM – 4:00 PM
Booth Dismantle				4:01 PM – 10:00 PM

**The Exhibit Hall closes Saturday, May 2 at 4:00 PM. All exhibits must remain in place until the hall officially closes. All exhibits must be completely removed from the hall by 10:00 PM with carrier check-in no later than 8:00 PM. The Society is not responsible for any material left by the exhibiting company. NOTE: Freeman will force ship at the Exhibitor's expense, any freight left which has not been picked up by their own carrier.**

### Booth Activities/Giveaways

Every Exhibitor is required to complete a Booth Activities/Giveaways Form to submit for approval, their proposed booth activities. This form will be available in the online Exhibitor Ready Room. Booth activities include presentations, retail sales, photography, book signings, surveys and all giveaway items distributed from their booth. Food and beverage are not approved giveaways. Exhibitors must ensure their booth activities follow HIPPA guidelines. Pharmaceutical and biotech companies are expected to comply with PhRMA exhibit guidelines. Manufacturers of medical devices and makers of medical equipment, software, supplies, technology, etc. are expected to comply with AdvaMed exhibit guidelines. The value of any items of promotion or distribution must not exceed \$10 USD as per PhRMA marketing code.

For more information on PhRMA's Code of Interactions with Health Care Professionals, please click here:

<https://www.phrma.org/codes-and-guidelines/code-on-interactions-with-health-care-professionals>

For more information on AdvaMed's Code of Ethics on Interactions with Health Care Professionals, please click here:

<http://advamed.org/res.download/112>

### **Photography, Video and/or Audio Recordings**

Exhibitors must obtain approval to photograph, or record video and/or audio in the Exhibit Hall. Requests for approval are made via the Booth Activities/Giveaways Form. If approved, Exhibitors will only be permitted to photograph, record video and/or audio of their own booth space and all recording equipment must remain within the Exhibitor's booth space and must not disrupt traffic flow within the Exhibit Hall. Exhibitors may not photograph, record video and/or audio of other Exhibitor's booths or staff, Exhibit Hall, educational sessions, meeting rooms, and common areas of the ASBrS 2020 Annual Meeting or Annual Meeting attendees.

### **Booth Conduct**

To ensure a positive exhibit experience for everyone, all Exhibitors must adhere to the following policies. **Exhibitors not adhering to the below policies are subject to priority point deduction and/or expulsion from the meeting without recourse and are not entitled to any refund of fees.**

- All booth activities and queuing must be contained within the Exhibitor's booth. Exhibit displays or activities must not obstruct the view or interfere in any way with neighboring exhibits or impede movement of attendees. (See Booth Configurations on page 7)
- Exhibitors must keep their booth space litter-free. The Bellagio Hotel will remove all cartons, crates and packing materials for storage as well as trash from the aisles of the Exhibit Hall. Booths and aisles must remain clear of trash 30 minutes prior to the opening of show daily and throughout show hours. For your convenience and for the courtesy of your neighboring Exhibitors, trash bins will be located at hall perimeters for items which do not fit in booth wastebaskets or if Exhibitor did not order porter service for the booth.
- Unauthorized reproduction or distribution of The American Society of Breast Surgeons abstracts is prohibited.
- Affixing the American Society of Breast Surgeon's name, the Society logo or show logo to, incorporating them in, or otherwise making them a part of any Exhibitor distributed materials without prior written approval from The American Society of Breast Surgeons is prohibited.
- Any Exhibitor indicating an endorsement of their company, its products or services by ASBrS will constitute removal from the Exhibit Hall.
- Exhibitors must obtain approval to photograph, or record video and/or audio in the Exhibit Hall via the Booth Activities/Giveaways Form.
- Sound and light should be contained within the Exhibitor's booth and pointed inward toward the back wall of inline booths or the center of island booths. Excessive audio/visual devices, flashing lights, sound effects, offensive displays or odors are prohibited.
- The playing or performing of copyrighted recorded or live music during the published event hours is prohibited.
- **The distribution of any food or beverage in exhibit booths is prohibited.**
- Distribution of coupons or vouchers for meals, entertainment, personal services, or gaming chips to meeting attendees is prohibited.
- Games or contests of chance are prohibited (see Booth Activities/Giveaways for more information).
- Exhibitors must obtain approval to survey attendees. Submission for approval is via the Booth Activities/Giveaways Form.
- Booth sharing or unauthorized demonstration of a company's product or the distribution of advertising or printed material by a non-registered Exhibitor is prohibited.
- Distribution of any printed materials, showing of equipment and product presentations to ASBrS registrants or guests by Exhibitors other than in the Exhibitors' assigned exhibit space during the official dates of ASBrS 2020 is prohibited.
- **Suitcasing is prohibited.** Suitcasing is defined as the act of soliciting business during an exhibition by non-exhibiting companies either in the exhibit aisles, another company's booth, or other public places such as a hotel lobby.
- **Outboarding is prohibited.** Outboarding is defined as the creation of exhibits or events concurrent with a conference and held off-site in hotel hospitality suites or restaurants which are not sanctioned by show management. Outboarding encourages show attendees to leave the show floor and will diminish the size and reduce the quality of the audience available to authentic exhibitors.

### **On-Site Booth Representative**

A designated on-site representative is required for your company as a point of contact for exhibitor registration and booth concerns. The on-site representative is designated to coordinate efforts with Society staff at exhibitor registration and authorized to pick up and distribute exhibitor badges, register staff, address badge changes, cancellations and may be asked to verify staff who register themselves onsite. The on-site representative will also work with the Society exhibits team if there are booth concerns. A mobile number to reach the on-site representative is mandatory. Please be sure to designate the on-site representative and complete the



contact information on the exhibit badge request form, located in the online Exhibitor Ready Room. Registration hours will be posted online and included in the exhibitor bulletin.

### **Exhibit Personnel Badges**

Any staff working as a representative in your booth is required to have an official Society-issued exhibitor badge. All booths have an allotment of 4 complimentary exhibitor badges for every 100 ft<sup>2</sup> of booth space. **There is a \$100.00 fee for each exhibitor badge over the booth allotment.** Exhibitor badges will grant access to the Exhibit Hall during booth installation and dismantle as well as one hour prior to and after exhibit hours. Please note exhibit badges are not transferable and must carry only the name of the person and company confirmed as an official Exhibitor at this meeting. **Please note changes and additions to badge lists must be made by the deadline date of April 10.** Badges are pre-printed and shipped to show site for distribution at the ASBrS exhibitor registration desk. After **April 10**, all badge additions or changes must be ordered at the exhibitor registration desk by the on-site representative. **A \$50.00 additional fee will be charged for each badge printed on-site.** An exhibiting company's designated on-site representative is authorized to pick up all or some of the exhibitor badges for distribution to **company staff**. No other staff is authorized to pick up another exhibit staff's badge. Exhibit staff must have a government picture I.D. as proof to pick up their badge. Exhibit staff may register themselves onsite if they submit a government picture I.D. and proof of employment with the exhibiting company. Installing/dismantling staff must be registered for a temporary Set-Up (EAC) badge. If an Exhibitor hires technical staff for installation, dismantle and troubleshooting throughout show hours, they must register them as exhibit staff. No one under the age of 18 is allowed to enter the exhibit hall.

### **Set Up Badges / Exhibitor Appointed Contractor (EAC)**

Exhibitors must submit a form to communicate their intention to use an EAC. Once approved, Exhibitors must designate an onsite EAC manager and submit a mobile number to register them for a Set-up badge to gain access to the Exhibit Hall during installation and dismantle only. The EAC badge registration form will be available in the Exhibitor Service Manual, as well as in the online Exhibitor Ready Room. Set-Up badges can be picked up by individuals at the exhibitor registration desk when a government issued picture I.D. is given as proof of identification. No one under the age of 18 is allowed to enter the exhibit hall.

**PLEASE NOTE:** An Exhibitor using an Exhibitor Appointed Contractor (EAC) for installation and/or dismantle of their exhibit must notify the Society by completing the Intent to Use an Exhibitor Appointed Contractor (EAC) Form no later than **April 10, 2020**. EAC's are required to provide a Certificate of Liability Insurance (Liability coverage details are listed on page 15). Please provide the name of the EAC, including supervisory personnel, plus all of the terms of the agreement that have been provided to the outside contractor. Failure to notify the Society with your intention to use an EAC will exclude their access to the Bellagio Hotel.

### **Guest Registrations**

Industry representatives (Exhibitors and technical/scientific staff) do not qualify as guests and may not purchase guest registration passes. Industry representatives **MUST** register as a non-member attendee if interested in attending the educational portion of the meeting and earn CME credit. **Guest badges do not grant access into the Exhibit Hall.**

### **Exhibitors Admission to the General Session, Pre-Meeting Courses, Breakfast Workshops, and Social Events**

Company representatives may not engage in sales activities while in the room where an educational activity takes place. All Exhibitors and Attendees are invited to attend the Opening Reception on Thursday, April 30. Exhibitors may purchase registration for their technical/scientific staff for the general session programs on a space available basis. Please contact the Society office for more information.

***Exhibitors have access to 2020 educational sessions as follows:***

#### **General Session Access with Exhibitor Badge**

An Exhibitor with an official exhibitor badge may **stand** in the back of the General Session on Thursday afternoon, Friday, Saturday and Sunday, space permitting. However, we ask that Exhibitors stand in the rear of the room to ensure that our registrants have priority seating. Please note that exhibitor badges will not allow access to any other educational sessions, courses or workshops. However, a company may purchase a registration for their technical/scientific staff who wants to earn CME credit and access to the educational presentations.

#### **Pre-Meeting Courses - Access Policies**

Exhibitors and industry technical/scientific staff may purchase a registration for non-workshop or non-demonstration pre-meeting courses in which space is available; however, **Exhibitors and industry technical/scientific staff are prohibited from attending any pre-meeting courses with a workshop. For more information, please refer to the list below.**

**Industry Representatives and Exhibitors MAY NOT ATTEND the following pre-meeting courses:**

Wednesday, April 29

- Beginner Oncoplastic Surgery Skills Course with Mastotrainer and Cadaver Lab
- Intermediate Oncoplastic Surgery Skills Course with Mastotrainer and Cadaver Lab
- More than a Stereotactic Breast Biopsy Course: A Practical Management Strategy in Imaging the High-Risk/Dense Breast Patient

Thursday, April 30

- Breast Ultrasound, An Introductory Course
- Fellows Track (Only open to Fellows or Residents)

**Exhibitors and industry technical/scientific staff may purchase a registration for the following non-workshop or non-demonstration pre-meeting courses:**

Wednesday, April 29

- Practice Management: Adding Value to Your Practice Today and Tomorrow
- Evaluating Technology and Its Application in the De-Escalation of Care
- Genetics for the Breast Care Provider
- Challenges and Considerations in Lactation for Breast Care Providers
- Practice Primer for New Breast Surgeons

Thursday, April 30

- Surgical Techniques to Manage Benign and High-Risk Breast Disease: How I Do It
- Leadership Skills to Help You Succeed in Your Practice Today

**Exhibitor Sponsored Private Functions**

The Society allows Exhibitor-sponsored private functions only at specific times during the Annual Meeting and may not take place during official Society events. A company must be an Exhibitor in order to sponsor an activity outside of the Exhibit Hall. **Please note that all events, including small dinners, planning meetings, etc., must be scheduled through the Society using the Reservation for Function Space Form** to arrange any private functions or company meeting. Any questions regarding function space should be directed to the Society's meetings department. **Prior written approval by The American Society of Breast Surgeons is required for any meeting or event that is scheduled in conjunction with the 21st Annual Meeting. Do not contact the hotel directly to schedule a meeting, dinner, social or hospitality event.**

**Exhibitors sponsoring any type of private function are required to adhere to the following guidelines:**

- Exhibitors must inform the Society of all planned social and hospitality functions and may ONLY be scheduled during times that do not interfere with official Society events and activities and must be pre-approved by the Society.
- All functions must be booked through the Society using the Request for Function Space Form and include a description of the function, the location, if not in the hotel, and type of activity planned. Please do not contact the hotel directly.
- Once the event is approved, Exhibitors can proceed with planning. All functions should be handled on an invitation-only basis and host companies must make it clear to their guests that the event is not an official Society event.
- Host companies agree to assume all liability, arising out of or in conjunction with such functions and agree to indemnify the American Society of Breast Surgeons against any and all liability and claims and demands arising out of or in connection with the foregoing undertakings and responsibilities of the Exhibitor.
- Exhibitor-sponsored hospitality functions within the hotel may not be advertised via the hotel activities board.
- The following hours are available for Exhibitor-sponsored events:
  - **Tuesday, April 28 before 4:00 PM and after 8:00 PM**
  - **Wednesday, April 29 after 9:00 PM (following Industry supported symposia)**
  - **Thursday, April 30 after 9:00 PM**
  - **Friday, May 1 after 9:00 PM (following Industry supported symposia)**
  - **Saturday, May 2 after 8:30 PM**
  - **Sunday, May 3 after 11:15 AM**

## **Support Opportunities and Industry Supported Symposia**

Many support opportunities are available to companies that would like to make a greater impact on attendees. Please refer to the separate support opportunity sheet included in this packet or contact the Society's meeting department. For questions or to suggest a grant opportunity, please contact Marti Boyer at 410-381-9500 or [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org).

## **ACCESS SUPPORT OPPORTUNITIES**

### **Complimentary Mailing Lists**

All Exhibitors will be sent via email, one complimentary list of pre- and post-meeting registrants (Name, City, State and Country only.) Additionally, Exhibitors are entitled to receive one complimentary set of pre- and post-meeting registration labels. Printed labels if you are mailing a marketing piece yourself or an electronic attendee list sent directly to the mail house or another third party if they are mailing your marketing piece. Before the labels can be sent, Exhibitors must read and agree to the mail list policy posted in the Exhibitor Ready Room and upload a copy of the promotional piece for Society review and approval. The mailing list request form will be available in the Exhibitor Ready Room. ***\*Please note none of the lists include email addresses.***

- ***Pre-registered attendee label requests:*** Promotional pieces must be uploaded **by March 27. Lists and Labels** will be sent by **April 3.** (Pre-registered attendee labels will not be available after this date.)
- ***Post-meeting attendee label requests:*** Promotional pieces must be received by **May 8. Lists and Labels** will be sent out by **May 22.** (Post-meeting attendee labels will not be available after this date.)

**WARNING:** Many Exhibitors have received messages from companies claiming to have the ASBrS Annual Meeting attendee list and/or membership list with email addresses for purchase. Please be aware that no company is authorized to sell our list and any list offered by anyone other than the American Society of Breast Surgeons is fraudulent. If you receive such a solicitation, we suggest you do not purchase since the list was obtained without permission and to please forward to the Society for investigation. Use of an unauthorized list could blacklist your company as a SPAMMER. Please mark these emails as JUNK and block the sender to increase the effectiveness of your SPAM filter.

ASBrS 2020 Annual Meeting Exhibitors can rent a lead retrieval system from the Society's authorized vendor, Synergy Event Technology. **When scanning attendee badges, email addresses will be provided if attendees choose to "opt-in" to share this information at the point of registration.**

### **Exhibitor Forum**

Representatives from each exhibiting company are invited to attend the Exhibitor Forum. The forum is designed to give Exhibitors an opportunity to meet with the members of the Society's Corporate Relations Committee to discuss ways to improve the Annual Meeting from the Exhibitors' perspective. The 2020 Exhibitor Forum will be held on Friday, May 1 at 2:30 PM (location TBD). Each exhibiting company will earn a maximum of 1 priority point when one or more of their representatives attend the Exhibitor Forum.

### **Exhibitor Housing**

Exhibitor housing will open in **January 2020**. Exhibitors must book room(s) through Atlas Travel Meetings & Incentives (ATMI), the official housing bureau of the Society. A link to the reservation site will be sent via email after your booth application is confirmed. Please contact Laura Lage, [ASBrS2020@atlastravel.com](mailto:ASBrS2020@atlastravel.com), 800-553-5995 (phone), 508-449-3090 (phone outside of the US) for more information.

**In an effort to ensure an equal opportunity for all Exhibitors to obtain hotel rooms, The American Society of Breast Surgeons has adopted the following Exhibitor housing policy:**

- Hotel reservations will only be accepted from Society-approved exhibiting companies.
- Exhibitor housing will open in **January 2020** and a link will be sent to you to make your hotel reservations after your application is approved.
- Exhibiting companies **must book all rooms within the official housing block** and reservations **must** be made through the Society's housing bureau, Atlas Meetings & Incentives. Contact: Laura Lage, [ASBrS2020@atlastravel.com](mailto:ASBrS2020@atlastravel.com), 800-553-5995 (phone), 508-449-3090 (phone outside of the US). ***Please do not try to book your rooms directly with the hotel.***
- A deposit of one night's room and tax will be charged to the credit card supplied for each room reservation.
- All reservation requests must be received **no later than 5:00 PM EST on March 20**; however, it should be understood that all room blocks are subject to selling out before that deadline. While the Society will attempt to meet requests received after that date or after the room blocks are filled, those reservations will be subject to rate and space availability.
- **PLEASE NOTE: Some Exhibitor Reservations might be asked to relocate to another hotel property in order to accommodate attendee reservations.**

- Exhibitor hotel reservation confirmations will be sent approximately two weeks prior to arrival date.
- **Any Exhibitor circumventing the above policy will be considered in breach of this policy.**
- Each exhibiting company is entitled to reserve a specific number of rooms based on the size of exhibit space and support at the **Bellagio Hotel. Rooms will be assigned as follows: 10'x10'=4 rooms; 10'x20'=8 rooms; 20'x20'=16 rooms; 20'x30'=20 rooms.** Any additional rooms requested at the headquarter hotel will be assigned if rooms are available.
- For every additional \$10,000 given in support of the Society, an exhibiting company earns 1 additional room at the headquarters hotel.
- Atlas Travel Meetings & Incentives (ATMI) will be able to accommodate exhibiting companies that request larger blocks at ancillary hotels. As a courtesy to your fellow Exhibitors and attendees, please do not block rooms on a speculative basis; block only the rooms that are needed.

It is critical that the Society fulfill their commitment to the hotel by honoring the contracted hotel blocks. Hotel blocks are based on the show's history. We rely on a solid sleeping room pick-up to acquire the exhibit space we need in future meeting hotels, and to provide the complimentary amenities our Exhibitors have grown accustomed to receiving. Therefore, not to be punitive, but to continue to provide the services we have in the past, **Exhibitors who reserve sleeping rooms outside the ASBrS housing block will be penalized by, but not limited to: 1) a reduction of current priority points and/or forfeiture of future priority points; 2) a fee per exhibitor badge; and/or 3) an increase in booth space rental fees.**

This policy has been adapted to:

- Ensure that the Society's Exhibitors have affordable accommodations at the current meeting, as well as future ones.
- Protect the Society's contractual obligations to the hotels, which are established well in advance of the meeting and holds the Society liable for attrition penalties due to unfilled rooms. (Unfilled rooms include un-booked rooms, as well as early departures; therefore, the Exhibitor should reserve *only* the number of rooms/room nights needed for the actual time they expect to stay.)

#### 2020 Housing Cancellations & Penalties

- **The hotel reservation cut-off date is 5:00 PM EST on March 20.** You may cancel your reservation before this deadline without penalty. **ASBrS will submit the rooming list and credit card information to the hotel at this time.**
- All reservations canceled after 5:00 PM EST on **March 20 through** 5:00 PM EST on **April 3** will incur a penalty equal to 1 night's room and taxes.
- Any reservation canceled or length of stay shortened after **5:00 PM EST on April 3** will be charged for the full value of their reservation.
- Prior to the cut-off date, name and date changes can be made by accessing your reservation through the housing website. After **April 3**, all reservation changes or cancellations **must be made by email to ATMI** (email: [ASBrS2020@atlastravel.com](mailto:ASBrS2020@atlastravel.com)) and you must receive a confirmation of this change/cancellation. If applicable, stated cancellation penalties will be assessed by the hotel.
- A no-show (not checking into the hotel on the reserved date) will cancel the reservation and full penalties will apply.
- Any rooms blocked and not used, including no-shows and early departures will obligate you for the full room night and tax cost of the entire length of the stay. This penalty will be calculated according to the number of nights reserved as of **5:00 PM EST on April 3.**
- Hotels, at their discretion, may charge an additional penalty for early departures and late cancellations.

#### Official Service Contractors



The following list includes ASBrS approved vendors, authorized as an official partner. Exclusive service providers are indicated by an asterisk "\*". Look for the official ASBrS contractor logo in their correspondence:

Official Decorator/General Contractor: **Freeman**  
 Official Audiovisual: **Encore Event Technologies**  
 Official Internet: **Bellagio Hotel\***  
 Official Telecommunications: **Bellagio Hotel\***  
 Official Lead Retrieval Provider: **ExpoTools**  
 Official Attendee List: **ASBrS Staff Office ONLY\***

Official Housing Provider: **Atlas Meetings & Travel**  
 Official Electric: **Bellagio Hotel\***  
 Official Booth Cleaning: **Bellagio Hotel\***  
 Official Security: **Bellagio Hotel**  
 Official Floral: **Bellagio Hotel**

## VENDOR WARNINGS - TRUST OFFICIAL PARTNERS ONLY

**Beware of Unauthorized Service Providers**—There have been a growing number of unauthorized vendors contacting ASBrS Exhibitors, promising services relating to Society programs. As a reminder, please understand that **these solicitations are scams and not to trust any unauthorized vendors/companies promising services relating to ASBrS 2020 including housing vendors, attendee lists, and lead retrieval.** These vendors/companies are not authorized to offer services and are not affiliated in any way with the American Society of Breast Surgeons or its programs. ASBrS does not sell Exhibitor lists or contact information to anyone. Solicitations from unofficial vendors are often the result of obtaining public information from the Internet. **In addition, no company is authorized to sell the Society membership or meeting attendee lists and lists offered by anyone other than the American Society of Breast Surgeons are fraudulent. These are scams and no one in the Society opts in to allow their email address to be distributed. If you receive such a solicitation, we suggest you do not purchase since the list was obtained without permission. Your company could be blacklisted as a SPAMMER if you use the list.**

### Exhibitor Appointed Contractor

Please see page 9 for details.

### Security

The American Society of Breast Surgeons will provide overall security guard service for the duration of the meeting but it is the sole responsibility of each Exhibitor to secure their exhibit space, its contents, and all personal belongings. Exhibitors are to use precautions to ensure safety and prevention of loss or damage to the Exhibitor's property. The exhibit area will be locked by hotel security and access to the area will be permitted to attendees & exhibitors during the scheduled exhibit hours; Exhibitors will have additional access one hour prior and after exhibit hours as well as installation and dismantle.

### Resolution of Disputes

In the event of a dispute or disagreement between an Exhibitor and the official decorator, or between an Exhibitor and a labor union or labor union representative, or between two or more Exhibitors, all interpretations of the rules governing the exhibition, actions, and decisions concerning the dispute or disagreement by The American Society of Breast Surgeons shall be binding on the Exhibitor.

### Exhibitor Complaints

ASBrS is committed to providing our Exhibitors with a positive show experience during our annual meeting and exhibits while at the same time understanding that the experience of our attendees is paramount. However, the ASBrS recognizes that, on occasion, circumstances may arise which are of concern to Exhibitors. Exhibitors with specific concerns and/or complaints need to file them (in writing) with the ASBrS Exhibits Manager within 30 days of the close of Exhibit Hall. The ASBrS will review any complaints received by the deadline and, at its sole discretion, determine what if any action should be taken.

### ASBrS Use of Photography

By attending ASBrS 2020, you acknowledge that photographs and/or videos of you may be taken by our conference staff and/or photographers at any time. Furthermore, you grant ASBrS permission to use photographs and/or video of your likeness in any type of media, including websites and print publications, without compensation or reward.

### Federal, State & City Regulations

Compliance with the Americans with Disabilities Act (ADA) is the responsibility of each Exhibitor. All exhibits must conform to the fire laws, health regulations, electrical codes, Las Vegas Fire Department Codes and other ordinances of the state of Nevada and the city of Las Vegas. Use or storage of flammable liquids, gases or solids is forbidden. **ANY USE OF COMPRESSED GASES IN EXHIBITS MUST BE APPROVED BY ASBrS. If approved, cylinders must be secured in a location designated by the Bellagio Hotel and kept in an upright position.** Any exhibits or parts thereof found not to be fireproof may be ordered dismantled at the Exhibitor's cost and risk.

**Exhibits must conform to the contracted space set by the Society and must conform to all regulations and safety codes of the meeting venue. The Exhibitor is responsible for carrying insurance deemed necessary to comply with its obligations and agrees to indemnify and hold harmless The American Society of Breast Surgeons.**

### Liability Insurance

EACs/Non-Official Contractors must provide a Certificate of Liability Insurance naming ASBrS, Freeman, Bellagio LLC, MGM Resorts International, its subsidiaries, affiliates and their Directors, Officers and employees are named as additional insured where required by contract, regarding the conference being held on April 27, 2020 through May 3, 2020. The Certificate of Liability Insurance must include \$3 million Commercial General Liability, per occurrence, \$1 million Commercial Auto Liability for "Any Auto" or "Owned,

non-owned, rented and borrowed autos”, per accident, and Statutory Workers’ Compensation/Employer’s Liability \$1 million, per accident. (PER BELLAGIO’s guidelines)  
Certificates of Liability Insurance must indicate the name of the exhibiting company that they are representing in the description area of the certificate.

**Emergencies, Strikes, Embargoes, other Occurrences beyond the Society’s Control**

The American Society of Breast Surgeons will not be responsible for any delays, damage, loss, increased costs, or other unfavorable conditions beyond its control. In the event that the premises in which the Exhibition is conducted have or shall become, at the sole determination of The American Society of Breast Surgeons, unfit for occupancy, or are substantially interfered with any cause or causes not reasonably within control of The American Society of Breast Surgeons, the Exhibitor agreement and regulations may be terminated by The American Society of Breast Surgeons.

The Exhibitor shall not be liable to The American Society of Breast Surgeons indemnities for any loss or damage resulting from the perils of fire, lightning, windstorm, cyclone, tornado, explosion, flood, hail, riot attending a strike, terrorism, disease outbreak, civil commotion, smoke, motor vehicle damage, or aircraft damage. The Exhibitor may not hold The American Society of Breast Surgeons indemnities liable for losses associated with such incidents. The Exhibitor must carry its own insurance in amounts adequate to cover such conditions and other acts of God.

**General**

All matters and questions not covered by these regulations are at the discretion of The American Society of Breast Surgeons exhibit management. These regulations may be amended at any time by exhibit management, and upon publication, all amendments shall be equally binding on all parties affected by them.

Additional information about the 21st Annual Meeting, including a Preliminary Program, will be posted on the Society’s website, [www.breastsurgeons.org](http://www.breastsurgeons.org). Any updates or modifications to the program and Exhibitor information will be posted as necessary.

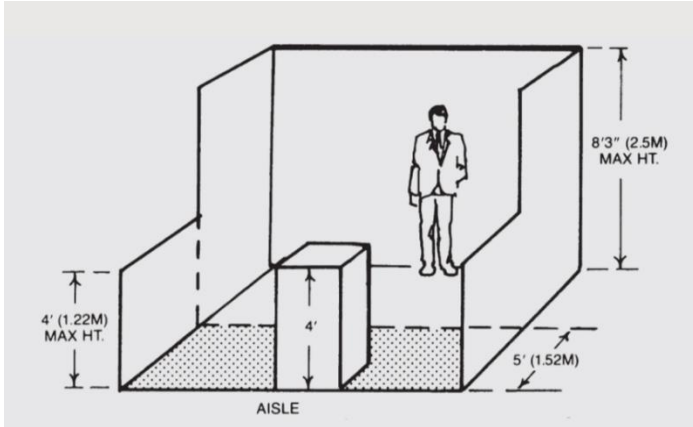
**Society Contacts**

Exhibits:  
Jane Conway – Industry Relations Coordinator  
[jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)

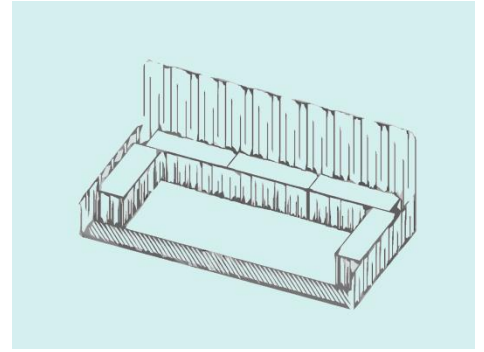
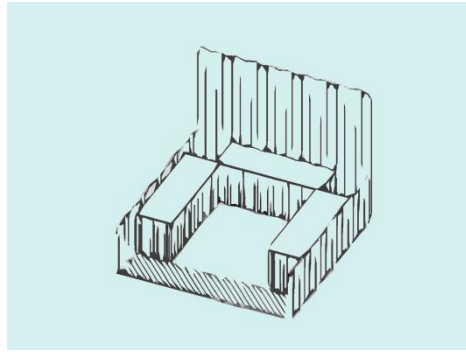
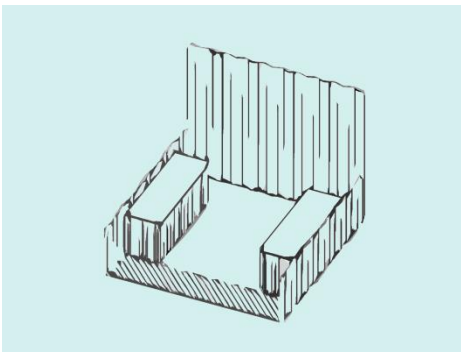
Sponsorships:  
Marti Boyer - Director, Strategic Partnerships  
[mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org)

The American Society of Breast Surgeons  
10330 Old Columbia Road, Suite 100  
Columbia, Maryland 21046  
PH: 410-381-9500  
FX: 410-381-9512  
Website: [www.breastsurgeons.org](http://www.breastsurgeons.org)

**DIAGRAM 1 – Inline/Linear Booth**



**DIAGRAM 2 – Acceptable Inline Booth Displays (Note there is a 1 ft. set-back from the aisle.)**



**DIAGRAM 3 – Unacceptable Inline Booth Displays (Note there is no 1 ft. set-back from the aisle.)**

