



ASBrS 2020 Exhibitor Housing Policies

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, 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, 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@atlasttravel.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.

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 housing vendors.** 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.