

ASBrS 22nd Annual Meeting

Exhibitor Guidelines & 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.

ASBrS Management respectfully asks the full cooperation of all exhibitors and supporters in observing these policies. **Show Management shall have absolute authority to interpret, amend and enforce all Annual Meeting policies and rules regarding exhibits.** All points not covered are subject to the decision of ASBrS Management.

Virtual Booth Application, Payments & Cancellations

Virtual Booth Pricing

\$6,000 for commercial

\$2,500 for non-profit association

Virtual Booth Purchase Includes:

- Virtual Booth Profile on the ASBrS 2021 Virtual Annual Meeting website
- Complimentary online profile in ASBrS Industry Product Showcase through December 2021
- 10 complimentary exhibitor staff registrations to attend the virtual education programs held during April 29 through May 2, 2021
- 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, Country) sent via email
- Booth analytics reporting (ASBrS will provide show analytics to exhibitors via email by Tuesday, May 4 and Friday, June 4.)
- Video chats with attendees
- Invite attendees to meet with your team
- Non-compete dedicated exhibit hours - call outs on meeting agenda each day

Booth Profile

The booth profile will appear in the virtual meeting platform. Descriptions must be factual in nature and all profile information, links and downloads must be submitted through the exhibitor portal. Exhibitor is responsible for entering final information on behalf of its company by **April 15**.

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 not meeting standards required or expected for The ASBrS 22nd Annual Meeting and/or for products or services unrelated to the professional development of The American Society of Breast Surgeons virtual attendees. All virtual booth activities and content must be professional, educational, and related to the treatment of breast disease. Eligibility and/or approval of an application to exhibit does not indicate an endorsement of a product or service by ASBrS.

Application Submission

A completed virtual 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.

Payment for Exhibit Space

Payment in full is due upon receipt of invoice. Deposits are not accepted. Virtual booths will not be confirmed without full payment. 2020 booth rollover credits will be applied. If you do not have 2020 booth rollover credit, you will be prompted to pay by credit card.

Cancellation Policy

The American Society of Breast Surgeons will retain 100% of the virtual booth fee if cancelled after March 31, 2021. A \$100 administrative fee is due if the virtual booth is cancelled before March 31, 2021. PLEASE NOTE: massage, skincare, or light therapy companies are ineligible to exhibit and will not be accepted. Companies who submit an application without disclosing they have ineligible products will not be refunded. Please contact Jane Conway at jconway@breastsurgeons.org to verify your eligibility.

Exhibit Staff Registration & Access

Any staff working as a representative in your virtual booth must be registered to gain access to the Virtual Annual Meeting. Exhibitors must register booth staff via the Exhibitor Registration site by the **April 27 deadline at 12pm ET/11am CT/9am PT**. All booths have an allotment of 10 complimentary exhibitor registrations. Please note exhibit registrations are not transferable and must carry only the name of the person and company confirmed as an official exhibitor at this meeting. **All changes and additions to exhibitor registration lists must be made by the deadline date of April 27 at 12pm ET/11am CT/9am PT.** PLEASE NOTE: Exhibit staff who register after this deadline can access the virtual platform but will not have matchmaking abilities with attendees.

As a benefit of exhibiting, company representatives may attend the virtual education programs held during April 29 through May 2, 2021. Please note that exhibitors are not given access to the any of the presentations following the meeting. However, a company may purchase a registration for their technical/scientific staff who wants to earn CME credit and access to the educational presentations.

Booth Operations

No Exhibitor may operate in a way that violates the rights of another Exhibitor. The decision on appropriate conduct will be at the discretion of the ASBrS.

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.**

- 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.
- The playing or performing of copyrighted recorded or live music during the published event hours 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.
- 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 2021 is prohibited.
- No photography, videography, or virtual screen recording of any component of the ASBrS virtual meeting is allowed.

Our supporters and exhibitors are held to the highest standards and agree to participate in the virtual exhibit hall in a professional manner. Attendees, exhibitors, and supporters may report any improprieties to exhibit/support management listed below.

Jane Conway – Industry Relations Coordinator
jconway@breastsurgeons.org

Marti Boyer - Director, Strategic Partnerships
mboyer@breastsurgeons.org

Photography, Videography & Virtual Screen Recording

ASBrS has arranged for its official photographers, videographers, and other production partners to document ASBrS activities. Photos and videos taken may be used in future ASBrS publications or promotions. In registering, you agree to permit ASBrS to use photos and videos, which may include exhibit personnel or representatives in all media formats. Other than your own booth presentations, no photography, videography, or virtual screen recording of any component of the ASBrS virtual meeting is allowed.

Promotion & Solicitation

All products or service demonstrations, interviews, instructional activities, and distribution of promotional literature must be confined to the virtual exhibit. Under no circumstances may promotional materials, invitations, or other materials be distributed to attendees during educational sessions. No soliciting of attendees during educational sessions through chat or Q & A of any kind is permitted. Should an exhibitor be in violation, ASBrS reserves the right to remove the solicitors from the virtual event and may result in possible loss of eligibility for participation at future ASBrS events.

Non-exhibitors or representatives of non-exhibiting companies may not solicit business in any part of the virtual exhibit experience.

Meeting Registrant Lists/Labels*

All exhibitors will automatically be sent via email be sent (1) complimentary list of pre- and post-meeting registrants (Name, City, State, Country)

Additionally, exhibitors are entitled to receive (1) complimentary set of pre- and post-meeting registration labels. Before labels can be sent, exhibitors must read and agree to the mail list policy and **submit a copy of the promotional piece to the Society for review and approval.**

Pre-registered attendee label request
ORDER DEADLINE: March 31

Post-meeting attendee label request
ORDER DEADLINE: May 9

Orders will be fulfilled by **April 8**
(Pre-registered not available after this date)

Orders will be fulfilled by **May 21**
(Post-meeting not available after this date)

Label Fulfillment

Printed labels will be mailed directly to exhibitor when the promotional mailing is coordinated in-house by the exhibiting company. The labels are not to be reproduced or used more than one time.

Electronic list sent only in the event the promotional mailer is coordinated by a mail house or other third party. List is sent only to mail house or third party and the list cannot be used more than one time.

*PLEASE NOTE – The mailing list and labels do not include email addresses.

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.

HIPPA Guidelines and AdvaMed Code of Ethics

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.

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

https://www.phrma.org/-/media/Project/PhRMA/PhRMA-Org/PhRMA-Org/PDF/A-C/Code-of-Interaction_FINAL21.pdf

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

https://www.advamed.org/sites/default/files/resource/112_112_code_of_ethics_0.pdf

General Policies

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 2021, 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.

ASBrS Name or Logo

The ASBrS name or conference name, show look, or logos may not be used in signs, advertising, or promotions in any media or on product literature either inside or outside the virtual exhibit platform. This rule applies before, after, and during the meeting, unless prior written consent has been received from the ASBrS.

Release from Liability

ASBrS and its directors, officers, employees, agents, representatives and successors shall not be liable for, and are hereby released from, any claims, liabilities, losses, damages, costs or expenses relating to or arising out of any injury to any other person or any loss of or damage to any property of registrants or any other property where such injury, loss or damage is incident to, arises out of or is in any way connected with the registrant's participation in the Virtual Event, and the registrant shall be responsible for any such injury, loss or damage or any expenses relating thereto, and the registrant hereby agrees to protect, indemnify, hold harmless and defend ASBrS and its directors, officers, employees, agents, representatives and successors against all such claims, liabilities, losses, damages, costs and expenses, including reasonable attorney's fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the sole negligence of ASBrS and its directors, officers, employees, agents, representatives and successors. In addition to the foregoing, the registrant agrees that it will make no claim of any kind against ASBrS and its directors, officers, employees, agents, representatives and successors for any injury, loss, cost or damage of any nature or character whatsoever, including without limiting the foregoing, any claim for damage to the registrant's business by reason of the failure to hold the Virtual Event or for any action of ASBrS and its directors, officers, employees, agents, representatives and successors in relation to the Virtual Event.

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 22nd Annual Meeting, including a preliminary program, will be posted on the Society's website, 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

Sponsorships:

Marti Boyer - Director, Strategic Partnerships
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