

 **ASBrS 2021 Industry Prospectus**

The **ASBrS 2021 Virtual Industry Events** seamlessly integrates into the virtual event experience and will be prominently displayed on the event platform including a tab in the navigation menu and callouts to specific exhibit hall hours and supporter activities on the agenda each day. No sessions or other conference programming will take place during this time to give attendees uninterrupted opportunities to explore the virtual exhibit hall and industry events.

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**Virtual Booth Space**

Our program this year is designed to allow participants time to explore the platform and our industry partners' offerings. We have created flexibility that respects your team's time and provides them with an opportunity to engage in a focused manner. Our virtual platform will provide online video product demonstrations and live chat features to engage with attendees in a more relaxed format. The ASBrS Virtual Exhibit Hall will enable you to request meetings with key opinion leaders and decision makers in the field of breast surgery to increase exposure for your products and/or services.

**Your interaction and engagement are driven by these complimentary virtual booth services:**

* "Drop a Business Card" button in your virtual booth
* “Request a Meeting” button in your virtual booth
* Video chats with attendees
* Matchmaking with attendees (based on selected categories)
* Invite attendees to meet with your team
* Booth analytics reporting (ASBrS will provide show analytics to exhibitors via email by May 4 and June 4.)

**Virtual Booth Space Fee Includes:**

**Virtual Booth Profile**

* Company Name, Description, Website, Location, (3) Sales Contacts
* Company Logo
* Banner Ad for Virtual Booth
* Facebook URL linked into social media icon
* Twitter URL linked into social media icon
* LinkedIn URL linked into social media icon
* Instagram URL linked into social media icon
* YouTube URL linked into social media icon
* 5 weblinks for videos
* 4 weblinks for collateral
* 6 file downloads for collateral
* Product Categories
	+ Assessment Tools, Tests, Equipment
	+ Education/Non-Profits/Publishers
	+ Imaging
	+ New Product Launch
	+ Patient Centered Products
	+ Pharmaceuticals
	+ Recruiters
	+ Surgical Devices

**ASBrS has added value to the virtual booth package with these benefits:**

* Non-compete dedicated exhibit hours
* Call outs on meeting agenda each day
* 10 complimentary exhibitor badges
* Complimentary one-time use of pre & post conference mailing list
* Complimentary pre & post registrant list (name, city, state, country)
* Complimentary Industry Product Showcase profile through December 2021 on ASBrS site

**Virtual Booth Fee: $6,000 Commercial; $2,500 Non-Profit**

**Virtual Booth Specifications**

**Company Logo:** 300 x 300 pixels. Acceptable finalized file formats are .JPG or .PNG

**Exhibitor Profile Banner:** 1325 x 290 pixels. Acceptable finalized file formats are .JPG or .PNG - Banner header is located at top of Exhibitor page

**Social Links:** Supply a URL for the following: Facebook, Twitter, Instagram, LinkedIn, YouTube (Social media URL will be linked into the social media icon on your profile)

**Videos:** Supply a video link hosted on YouTube, Vimeo, or Brightcove for your virtual exhibit page (max length: 10 minutes)

**Collateral Links:** Supply links of brochures, white papers, press releases, etc. for your virtual exhibit page

**Collateral Downloads:** PDF, Word Doc, .JPG, or .PNG for your virtual exhibit page

**Deadline to submit application & pay for booth: March 31, 2021**

**Deadline to complete your Virtual Booth Profile:** **April 15, 2021**

**Support Opportunities Available to Virtual Exhibitors**

Increase your presence at #ASBrS21 by becoming a highly visible sponsor of the conference. The following opportunities will enable you to access key member audiences, maximize engagement with attendees, and increase your brand awareness. ***Opportunities are limited. You must receive confirmation from ASBrS that your application is accepted.* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Industry Supported Symposia – Fee: $15,000**

These independent, exclusive programs allow you to provide quality education on current industry topics with no competition during the respective one-hour time slot. Recognized as an essential component of the annual meeting curriculum, and an invaluable piece of attendees’ educational experience, symposia will be highly promoted and tied to your organization.

Sponsors develop and present the content. Content will be pre-recorded with live Q&A after the presentation. Post-event, the sponsor will receive a list of all attendees. Opportunity to host the recording on the ASBrS Industry Events webpage, as On-Demand content, through the end of 2021. Promotion of the event will occur through ASBrS eblasts, social media, and Member Forum, as well as on the attendee schedule both in the virtual platform and on the ASBrS website to draw traffic. Times available:

* **Friday, April 30: Breakfast Symposia** (Up to 3 concurrent programs), 9:00am–10:00am ET
* **Friday, April 30: Evening Symposia** (Up to 3 concurrent programs), 5:30pm–6:30pm ET
* **Saturday, May 1: Afternoon Symposia** (Up to 3 concurrent programs), 3:30pm–4:30pm ET

**Digital Advertising – Fee per ad: $3,000**

Showcase your company and products with an ad on the virtual meeting platform. This opportunity will drive traffic to your virtual booth and elevate prominence to your corporate branding. The ASBrS meeting site scales for device size, so we recommend limited text to ensure easy legibility across all devices. **Meeting Platform will be active April 28, 2021 through June 2, 2021.** Located on the Virtual Meeting homepage, Tower Ads and Banner Ads will:

* Rotate up to 20 images in 15 second increments
* Sponsor ad will link to the Exhibitor Virtual Booth
* **Space reservation deadline: April 1, 2021**
* **Artwork deadline: April 8, 2021**

**Tower Ad:** **Specifications:** 300 x 500 pixels in JPG or GIF files

**Banner Ad**: **Specifications:** 1325 x 290 pixels in JPG or GIF files

**Dedicated Virtual Exhibitor Learning Sessions (Non-CME): Fee per session: $3,000**

Provide a 30-minute presentation during dedicated times to increase awareness of your products by hosting a Virtual Exhibitor Learning Session. These Non-CME sessions can include Learning Labs, Meet the Experts, New Product Launch Demonstrations, Roundtable Discussions, Product Theaters. There will be up to 6 concurrent sessions offered per time. Sessions will be promoted on the attendee schedule both in the virtual platform, on the ASBrS website and social media platforms to draw traffic. Presentations will be pre-recorded by your company and ASBrS will post your link and promote the session to attendees.

**Deadline to Provide Link: April 15, 2021.**

**Dedicated Session Times Available**

**Friday, April 30**

7:30am – 8:00am ET

8:15am – 8:45am ET

12:15pm – 12:45pm ET

2:45pm – 3:15pm ET

**Saturday, May 1**7:30am – 8:00am ET

8:15am – 8:45am ET

9:15am – 9:45am ET

12:45pm – 1:15pm ET

**Sunday, May 2**7:30am – 8:00am ET

8:15am – 8:45am ET

9:15am – 9:45am ET

**Sponsorship Application**

**Opportunities are limited. You must receive confirmation from ASBrS that your application is accepted.**

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**Industry Supported Symposia – Fee: $15,000**

[ ]  **Friday, April 30: Breakfast Symposia** (Up to 3 concurrent programs), 9:00am–10:00am ET

[ ]  **Friday, April 30: Evening Symposia** (Up to 3 concurrent programs), 5:30pm–6:30pm ET

[ ]  **Saturday, May 1: Afternoon Symposia** (Up to 3 concurrent programs), 3:30pm–4:30pm ET

**Digital Advertising – Cost per ad: $3,000**

[ ]  **Tower Ad**

[ ]  **Banner Ad**

**Dedicated Virtual Exhibitor Learning Sessions (Non-CME): Fee per session: $3,000**

**Sunday, May 2**

[ ]  7:30am – 8:00am ET

[ ]  8:15am – 8:45am ET

[ ]  9:15am – 9:45am ET

**Friday, April 30**

[ ]  7:30am – 8:00am ET

[ ]  8:15am – 8:45am ET

[ ]  12:15pm – 12:45pm ET

[ ]  2:45pm – 3:15pm ET

**Saturday, May 1**

[ ]  7:30am – 8:00am ET

[ ]  8:15am – 8:45am ET

[ ]  9:15am – 9:45am ET

[ ]  12:45pm – 1:15pm ET

**Symposium Details: This is the content to be posted on the ASBrS 2021 Industry Events webpage and in promotions:**

Company/Sponsor:

Date/Time:

Title of Program:

Program Objective/Brief Summary/Description of Program (2-3 sentences):

How to Register (Please provide link to registration website, contact email, and/or phone number):

Event Organizer (if using a third party):

CME Provider (if applicable):

Social Media tagging to use in promotion:

Twitter:

Instagram:

Facebook:

**Company Point of Contact Information – This is content for ASBrS to contact you:**

Contact Name:

Company:

Address:

City/State/ZIP:

Phone:

Cell:

E-Mail:

[ ]  **I have read and agree to the benefits, profile content, and promotion of the ASBrS 2021 Virtual Annual Meeting.**

**I am an authorized representative of my company and understand that my company will be invoiced for the**

**opportunity listed above once it is approved and accepted by the ASBrS Management.**

**Company:**  Signed (electronic signature): Date:

**ASBrS Approval:** Signed (electronic signature): Date:

**Please forward application to:**

Jane Conway, jconway@breastsurgeons.org

Marti Boyer, mboyer@breastsurgeons.org

American Society of Breast Surgeons

10330 Old Columbia Road, Suite 100, Columbia, MD 21046

Phone: 410.381.9500 Website: [www.breastsurgeons.org](http://www.breastsurgeons.org)