



THE AMERICAN SOCIETY OF BREAST SURGEONS  
**23<sup>rd</sup> Annual Meeting**  
APRIL 6-10, 2022 | LAS VEGAS

## 2022 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 2022 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 37 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.

### Show Location

Wynn Las Vegas  
Exhibit Hall: Cristal Ballroom  
3131 Las Vegas Blvd. S.  
Las Vegas, NV 89109

### Show Dates

April 6-10, 2022

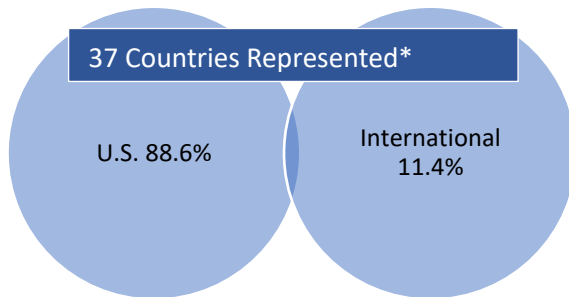
### Exhibit Dates

April 7-9, 2022

## Who attends?

ASBrS Annual Meeting	2017 Las Vegas	2018 Orlando	2019 Dallas
Total Attendance	2,325	2,232	2,055
Healthcare Professionals	1,750	1,647	1,529
Exhibitors	575	585	526

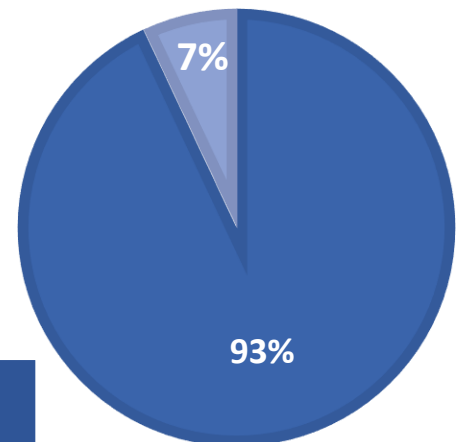
■ Surgeons 93%    ■ Non-surgeons 7%



\*Includes the United States and Canada

ASBrS 2021 Virtual Annual Meeting in May 2021 had record number attendance with almost 1800 surgeons, physicians, and other medical professionals!

13.6% of attendees were Residents/Fellows/Students



#ASBR22

## Why Exhibit?

### TOP 5 REASONS TO EXHIBIT



**ENGAGE** your clients in an intimate setting where the attendee to exhibiting company ratio is **17 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 36 countries.



**BENEFIT** from over 7 networking events with dedicated hours for exhibits including 2 lunches and 4 food breaks in the Exhibit Hall.

### EXHIBITOR BENEFITS

- Access to more than 1,700 surgeons with a dedicated interest in treating breast disease.
- Complimentary listing in the Final Program and on the ASBrS website with a link to the company website.
- Complimentary upgraded profile of your company and products in the ASBrS meeting application.
- 4 complimentary exhibitor staff badges for every 100 s/f of booth space contracted.
- Traffic draws in the Exhibit Hall such as the Opening Reception, breaks, and lunch (Exhibitors are invited to participate in Exhibit Hall food functions).
- Complimentary copies of the 23<sup>rd</sup> Annual Meeting Final Program.
- Access to the General Session (Standing room only, if space allows).
- Once 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 and Country only.



## 80+ Exhibiting Companies

- 13 Product & Service Categories Represented
- Over 3,600 Leads Generated in 2019



## 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  
 Medical Device  
 Medical Equipment  
 Medical Recruiters

Information Technology  
 Robotic Device  
 Surgical Technology  
 Pharmaceutical and Biotech

Professional Education & Publications  
 Finance & Market Research  
 Non-Profit Organizations  
 Wellness & Healthy Lifestyles

### Exhibit Information

#### EXHIBIT RATES

Inline Booth	10' x 10'	10' x 20'	10' x 30'
\$65 / s.f.	\$6,500	\$13,000	\$19,500
Island Booth	20' x 20'	20' x 30'	20' x 40'
\$90 / s.f.	\$36,000	\$54,000	\$72,000

#### EXHIBIT CONTACT

Jane Conway  
[jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)  
 410-381-9500 x111  
 443-545-0151

[LINK TO APPLICATION](#)

[LINK TO FLOORPLAN](#)

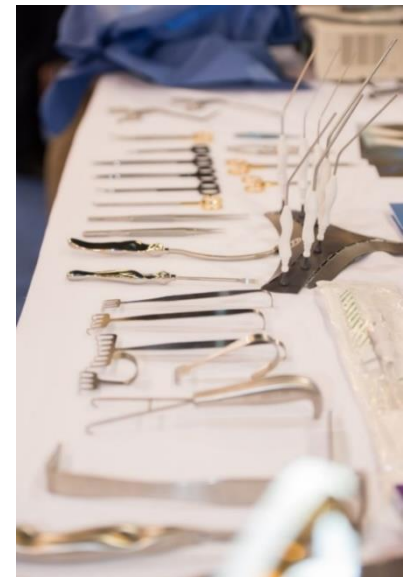


Exhibit Hall Timeline	Wednesday, April 6	Thursday, April 7	Friday, April 8	Saturday, April 9
Booth Installation	8:00 AM – 5:00 PM	8:00 AM – 5:00 PM		
<b>All exhibits must be set</b>		<b>5:00 PM</b>		
Hours of Operation		7:30 PM – 9:00 PM	9:00 AM – 4:15 PM	9:00 AM – 4:00 PM
Exhibit Hall Break			10:15 AM – 10:45 AM	9:30 AM – 10:00 AM
Exhibit Hall Lunch			12:15 PM – 1:30 PM	12:15 PM – 1:15 PM
Exhibit Hall Break			3:45 PM – 4:15 PM	3:00 PM – 3:30 PM
Booth Dismantle				4:01 PM – 10:00 PM

## Reach Attendees Beyond Your Booth with Corporate Support Opportunities

The following information outlines support opportunities related to the **ASBrS 23rd Annual Meeting, April 6—10, 2022**, in Las Vegas, Nevada. In 2019, the ASBrS in-person annual meeting attracted more than 1,700 healthcare professionals, 98% of surgeons, physicians, and other medical professionals with a dedicated interest in treating breast disease. ASBrS 2021 Virtual Annual Meeting in May 2021 had record number attendance with almost 1800 surgeons, physicians, and other medical professionals!

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
- Listing in the Annual Meeting Program

Companies that supported an item or activity at the previous year's meeting are offered the first option to host that activity again. Contact Marti Boyer at [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org) or Jane Conway at [jconway@breastsurgeons.org](mailto: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 (but are not limited to the following):

### Annual Meeting and Scientific Program

Scientific Poster Session and Reception (\$30,000)

Educational grant for the General Session

Educational grant for Pre-Meeting Course

### Social Events

Opening Reception (\$30,000)

President's Reception (\$30,000)

### Audio Visual

Speaker-Ready Room (\$10,000)

General Session A/V (\$50,000)

Audience Response System (\$50,000)

Wireless Internet in meeting space (\$50,000)

### Advertising

#### Final Program

Full Page, 4-Color Advertisements in Final Program

Cover 2 (Inside Front Cover) \$10,000

Cover 3 (Inside Back Cover) \$10,000

Cover 4 (Back Cover) \$15,000

#### Digital Ads in Meeting App

Premium (Exclusive opportunity) \$7,500

includes 2 landing pages & best banner ad rotation

Superior (5 opportunities) \$3,500

includes excellent banner ad rotation and landing page, linking to your company site

**Room Key Card Sleeve** (Exclusive opportunity) (\$5,000) – Unique to Wynn, this is a jacket for key cards. Printing, graphics, etc. are the responsibility of the sponsor.

**Charging Station** Company branding is allowed. (\$5,000)

**Cyber Café** Company branding is allowed. (\$10,000)

**Room Drop** (\$2,500) Company is responsible for paying all fees associated with the room drop, including production, distribution, charges by hotel, etc.

**Hanging Banner Ad in Exhibit Hall** (4' x 15')(Exclusive opportunity)(\$10,000)

**Branded Floor Decal** (5' x 5') (3 opportunities) (\$5,000 each)

**NEW!!!! LED Wall in Convention Lobby** (Limited Opportunities Available) (Fees start \$5000 each) Please contact ASBrS for more information on this exclusive opportunity

### 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 (3 concurrent programs in morning and evening); and Saturday (6 concurrent programs). Companies that supported a program at the previous year's meeting are offered the first option to host a program again. Satellite 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](mailto:mboyer@breastsurgeons.org)

**Available Times for Industry-Supported Symposia at the ASBrS 2022 Annual Meeting:**

**Wednesday, April 6:** Evening Symposia, 8:00 pm – 9:30 pm (\$20,000) 3 concurrent programs. Attendance limited to 150.

**Thursday, April 7:** Evening Symposium, 5:30 pm – 7:30 pm (\$80,000) SOLD

**Friday, April 8:** Breakfast Symposia, 6:30 am -7:45 am (\$20,000) 4 concurrent programs. Attendance limited to 150.

**Friday, April 8:** Evening Symposia, 7:30 pm - 9:30 pm (\$40,000) 4 concurrent programs. Attendance limited to 250.

**Saturday, April 9:** Breakfast Symposia, 6:15 am - 7:45 am (\$20,000) 4 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 CONTACT:**

Marti Boyer  
[mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org)  
410-381-9500 X212  
443-545-0142

Jane Conway  
[jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)  
410-381-9500 x111  
443-545-0151

**ACCESS SUPPORT OPPORTUNITIES**

