

**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. The ASBrS acknowledges collaboration and partnership with industry are important and helps to develop best practices in breast surgery. Your participation as a supporter increases your visibility to ASBrS members and keeps your company and products in front of physicians caring for the patient with breast disease.

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!

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 or Jane Conway at 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):**

Acknowledgment of support includes:

* Complimentary listing on the ASBrS website
* One priority point per $1,000 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

**Annual Meeting and Scientific Program**

[ ]  Scientific Poster Session and Reception ($30,000)

[ ]  Educational grants for the General Session
**Grant Amount:**  Select Amount

**Social Events**

[ ]  Opening Reception ($30,000)

[ ]  President’s Reception ($50,000)

[ ]  Educational grant for Pre-Meeting Course

**Course:** Select Course
**Grant Amount:**  Select Amount

**Audio Visual Marketing Support**

[ ]  **SPEAKER-READY ROOM**

The ASBrS Speaker Ready Room services between 175 – 200 speakers during the annual meeting. This is a much-appreciated amenity for ASBrS key opinion leaders, providing a speaker’s hub to submit presentations, last-minute coordination of materials, and to meet with speaker colleagues.

**Cost:** $10,000

[ ]  **GENERAL SESSION A/V**

The General Session is the comprehensive CME educational gathering of attendees at ASBrS. It attracts all attendees and runs over the course of four days. Supporting the General Session A/V sends a message that your company’s focus and generosity furthers the advancement of professional knowledge for every attendee.

**Cost:** grants starting at $50,000

[ ]  **AUDIENCE RESPONSE SYSTEM**

ASBrS Audience Response System engages attendees during the General Session and instantly reports vital statistics to be shared real time.

**Cost:** $50,000

[ ]  **WIRELESS INTERNET IN MEETING SPACE**

Your company support will supply internet service to over 1,700 medical professionals in attendance. ASBrS attendees are known for their multi-device usage at the annual meeting, giving your company additional messaging to each.

**Cost:** $50,000

**Marketing Support**

**Advertising**

[ ]  **FINAL PROGRAM**

Place a full page, 4-color advertisement promoting your company, products, and special events in this time-tested meeting standard. The Final Program is distributed onsite at attendee registration.

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

Cover 3 - Inside Back Cover ($10,000) **SOLD**

Cover 4 - Back Cover ($15,000)

[ ]  **DIGITAL BANNER IN MEETING MOBILE APP**

The ASBrS Meeting App is the “go-to” tool of attendees to have the meeting details conveniently at hand. When an attendee clicks your Digital Banner Ad, they are taken to a landing page with an additional advertisement. This landing page/ad is linked to the URL site of your choice – your website, a product specific page or demonstration, etc.

The Premium Digital ad features additional advertisements including a Splash Page which is the first thing an attendee sees upon opening the app, a rotating Banner ad, and Landing Page which is an ad linked to your website.

The Superior Digital ad features a rotating Banner ad and Landing Page which is an ad linked to your website.

You can use thefollowing link to look at the 2019 app online:  <https://plan.core-apps.com/asbrs2019>.  It includes the banner ads which you can click to see how it works.  Artwork deadline is March 1. Specifications will be provided to committed advertisers.

**Cost: (~~1) Premium Package ($7,500)~~ SOLD and (~~9~~ 8) Superior Packages ($3,500)**

[ ]  **ROOM KEY CARD SLEEVE**

Unique to Wynn, this is a folder for room key cards which all attendees will receive and use throughout the meeting. Your branded messaging on both outer and inner covers is a consistent reminder each time a meeting attendee enters their hotel room. Note: printing, graphics, etc. are the responsibility of the sponsor (1 opportunity)

**Cost: $10,000**

[ ]  **CHARGING STATION SOLD**

The best friend of those who need a quick charge for their electronic devices. The Charging Station is a most appreciated amenity at the annual meeting. Strategically located in the Convention Lounge, the area will catch the attention of all attendees on their way to and from the general session and exhibit hall.

**Cost: $5,000**

[ ]  **CYBER CAFÉ**

The Cyber Café is a long-standing favorite of those who need to print their boarding pass or access a screen larger than

their phone. Located in the Convention Lounge, and near registration, it guarantees your company name is seen daily by all attendees.

**Cost: $10,000**

[ ]  **ROOM DROP**

Your promotional flyer delivered via room drop is ensured to get in the hands of all attendees registered at Wynn Las Vegas. Invite attendees to stop by your booth, attend your symposium, encourage them to view your demonstration with a QR code on the flyer.

**Cost: $2,500**, plus all fees associated with the room drop, including production, distribution, charges by hotel, etc.

[ ]  **HANGING BANNER IN EXHIBIT HALL**

A 4’ high x 15’ wide banner ad hangs over the food and beverage service for breaks and lunch in the exhibit hall. The back wall location can be seen up the center aisle and will be the only hanging display in the Exhibit Hall (1 opportunity).

**Cost: $10,000**, plus production and labor to install

[ ]  **CARPET GRAPHICS IN EXHIBIT HALL**

This colorful, bold, 5’x 5’ branded floor decal, strategically placed at the front of the Exhibit Hall, can be used to promote your products, invite attendees to visit your booth, etc. (3 opportunities).

**Cost: $5,000 each**, plus production and labor to install (3 opportunities)

[ ]  **NEW!!!! LED WALL IN CONVENTION LOBBY**

A massive LED Wall will display pre-recorded audiovisual messaging in the Convention Lounge, adjacent to registration and steps away from the General Session and Exhibit Hall. This high impact opportunity will offer a limited number of supporters the chance to play their promotional messaging, one at a time, on a rotating, continuous loop throughout the day. Ads start each day at 5:00am PT and run on a 24-hour basis.

**SPECIFICATIONS:** Ads must be pre-recorded video with audio and no more than 30 seconds in length. (no static images/logos) Audio sound will play in Convention Lounge area. - Volume maximum not to exceed 80 decibels.

• **Pixel Space or Resolution:** 8640px wide by 1080px tall.

• **Frame Rate:** 30fps native playback

• **Media format / File Type:** Sequentially numbered Targa files in a 4:4:4 color space.

PLEASE NOTE:

The server CANNOT play compressed video file formats (e.g.: .MOV, .MP4, .WMV, etc.). WAV audio files can be used with the Video Clip. Please send a .MOV file at quarter resolution with the audio and video mixed to help us ensure the audio and video files are synced correctly on the server. Additional Fees may apply for Audio playback within the space.

Ads must be submitted to ASBrS for approval **by March 4.** (Limited Opportunities Available)

**Cost:**

* 4 days $25,000 ($6,250 per day)
* 3 days $22,000 ($7,333 per day)
* 2 days $19,000 ($9,500 per day)
* 1 day   $16,000

This is not an exclusive opportunity.

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**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 (5 concurrent programs in morning and (4) in the evening); and Saturday (5 concurrent programs). Companies that supported a program at the previous year’s meeting are offered the first option to host a program again. Symposia are not part of the official Annual Meeting program. Limited opportunities are available.

**Available Times for Industry-Supported Symposia at the ASBrS 2022, April 6—April 10**

**Application Deadline: January 31, 2022**

**Wednesday, April 6**

**Evening Symposia**

1 concurrent program still available.

8:00 pm–9:30 pm (Registration and dinner can start at 7:45 pm)

Support Fee:  $20,000

Attendance: Limited to 150

**Thursday, April 7 SOLD**

**Evening Symposium**

5:30 pm–7:30 pm

Support Fee: $80,000

Attendance: Up to 1500

**Friday, April 8**

**Breakfast Symposia** **SOLD**

6:30 am–7:45 am (Registration and breakfast can start at 6:15 am)

Support Fee: $20,000

Attendance: Limited to 150

**Evening Symposia SOLD**

7:30 pm–9:30 pm

Support Fee: $40,000

Attendance: Limited to 250

**Saturday, April 9**

Breakfast Symposia

2 concurrent programs still available

6:30 am–7:45 am (Registration and breakfast can start at 6:15 am)

Support Fee: $20,000

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.)

**Contact Info**

Contact Name:

Company:

Address:

City/State/ZIP:

Phone:

Cell:

Email:

**Please forward application to:**

ASBrS 2022 Annual Meeting Support

American Society of Breast Surgeons

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