



24TH ANNUAL MEETING

Boston, Massachusetts ●●● April 26-30, 2023

2023 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 2023 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 27 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.

Meeting Location

John B. Hynes Veterans Memorial
Convention Center
Exhibit Hall: Auditorium & Hall C
900 Boylston Street
Boston, MA 02115

Meeting Dates

April 26-30, 2023

Exhibit Dates

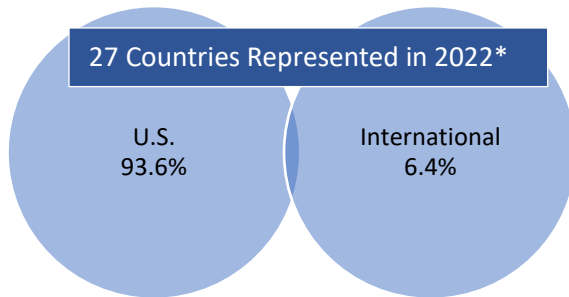
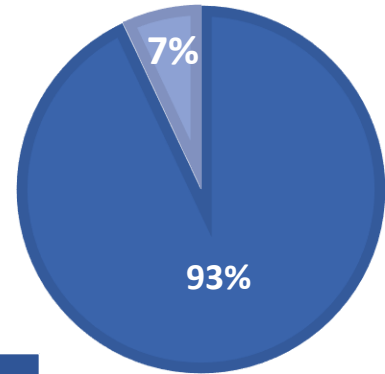
April 27-29, 2023

Who attends?

ASBrS Annual Meeting	2018 Orlando	2019 Dallas	2021 Virtual	2022 Las Vegas
Total Attendance	2,232	2,055	1,939	1,856
Healthcare Professionals	1,647	1,529	1,714	1,396
Exhibitors	585	526	225	460

2022 ATTENDANCE

■ Surgeons 93% ■ Non-surgeons 7%



*Includes the United States and Canada

Why Exhibit?

TOP 5 REASONS TO EXHIBIT



ENGAGE your clients in an intimate setting where the attendee to exhibiting company ratio is **20 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 25 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 on the ASBrS website with company description and a link to company website
- Complimentary upgraded profile of your company and products in the Industry Product Showcase.
- 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).
- Access to the General Session (standing room only if space allows).
- One 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 list.)**
- Complimentary electronic list of pre- and post-meeting registrants who opt-in to share their Name, City, State, Zip, Country.

Exhibitor Participation Onsite



68 Exhibiting Companies

- 9 Product & Service Categories Represented
- Over 4,200 Leads Generated in 2022



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
 410-381-9500 x111
 443-545-0151

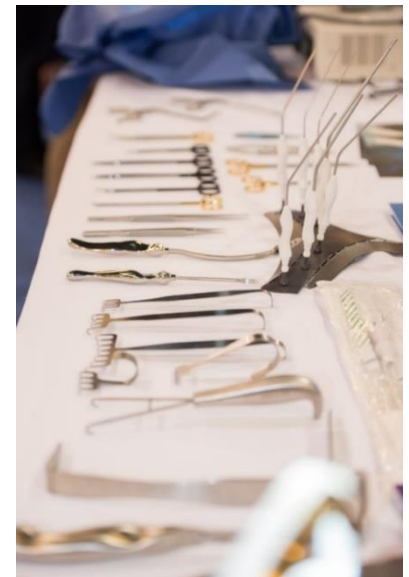


Exhibit Hall Timeline	Wednesday, April 26	Thursday, April 27	Friday, April 28	Saturday, April 29
Booth Installation	8:00 AM – 5:00 PM	8:00 AM – 5:00 PM		
All exhibits must be set		5:00 PM		
Hours of Operation		7:30 PM – 9:00 PM	9:00 AM – 4:00 PM	9:00 AM – 4:00 PM
Exhibit Hall Break			10:00 AM – 10:30 AM	10:00 AM – 10:30 AM
Exhibit Hall Lunch			12:15 PM – 1:15 PM	12:00 PM – 1:00 PM
Exhibit Hall Break			3:30 PM – 4:00 PM	3:00 PM – 3:30 PM
Booth Dismantle				4:00 PM – 10:00 PM

Reach Attendees Beyond Your Booth with Corporate Support Opportunities

The following information outlines support opportunities related to the **ASBrS 24th Annual Meeting, April 26—30, 2023**, in Boston, Massachusetts. In 2022, the ASBrS in-person annual meeting attracted nearly 1,400 healthcare professionals, 98% of surgeons, physicians, and other medical professionals with a dedicated interest in treating breast disease.

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 App

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):

Scientific Program

Scientific Poster Session and Reception
Educational grant for the General Session

Social Events

Opening Reception
President's Reception

Audio Visual Marketing

Speaker-Ready Room
General Session A/V
Audience Response System

Advertising & Marketing Support

Final Program

Full Page, 4-Color Advertisements in Final Program
Cover 2 (Inside Front Cover)
Cover 3 (Inside Back Cover)
Cover 4 (Back Cover)

Digital Ads in Meeting App

Premium (Exclusive opportunity)
includes 2 landing pages & best banner ad rotation
Superior (5 opportunities)
includes excellent banner ad rotation and landing page,
linking to your company site

Charging Station Company branding is allowed.

Cyber Café Company branding is allowed.

Hanging Banner Ad in Exhibit Hall (4' x 15')(Exclusive opportunity)

Branded Floor Decal (5' x 5') (3 opportunities)

Digital Display Network Throughout Hynes Convention Center (Limited opportunities to only 12 ads) Please contact ASBrS for more information on this opportunity

Professional Headshot Station in Exhibit Hall (Exclusive opportunity- Please contact ASBrS for more information on this opportunity.)

Banners – Level 2 Rotunda

Floor Graphics – Level 2 Rotunda

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 (up to 5 concurrent programs in morning and 3 evening programs); and Saturday morning (up to 5 concurrent programs). Companies that supported a program at the previous year's meeting are offered the first option to host a program again. Industry supported 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

Available Times for Industry-Supported Symposia at the ASBrS 2023 Annual Meeting:

Wednesday, April 26: Evening Symposia, 8:00 pm – 9:30 pm (\$20,000) 3 concurrent programs. Attendance limited to 150.

Thursday, April 27: Evening Symposium, 5:30 pm – 7:30 pm (\$80,000) SOLD

Friday, April 28: Breakfast Symposia, 6:30 am -7:45 am (\$20,000) up to 5 concurrent programs. Attendance limited to 150.

Friday, April 28: Evening Symposia, 7:30 pm - 9:30 pm (\$40,000) up to 3 concurrent programs. Attendance limited to 250.

Saturday, April 29: Breakfast Symposia, 6:15 am - 7:45 am (\$20,000) up to 5 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
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