

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 24th Annual Meeting, April 26—30, 2023**, in Boston, Massachusetts. We anticipate more than 1,600 surgeons and healthcare professionals with a dedicated interest in treating breast disease.

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 with questions or if you would like to suggest an opportunity not listed.

Support Opportunities include (but are not limited to the following acknowledgement):

- 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

Educational Grants

- Scientific Poster Session and Reception (\$30,000)
- Educational Grants for the General Session
- Educational Grant for Pre-Meeting Course

Social Events

- Opening Reception (\$30,000)
- President's Reception (\$50,000)

Audio Visual Marketing Support

SPEAKER-READY ROOM

The ASBrS Speaker Ready Room services between 100-125 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

Marketing & Advertising Support

PROFESSIONAL HEADSHOT STATION IN EXHIBIT HALL

Attendees will appreciate receiving a professional headshot. This traffic builder in the exhibit hall will include signage to acknowledge your generous support of this opportunity. The delivery of each portrait can be branded as a reminder of attendees' headshot experience. **Please call for pricing and more details.**

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.

- **Premium Digital Ad **SOLD**** 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.
- **Superior Digital Ad** features a rotating Banner Ad and Landing Page which is an ad linked to your website.

View last year's app online for an example to see the ad functions: <https://plan.core-apps.com/asbrs2022/customScreen/aboutShow>. Specifications will be provided to committed advertisers.

Artwork deadline is March 10.

Cost: (1) Premium Package (\$8,000) **SOLD and (9) Superior Packages (\$4,000)**

CHARGING STATION

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. There are two strategic locations - both are highly trafficked areas that will catch the attention of attendees, numerous times daily. The station includes signage acknowledgement.

Convention Lounge - **Cost: \$5,000**

Exhibit Hall – **Cost: \$5,000 **SOLD****

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, it guarantees your company name is seen daily by all attendees.

Cost: \$10,000

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.

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

DIGITAL SIGNAGE NETWORK

Reach all attendees onsite at ASBrS 2023 with your digital promotion! The ASBrS 2023 Meeting Messaging Screens will run a continuous loop with your campaign and the ASBrS information. This opportunity will cover all five days throughout ASBrS 2023, from April 26 - 30, 2023. There are 19 digital screen locations strategically placed throughout the Hynes Convention Center to ensure great exposure throughout the facility. LED screens vary in size --55", 65" and 85" monitors. See map below for the locations and size of LED screen displays.

Note: Screens 18 & 19 located outside of the General Session are not included in the network due to ACCME Guidelines.

Message Maximum Time: Up to 45 seconds per opportunity

Hours of Operation: 6:00 am - 11:00 pm

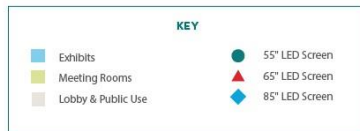
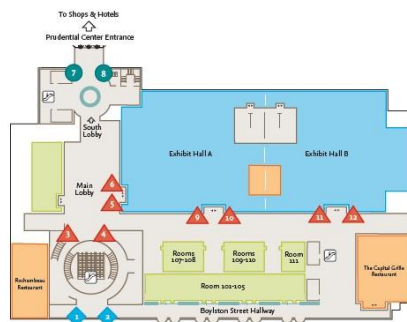
Maximum number of advertisers: 12

Specifications and submission instructions will be sent in response to your commitment.

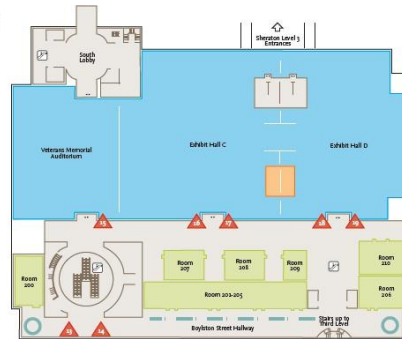
Cost: \$10,000 per promotional message

*Hynes Convention Center
Digital Display Locations*

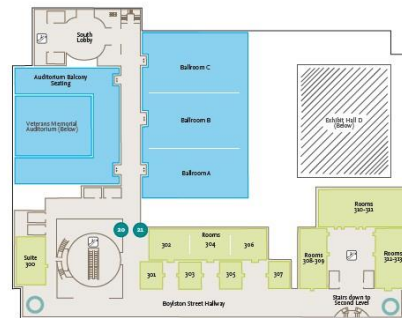
Plaza Level



Second Level



Third Level

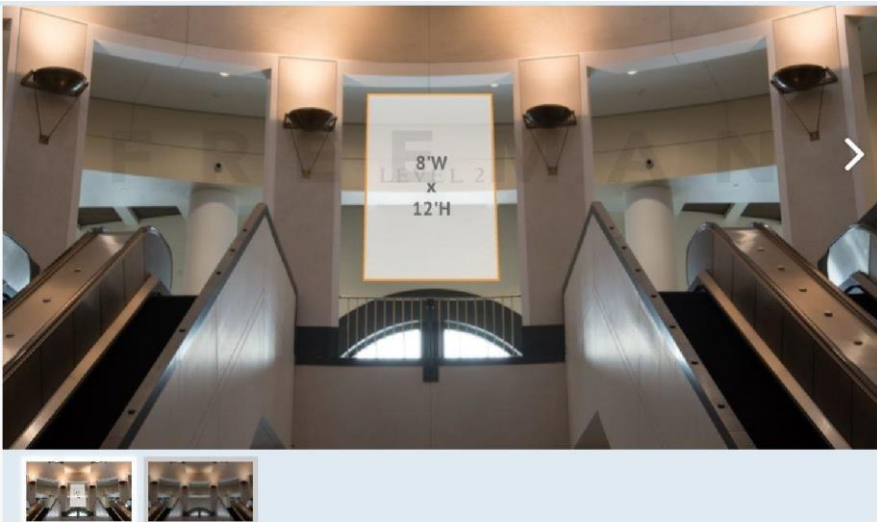


BANNERS - LEVEL 2

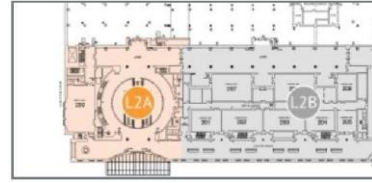
Grab the attention of ASBrS attendees with your promotional banner at the Hynes Convention Center. Banner locations are selected to maximize the impact of your campaign and capture the attention of attendees as they ride the escalator to the Exhibit Hall and General Session.

Rate: \$10,000 (plus Freeman production costs and labor to install)

Location	Maximum Size	Description	Impact
R2-B17	8'W x 12'H	Welcome 1 (Central)	Seen from Level 1 when boarding/riding Rotunda escalator to Level 2
R2-B18	10'W x 10'H	Welcome 2 (Below Welcome 1)	Seen from Level 1 when boarding/riding Rotunda escalator to Level 2
R2-B19A	118"W x 191"H	Welcome 3 (Left of Welcome 1)	Seen from Level 1 when boarding/riding Rotunda escalator to Level 2
R2-B19B	118"W x 191"H	Welcome 4 (Right of Welcome 1)	Seen from Level 1 when boarding/riding Rotunda escalator to Level 2

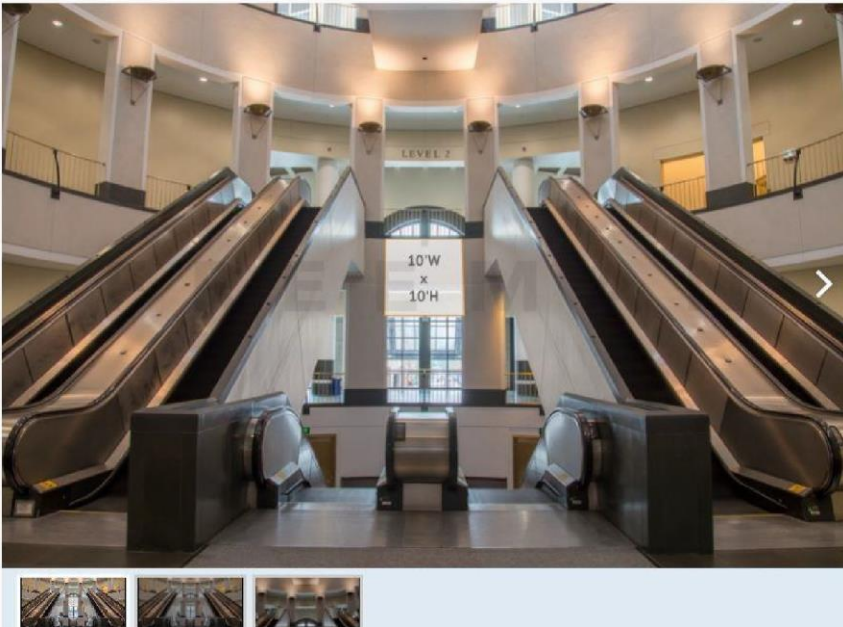


SECTION NAME
Section L2A



Rotunda Banner R2-B17-Welcome Option 1

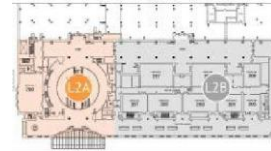
Home > Hynes Convention Center > Level 2 > Section L2A > Rotunda Banner R2-B18 - Welcome Option 2 Detail



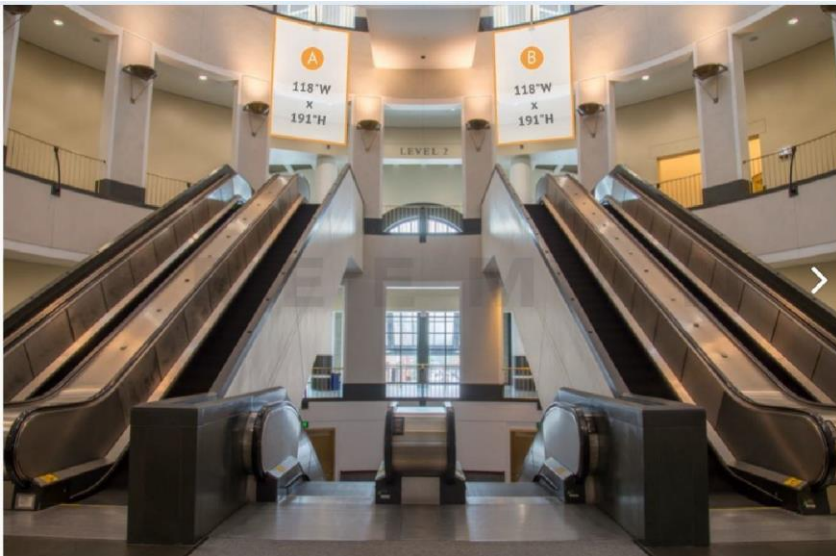
Rotunda Banner R2-818 - Welcome Option 2

Level 2

SECTION NAME
Section L2A



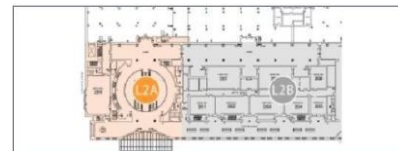
Rotunda Banner R2-818-Welcome Option 2



Rotunda Banner R2-B19A- Welcome Option 3

Level 2

SECTION NAME
Section L2A



□ FLOOR GRAPHICS – LEVEL 2

Attendees will see your message as they watch their step hopping on and off the escalator on Level 2. This busy location is the main route to the Exhibit Hall and General Session via the Rotunda.

Rate: \$6,000 (plus Freeman production costs and labor to install)

Location	Maximum Size	Description	Impact
FD-1	5'W x 5'H	Escalator opposite Auditorium	Seen boarding and disembarking Rotunda escalator at Level 2
FD-4	5'W x 5'H	Escalator opposite Auditorium	Seen boarding and disembarking Rotunda escalator at Level 2

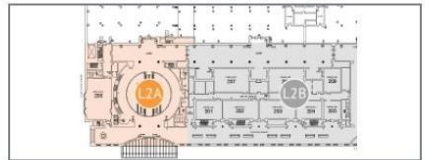
Home > Hynes Convention Center > Level 2 > Section L2A > Rotunda Floor Decal R2-FD5 Detail



Rotunda Floor Decal R2-FD5

Rotunda Floor Decal R2-FD5
Level 2

SECTION NAME
Section L2A

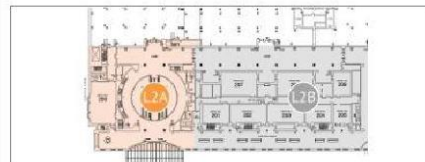


Home > Hynes Convention Center > Level 2 > Section L2A > Rotunda Floor Decal R2-FD6 Detail



Rotunda Floor Decal R2-FD6
Level 2

SECTION NAME
Section L2A



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 (3) 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 2023, April 26—April 30 **Application Deadline: Subject to availability.**

Wednesday, April 26

Evening Symposia

There will be up to 3 concurrent programs.

7:00pm–8:30pm (Registration and dinner can start at 6:45 pm)

Support Fee: \$20,000

Attendance: Limited to 150

Thursday, April 27 **SOLD**

Evening Symposium

5:30 pm–7:30 pm

Support Fee: \$80,000

Attendance: Up to 1500

Exclusive Opportunity

Friday, April 28

Breakfast Symposia

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

Support Fee: \$20,000

Attendance: Limited to 150

Up to 5 concurrent programs available

Evening Symposia

7:30 pm–9:30 pm

Support Fee: \$40,000

Attendance: Limited to 250

Up to 3 concurrent programs available

Saturday, April 29

Breakfast Symposia

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

Support Fee: \$20,000

Attendance: Limited to 150

Up to 5 concurrent programs available

Important Note: In addition to the support fee, the symposium organizer is responsible for arranging with the hotel and paying for any audiovisual, room set up, catering, etc. as well as all faculty expenses and arrangements (travel, hotel, honoraria, etc.)

ASBrS 2023 ADVERTISING & SPONSORSHIP OPPORTUNITIES ORDER FORM

Please note: ASBrS has the right to refuse any promotion. It is prohibited to use the Society logo or show logo as part of any promotion without prior written approval from The American Society of Breast Surgeons.

PLEASE INDICATE YOUR COMPANY'S COMMITMENT TO ADVERTISING AND/OR SPONSORSHIP OPPORTUNITIES BELOW:

SCIENTIFIC PROGRAM AND SOCIAL EVENTS

- Scientific Poster Session and Reception (\$30,000)
- Educational Grants for the General Session
Grant Amount: _____
- Educational Grant for Pre-Meeting Course
Course: _____
Grant Amount: _____
- Opening Reception (\$30,000)
- President's Reception (\$50,000)

MARKETING & ADVERTISING SUPPORT

- Speaker-Ready Room (\$10,000)
- General Session A/V (\$50,000)
- Audience Response System (\$50,000)
- Professional Headshot Station in Exhibit Hall (Please call for pricing and more details.)
- Digital Banner in Meeting Mobile App - Premium Package (\$8,000) **SOLD**
- Digital Banner in Meeting Mobile App - Superior Packages (\$4,000)
- Charging Station (\$5,000)
- Cyber Café (\$10,000)
- Banners - Level 2 Rotunda (\$10,000)
- Floor Graphics – Level 2 Rotunda (\$6,000)

SYMPOSIA

- Wednesday, April 26 Evening Symposia (\$20,000)
- Thursday, April 27 Evening Symposia (\$80,000) **SOLD**
- Friday, April 28 Breakfast Symposia (\$20,000)
- Friday, April 28 Evening Symposia (\$40,000)
- Saturday, April 29 Breakfast Symposia (\$20,000)

I am an authorized representative of my company and committed to the ASBrS opportunities indicated above. I understand my company will be invoiced for these committed opportunities.

Signed (electronic signature):

Date:

Company:

Contact name:

Street address:

City/state/postal code/country:

Phone:

Mobile:

Email:

Submit supporting attachments with this form. Please forward application to:

ASBrS 2023 Annual Meeting Support

American Society of Breast Surgeons

7067 Columbia Gateway Drive, Suite 290, Columbia, MD 21046

Phone: 410.381.9500 • Fax: 410.381.9512 • www.breastsurgeons.org • mboyer@breastsurgeons.org • jconway@breastsurgeons.org