

Frequently Asked Questions for Exhibitors

1. When and where is The American Society of Breast Surgeons 2027 Annual Meeting?

April 7 – 11, 2027

Orlando World Center Marriott

8701 World Center Drive

Orlando, FL 32821

2. How do I submit a booth application?

Access and complete the [exhibitor application](#) by logging into your existing exhibitor account. First-time exhibitors may [create an account](#).

Upon submission, ASBrS will review and must approve your application before payment is accepted. You will be notified upon approval and sent an invoice for your booth space with multiple payment options. You may also log in to make a credit card payment online.

3. What is your cancellation policy?

The American Society of Breast Surgeons will retain all fees if a company cancels or reduces booth space. Reduction of booth space may require the Exhibitor to be relocated, at the discretion of show management. ASBrS has the right to resell any cancelled or reduced space. An Exhibitor may not resell, lease, or sublet their booth space. Requests to cancel and reduce booth space must be submitted in writing to ASBrS Exhibits Department. Email Jane Conway, Program Manager, Industry Relations at jconway@breastsurgeons.org.

4. When and how is booth space assigned?

Booth space assignments will begin the week of January 25, 2027. To be included in the initial assignment, ASBrS must receive your completed [online application](#) and payment in full, no later than January 20, 2027. Booth space selection will be made by appointment based on earned priority points. Booth applications received after this date will be accepted on a space-available basis.

5. What are priority points?

Priority points are based on your company's financial support and donations from May 2000 through December 31, 2026. Additional support of the Annual Meeting and/or the Society is not a requirement for exhibiting. Points are awarded as follows:

- 1 point for every 100 square feet for booth at Annual Meeting and standalone course exhibit space
- 1 point for every \$10,000 given to the ASBrS in support. This includes, but not limited to support of the Annual Meeting, virtual programs, webinars, events, advertising, programs, and standalone course sponsorship.
- 1 point total, per course, for in-kind donations to a hands-on workshop or lab (not including ultrasound or stereotactic breast biopsy equipment) at the Annual Meeting, standalone course, or virtual training course.
- 5 points for each stereotactic breast biopsy machine donated for use at the Annual Meeting and standalone course.
- 2 points for each ultrasound system donated for use at the Annual Meeting and standalone course
- 1 point for each clinical applications representative participating in an Annual Meeting pre-meeting workshop
- 1 point per company who completes a post-meeting exhibitor survey

The earliest dated exhibit application with full payment will have preference if companies have reached equal point totals. Priority points expire after two consecutive inactive years of support, donation and/or exhibiting.

Note: The method for awarding priority points is subject to change and is the discretion of ASBrS management.

6. What are the available booth sizes and their costs?

Inline Booths

10' x 10' = \$7,000

10' x 20' = \$14,000

10' x 30' = \$21,000

10' x 40' = \$28,000

Island Booths

20' x 20' = \$38,000

20' x 30' = \$57,000

20' x 40' = \$76,000

7. When do I need to pay for my booth?

Payment in full is due upon ASBrS approval of your booth application. Deposits are not accepted. Booths will not be held or reserved without full payment.

Booth applications submitted by **January 20, 2027** will be included in the Priority Placement.

8. What is included in the purchase price of booth space?

- 4 complimentary staff badges for each 100 ft² of booth space contracted (eg, a 10x20 booth receives 8 complimentary badges). Additional badges may be purchased. The deadline to pre-register exhibit staff badges is TBD.
- Complimentary profile of your company and products in the mobile app exhibitor directory.
- Complimentary online exhibitor listing, with a link to your website, on the exhibitor directory page of the Society website.
- Complimentary company profile on the ASBrS Industry Product Showcase website.
- Complimentary pre-registration and post-registration mailing lists of meeting attendees (Contingent upon ASBrS approval of your marketing piece) – Log in to the Exhibitor Ready Room, *available online in February*, to upload your brochure for approval.

9. What are the dates and hours for exhibiting?

Exhibitors are allowed access to the Exhibit Hall 1 hour prior and 1 hour after Exhibit Hall hours. As a courtesy to attendees and fellow exhibitors, please open your exhibits on time and staff them throughout the meeting until the scheduled closing on Saturday, April 10 at 4:00 pm.

Thursday, April 8

Opening Reception in Exhibit Hall: 7:00 pm–8:30 pm

Friday, April 9

Exhibit Hall Hours: 9:00 am–4:00 pm

Break in Exhibit Hall: 10:30 am–11:00 am

Lunch in Exhibit Hall: 12:45 pm–1:45 pm

Break in Exhibit Hall: 3:15 pm–3:45 pm

Saturday, April 10

Exhibit Hall Hours: 9:00 am–4:00 pm

Break in Exhibit Hall: 10:45 am–11:15 am

Lunch in Exhibit Hall: 12:30pm–1:30 pm

Break in Exhibit Hall: 3:15 pm–3:45 pm

10. What are the dates and hours for booth setup and teardown?

Booth Installation Hours

Wednesday, April 7: 8:00 am–5:00 pm

Thursday, April 8: 8:00 am–5:00 pm

All exhibits must be set up by Thursday, April 8, at 5:00 pm.

Failure to occupy space

Any space not occupied by Thursday, April 8, at 5:00 pm will be forfeited by the exhibitor, and this space may be reassigned or used by The American Society of Breast Surgeons without refund, unless arrangements for delayed occupancy have received prior approval by the Society.

Booth Dismantle

Saturday, April 10: 4:00 pm–10:00 pm, with carrier check in no later than 8:00 pm.

The exhibit hall closes at 4:00 pm Friday and Saturday. *All exhibits must remain in place until the hall officially closes at 4:00 pm, Saturday, April 10.* All exhibits must be completely removed from the hall by 10:00 pm with

carrier check-in no later than 8:00 pm. The Society is not responsible for any material left by the exhibiting company.

11. How do I get badges for my exhibit staff? Is there a charge?

Any staff working as a representative in your booth is required to have an official Society-issued exhibitor badge. Exhibitors must register booth staff via the Exhibitor Ready Room (available in February) by the deadline **TBD. All badge orders or changes submitted after the deadline will incur a \$100 fee per badge.**

All booths have an allotment of 4 complimentary exhibitor badges for every 100 ft² of booth space. **There is a \$100.00 fee for each exhibitor badge over the booth allotment.** Exhibitor badges will grant access to the Exhibit Hall during booth installation and dismantle as well as one hour prior to and after exhibit hours. Please note exhibit badges are not transferable and must carry only the name of the person and company confirmed as an official exhibitor at this meeting.

All changes and additions to badge lists must be made by the deadline date. An exhibiting company's designated onsite representative is authorized to pick up all exhibitor badges for distribution to **company staff**. No other staff is authorized to pick up another exhibit staff's badge. No partial pick-ups will be available at the ASBrS exhibitor registration desk. Any additional badges or badge changes after the deadline must be ordered at the exhibitor registration desk and will incur a \$100 fee per badge.

Exhibit staff may register themselves onsite if they submit a government picture I.D. and proof of employment with the exhibiting company. Installing/dismantling staff must be registered for a temporary Set-Up (EAC) badge. If an exhibitor hires technical staff for installation, dismantle and troubleshooting throughout show hours, they must register them as exhibit staff. No one under the age of 18 can enter the exhibit hall.

12. Can exhibitors attend the meeting?

Company representatives may not engage in sales activities while in the room where an educational activity takes place. All exhibitors and attendees are invited to attend the Opening Reception on Thursday, April 8. Exhibitors may purchase registration for their technical/scientific staff for the general session programs on a space-available basis. For additional information, please contact Jane Conway, Program Manager, Industry Relations, at jconway@breastsurgeons.org.

Industry representatives and exhibitors MAY NOT ATTEND the following pre-meeting courses:

Wednesday, April 7

- Advanced Axillary Surgery Course with Mastotrainers
- Beginner Oncoplastic Surgery Skills Course with Mastotrainers
- Intermediate Oncoplastic Surgery Skills Course with Mastotrainers
- Breast Ultrasound: An Introductory/Refresher Course

Thursday, April 8

- Advanced Oncoplastic Surgery Skills Course with Mastotrainers
- Fellows Course 2027 (*only open to Fellows or Residents*)
- Advanced Practitioner Provider Course 2027
- Robotics Course (off-site)
- International Symposium

Exhibitors and industry technical/scientific staff MAY purchase a registration for the following non-workshop or non-demonstration pre-meeting courses:

Wednesday, April 7

- Management of Benign Disease and High Risk
- Challenges and Considerations in Lactation

Thursday, April 8

- Survivorship - Building a Program and Managing Side Effects

13. Can I register as a guest and/or purchase a guest registration pass?

Industry representatives (exhibitors and technical/scientific staff) may not purchase guest registration passes and **MUST** register as a **non-member**.

14. How do I order furnishings, electrical, audiovisual, floral arrangements, etc.?

This information will be provided in your Freeman Exhibitor Service Kit, which will be available in February 2027.

15. When, where, and how do I ship my materials?

This information will be provided in your Freeman Exhibitor Service Kit, which will be available in February 2027.

16. Is a mailing list of pre-registered and post-registered attendees available to exhibitors?

All exhibitors will be sent one complimentary list of pre- and post-meeting registrants who opt-in to share their Name, City, State, Postal Code and Country only. Additionally, exhibitors can qualify to receive one complimentary, one-time use set of pre- and post-meeting mailing list of registrants who opt-in to share their postal mailing address. An electronic mailing list will be provided directly to the company's exhibit contact or marketing company if the exhibitor outsources the mailing of their marketing piece. Exhibitors must complete the mailing list request form, read and agree to the mail list policy in the Exhibitor Portal and upload a copy of the promotional piece to ASBrS for review and approval. The mailing list form will be available in the Exhibitor Portal in February. **Please note email addresses are not included.**

- **Pre-registered attendee list requests:** Promotional pieces must be uploaded by **March 5**. **Lists** will be sent by **March 12**. (Pre-registered attendee lists will not be available after this date.)
- **Post-meeting attendee list requests:** Promotional pieces must be received by **April 30**. **Lists** will be sent out by **May 6**. (Post-meeting attendee lists will not be available after this date.)

17. How will I receive the mailing list and what does the list consist of?

There are two options available*:

- All exhibitors will automatically receive by email one complimentary list of pre- and post-meeting registrants who opt-in to share their Name, City, State, Postal Code and Country. No submission of a marketing piece is required.
- Electronic list of registrants who opt in to share their postal mailing address will be provided in the event the promotional mailer is submitted for review and approved by ASBrS. The electronic list is sent directly to the exhibit point of contact or marketing company. The list cannot be used more than one time.

**PLEASE NOTE – Lists do not include email addresses.*

18. How can I gain more exposure and leads for my company at the show?

Support the Opening Reception

Order lead retrieval system

Take advantage of the marketing and support opportunities below

19. What marketing and support opportunities are available to me?

Educational grants

Advertising opportunities as defined in the 2027 Support Opportunities Brochure (available in November)

Satellite Symposia

Single use mailing list for the entire membership (available throughout the year). More information will be posted in the exhibitor portal, ASBrS Exhibitor Central (available in February)

20. How do I make hotel reservations?

- a. Exhibitor housing will open in February 2027 and information will be sent to all approved companies at that time. The updated policy will be posted at that time.

21. What if I am solicited to reserve hotel rooms through a different company?

- a. ASBrS has designated Atlas Meetings, Travel & Incentives as the **ONLY** official housing and registration provider for the 2027 Annual Meeting. Any other agency attempting to present themselves as an official partner of ASBrS is doing so fraudulently. Please do not risk room deposits with unauthorized entities.

22. VENDOR WARNINGS - TRUST OFFICIAL PARTNERS ONLY

Beware of Unauthorized Service Providers—It has come to our attention that several exhibitors, attendees, and members have been contacted by unauthorized companies promising services relating to ASBrS 2027 including housing vendors, attendee list rental services, Internet providers, printed exhibitor directories and lead retrieval

services. These companies are not authorized to offer services and are not affiliated in any way with the American Society of Breast Surgeons or its programs. The following list includes the only vendors that are approved by ASBrS and authorized as an official partner. ***Exclusive service providers are indicated by an asterisk:***

Official Decorator/General Contractor: Freeman Expo

Official Housing Provider: Atlas Meetings, Travel & Incentives*

Official Audiovisual: Freeman AV

Official Electric: GES*

Official Internet & Telecommunications: Orlando World Center Marriott*

Official Caterer: Orlando World Center Marriott*

Official Booth Cleaning: Freeman Expo*

Official Security: Orlando World Center Marriott*

Official Lead Retrieval Provider: SmartSource

Official Attendee List: ASBrS Staff Office ONLY*

Please be aware that no company is authorized to sell the ASBrS membership or meeting attendee lists, and lists offered by anyone other than the American Society of Breast Surgeons are fraudulent. These are frauds and no one in the Society opts in to allow their email address to be distributed. If you receive such a solicitation, we suggest not purchasing since the list was obtained without permission. Your company could be blocked as a SPAMMER if you use the list.

23. Who do I contact for further assistance?

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