ASBrS | The American Society of Breast Surgeons

28TH ANNUAL MEETING

ASBrS 2027 ORLANDO April 7–11

2027 Exhibitor Prospectus & Support Opportunities

The American Society of Breast Surgeons (ASBrS) values the partnership of healthcare companies in advancing breast surgery and improving the treatment and care of patients with breast disease. At ASBrS 2027, your company will connect with more than 1,700 healthcare professionals dedicated to treating breast disease. Over 2½ days, the Exhibit Hall gives your company face-to-face access to a focused national and international audience, opportunities to demonstrate products and treatment solutions, and sustained visibility among physicians involved in patient care. Your participation also supports the meeting's educational mission.

Meeting Location
Orlando World Center Marriott
8701 World Center Drive
Orlando, Florida 32821
Exhibit Hall: Cypress 3 Ballroom

Meeting Dates
April 7 - 11, 2027

Exhibit Dates
April 8 - 10, 2027

ASBrS 2026 Meeting Highlights

2433 Attendees
134 Registered Faculty
12 Pre-Meeting Courses
24 Presentations in the General Session
247 Abstracts Accepted
13 Industry Symposia
79 Exhibiting Companies
12 Products & Services Categories Represented
Over 3950 Leads Generated
2 ½ days of face-to-face interaction in the Exhibit Hall

Attendance And Demographics

Year/Location	Total Attendance	Healthcare Professionals	Exhibitors
2024/Orlando	2,257	1,700	557
2025/Las Vegas	2,524	1,900	624
2026/Seattle	2,433	1,795	638

- 90.2% United States
- 9.8% International
- 70% Surgeons
- 30% Non-Surgeons – APPs, MedOncs, RadOncs, RNs, Students, Residents

Top 10 Countries

- United States
- Mexico
- China
- Canada
- Philippines
- United Kingdom
- Australia
- Ireland
- Brazil
- South Korea
- Thailand

Top 5 U.S. States

- California
- New York
- Texas
- Pennsylvania
- Washington

Top 5 Reasons to Exhibit

- ENGAGE clients in a focused setting with an attendee-to-exhibiting-company ratio of 22:1.
- NETWORK with leading surgeons who specialize in breast disease.
- CAPITALIZE on a highly targeted audience to demonstrate your products and services, begin qualified conversations, and generate valuable leads.
- CONNECT with an international community of surgeons from around the world.

- BENEFIT from 7 dedicated networking opportunities in the Exhibit Hall: the Opening Reception, 2 lunches, and 4 breaks.

Exhibit Benefits

- Access to more than 1,700 surgeons with a dedicated interest in treating breast disease.
- Four (4) complimentary exhibitor staff badges for every 100 square feet of contracted booth space.
- Complimentary listing on the ASBrS website, including your company description and a link to your website.
- Complimentary company profile in the Annual Meeting mobile app.
- Complimentary upgraded company and product profile in the Industry Product Showcase.
- Non-compete exhibit hours scheduled around high-traffic events, including the Opening Reception, breaks, and lunches.
- Exhibit staff are invited to enjoy food and beverages during the Opening Reception, lunches, and breaks in the Exhibit Hall—helping to reduce staff per diem expenses.
- Access to General Sessions (standing room only, space permitting).
- One-time use of the pre- and post-meeting mailing list for registrants who opt in to share their 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, ZIP code, and country.

Exclusive Networking Opportunities in the Exhibit Hall

- Opening Reception
- 2 Lunches
- 4 Breaks
- 17.5 total exhibit hours, including 5.5 hours aligned with key networking food events

List of Product Interests

Biopsy Products	Medical Equipment	Pharmaceutical and Biotech Technology
Diagnostics/Testing	Medical Recruiters	Professional Education & Publications
Finance/Market Research	Non-Profit Organizations	Surgical Technology Information
Medical Devices	Robotic Devices	Wellness & Healthy Lifestyles

Exhibit Rates

Inline Booth	$70 / ft2	Island Booth	$95 / ft2
10’ x 10’	$7,000	20' x 20'	$38,000
10' x 20'	$14,000	20' x 30'	$57,000
10' x 30'	$21,000	20' x 40'	$76,000

Exhibit Hall Timeline

Exhibit Hall Timeline	Wednesday, April 7	Thursday, April 8	Friday, April 9	Saturday, April 10
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		7:00 PM – 8:30 PM	9:00 AM – 4:00 PM	9:00 AM – 4:00 PM
Exhibit Hall Break			10:30 AM – 11:00 AM	10:45 AM – 11:15 AM
Exhibit Hall Lunch			12:45 PM – 1:45 PM	12:30 PM – 1:30 PM
Exhibit Hall Break			3:15 PM – 3:45 PM	3:15 PM – 3:45 PM
Booth Dismantle				4:00 PM – 10:00 PM

REACH ATTENDEES BEYOND YOUR BOOTH

Corporate Support Opportunities

The following information outlines support opportunities for the ASBrS 28th Annual Meeting, April 7–11, 2027, in Orlando, Florida. Recognition of support typically includes:

- Complimentary listing on the ASBrS website
- One priority point for every $10,000 in support, used toward premium booth placement
- Signage and other visuals at sponsored events
- Acknowledgment in sponsored publications and the meeting app

Companies that supported an item or activity at the previous year's meeting are offered the first right of refusal to host that opportunity again. Contact 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 opportunities listed below. Please see the 2027 Support Opportunities Brochure for additional details.

Scientific Program
Scientific Poster Session & Reception

Social Events
Opening Reception
President's Reception

Advertising & Marketing Support Opportunities
The ASBrS 2027 Support Opportunities Catalog will be available in November. Watch for a promotional email with more information on opportunities to elevate your company's brand and visibility.

- Video Wall Advertising
- Billboard Graphic Walls
- Digital Banner in Meeting Mobile App
- Video Walls
- Wall Graphics
- Door Clings
- Window Clings
- Column Clings
- Tile Floor Graphics
- Exhibit Hall Carpet Graphics
- Lounge areas
- Charging Stations
- Passport Game

Industry-Supported Symposia
(Limited Opportunities Available)
The American Society of Breast Surgeons is pleased to offer opportunities for industry-supported symposia during its Annual Meeting. Symposia are live educational programs sponsored and funded by an outside organization and independently organized and presented. Acceptable educational formats for symposia include presentations by speakers, panel discussions, films, and video presentations. Companies that supported a program at the previous year's meeting are offered the first right of refusal to host that program again. Industry-supported symposia are not part of the official Annual Meeting program.

Available Times for Industry-Supported Symposia at the ASBrS 2027 Annual Meeting:
**Program registration can start 30 minutes before the listed start time.*

- **Wednesday, April 7 (Happy Hour)**: Up to 2 concurrent programs | 4:00-5:30 pm | Fee: $20,000 | Average attendance ranges from 25–75
- **Thursday, April 8 (Evening, exclusive)**: 5:30–7:00 pm | Fee: $90,000 | Average attendance ranges from 200–450 | ***SOLD***
- **Friday, April 9 (Evening)**: Up to 4 concurrent programs | 7:00–8:30 pm | Fee: $40,000 | Average attendance ranges from 50–150
- **Friday & Saturday, April 9 and 10 (Breakfast)**: Up to 6 concurrent programs | 6:30–7:45 am | Fee: $20,000 | Average attendance ranges from 25–75

Benefits of Participation

- Meeting room provided at the Marriott Orlando World Center (supporter covers venue fees/minimums specific to their event, if applicable.)
- Symposium listing on ASBrS website, agenda, and mobile app.
- Up to three promotional ASBrS eBlasts to registered attendees.
- Onsite visibility via signage, digital displays, and housekeeping slides.
- Option to mail invitations to pre-registered attendees (with ASBrS-provided list).
- Option to display a promotional postcard/flyer in the ASBrS 2027 registration area
- Opportunity to post a recorded symposium link on the ASBrS website (link due May 1, 2027).

Important Note: In addition to the support fee, the symposium organizer is responsible for coordinating directly with the facility and covering all audiovisual, room setup, catering, and related expenses, as well as faculty arrangements and expenses, including travel, hotel, and honoraria.

Support Opportunities Contacts

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