



## **American Society Of Breast Surgeons 25<sup>th</sup> Annual Meeting ASBrS 2024 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 25<sup>th</sup> Annual Meeting, April 10—14, 2024**, in Orlando, Florida. We anticipate more than 1,600 surgeons and healthcare professionals with a dedicated interest in treating breast disease.

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## LOBBY BAR DIGITAL DISPLAY

After a day of sessions, attendees seek out the lobby bar and will find your message waiting to greet them. Six display screens combine into one large screen to deliver a large, impactful message.



**\$5,000 per message**

Non-exclusive video opportunity, no sound. Runs the entirety of ASBrS, run time 6am - 11pm.  
30-second message (maximum) or static image. Opportunity limited to 10 supporters on continuous loop.  
(6) display screens combine into one large screen

**VIDEO/ART FILE DUE DATE: MARCH 15, 2024**

FILE SPECIFICATIONS:

Video specs:

Resolution: 1920x1080. Format: .MOV and .MP4. Compression: H.264

Image specs:

Resolution: 1920x1080. Format: .JPG and .PNG

## DIGITAL ESCALATOR SIGNAGE

Two digital locations at the escalator adjacent to the Hall of Cities meeting rooms offer an impactful opportunity which ensures high visibility on the daily walks to and from ASBrS meeting space.



### Location #1

**\$5,000 per location**

Located over the "Up" Escalator and visible leaving ASBrS meeting area.

### Location #2

**\$5,000 per location**

Located over the "Down" Escalator and visible going to ASBrS meeting area.

This is a non-exclusive opportunity which runs the entirety of ASBrS 2024 (6am – 10pm daily). Each location may accommodate 3 static images or a video. A six to eight second video is recommended to capture attention and deliver your message fully to escalator riders.

**VIDEO/ART FILE DUE DATE: MARCH 15, 2024**

#### Video specifications:

Resolution: 1920x1080 (3840x1080 if spanning) Format: .MOV & .MP4. Compression: H.264

#### Image specs:

Resolution: 1920x1080 (3840x1080 if spanning) Format: .JPG & .PNG

## CYPRESS ENTRY ARCHWAY

Excellent branding opportunities that are steps away from registration and enroute to the General Session. The entrance is a sunny welcome to attendees as they walk to sessions.



The entry archway has three branding areas:

### Branding dimensions

1. Overhead	348" w x 49" h	119 s/f	\$6,000	<b>SOLD</b>
2. (2) Side Panels	49" w x 302" h	103 s/f ea	\$10,000	<b>SOLD</b>
3. Side Wall	160" w x 253" h	282 s/f	\$13,000	

### ART FILE DUE DATE: MARCH 15, 2024

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS DESK 2 CHARGING STATION

Conveniently located steps from registration. Attendees will be grateful of your support for a much needed charge.



Supporter of the charging station has choice of branding one area noted below. **\$5,000**

Branding dimension choices

#1 Desk Insert	119"w x 47"h	39 s/f
#4 Back Wall Insert	70"w x 85.5"h	42 s/f

**SOLD**

**ART FILE DUE DATE: MARCH 15, 2024**

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove. Please submit corporate/brand logo.

## CYPRESS DESK 2 WINDOW CLINGS

This opportunity is adjacent to the Cypress Desk 2 and located at the entrance of the Cypress Rotunda. Your graphics will be spotted as attendees leave registration, headed to the General Session.



**Branding area shown**

**Total s/f 221 s/f**

**SOLD**

**\$10,000**

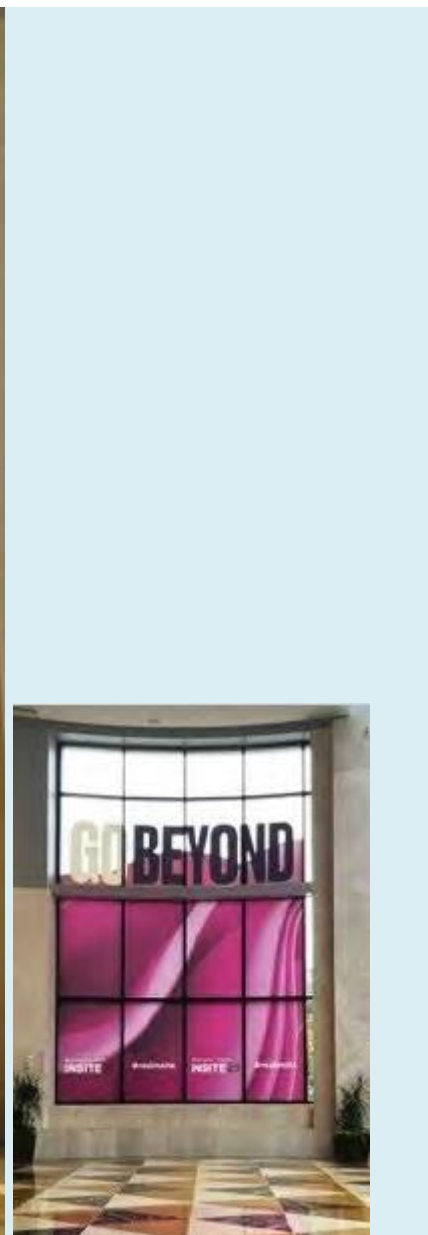
**ART FILE DUE DATE: MARCH 15, 2024**

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS WINDOW CLINGS

This opportunity is seen along the entire length of the Convention Center Entrance Walkway, making your campaign the focal point while headed to both Registration and the Rotunda.



### Branding Area Offers (2) Size Options:

1 – 8	306 s/f
1 – 12 <b>SOLD</b>	451 s/f

\$15,000
<b>\$20,000</b>

### ART FILE DUE DATE: MARCH 15, 2024

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Pricing includes graphic production, labor to install and remove.



## CYPRESS ROTUNDA CURVED BENCH BELOW WINDOWS

Invite attendees to take a break at your branded seating area.



### Branding Area Includes 1 – 10

160 s/f (total)

\$7,500

Branding dimensions

- |                        |        |
|------------------------|--------|
| 1. 59.5" w x 47.5" h   | 20 s/f |
| 2. 44" w x 47.5" h     | 15 s/f |
| 3. 13" w x 20.25" h    | 2 s/f  |
| 4. 255" w x 20.25" h   | 37 s/f |
| 5. 261" w x 26" h      | 47 s/f |
| 6. 12.75" w x 20.25" h | 2 s/f  |
| 7. 32" w x 47.5" h     | 11 s/f |
| 8. 21.75" w x 47.5" h  | 7 s/f  |
| 9. 46" w x 47.5" h     | 15 s/f |
| 10. 27" w x 21" h      | 4 s/f  |

SPECIAL NOTE ON ART FILE PRODUCTION: Keep live area at least 1" away from all edges.

### ART FILE DUE DATE: MARCH 15, 2024

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS ROTUNDA CENTER CURVED BENCH

Offer attendees a sunny rest stop between sessions.



**Branding Area Includes 1 – 4**

**111 s/f (total)**

**\$6,000**

Branding dimensions

- |                  |        |
|------------------|--------|
| 1. 483”w x 21”h  | 71 s/f |
| 2. 36.5”w x 22”h | 6 s/f  |
| 3. 102”w x 20”h  | 14 s/f |
| 4. 115”w x 25”h  | 20 s/f |

**SPECIAL NOTE ON ART FILE PRODUCTION:** Keep live area at least 1” away from all edges.

**ART FILE DUE DATE: MARCH 15, 2024**

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS ROTUNDA MARBLE INSET IMPACT WALL

This strategically placed opportunity is a perfect spot to present your latest campaign for maximum attention.



**Branding Dimensions - Center Inset 5** **SOLD**

**132" w x 313" h**

**287 s/f**

**\$14,000**

**SPECIAL NOTE ON ART FILE PRODUCTION:** Keep live area at least 1" away from all edges.

**ART FILE DUE DATE: MARCH 15, 2024**

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS ROTUNDA WELCOME OVERHEAD

This is 361 square feet of impressive branding space conveniently located enroute to the General Session and Exhibit Hall. Be sure to include your booth number so attendees can easily find you.



Branding Dimensions **SOLD** 358" w x 145" h 361 s/f \$17,000

### ART FILE DUE DATE: MARCH 15, 2024

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS ROTUNDA SEE YOU NEXT YEAR OVERHEAD

Thank attendees for stopping by your booth as they are leaving the Convention Center and create a lasting impression at the meeting.



**Branding Dimensions**    349”w x 131”h

**318 s/f**

**\$15,000**

**ART FILE DUE DATE: MARCH 15, 2024**

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS ROTUNDA ESCALATOR WALL

This location is sure to catch attention as attendees head back to the hotel. Increase the prominence of your campaign by combining 1 & 2 to create over 500 s/f of impactful branding.



### Branding Dimensions

1. 188" w x 240" h	314 s/f	\$15,000
2. 188" w x 144" h	188 s/f	\$ 9,000

### ART FILE DUE DATE: MARCH 15, 2024

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS ROTUNDA WELCOME COLUMN INSERTS

The columns welcome attendees as they approach the entry foyer to the General Session. Take this opportunity to invite attendees to your booth.



### Branding Dimensions

1. Left Column Front	<b>SOLD</b>	47" w x 240" h	78 s/f	\$3,800
2. Right Column Front	<b>SOLD</b>	45" w x 240" h	75 s/f	\$3,600
3. Left Column L Side		55" w x 240" h	92 s/f	\$4,400
4. Left Column R Side		62.5" w x 240" h	104 s/f	\$5,000
All Columns (1 – 4)			Total 349 s/f	\$15,000

### ART FILE DUE DATE: MARCH 15, 2024

Art file specifications are listed at the end of the form  
Pricing includes graphic production, labor to install and remove.

## CYPRESS FOYER ENTRY WALL GRAPHIC & WINDOW CLINGS

Both opportunities are a lengthy 44 feet long and a great opportunity to reach attendees on their daily journey to and from the meeting space and hotel room.



**Cypress Foyer Entry Window Clings (9) Total in window stripe 152 s/f \$7,500**

Branding dimensions

1. 69.5" w x 41.5" h 20 s/f each (5 windows)

2. 45.5" w x 41.5" h 13 s/f each (4 windows)

Recommend translucent window graphics for greatest impact.

**Cypress Foyer Entry Wall Graphics 441 s/f **SOLD** \$15,000**

Branding dimensions

3. 529" w x 120" h 441 s/f

**ART FILE DUE DATE: MARCH 15, 2024**

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.



## CYPRESS ROTUNDA MASSIVE BILLBOARD OVER ENGAGEMENT DESK

Think big and secure the largest promotional sign opportunity offered at ASBrS 2024.



**Branding Dimensions**

**400''w x 200''h**

**556 s/f**

**\$20,000**

**ART FILE DUE DATE: MARCH 15, 2024**

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## CYPRESS 3 ALCOVE RIGHT CORNER WALLS

Secure one wall to advertise. Secure two walls to create a 90 degree engagement area outside the Exhibit Hall.



### Branded Areas

1. 239" w x 178" h	295 s/f	\$12,000
2. 265" w x 178" h	328 s/f	\$13,000
Both areas 504" w x 178" h	623 s/f	\$25,000

**NOTE:** If secured as a two-walled engagement area, activities must be submitted for ASBrS approval.

### ART FILE DUE DATE: MARCH 15, 2024

Art file specifications are listed at the end of the form

Pricing includes graphic production, labor to install and remove.

## IN-ROOM CHANNELS

Attendees will see your message each morning and at the end of the day before they retire at night. In-room channel messaging is an effective way to reach your targeted audience outside of conference hours.



**\$2,000 per message**

Non-exclusive video opportunity with sound. Your 60-second message (maximum) runs the entire length of ASBrS 2024. Limited to 10 supporters.

**VIDEO/ART FILE DUE DATE: MARCH 15, 2024**

**FILE SPECIFICATIONS:**

FILE MUST NOT EXCEED 4GB

Aspect ratio: 16:9

Video specs:

Resolution: 1920x1080. Format: .MOV and .MP4. Compression: H.264

Image specs:

Resolution: 1920x1080. Format: .JPG and .PNG

## Grant and Marketing Opportunities

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### 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

#### 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 acknowledgement signage with your logo.

- Common Area – **Cost: \$5,000**
- 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, it guarantees your company name is seen daily by all attendees. The Cyber Café includes acknowledgement signage with your logo.

**Cost: \$10,000**

**HAND SANITIZER STATIONS**

Provide a necessary and appreciated service for attendees in well trafficked areas at ASBrS 2024. A map of station locations will be available soon.

Opportunity includes branding on two areas on each sanitizer station.

Branding dimensions:

Top – 8.75”w x 12” h

Bottom – 8.73”w x 30”h

**Cost: \$250 per station (10 opportunities available)**

**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 (2 opportunities)**



**VIDEO WALL ADVERTISING**

Reach all attendees onsite at ASBrS 2024 with your digital promotion! The ASBrS 2024 Meeting Messaging Screens will run a continuous loop with your campaign and the ASBrS information. This opportunity will cover all five days throughout ASBrS 2024, from April 10 - 14, 2024. There are 3 digital screen locations strategically placed in common areas of Orlando World Center Marriott to ensure exposure throughout the meeting space.

**Message Maximum Time:** Up to 45 seconds per opportunity (no sound available)

**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.

**ARTWORK DEADLINE IS MARCH 15, 2024.**

**Cost: \$5,000 per promotional message**

**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** 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. **Cost: (1) Premium Package (exclusive) \$8,000 SOLD**
- **Superior Digital Ad** features a rotating Banner Ad and Landing Page which is an ad linked to your website. **Cost: Superior Package \$4,000 each (9 opportunities / 6 available)**

Specifications will be provided to committed advertisers. **ARTWORK DEADLINE IS MARCH 15, 2024.**

**DUE DATE FOR ART FILES: MARCH 15, 2024**

**Art files submitted after the due date is subject to late charges**

**ART FILE SPECIFICATIONS:**

**Production:** Files created in Illustrator or InDesign to exact dimensions, no bleeds and crop marks, in a flattened PDF.

**File Type:** PDF file must be high resolution (150 DPI+) print ready file.

**Size/Scale:** Scale files to 50% or 25% if greater than 200 inches or 100MB. Scale proportionally to actual print dimensions.

**Back Up Files:** Please include native file and all links including, but not limited to font files and outline all fonts.

**NOTE:** If Contour cutting is required, include vector-based die lines. These need to be no larger than .25pt and have a color attached. Please include the CMYK or PMS colors embedded.

**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 2024, April 10—April 14**

(times are subject to change)

**Application Deadline: Subject to availability.**

**Wednesday, April 10****Evening Symposia**

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

Support Fee: \$20,000

Attendance: Limited to 150

There will be up to 3 concurrent programs. **SOLD OUT**

**Thursday, April 11****Evening Symposium**

5:30pm–7:30pm

Support Fee: \$80,000

Attendance: Up to 1500

**Exclusive Opportunity SOLD**

**Friday, April 12****Breakfast Symposia**

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

Support Fee: \$20,000

Attendance: Limited to 150

Up to 5 concurrent programs (1 available)

**Evening Symposia**

7:30pm–9:30pm

Support Fee: \$40,000

Attendance: Limited to 250

Up to 4 concurrent programs available **SOLD OUT**

**Saturday, April 13****Breakfast Symposia**

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

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 2024 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:

**BRANDING & DIGITAL ADVERTISING**

- Lobby Bar Digital Display (\$5,000)
- Digital Escalator Signage #1 (\$5,000)
- Digital Escalator Signage #2 (\$5,000)
- Cypress Entry Archway – (Option #1 - **SOLD**) (Option #2 - **SOLD**) (Option #3 - Available)
- Cypress Desk 2 Charging Station (\$5,000) **SOLD**
- Cypress Desk 2 Window Clings (\$10,000) **SOLD**
- Cypress Window Clings (1 – 12) (\$20,000) **SOLD**
- Cypress Curved Bench Below Windows (\$7,500)
- Cypress Center Curved Bench (\$6,000)
- Cypress Rotunda Marble Inset Impact Wall (\$14,000) **SOLD**
- Cypress Rotunda Welcome Overhead (\$17,000) **SOLD**
- Cypress Rotunda See You Next Year Overhead (\$15,000)
- Cypress Rotunda Escalator Wall – (Option #1) (Option #2)
- Cypress Rotunda Column Inserts – (Option #1 - **SOLD**) (Option #2 - **SOLD**) (Option #3 - Available) (Option #4 - Available)
- Cypress Rotunda Massive Billboard (\$20,000)
- Cypress Foyer Entry Wall Graphics (\$15,000) **SOLD**
- Cypress Foyer Entry Window Clings (\$7,500)
- Cypress 3 Alcove Right Corner Walls – (Option #1) (Option #2)
- In-Room Channels (\$2,000)

**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 & EXHIBIT HALL ADVERTISING**

- Speaker-Ready Room (\$10,000)
- General Session A/V (\$50,000)
- Audience Response System (\$50,000)
- Exhibit Hall Charging Station (\$5,000)
- Cyber Café (\$10,000)
- Hand Sanitizer Stations (\$250) (maximum 10)
- Exhibit Hall Carpet Graphics (\$5,000)
- Video Wall Advertising (3 locations) (\$5,000)
- Digital Banner in Meeting Mobile App - Premium Package (\$8,000) **SOLD**
- Digital Banner in Meeting Mobile App - Superior Packages (\$4,000)

**SYMPOSIA**

- Wednesday, April 10 Evening Symposia (\$20,000) **SOLD OUT****
  - Thursday, April 11 Evening Symposia (\$80,000) **SOLD****
  - Friday, April 12 Breakfast Symposia (\$20,000) 1 Available**
  - Friday, April 12 Evening Symposia (\$40,000) **SOLD OUT****
  - Saturday, April 13 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 2024 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](http://www.breastsurgeons.org) • [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org) • [jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)

NOTE: 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](mailto:mboyer@breastsurgeons.org) or Jane Conway at [jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org) with questions or if you would like to suggest an opportunity not listed.