

## Frequently Asked Questions for Exhibitors

1. When and where is The American Society of Breast Surgeons 2025 Annual Meeting?  
**April 30–May 4, 2025**  
**Bellagio**  
3600 Las Vegas Blvd S  
Las Vegas, Nevada, 89109
2. How do I access the exhibitor prospectus?  
Please click on [this link](#) to access the exhibitor prospectus.
3. 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.
4. What is your cancellation policy?  
The American Society of Breast Surgeons will retain the following fees from booth payments if a company cancels or reduces booth space: \$100 per booth on or before **January 31, 2025**; 50% of booth cost on or before **February 16, 2025**; 100% after **February 16, 2025**. The retained rental fee shall be liquidated damages for the direct and indirect costs incurred by management for organizing, setting up, and providing space for exhibitor, and losses and additional expenses caused by exhibitor's withdrawal. Reduction of booth space may require an 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. **Cancellations and reduction of space are required in writing.** Email Jane Conway, Program Manager, Industry Relations, at [jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org).
5. When and how is booth space assigned?  
Booth space assignments will begin the week of January 27, 2024. To be included in the initial assignment, ASBrS must receive your completed [online application](#) and payment in full, no later than January 21, 2025. 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.
6. What are priority points?  
Priority points are based on your company's financial support and donations from May 2000 through December 31, 2024. 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 s/f of booth space contracted for Annual Meeting
  - 1 point for every \$10,000 received for Annual Meeting and regional course sponsorship
  - 1 point for each machine, piece of equipment, device donated to use in a workshop (not including stereotactic breast biopsy) at Annual Meeting and regional course
  - 5 points for each stereotactic breast biopsy machine donated to use at Annual Meeting and regional course
  - 2 points for each ultrasound system donated for use at the Annual Meeting and standalone course
  - 1 point for each applications technician participating in a pre-meeting workshop
  - 1 point for every \$10,000 given to the Society outside of the Annual Meetings and regional courses
  - 1 point per company who completed the exhibitor survey

The earliest dated exhibit application with full payment will have preference if companies have reached equal point totals. Also considered are such factors as preferred placement away from or near another exhibitor. Please note that placement according to such preference is not guaranteed. Priority points expire after two consecutive inactive years of support, donation and/or exhibiting.

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

**Inline Booths**

**10'x10'** = 100 ft<sup>2</sup> = \$7,000  
**10'x20'** = 200 ft<sup>2</sup> = \$14,000  
**10'x30'** = 300 ft<sup>2</sup> = \$21,000  
**10'x40'** = 400 ft<sup>2</sup> = \$28,000  
**10'x50'** = 500 ft<sup>2</sup> = \$35,000

**Island Booths**

**20'x20'** = 400 ft<sup>2</sup> = \$38,000  
**20'x30'** = 600 ft<sup>2</sup> = \$57,000  
**20'x40'** = 800 ft<sup>2</sup> = \$76,000

8. 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 21, 2025** will be included in the Priority Placement.

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

- 4 complimentary staff badges for each 100 ft<sup>2</sup> 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.

10. 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, May 3 at 4:30 pm.

**Thursday, May 1**

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

**Friday, May 2**

Exhibit Hall Hours: 9:00 am–4:15 pm

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

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

Break in Exhibit Hall: 3:45 pm–4:15 pm

**Saturday, May 3**

Exhibit Hall Hours: 9:00 am–4:30 pm

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

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

Break in Exhibit Hall: 3:00 pm–3:30 pm

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

### **Booth Installation Hours**

Wednesday, April 30: 8:00 am–5:00 pm

Thursday, May 1: 8:00 am–5:00 pm

*All exhibits must be set up by Thursday, May 1, at 5:00 pm.*

### **Failure to occupy space**

Any space not occupied by Thursday, May 1, 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, May 3: 4:30 pm–10:00 pm, with carrier check in no later than 8:00 pm.

The exhibit hall closes at 4:30 pm. *All exhibits must remain in place until the hall officially closes at 4:00 pm, Saturday, May 3.* 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.

### 12. 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 ft<sup>2</sup> 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.** Badges are pre-printed and shipped to show site for distribution at the ASBrS exhibitor registration desk. After the deadline, all badge additions or changes must be ordered at the exhibitor registration desk by the onsite representative. An exhibiting company's designated onsite representative is authorized to pick up all or exhibitor badges for distribution to **company staff**. No other staff is authorized to pick up another exhibit staff's 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.

### 13. 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, May 1. 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, Industry Relations Coordinator, at [jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org).

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

#### **Wednesday, April 30**

- Breast Ultrasound: An Introductory/Refresher Course
- Beginner Oncoplastic Surgery Skills Course with Mastotrainer
- Intermediate Oncoplastic Surgery Skills Course with Mastotrainer
- Advanced Axillary Surgery: Techniques for Dissection and Lymphatic Reconstruction

#### **Thursday, May 1**

- Beginner Oncoplastic Surgery Skills Course with Mastotrainer
- Fellows Course 2025 (*only open to Fellows or Residents*)
- Advanced Practitioner Provider Course 2025

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

**Wednesday, April 30**

- High-Risk Patients: Atypia and Genetic Testing

**Thursday, May 1**

- Clinical Trials in Breast Cancer: Being a Successful Principal Investigator at Your Institution
- Leadership Development
- Endocrine Therapy and Beyond
- Challenges and Considerations in Lactation for Breast Care Providers

14. 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**.

15. 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 2025.

16. 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 2025.

17. 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 mailing address. An electronic attendee mailing list will be provided directly to the mail house 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 Ready Room and upload a copy of the promotional piece to ASBrS for review and approval. The mailing list form will be available in the Exhibitor Ready Room in January. **Please note email addresses are not included.**

**Pre-registered attendee list requests:** Promotional pieces must be uploaded by **March 31**. **Lists** will be sent by **April 4**. (Pre-registered attendee lists will not be available after this date.)

**Post-meeting attendee list requests:** Promotional pieces must be received by **May 21**. **Lists** will be sent out by **May 30**. (Post-meeting attendee lists will not be available after this date.)

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

There are 2 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 coordinated by a mail house or marketing company. The electronic list is sent directly to mail house or marketing company. The list cannot be used more than one time.

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

19. 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

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

Educational grants

Advertising opportunities as defined in the [2024 Grant and Marketing Opportunities Brochure](#)

Satellite Symposia

Single use mailing list for the entire membership (available throughout the year)  
More information will be posted in the Exhibitor Ready Room (available in February)

21. How do I make hotel reservations?

Exhibitor housing will open in February 2025 and information will be sent to all approved companies at that time. Please refer to the [updated policy](#).

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

ASBrS has designated Atlas Meetings, Travel & Incentives as the ONLY official housing and registration provider for the 2025 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.

23. 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 2025 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 a red asterisk " \* ":*

**Official Decorator/General**

**Contractor:** Freeman

**Official Housing Provider:** Atlas Meetings, Travel & Incentives\*

**Official Audiovisual:** Bellagio\*

**Official Electric:** Bellagio\*

**Official Internet:** Bellagio\*

**Official Booth Cleaning:** Bellagio\*

**Official Telecommunications:** Bellagio\*

**Official Security:** Bellagio

**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.*

24. Who do I contact for further assistance?

Jane Conway  
Program Manager, Industry Relations  
[jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)  
410-381-9500 x111  
443-545-0151

Marti Boyer  
Director, Strategic Partnerships  
[mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org)  
410-381-9500 x212  
443-545-0142