

2025 Exhibitor Housing

Exhibitor housing will open in **February 2025**. Exhibitors must book room(s) through Atlas Travel Meetings & Incentives (ATMI), the official housing bureau of the ASBrS. A link to the reservation site will be sent via email after your booth application is confirmed.

To ensure an equal opportunity for all Exhibitors to obtain hotel rooms, The American Society of Breast Surgeons has adopted the following Exhibitor housing policy:

- Hotel reservations will only be accepted from ASBrS-approved exhibiting companies.
- Exhibitor housing will open in **February 2025** and a link will be sent to you to make your hotel reservations after your application is approved.
- Exhibiting companies must book all rooms within the official housing block and reservations must be made through the ASBrS Housing Bureau, Atlas Travel Meetings & Incentives. Contact: asbrs@atlastravel.com and/or 800-553-5995. ***Please do not try to book your rooms directly with the hotel or with unauthorized outside booking agencies claiming to represent ASBrS.***
- A deposit of one night's room and tax **may** be charged to the credit card supplied for each room reservation.
- All reservation requests must be received **no later than 5:00 PM ET on Friday, March 21**; however, room blocks are subject to selling out before that deadline and early reservations are highly recommended.
- While the ASBrS will attempt to meet requests received after that date or after the room blocks are filled, those reservations will be subject to rate and space availability.
- **PLEASE NOTE: If attendee room requests exceed availability, some Exhibitors may be asked to relocate to another hotel property to accommodate attendee reservations. ATMI will assist you in this.**
- Exhibitor hotel reservation confirmations will be sent about two weeks before arrival.
- **Any Exhibitor circumventing the above policy will be considered in breach of this policy.**
- Each exhibiting company is entitled to reserve a specific number of rooms based on their exhibit space and support at the **Aria and Vdara**. **Rooms will be assigned as follows: 10'x10'=4 rooms; 10'x20'=8 rooms; 20'x20'=16 rooms; 20'x30'=20 rooms.** Any additional rooms requested will be assigned based on availability.
- For every \$10,000 given in support to the ASBrS 2025 Annual Meeting, an exhibiting company earns 1 additional room. Any additional rooms requested will be assigned based on availability.
- Atlas Travel Meetings & Incentives (ATMI) will be able to accommodate exhibiting companies that request larger blocks at ancillary hotels. As a courtesy to your fellow Exhibitors and attendees, please do not block rooms on a speculative basis; block only rooms that are needed.

It is critical that the ASBrS fulfill their commitment to the hotel by honoring the contracted hotel blocks. Hotel blocks and room rates are based on the show's history. ASBrS relies on a solid sleeping room pick-up to acquire the exhibit space and sleeping rooms necessary for future meetings, and to provide the complimentary amenities our Exhibitors have grown accustomed to receiving. Therefore, not to be punitive, but to continue to provide the services we have in the past, **Exhibitors who reserve sleeping rooms outside the ASBrS housing block will be penalized by, but not limited to: 1) a reduction of current priority points and/or forfeiture of future priority points; 2) a fee per exhibitor badge; and/or 3) an increase in booth space rental fees.**

This policy has been adapted to:

- Ensure Exhibitors have affordable accommodation at the current meeting, as well as future ones.
- Protect the ASBrS contractual obligations to the hotels, which are established well in advance of the meeting and holds the ASBrS liable for attrition penalties due to unfilled rooms. (Unfilled rooms include un-booked rooms, as well as early departures; therefore, the Exhibitor should reserve only the number of rooms/room nights needed for the actual time they expect to stay.)

2025 Housing Deadlines

- **The hotel reservation cut-off date is 5:00 PM ET on March 21.** You may cancel your reservation before this deadline without penalty.
- Any reservation canceled or length of stay shortened **after 5:00 PM EST March 21 through 5:00 PM EST March 27** will incur a penalty equal to 1 night's room and taxes.
- Any reservation canceled or length of stay shortened **after 5:00 PM ET March 27** will be charged for the full value of their reservation.
- Prior to the cut-off date, name and date changes can be made by accessing your reservation through the housing website. After **March 27**, all reservation changes or cancellations must be **made by email to ATMI/** (email: asbrs@atlastravel.com) and you must receive confirmation of this change/cancellation. **Changes called in by phone will not be accepted.** If applicable, stated cancellation penalties will be assessed by the hotel.
- A no-show (not checking into the hotel on the reserved date) will cancel the reservation and full penalties will apply.
- Hotels, at their discretion, may charge an additional penalty for early departures, **late check-outs**, and late cancellations.