

## 2025 Exhibitor Prospectus and 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.

ASBrS invites you to exhibit at the ASBrS 2025 Annual Meeting. The exhibit hall is an extension of the educational experience, offering 2½ days of face-to-face networking with 1,700+ medical professionals from the U.S. and 39 countries, showcasing the latest treatment techniques and products in breast disease treatment and care. In addition, your participation as a supporter of the meeting helps to increase your visibility to ASBrS members and keeps your company and products in front of physicians involved in patient care.

### **Meeting Location**

Bellagio Las Vegas  
3600 Las Vegas Blvd S  
Las Vegas, Nevada 89109  
Exhibit Hall: Tower Ballroom

### **Meeting Dates**

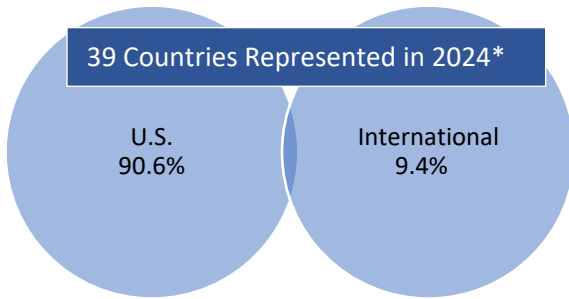
April 30 - May 4, 2025

### **Exhibit Dates**

May 1 - 3, 2025

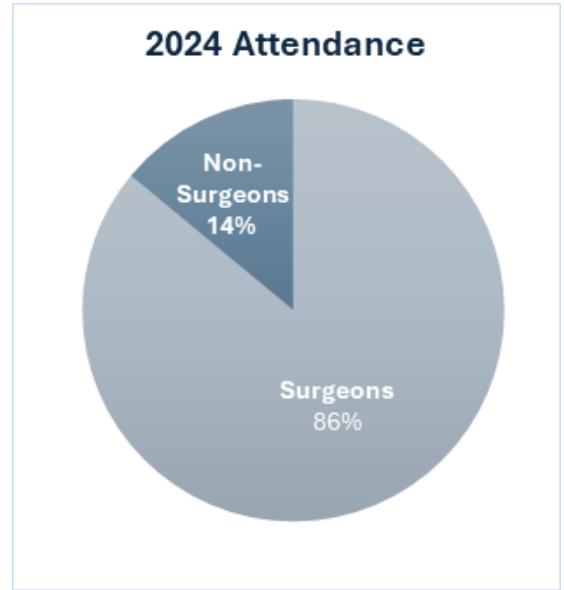
## Who attends?

ASBrS Annual Meeting	2022 Las Vegas	2023 Boston	2024 Orlando
<b>Total Attendance</b>	<b>1,939</b>	<b>2,283</b>	<b>2,257</b>
<b>Healthcare Professionals</b>	<b>1,396</b>	<b>1,728</b>	<b>1700</b>
<b>Exhibitors</b>	<b>460</b>	<b>555</b>	<b>557</b>



\*Includes the United States and Canada

11.6% of 2024 attendees were Residents, Fellows, Students



## Why Exhibit?

### TOP 5 REASONS TO EXHIBIT



**ENGAGE** your clients in an intimate setting where the attendee to exhibiting company ratio is **22 to 1**.



**NETWORK** with the world's top surgeons who treat breast disease.



**CAPITALIZE** on a targeted audience to showcase your products and services & gain valuable leads.



**CONNECT** with an international group of surgeons from 39 countries.



**BENEFIT** from over 7 networking events with dedicated hours for exhibits including the Opening Reception, 2 lunches and 4 snack breaks in the Exhibit Hall.

### EXHIBITOR 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 s/f of booth space contracted.
- Complimentary listing on the ASBrS website with company description and a link to company website.
- Complimentary upgraded profile of your company and products in the Industry Product Showcase.
- Traffic draws in the Exhibit Hall such as the Opening Reception, breaks, and lunch (exhibitors are invited to participate in Exhibit Hall food events which reduces your staff per diem costs).
- Access to the General Session (standing room only if space allows).
- One time use of to pre- and post-meeting mailing list of registrants who opt-in to share 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, Country.



## 77 Exhibiting Companies

- 12 Product & Service Categories Represented
- Over 3,700 Leads Generated in 2024



## 2½ Days of Face-to-Face Attendee Interaction

- Over 17 Exhibit Hours in Total
- 4.5 Unopposed Exhibit Hours



## 7 Exhibit Hall Networking Events

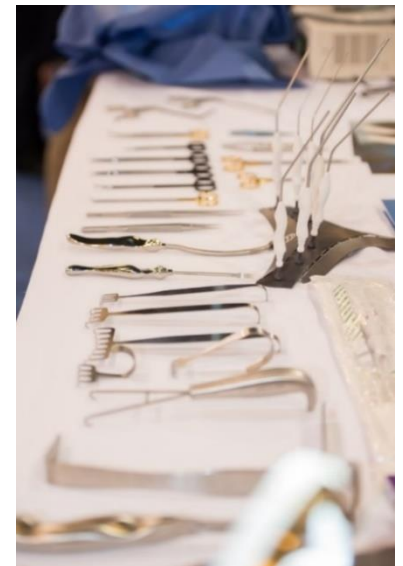
- Opening Reception on Thursday Evening
- Lunches & Breaks are in the Exhibition Hall on Friday & Saturday

### Attendee Product Interests

Biopsy Products  
Diagnostics/Testing  
Finance/Market Research  
Medical Devices

Medical Equipment  
Medical Recruiters  
Non-Profit Organizations  
Robotic Devices

Pharmaceutical and Biotech Technology  
Professional Education & Publications  
Surgical Technology Information  
Wellness & Healthy Lifestyles



### Exhibit Information

#### 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 CONTACT

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

Exhibit Hall Timeline	Wednesday, April 30	Thursday, May 1	Friday, May 2	Saturday, May 3
Booth Installation	8:00 AM – 5:00 PM	8:00 AM – 5:00 PM		
<b>All exhibits must be set</b>		<b>5:00 PM</b>		
Hours of Operation		7:00 PM – 8:30 PM	9:00 AM – 4:15 PM	9:00 AM – 4:00 PM
Exhibit Hall Break			10:15 AM – 10:45 AM	10:00 AM – 10:30 AM
Exhibit Hall Lunch			12:45 PM – 1:45 PM	12:30 PM – 1:30 PM
Exhibit Hall Break			3:45 PM – 4:15 PM	3:00 PM – 3:30 PM
Booth Dismantle				4:00 PM – 10:00 PM

## Reach Attendees Beyond Your Booth with Corporate Support Opportunities

The following information outlines support opportunities related to the **ASBrS 26th Annual Meeting, April 30—May 4, 2025**, in Las Vegas, Nevada. In 2024, the ASBrS in-person annual meeting attracted over 1,700 healthcare professionals with a dedicated interest in treating breast disease.

Acknowledgment of support typically includes:

- Complimentary listing on the ASBrS website
- One priority point per \$10,000 in support – used to obtain premium booth space
- Signage and other visuals at sponsored events
- Acknowledgment in sponsored publications and meeting app

Companies that supported an item or activity at the previous year’s meeting are offered the first option to host that opportunity again. Contact Marti Boyer at [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org) or Jane Conway at [jconway@breastsurgeons.org](mailto: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 the following listed below but are not limited to the following. Please see the 2024 Grant & Marketing Opportunities Brochure for more details.

### Scientific Program

Scientific Poster Session and Reception  
Educational Grant for the General Session  
Educational Grant for Pre-Meeting Course

### Social Events

Opening Reception  
President's Reception

### Audio Visual Marketing

Speaker-Ready Room  
General Session A/V  
Audience Response System

### Advertising & Marketing Support Opportunities

LED Media Walls  
Digital Screen Advertising  
Digital Ads in Meeting App  
Cyber Café

Window Clings  
Tile Floor Graphics  
Exhibit Hall Graphics Wall  
Exhibit Hall Carpet Graphics

Column Inserts  
Hand Sanitizer Stations  
Charging Stations

### 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 (up to 5 concurrent programs in morning and 3 evening programs); and Saturday morning (up to 5 concurrent programs). Companies that supported a program at the previous year’s meeting are offered the first option to host a program again. Industry supported symposia are not part of the official Annual Meeting program. Limited opportunities are available. Interested companies should contact Marti Boyer, phone: 410-381-9500 or email: [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org)

### Available Times for Industry-Supported Symposia at the ASBrS 2025 Annual Meeting:

**Wednesday, April 30:** Evening Symposia, 8:00 pm – 9:30 pm (\$20,000) 3 concurrent programs. Attendance limited to 150.

**Thursday, May 1:** Evening Symposium, 5:30 pm – 7:00 pm (\$80,000) **SOLD**

**Friday, May 2:** Breakfast Symposia, 6:30 am -7:45 am (\$20,000) up to 5 concurrent programs. Attendance limited to 150.

**Friday, May 2:** Evening Symposia, 7:30 pm - 9:30 pm (\$40,000) up to 3 concurrent programs. Attendance limited to 250.

**Saturday, May 3:** Breakfast Symposia, 6:15 am - 7:45 am (\$20,000) up to 5 concurrent programs. Attendance limited to 150.

**Important Note:** In addition to the support fee, the symposium organizer is responsible for arranging with a hotel and paying for any audiovisual, room set up, catering, etc. as well as all faculty expenses and arrangements (travel, hotel, honoraria, etc.)

\*Opportunities subject to availability

### SUPPORT OPPORTUNITIES CONTACTS

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