

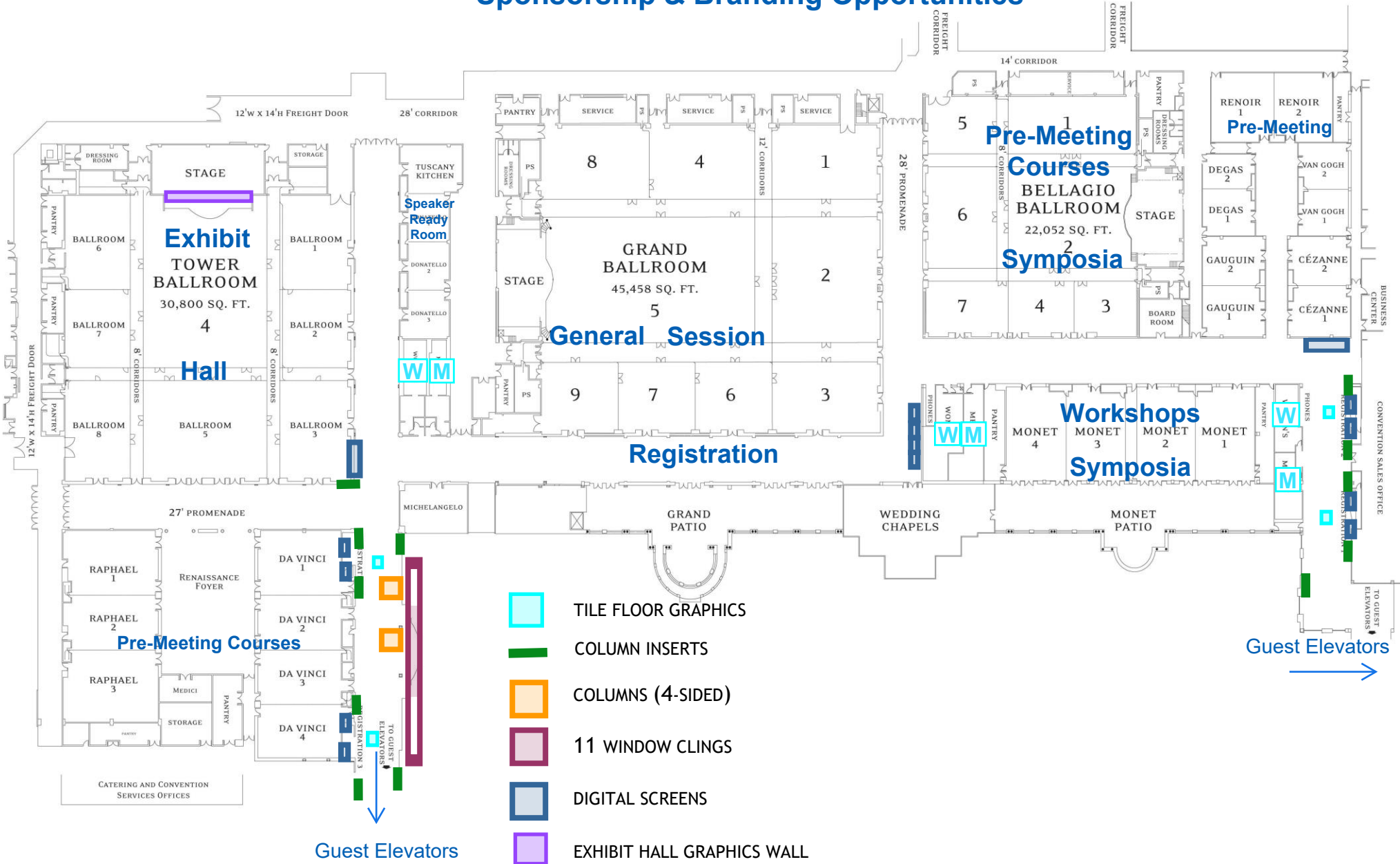


**ASBrS 2025**

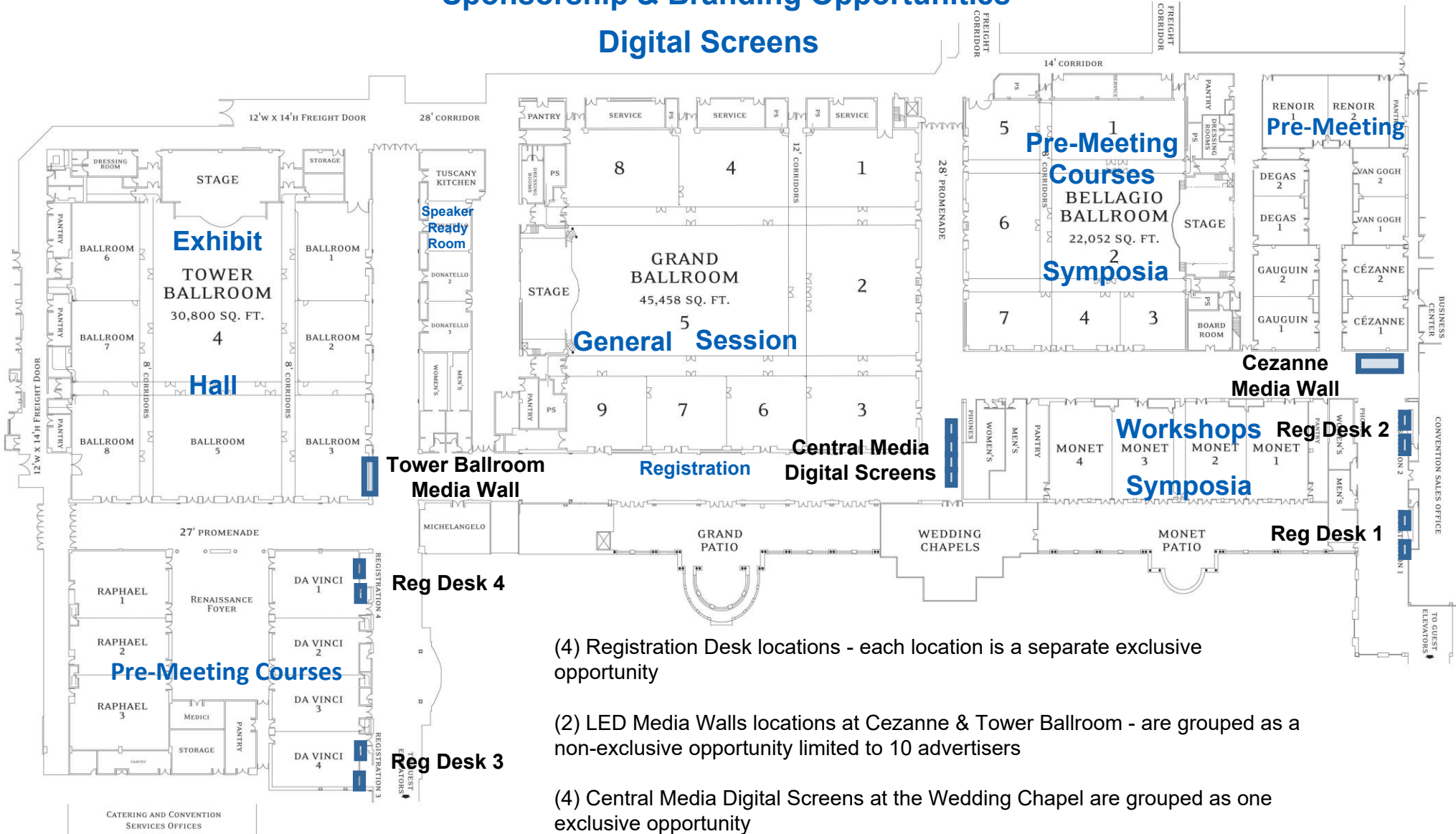
**April 30 – May 4 • Las Vegas**

**Support Opportunities**

**Sponsorship & Branding Opportunities**



**Sponsorship & Branding Opportunities**  
**Digital Screens**



(4) Registration Desk locations - each location is a separate exclusive opportunity

(2) LED Media Walls locations at Cezanne & Tower Ballroom - are grouped as a non-exclusive opportunity limited to 10 advertisers

(4) Central Media Digital Screens at the Wedding Chapels are grouped as one exclusive opportunity

# Registration Desk Digital Advertising



**Your digital message will be seen daily as attendees move between their hotel rooms and ASBrS meeting space. Each desk offers an exclusive opportunity and is equipped with two monitors (49" w x 26" h). \$5,000 per desk location - Four desk locations**

DIGITAL SPECIFICATIONS: Landscape HD 1920 x 1080  
Static Images: PNG or JPG (flattened images only); 72 dpi RGB  
Video: MP4 format with a data rate of 8 – 15 Mbps. No audio available.  
**All digital files must be received by March 30, 2025**

# Central Media Digital Advertising



**Make a strong impression with your message displayed across four synchronized screens. This is an exclusive opportunity you won't want to miss!**

**Cost: \$7,500 (grouping of all four)**

**SOLD**

DIGITAL SPECIFICATIONS: Portrait HD 1080 x 1920  
Static Images: PNG or JPG (flattened images only); 72 dpi RGB  
Video: MP4 format with a data rate of 8 – 15 Mbps. No audio available.  
**All digital files must be received by March 30, 2025**

## LED Media Walls - 2 Locations



**Two large 136" screens will intensify your campaign with a powerful message. They are strategically placed in high-traffic areas next to the Cezanne and Tower Ballrooms. This is a non-exclusive opportunity, available to only 10 advertisers.**

**Cost: \$10,000 for both locations**

### DIGITAL SPECIFICATIONS:

Landscape HD 1920 x 1080

Static Images: PNG or JPG

(flattened images only); 72 dpi RGB

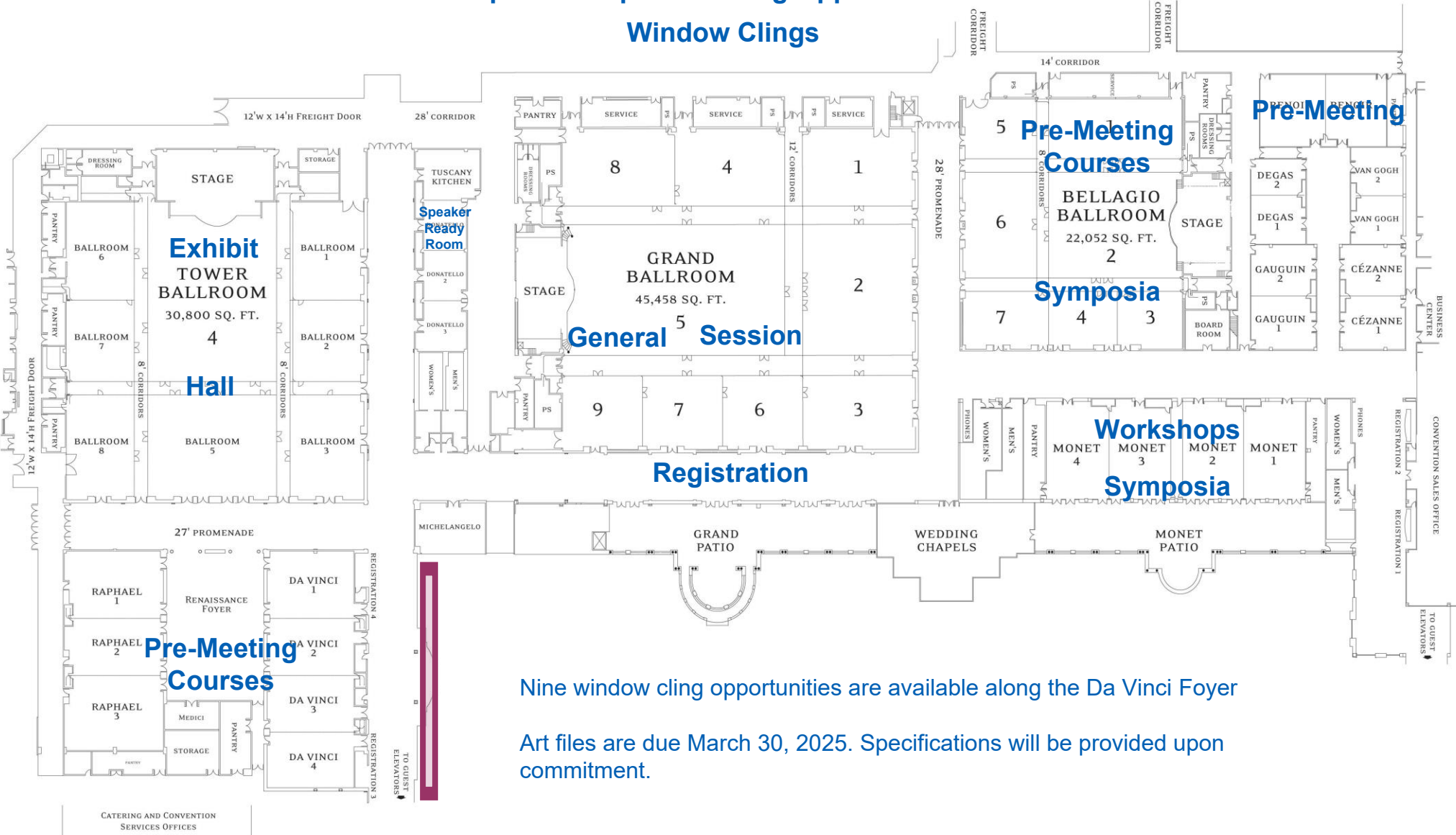
Video: MP4 format with a data rate of 8 – 15 Mbps.

No audio available.

**All digital files must be received by March 30, 2025**



**Sponsorship & Branding Opportunities**  
**Window Clings**



Nine window cling opportunities are available along the Da Vinci Foyer

Art files are due March 30, 2025. Specifications will be provided upon commitment.

# Window Clings



**Provide attendees with essential information and directions to your booth. The window clings, a highlight of the event, are displayed in the Da Vinci Foyer, where they capture light and enhance your advertising campaign.**

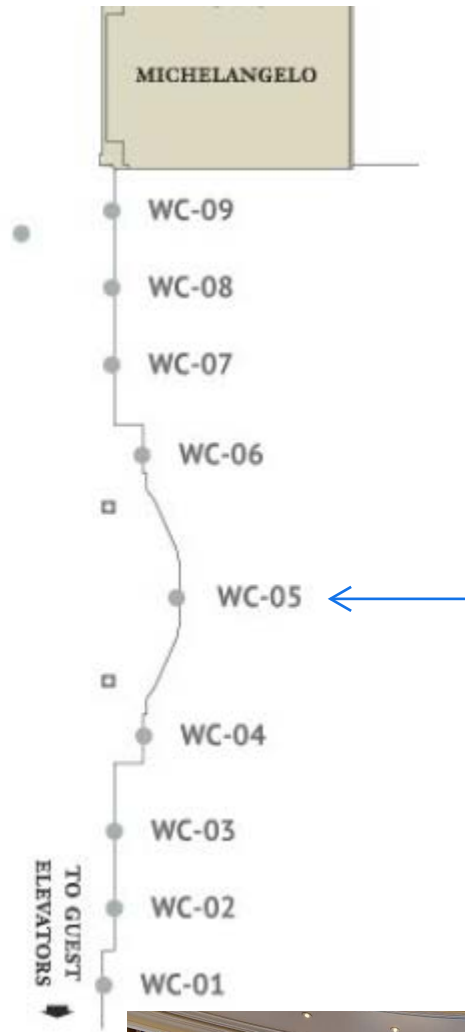
**Cost: \$7,500 (Windows 1, 2, 3, 4, 6, 7, 8, & 9)**

**Cost: \$22,000 (Window 5 - group of 3 windows)**

**Art files are due March 30, 2025. Specifications will be provided upon commitment.**



# Window Cling Locations



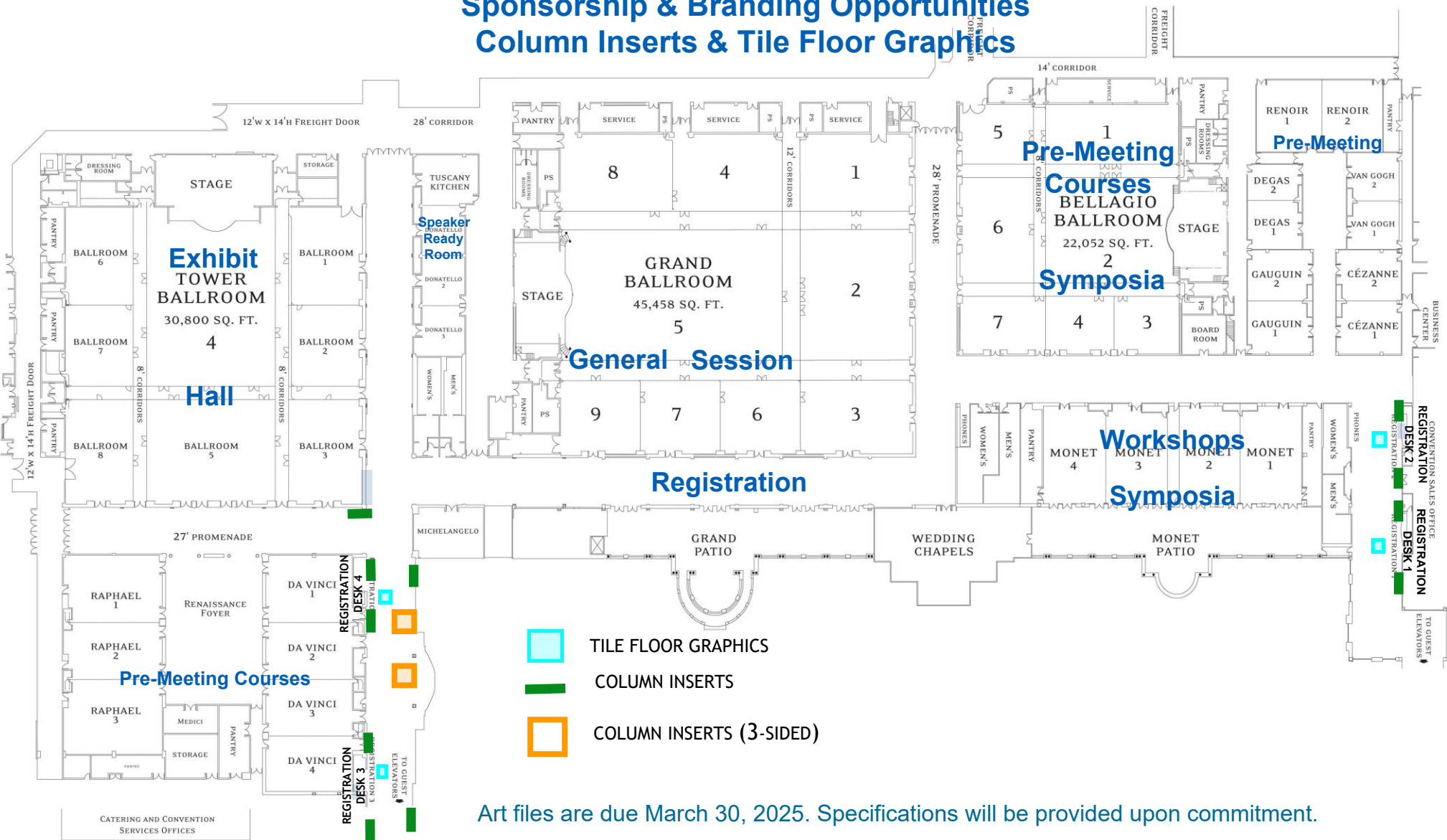
Windows 1, 2, 3, 4, 6, 7, 8 & 9 are single window cling opportunities

Window Cling 5 is sold as a grouping of 3 windows centrally located along the Da Vinci Foyer.

**NOTE:** The center area of all windows is reserved for window cling branding. Art files must be submitted by March 30, 2025. Specifications will be provided upon commitment.



**Sponsorship & Branding Opportunities**  
**Column Inserts & Tile Floor Graphics**



Art files are due March 30, 2025. Specifications will be provided upon commitment.

# Column Inserts



**Column inserts offer a powerful graphic opportunity for your branding. Take advantage of the affordable pricing to cover multiple columns and maximize your campaign's visibility throughout the ASBrS meeting space.**

**Cost: \$3,000 Single-sided**

**Cost: \$9,000 Triple-sided**

**Art files are due March 30, 2025. Specifications will be provided upon commitment.**

# Tile Floor Graphics



**Tile Floor Graphics** are large, eye-catching opportunities designed to capture the attention of passing attendees. Strategically placed in busy hallways, your spacious ad can convey multiple messages—Boost brand awareness, announce your product launch, and invite attendees to visit your booth.

**Cost: \$9,000**

**Art files are due March 30, 2025. Specifications will be provided upon commitment.**

Take advantage of bundled opportunities to elevate your prominence at ASBrS 2025. Buying multiple ads maximizes your visibility and reinforces your message, leading to greater engagement and improved return on investment. Contact Jane Conway to explore additional advertising opportunities, including placements in restrooms, on hand sanitizers, and around water coolers!



## Support 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 (Contact ASBrS for more information)

### 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 acknowledgment signage with your logo. Please provide company logo as per art file specifications listed below.

- 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 acknowledgment signage with your logo. Please provide company logo as per art file specifications listed below. Supporter may provide branded mouse pads.

**Cost: \$10,000**

**NEW!! EXHIBIT HALL GRAPHICS WALL**

A HUGE opportunity in the Exhibit Hall. This large 10' wide x 8' high free standing sign will be highly visible to attendees. Graphics will be prominently placed on the elevated stage, in line with the Exhibit Hall entrances and adjacent to food and beverage stations. Your ad will remind them why they came into the Exhibit Hall... to visit your booth and learn more about your company and products! Limited to four opportunities.

**Cost: \$10,000 each**

**CARPET GRAPHICS IN EXHIBIT HALL**

Two options to place a bold, colorful, branded carpet graphic in the exhibit hall to promote your products, invite attendees to visit your booth, etc.

5' x 5' (25 s/f) Prominently placed inside the entrance of the exhibit hall (2 opportunities) **Cost: \$5,000 each**

3' x 3' (9 s/f) Strategically placed in the aisle near your booth (locations on a first come basis) **Cost: \$3,500 each**

**VIDEO WALL ADVERTISING**

Reach all attendees onsite at ASBrS 2025 with your digital promotion! The ASBrS 2025 Meeting Messaging Screens will run a continuous loop with your message, other industry campaigns and ASBrS meeting information. This opportunity will cover all five days throughout ASBrS 2025, from April 30 - May 4, 2025. There are 3 digital screen locations strategically placed in common areas of the Bellagio 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: 10**

Specifications and submission instructions will be provided upon commitment.

**ARTWORK DEADLINE IS MARCH 30, 2025.**

**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)**

Contact Jane Conway to explore additional advertising opportunities, including placements in restrooms, on hand sanitizers, and around water coolers!

**DIMENSIONS FOR PRINTED GRAPHICS WILL BE PROVIDED UPON COMMITMENT.**

**DUE DATE FOR PRINTED ART FILES: MARCH 30, 2025**

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

**PRINTED 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 2025, April 30—May 4**

(times are subject to change)

**Application Deadline: Subject to availability.**

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

##### **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.

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

##### **Evening Symposium**

5:30pm–7:30pm

Support Fee: \$80,000

Attendance: Up to 1500

**Exclusive Opportunity SOLD**

#### **Friday, May 2**

##### **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

#### **Saturday, May 3**

##### **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 2025 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**

- Registration Desk Digital Displays (\$5,000 each)  
Locations:  Reg 1  Reg 2  Reg 3  Reg 4
- LED Media Walls (2) - Cezanne & Tower Ballroom - non-exclusive - maximum 10 advertisers (\$10,000 for both)
- Central Media Digital Advertising - exclusive (\$7,500 for all 4 screens) **SOLD**
- Video Wall Advertising - non-exclusive (\$5,000 for all 3 locations TBD)
- Da Vinci Foyer Window Clings (\$7,500 each)  
Locations:  WC1  WC2  WC3  WC4  WC6  WC7  WC8  WC9
- Da Vinci Foyer Window Clings (\$22,000)  WC5 (One grouping of 3 window clings)
- Tile Floor Graphics 10' x 10' (\$9,000 each)  
Locations:  Reg 1  Reg 2  Reg 3  Reg 4
- Column Inserts Triple-sided (\$9,000 each) 2 locations at Da Vinci Foyer
- Column Inserts Single-sided (\$3,000 each) various locations - see map

**SCIENTIFIC PROGRAM AND SOCIAL EVENTS**

- Scientific Poster Session and Reception (\$30,000) \_\_\_\_\_
- Opening Reception (\$30,000) \_\_\_\_\_
- President's Reception (Contact ASBrS for more information)
- Educational Grants for the General Session - Grant Amount:
- Educational Grant for Pre-Meeting Course - Course Amount:

**MARKETING & EXHIBIT HALL ADVERTISING**

- Speaker-Ready Room (\$10,000)
- General Session A/V (\$50,000)
- Audience Response System (\$50,000)
- Cyber Café (\$10,000)
- Exhibit Hall Graphics Wall 10' w x 8' h (\$10,000 each)
- Exhibit Hall Charging Station (\$5,000)
- Exhibit Hall Carpet Entrance Graphics 5' x 5' (\$5,000 each) 2 entrance locations
- Exhibit Hall Carpet Graphics 3' x 3' (\$3,500 each) location near your booth
- Digital Banner in Meeting Mobile App - Premium Package (\$8,000)
- Digital Banner in Meeting Mobile App - Superior Packages (\$4,000)

## SYMPOSIA

- Wednesday, April 30 Evening Symposia (\$20,000)
  - Thursday, May 1 Evening Symposia (\$80,000) **SOLD**
  - Friday, May 2 Breakfast Symposia (\$20,000)
  - Friday, May 2 Evening Symposia (\$40,000)
  - Saturday, May 3 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 2025 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.

## 2025 ADVERTISING & SPONSORSHIP OPPORTUNITIES

The ASBrS is pleased to provide advertising and sponsorship opportunities for industry through our website and media platforms to reach our members.

*Please note: ASBrS is unable to promote any program that is scheduled to take place within 60 days of any ASBrS sponsored educational programming, including its annual meeting. ASBrS has the right to refuse any promotion. It is prohibited to use the ASBrS logo or show logo as part of any promotion without prior written approval from The American Society of Breast Surgeons.*

### MEMBER MESSAGING AND MEDIA

#### E-News Banner Ad



This electronic newsletter is a comprehensive update on all things ASBrS – legislation, events, member services, committees, new members, etc. Your banner ad will be one of up to 3 per issue and spaced throughout the content.

**Reach:** *Delivered to 3,400+ members; 4 times annually*

**Fee:** *\$5,000 per ad, per issue*

#### E-NEWS AD SPECS

- Dimensions: 532x68 pixels maximum
- Font size: At least 12pt
- File size: Maximum 1 MB
- Accepted formats: PNG, JPG, & GIF
- Provide a URL for embedding in your ad

#### SAMPLE OF E-NEWS BANNER AD




**E-News** October 2024

**In This Issue...**

- Save the Date #ASBRS2025
- Approaching Deadlines for Call for Abstracts and Videos
- ASBrS Seeking Self Nominations for Board of Directors
- Coming Soon: Call for Volunteers
- Public Comment Period for Benign Breast Disease Pathways
- ASBrS/SSO Joint Webinar: Clinical Controversies in Breast Cancer
- Breast Surgeons Live: Fall Webinar Series
- **Available Now**—Oncoplastic Surgery Certification (Level 1)
- Breast Imaging Technologies Certification Reminders
- Certification Track for Fellows
- Industry Events and Information
- ASBrS Welcomes Its New Members

—paid advertisement—



#### Membership Postal Mailing List

The ASBrS membership postal mailing list offers the opportunity to reach a targeted audience of breast surgeons to send a pre-approved marketing piece. The membership postal mailing list is a one-time use-only opportunity and consists of approximately 3,400 members for the entire list. ASBrS can offer our full membership postal mailing list for \$3,600 or a customized sort by state at the rate of \$1.50 per name plus a \$100 administrative fee. For more information or to rent the mailing list, please contact Mara Lang at [mlang@breastsurgeons.org](mailto:mlang@breastsurgeons.org)

**Reach:** *3,400+ members*

**Fee:** *\$3,600 for entire list or \$1.50 per name plus \$100 administrative fee for customized sort option*

Member Forum Daily Digest – Advertisement

EXAMPLE OF MEMBER FORUM DAILY DIGEST AD



The ASBrS Member Forum - a virtual destination designed to bring members together and engage with them through ongoing, meaningful interactions. The ASBrS Member Forum Daily Digest is one of the most active media resources for our members. Emailed to members daily, the Daily Digest is a summary of the previous day's exchanges in the Member Forum Community, which members use to ask questions, share knowledge, and interact with their colleagues. Your ad can have an embedded link to your site and will be prominently at the top of the Forums Digest, directly under the ASBrS' logo.

**Reach:** Delivered to 3,100+ members daily; average open rate – 30.7%

**Fee:** \$5,000 for two weeks

DAILY DIGEST AD SPECS

- Dimensions: 261x69 pixels maximum
- Font size: At least 12
- File size: Maximum 1 MB
- Accepted formats: PNG, JPG, & GIF
- Provide a URL for embedding in your ad



Dec 27, 2020 11:23 AM  
Alan Quartermaine, MD

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Alan Quartermaine, MD  
General Hospital  
MYCITY STATE

[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#) [Flag as Inappropriate](#)

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**VIRTUAL EDUCATION & WEBSITE PROMOTIONAL SERVICES**

Industry-Supported Events

ASBrS is excited to provide Industry-Supported Events for the breast surgery community. These events are sponsored and funded by external organizations and are independently organized. They are not part of ASBrS official education program but are free for all members.

ASBrS will promote these events on the ASBrS Industry Events webpage, including registration details and content information. Promotion will also occur through emails, social media alerts, and member forums. Additionally, links to previously held programs will be available until the end of 2025 for those who missed them.

Industry-Supported Webinars

These standalone programs are designed and scheduled by sponsors. ASBrS will promote these virtual events, including webinars and on-demand content, to our members. Links will be posted on the ASBrS Industry Events webpage, and announcements will be made in E-News, emails, and member alerts. You can view current offerings here: [Industry Events | ASBrS](#).

**Reach:** Webinar registration average between 50–200 with 50% attendance

**Fee:** \$10,000 per event

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**Companies offering a webinar receive the following benefits:**

1. Recognition on all ASBrS sponsored virtual programs.
2. Virtual event details including registration link are posted on ASBrS website as soon as activity is approved.
3. Dedicated email blasts promoting the virtual program two weeks prior to event.
4. Dedicated posts on social media promoting activity.
5. Opportunity to post link to program recording on ASBrS Industry Events webpage for at least 12 months.

For more information or to offer a webinar to ASBrS members, please contact Marti Boyer or Jane Conway at [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org) or [jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)

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**Calendar of Breast Surgery Events**

ASBrS offers the opportunity to post key information about upcoming breast surgery events, organized by non-profits or their third-party organizer, who want to promote their programs to ASBrS members.

Information about your program will be posted on the [ASBrS Industry Events webpage](#) and includes a link to your organization's website/registration page. Promotion to members will be sent through a variety of media - eblasts, ASBrS Member Forums, and 1 program-specific post on each of the ASBrS social media sites – Twitter, Facebook, and LinkedIn. In addition to pre-event promotions, you have the option to have your post event details on the Past Events page to reach our members who missed the program.

**Reach:** *Industry Events webpages get more than 7,000 visits per year*

**Fee:** *\$5,000 per event*

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**Industry Product Showcase**

This resource for general surgeons is accessible to the public on the ASBrS website and offers industry participants a cost-effective platform to showcase their products and services. The [Industry Product Showcase](#) is promoted through many of our member communications. Company profiles consist of a corporate logo, company name, 300-word description, sales contact information, website link, social media links, (2) promotional literature links, and an embedded demonstration video. *The site will remain active through December 31, 2025.*

*Industry Relations Council (IRC) participants and exhibitors at the ASBrS 2025 Annual Meeting receive a complimentary listing.*

**Reach:** *3,400+ members and open to the public*

**Fee:** *\$2,000 per company profile*

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## 2025 ADVERTISING & SPONSORSHIP OPPORTUNITIES ORDER FORM

*Please note: : ASBrS is unable to promote any program that is scheduled to take place within 60 days of any ASBrS sponsored educational programming, including its annual meeting. ASBrS has the right to refuse any promotion. It is prohibited to use the ASBrS logo or show logo as part of any promotion without prior written approval from The American Society of Breast Surgeons*

### TO BE COMPLETED BY SUPPORTING COMPANY:

Company Name:

Product Name:

Street Address:

City/State/Postal Code/Country:

Website Address:

Contact Name:

Contact Email:

Contact Phone:

Contact Cell:

### PLEASE INDICATE YOUR COMPANY'S COMMITMENT TO ADVERTISING AND/OR SPONSORSHIP OPPORTUNITIES BELOW:

#### MEMBER MESSAGING & MEDIA

- |  |  |
|--|--|
| <input type="checkbox"/> E-News Banner Ad                    | \$5,000 per ad, per issue  |
| <input type="checkbox"/> Member Forum Daily Digest - Logo Ad | \$5,000 / two weeks  |
| <input type="checkbox"/> Membership Mailing List             | \$3,000 for all members or \$1.50 per name plus<br>\$100 administrative fee for customized sort option |

#### VIRTUAL EDUCATION & WEBSITE PROMOTIONAL SERVICES

- |  |                             |
|--|-----------------------------|
| <input type="checkbox"/> Industry Supported Webinars       | \$10,000 per webinar        |
| <input type="checkbox"/> Calendar of Breast Surgery Events | \$5,000 per event           |
| <input type="checkbox"/> Industry Product Showcase         | \$2,000 per company profile |

- I am an authorized representative of my company and commit to the ASBrS opportunities indicated above. I understand that my company will be invoiced for these committed opportunities.

Signed (electronic signature):

Date:

Submit supporting attachments with this form. Please forward application to:

Marti Boyer [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org) and Jane Conway [jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)

#### TO BE COMPLETED BY ASBrS

Accepted by:

Total amount to be invoiced: \$

Signed:

Date: