

ABOUT ASBrS AND THE ANNUAL MEETING

Who We Are

The American Society of Breast Surgeons, founded in 1995, was established to encourage the study of breast surgery by promoting research and development of advanced surgery techniques, encouraging ongoing research and examination of breast disease, and improving standards of practice for breast surgery.

The Society is the primary leadership organization for general surgeons who treat patients with breast disease. It is committed to continually improving the practice of breast surgery by serving as an advocate for surgeons who seek excellence in the care of breast patients. This mission is accomplished by providing a forum for the exchange of ideas and by promoting education, research, and the development of advanced surgical techniques.

The Annual Meeting

The American Society of Breast Surgeons hosts an annual meeting designed to inform attendees of innovative techniques and cutting edge procedures in the breast care field, to encourage the exchange of ideas, and to address the educational development of our attendees, as well as to provide hands-on training. The research and education presented each year enhances a surgeons' knowledge, thereby advancing high-quality surgical care of the breast patient.

The meeting features a 2-1/2 day exhibition of more than 80 companies and organizations that showcase the latest technology and products related to the treatment of breast disease and advances in patient care.

The Exhibitors are a valuable source of information for attendees who are eager to learn about products and services that will help them enhance the surgical care of their patients and administer their practices more effectively.

MEETING REGISTRATION DEMOGRAPHIC INFORMATION

Meeting Attendees	2016	2017
Healthcare professionals	1,495	1,750
Exhibitors (85 Companies)	575	575
Total	2,070	2,325

Attendee Practice Location	
United States	99%
International (169 surgeons from 42 countries)	1%

Attendee Practice Setting	
Private practice	59%
Institution	41%

Attendee Breakdown by Specialty	
General surgeons who treat breast disease	99%
Plastic surgeons, oncologists, etc.	1%

TOP REASONS TO EXHIBIT AT ASBrS 19TH ANNUAL MEETING

- *Connect with the world's top surgeons who treat breast disease.*
The ASBrS Annual Meeting repeatedly attracts an audience of more than 1,700 physicians.
- *Spend quality time with prospective clients.*
- *Engage your clients in a smaller, more personal setting where you can develop relationships with existing and new clients.*

IS THIS MEETING A GOOD FIT FOR YOUR COMPANY?

ASBrS annual meeting attendees look for the following products and services in the Exhibit Hall:

- *Diagnostics and equipment*
- *Information technology*
- *Electronic health records*
- *Pharmaceuticals*
- *Professional placement, education, and publications*
- *Wellness and healthy lifestyles*
- *Finance and market research*
- *Nonprofit resources*

EXHIBITOR BENEFITS

- Complimentary badges for your staff
- Complimentary profile of your company and products in the Exhibitor Directory on mobile app
- Complimentary online exhibitor listing, with a link to your website, on the exhibitor directory page of the Society website
- Complimentary pre-registration and final registration mailing labels of meeting attendees (upon approval of your marketing piece)
- Traffic- Events held in Exhibit Hall include Opening Reception, daily lunch, and morning and afternoon breaks

EXHIBITOR MARKETING AND SUPPORT OPPORTUNITIES

The ASBrS offers a full array of support opportunities, related to the annual meeting that can increase your visibility:

- Educational grants
- Sponsorship of activities and items, including breaks, key cards, etc.
- Satellite symposia (limited dates and times)
- Full-page advertisement in Final Program and banner ads in Meeting APP
- Single-use mailing labels for the entire membership (available throughout the year)

EXHIBITOR BOOTH PRICING

Booth Size	Cost
10' x 10'	\$5,000
10' x 20'	\$10,000
20' x 20'	\$30,000
20' x 30'	\$45,000
20' x 40'	\$60,000

**Additional booth sizes may be available. For more information, please contact the Society's office.*



10330 Old Columbia Road, Suite 100
Columbia, MD 21046
Phone: 410-318-9500
Fax: 410-318-9512
Exhibits Contact: Marti Boyer
mboyer@breastsurgeons.org
www.breastsurgeons.org



2018

ANNUAL MEETING

EXHIBITOR

INFORMATION

Orlando, Florida