

2024 EXHIBITOR GUIDELINES AND REGULATIONS

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ANNUAL MEETING EXHIBITOR GUIDELINES AND REGULATIONS

Introduction and Objectives

The American Society of Breast Surgeons (ASBrS) Annual Meeting provides medical professionals with the most current information on products and services related to the treatment of breast disease. The purpose of the exhibits is to complement educational programming by providing opportunities for displays of products and services that can be used to promote research and improve the standards of practice.

These policies and procedures, along with the application for exhibit space, are an integral and binding part of your contract with the ASBrS and have been designed to be implemented in a fair, effective, and equitable manner. Once your application is approved by the ASBrS, your company, and its representatives, agree to follow all exhibitor guidelines and regulations outlined in this document.

Show Management shall have absolute authority to interpret, amend and enforce all ASBrS Annual Meeting policies and rules regarding exhibits.

Annual Meeting Convention Center
Orlando World Center Marriott
8701 World Center Drive
Orlando, Florida, 32821

Meeting Dates:
April 10 – 14, 2024

Exhibit Dates:
April 11 – 13, 2024

The **Exhibit Hall** will be in **Cypress Ballroom 3, adjacent to the General Session in Cypress Ballrooms 1 & 2.** Ancillary meeting space, including ExpoSuites and meeting rooms will be available in or near the Exhibit Hall.

Exhibitor Benefits

- Access to more than 1,700 surgeons with a dedicated interest in treating breast disease
- Complimentary listing on the ASBrS Annual Meeting site with company description including link to your company website
- Complimentary upgraded profile of your company and products in the ASBrS mobile meeting app and Industry Product Showcase
- 4 complimentary exhibitor staff badges for each 100 ft² (10x10) of booth space contracted
- Traffic draws in the Exhibit Hall such as the Opening Reception, (4) breaks, and (2) lunches (Exhibitors are invited to participate in Exhibit Hall food functions)
- Access to the General Session (Standing room only if space allows) with an exhibitor badge
- Complimentary pre- and post-meeting postal mailing list of registrants who opt-in to share their postal mailing address. ***(Exhibitors must submit the request form with a copy of their marketing piece and name of their mail house to the ASBrS for approval to receive mailing list.) This list does not contain email addresses.***
- Complimentary list sent via email of pre- and post-meeting registrants who shared their Name, City, State Postal Code and Country. **This list does not contain email addresses.**

Exhibit Eligibility

To be eligible to exhibit, all products and services to be exhibited must be directly related to breast surgery and/or the treatment of breast disease. Approval will be made by the ASBrS in its sole and absolute discretion and all decisions are final. Exhibitors may only display products and services regularly manufactured or distributed through the company's regular course of business and described in their application or approved in writing by the ASBrS. Applications deemed ineligible will be returned with a full refund of booth fees paid. Eligibility and/or approval of an application to exhibit does not indicate an endorsement of a product or service by ASBrS.

Acceptance of Exhibits

The exhibit application is subject to the approval of the management of The American Society of Breast Surgeons. The ASBrS reserves the right to refuse applications or remove exhibits or parts of exhibits not meeting standards required or expected for The ASBrS 25th Annual Meeting and/or for products or services unrelated to the purpose of The American Society of Breast Surgeons. All booth activities must be approved in advance by ASBrS. Content must be professional and educationally related to the treatment of breast disease. The Exhibit Hall atmosphere must be consistent with the mission of The American Society of Breast Surgeons.

Booth Application Submission and Approval

A completed booth application submitted by an authorized representative of the applicant's firm shall become a binding contract when approved by an authorized representative of The American Society of Breast Surgeons and payment in full is received. An electronic notification will verify acceptance of the application.

Exhibit Space Assignment

The space assignment is a two-tiered placement process consisting of a **Priority Placement** and **Open Placement**. Both placements require payment in full upon ASBrS approval of a completed booth application.

FOR 2024: The **Priority Placement** will use the Priority Points System (details below) to determine the order of booth placement during the Priority Placement period. Potential ASBrS 2024 Exhibitors will be contacted via email with a link to the booth application and floor plan. Please note that Exhibitors must submit a completed application and full payment by the **January 15, 2024** deadline to participate in the Priority Placement. **Exhibiting companies that qualify for the priority placement will be assigned an appointment date and time to meet with ASBrS to select their booth location.** Priority placement of booth space is determined by a company's accumulated priority points earned by an exhibiting company's exhibit and sponsorship history. Exhibitors are assigned a booth in descending points order with highest point totals having priority above lower point totals. The earliest dated exhibit application with full payment will have a preference if companies have reached equal point totals. Also considered are such factors as previous years' points earned. Please note that placement according to such preference is not guaranteed. Priority points expire after two consecutive years of the exhibit and/or sponsorship inactivity.

The **Open Placement** will commence after the Priority Placement and is open to all qualifying potential ASBrS 2024 Exhibitors on a first-come basis. The priority point system will not be used for Open Placement.

Participation in booth placement requires a completed online application approved by ASBrS and payment in full.

Priority Points

Priority points are cumulative and based on your company's financial support and donations from May 2000 through **December 31, 2023**. Additional support of the Annual Meeting and/or the ASBrS is not a requirement for exhibiting.

Points are awarded as follows:

- 1 point for every 100 square feet of booth space contracted for Annual Meeting
- 1 point for every \$1000 received for the Annual Meeting, virtual program, webinar, event, and standalone course sponsorship
- 1 point for each system, or for equipment or devices donated to use in a workshop (not including stereotactic breast biopsy) at the Annual Meeting and standalone course
- 5 points for each stereotactic breast biopsy machine donated to use at the Annual Meeting and standalone 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 an Annual Meeting pre-meeting workshop
- 1 point per company who attends the onsite Exhibitor Forum
- 1 point per company who completes a post-meeting exhibitor survey

Booth Rates

Exhibit Space will be rented at the following rates:

\$65.00 ft² for inline booths: 10' x 10' = (100 ft² - \$6,500); 10' x 20' = (200 ft² - \$13,000); 10' x 30' = (300 ft² - \$19,500)

\$90.00 ft² for island booths: 20' x 20' = (400 ft² - \$36,000); 20' x 30' = (600 ft² - \$54,000)

Full payment and an approved booth application must be received before ASBrS will assign a booth location.

Booth Confirmation

Booth confirmations will be emailed to Exhibitors after the Priority Placement; if booths are contracted during Open Placement, booths will be confirmed as soon as booth is paid and assigned. Exhibitors will be asked to verify their booth placement, review the anticipated traffic patterns and neighboring Exhibitors upon receiving their booth confirmations.

Booth Cancellation and Reduction Policy

The American Society of Breast Surgeons will retain the following fees from booth deposits if a company cancels or reduces booth space: \$100 administrative fee per booth on or before **January 31, 2024**; 50% of cost for cancelled or reduced booth space on or before **February 16, 2024**; 100% after **February 16, 2024**. The retained fee shall cover liquidated damages for the direct and indirect costs incurred by management for organizing, setting up, and providing space for the Exhibitor, and losses and additional expenses caused by Exhibitor's withdrawal. Reduction of booth space may require 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. **Requests to cancel and reduce booth space must be submitted in writing to ASBrS Exhibits Department.**

Submission of Booth Design for ASBrS Approval is Mandatory

All Exhibitors are required to submit booth design plans to the ASBrS for pre-approval by **March 8, 2024**. Booth designs must be drawn to scale, indicating the scale used, dimensions (L' x W' x H') of all booth components, enclosed spaces, and any audio-visual systems (theaters, flat screens, audio systems, etc.) in the booth. Plans must clearly illustrate the Exhibitor's adherence to all audio-visual, demonstration and presentation rules and regulations. All decisions concerning booth design by ASBrS Show Management will be binding upon the Exhibitor and are final. **Note: A pre-approved design is mandatory and those who do not comply will not be granted access to install their booth at ASBrS 2024 until their booth design is approved by ASBrS.**

Configurations for All Exhibit Booths

Exhibitors must purchase booth space of sufficient size to accommodate their booth components and customer volume. No part of an exhibit including promotional items shall go beyond their leased dimensions into aisles, air spaces above aisles or above other exhibit booths. Exhibitors must ensure booth components do not block the line of sight for fire strobes for total clearance; any fire extinguishers or fire hose cabinets must have a minimum of 4' clearance for clear access. Exhibitors must allow at least 1' in front of presentation and demonstration components inside all booths. This set back requirement is the minimum distance required to ensure that all visiting attendees are accommodated inside the booth and business is conducted within the booth space and does not impede aisle traffic. **No hanging signs are allowed. (See DIAGRAMS 2 & 3 for acceptable and unacceptable inline booth examples)**

All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. Rope and stanchion to form orderly waiting lines inside Exhibitor booth space are required for large gatherings and will be ordered and installed, if necessary, at the Exhibitor's expense. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by ASBrS for the Exhibitor to participate in future ASBrS exhibitions. **Show Management shall have absolute authority to interpret, amend and enforce all Annual Meeting policies and rules regarding exhibits. Please contact the ASBrS if you have questions or concerns regarding special booth design and/or construction.**

Inline/Linear Booths

An inline/linear booth is a 10' x 10' booth consisting of drape assembled on aluminum stanchions and crossbars, 8' high back drape, 3' high side drape, and 7" x 44" booth identification sign. All other equipment, furnishings, carpet, or services other than those provided as indicated must be arranged with the decorator and/or the convention center at the Exhibitor's expense. **THE ASBrS EXHIBIT HALL (Cypress Ballroom 3) is carpeted.**

Use of Space: Regardless of the number of Inline Booths utilized, 10' x 20', 10' x 30', 10' x 40', etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space with a 4' height restriction imposed on all booth components and display materials in the remaining space forward to the aisle (**see DIAGRAM 1**) to maintain clear visibility from one booth into the next. **Hanging signs, canopies or any exhibit material hanging above inline booths is prohibited.** Audiovisual presentation layouts must be included in booth layout designs and submitted to ASBrS for approval by **March 8, 2024**.

Corner Booth Configurations

A corner booth is an inline booth exposed to aisles on two or three sides, consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape, 3' high side drape; and 7" x 44" booth identification sign. All other equipment, furnishings, carpet, or services other than those provided as indicated must be arranged with the decorator and/or the convention center at the Exhibitor's expense. **THE ASBrS EXHIBIT HALL (Cypress Ballroom 3) is carpeted.** All inline booth configurations and use of space (noted previously) also apply to corner booths.

Island Booth Configurations

An island booth is defined as 20' x 20' or larger with aisles on all four sides. There is no pipe and drape construction or 7 x 44" booth identification sign provided. **No hanging signs are allowed. THE ASBrS EXHIBIT HALL (Cypress Ballroom 3) is carpeted.**

Use of Space: The maximum height of an island booth at ASBrS 2024 in the Orlando World Center Marriott is sixteen feet (16' from the floor to the top of any booth components). Island booths will be built to allow a contiguous five-foot (5') wide access path into the booth from all sides (aisles). Demonstration/theater areas and interactive booth components must be set at least two feet (2') into the booth from any aisle, including seating. Interactive components are defined as kiosks, consisting of flat screen presentations or a small demonstration area which or may not require an attendee and/or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time. The set-back from the aisle is to prevent congestion in the aisles. The elimination of aisle congestion must also be factored into the design of video screen presentations, as attendees will not be permitted to stand in the aisles while viewing booth demonstrations. Hard wall enclosed spaces within a booth require a mounted 2A10BC fire extinguisher.

Multi-Level Island Booths

A multi-level booth is defined as an island booth with a tier constructed atop an exhibit or portion of an exhibit, to be occupied by one or more people. Multi-level booths must follow island booth configurations and use of space. In addition, **Orange County Fire Rescue Department requires fire watch personnel for all multi-level booths and exhibits regardless of square footage unless a sprinkler system is installed. A fire extinguisher (2A10BC) must also be provided in covered exhibits over 300 square feet.**

Please note:

- Engineered drawings must be submitted to OCFRD OFM in advance for review. The plans must be signed, sealed and/or stamped by a LICENSED engineer.
- The drawings submitted for review should indicate details for the stairs. The stairs, handrails and guardrails must comply with the Life Safety Code (Contact Orange County Fire Rescue Department Office of the Fire Marshal for complete booth structure requirements).
- Multi-level booth/exhibits second tier 299 square feet or less: firewatch and one stair **REQUIRED**
- Multi-level booth/exhibits second tier 300 to 900 square feet maximum fire watch and two (2) stairs **REQUIRED**
- Materials are required to be flame retardant. The exhibit house or exhibitor must provide flame certificates.

Orange County Fire Rescue Department Office of the Fire Marshal
7079 University Blvd. Winter Park, FL 32792
Phone: 407-836-0004 - Fax: 407-836-8310

Booth designs must be submitted to the ASBrS for pre-approval by **March 8, 2024**. Submitted drawings must show scaled dimensions (L' x W' x H') of all booth components, detailing all areas intended for interaction or presentation, **Note: A pre-approved design is mandatory and those who do not comply will NOT be granted access to install their booth at ASBrS 2024 until their booth design is approved by ASBrS.**

Perimeter Booth Configurations

This type of booth configuration is **not** allowed at the ASBrS 2024 Annual Meeting.

End-Cap Booth Configurations

This type of booth configuration is **not** allowed at the ASBrS 2024 Annual Meeting.

Tabletop Booth Configurations for Non-Profit Organizations

Tabletop booths are available on a limited basis and offered only to 501(c)(3) organizations and require ASBrS approval. The booth includes a 6-foot draped table, two chairs, and a wastebasket. **THE ASBrS EXHIBIT HALL (Cypress Ballroom 3) is carpeted.**

Retail Booth Configurations

A booth can be involved in retail sales, and the guidelines listed for each booth design type are applicable. Exhibitors must ensure that all attendee interactions and commercial transactions occur within the exhibit booth's perimeter boundaries. Any booth involved in retail sales is required to submit booth designs for pre-approval by ASBrS before **March 8, 2024**. All displays, tables, showcases, signs and booth materials must be placed a minimum of 1' inside all inline or corner booths. This setback requirement is the minimum distance required to ensure that all business is conducted within the booth space and does not impede aisle traffic. **(See DIAGRAMS 2 & 3 for acceptable and unacceptable inline booth examples)**

Retail Booth Policy

Retail sales of exhibitor goods must be requested and approved in writing by the ASBrS at the time of contract and indicated via the **Booth Activity/Giveaway Form**. Any Exhibitor not providing the ASBrS with advanced written notice of the intent to conduct Retail Sales at ASBrS 2024 may have the installation of their booth suspended, their booth relocated or closed by ASBrS Show Management at any time. Exhibitors conducting retail sales may be placed in a designated area of the Exhibit Hall. Exhibitors conducting retail sales are required to prominently post their refund policy in their booth. If a retail product cannot be hand carried by the purchaser, shipping arrangements must be made. To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately. **The ASBrS reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of ASBrS Show Management.** ASBrS attendees will not be allowed in the Exhibit Hall prior to or after official exhibit hours, therefore all retail transactions must occur during official Exhibit Hall hours and **only** within their booth space.

Sales Tax and Licenses

Retail sales exhibitors are responsible for all pertinent business licenses, certificates, sales permits, and taxes required by the State of

Florida and the City of Orlando.

Hanging Signs & Graphics

ASBrS does not allow hanging signs/graphics in any booths for ASBrS 2024.

Freight Shipping Dates

Advance Shipping to Warehouse Dates: Monday, March 11, 2024 – Friday, April 5, 2024 (M-F / 8:00 AM-3:30 PM)

Show site shipments will be accepted beginning Monday, April 8, 2024

Shipping labels will be provided in the Freeman Exhibitor Service Manual, accessible online in February.

Exhibits must be set by Thursday, April 11 at 5:00 PM

Failure to Occupy Space

Any space not occupied by **Thursday, April 11, 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 ASBrS.

Exhibit Hall Hours of Access

Exhibitors can access the Exhibit Cypress Ballroom 3 during installation, show hours, dismantlement, and 1 hour prior to and after show 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, April 13 at 4:00 PM**. As a courtesy to your neighbors, please do not put trash in the aisles less than 30 minutes prior to show opening each day. This will allow adequate time to clean the Exhibit Hall. If trash does not fit in your booth wastebasket or you have not ordered porter service, trash bins will be provided on the perimeter of the hall for your convenience.

Exhibit Hall Timeline	Wednesday, April 10	Thursday, April 11	Friday, April 12	Saturday, April 13
Booth Installation	8:00 AM – 5:00 PM	8:00 AM – 5:00 PM		
All exhibits must be set		5:00 PM		
Hours of Operation		7:00 PM – 8:30 PM	9:00 AM – 4:00 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			12:15 PM – 1:15 PM	12:00 PM – 1:15 PM
Exhibit Hall Break			3:30 PM – 4:00 PM	3:00 PM – 3:30 PM
Booth Dismantle				4:00 PM – 10:00 PM

Close of Hall and Shipping

The Exhibit Hall closes Saturday, April 13 at 4:00 PM. All exhibits must remain in place until the hall officially closes. All exhibits must be completely removed from the hall by 10:00 PM with carrier check-in no later than 8:00 PM. The ASBrS is not responsible for any material left by the exhibiting company. NOTE: Freeman will force ship at the Exhibitor's expense, any freight left which has not been picked up by their own carrier.

Booth Activities/Giveaways

Every Exhibitor must complete and submit a Booth Activities/Giveaways Form for approval of their proposed booth activities. The deadline to submit is **March 18**. The Booth Activities/Giveaway Form will be available in the online Exhibitor Ready Room. Booth activities include food & beverage distribution, presentations, retail sales, photography, book signings, surveys and all giveaway items distributed from their booth. Exhibitors must ensure their booth activities follow HIPPA guidelines. Pharmaceutical and biotech companies are expected to comply with PhRMA exhibit guidelines (see below). Manufacturers of medical devices and makers of medical equipment, software, supplies, technology, etc. are expected to comply with AdvaMed exhibit guidelines (see below).

For more information on PhRMA's Code of Interactions with Health Care Professionals, please click here:

<https://www.phrma.org/-/media/Project/PhRMA/PhRMA-Org/PhRMA-Org/PDF/P-R/PhRMA-Code---Final---July-2021.pdf>

For more information on AdvaMed's Code of Ethics on Interactions with Health Care Professionals, please click here:

<http://www.advamed.org/member-center/resource-library/advamed-code-of-ethics/>

Photography, Video and/or Audio Recordings

Exhibitors must obtain approval to photograph, or record video and/or audio in the Exhibit Hall. Requests for approval are made via the Booth Activities/Giveaways Form. If approved, Exhibitors will only be permitted to photograph, record video and/or audio of their

own booth space and all recording equipment must remain within the Exhibitor's booth space and must not disrupt traffic flow within the Exhibit Hall. Exhibitors may **not** photograph, record video and/or audio of other Exhibitor's booths or staff, Exhibit Hall, educational sessions, meeting rooms, and public areas of the ASBrS 2024 Annual Meeting or Annual Meeting attendees.

Booth Conduct

To ensure a positive exhibit experience for everyone, all Exhibitors must adhere to the following policies. **Exhibitors not adhering to the policies below are subject to priority point deduction and/or expulsion from the meeting without recourse and are not entitled to any refund of fees.**

- All booth activities and queuing must be contained within the Exhibitor's booth. Exhibit displays or activities must not obstruct the view, interfere with neighboring exhibits, or impede movement of attendees. (See Booth Configurations on page 15)
- Exhibitors must keep their booth space litter-free. Freeman will remove all cartons, crates and packing materials for storage and trash from the Exhibit Hall aisle. Booths and aisles must remain clear of trash 30 minutes prior to the opening of show daily and throughout show hours. For your convenience and for the courtesy of your neighboring Exhibitors, trash bins will be located at hall perimeters for items which do not fit in booth wastebaskets or if Exhibitor did not order porter service for the booth.
- Unauthorized reproduction or distribution of The American Society of Breast Surgeons abstracts is prohibited.
- Affixing the American Society of Breast Surgeon's name, the ASBrS logo or show logo to, incorporating them in, or otherwise making them a part of any Exhibitor distributed materials without prior written approval from The American Society of Breast Surgeons is prohibited.
- Any Exhibitor indicating an endorsement of their company, its products, or services by ASBrS will constitute removal from the Exhibit Hall.
- Sound and light should be contained within the Exhibitor's booth and pointed inward toward the back wall of inline booths or the center of island booths. Excessive audio/visual devices, flashing lights, sound effects, offensive displays or odors are prohibited.
- The playing or performing of copyrighted recorded or live music during the published event hours is prohibited.
- **NEW: The Orlando World Center Marriott is the official caterer of ASBrS. Only food that is prepared by Orlando World Center Marriott can be distributed from exhibit booths. The distribution of alcohol from exhibit booths is not permitted.**
- Distribution of coupons or vouchers for meals, entertainment, personal services, or gaming chips to meeting attendees is prohibited.
- Games or contests of chance are prohibited (see Booth Activities/Giveaways for more information).
- Exhibitors must obtain approval to photograph, or record video and/or audio in the Exhibit Hall via the Booth Activities/Giveaways Form.
- Exhibitors must obtain approval to survey attendees. Submission for approval is via the Booth Activities/Giveaways Form.
- Booth sharing or unauthorized demonstration of a company's product or the distribution of advertising or printed material by a non-registered Exhibitor is prohibited.
- Distribution of any printed materials, showing of equipment and product presentations to ASBrS registrants or guests by Exhibitors other than in the Exhibitors' assigned exhibit space during the official dates of ASBrS 2024 is prohibited.
- **Suitcasing is prohibited.** Suitcasing is defined as the act of soliciting business during an exhibition by non-exhibiting companies either in the exhibit aisles, another company's booth, or other public places such as a hotel lobby.
- **Outboarding is prohibited.** Outboarding is defined as the creation of exhibits or events concurrent with a conference and held off-site in hotel hospitality suites or restaurants which are not sanctioned by show management. Outboarding encourages show attendees to leave the show floor and will diminish the size and reduce the quality of the audience available to authentic exhibitors.

On-Site Booth Representative

A designated on-site representative is required for your company as a point of contact for exhibitor registration and booth concerns. The on-site representative is designated to coordinate efforts with ASBrS staff at exhibitor registration and authorized to pick up and distribute exhibitor badges, register staff, address badge changes, cancellations and may be asked to verify staff who register themselves onsite. The on-site representative will also work with the ASBrS exhibits team if there are booth concerns. A mobile number to reach the on-site representative is mandatory. Please designate the on-site representative and complete the contact information on the exhibit badge request form in the online Exhibitor Ready Room. Registration hours will be posted online and included in the exhibitor bulletin.

Exhibit Personnel Badges

Any staff working as a representative in your booth is required to have an official ASBrS-issued exhibitor badge. **All booths have an allotment of 4 complimentary exhibitor badges for every 100 ft² 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 Cypress Ballroom 3 during booth installation and dismantle and 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. **Please note changes and additions to badge lists must be made by the deadline date, March 18, 2024.** Badges are pre-printed and shipped to show site for distribution at the ASBrS exhibitor registration desk. After this deadline, all badge additions or changes must be ordered at the exhibitor registration desk by the on-site representative. An exhibiting company's designated on-site representative is authorized to pick up all or some of the exhibitor badges for distribution to **company staff**. No other staff is authorized to pick up another exhibit staff's badge. Exhibit staff must have a government picture I.D. as proof to pick up their 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 is allowed to enter the exhibit hall.**

Set Up Badges / Exhibitor Appointed Contractor (EAC)

Exhibitors must submit a form to communicate their intention to use an EAC. Once approved, Exhibitors must designate an onsite EAC manager and submit a mobile number to register them for a Set-up badge to gain access to the Exhibit Cypress Ballroom 3 during installation and dismantle only. The EAC badge registration form will be available in the Exhibitor Service Manual and the online Exhibitor Ready Room. Set-Up badges can be picked up by individuals at the exhibitor registration desk when a government issued picture I.D. is given as proof of identification. No one under the age of 18 is allowed to enter the exhibit hall.

PLEASE NOTE: An Exhibitor using an Exhibitor Appointed Contractor (EAC) for installation and/or dismantle of their exhibit must notify the ASBrS by completing the Intent to Use an Exhibitor Appointed Contractor (EAC) Form no later than **March 18, 2024**. EAC's must provide a Certificate of Liability Insurance (Liability coverage details are listed on page 14). Please provide the name of the EAC, including supervisory personnel, plus all the terms of the agreement that have been provided to the outside contractor. Failure to notify the ASBrS with your intention to use an EAC will exclude their access to the Orlando World Center Marriott.

Guest Registrations

Industry representatives (Exhibitors and technical/scientific staff) do not qualify as guests and may not purchase guest registration badges. Industry representatives **MUST** register as a non-member attendee if interested in attending the educational portion of the meeting and earn CME credit. **Guest badges do not grant access into the Exhibit Hall or General Session.**

Exhibitors Admission to the General Session, Pre-Meeting Courses, Breakfast Workshops, and Social Events

As an [ACCME](#)-accredited provider of continuing medical education (CME), the American Society of Breast Surgeons is required by its policies and for Integrity and Independence in Accredited Continuing Education to ensure that the program is objective, balanced, scientifically rigorous, and free of the control of an ineligible company. The ASBrS General Session, Pre-Meeting Courses and Breakfast Workshops are for scientific and educational purposes only. ASBrS expects everyone at educational activities to make a conscious effort to be professional and never engage in any sales talk or activities. All Exhibitors and Attendees are invited to attend the Opening Reception on Thursday, April 11. Exhibitors may purchase registration for their technical/scientific staff for the general session programs on a space available basis. Please contact the ASBrS office for more information.

Exhibitors have access to 2024 educational sessions as follows:

General Session Access with Exhibitor Badge

An Exhibitor with an official exhibitor badge may **stand** in the back of the General Session on Thursday afternoon, Friday, Saturday and Sunday, space permitting. However, we ask that Exhibitors stand in the rear of the room to ensure that our registrants have priority seating. Please note that exhibitor badges will not allow access to any other educational sessions, courses, or workshops. However, a company may purchase a registration for their technical/scientific staff who want to earn CME credit and access to educational presentations.

Pre-Meeting Courses - Access Policies

Exhibitors and industry technical/scientific staff may purchase a registration for non-workshop or non-demonstration pre-meeting courses in which space is available; however, **Exhibitors and industry technical/scientific staff are prohibited from attending meeting courses with a workshop. For more information, please refer to the list below.**

Industry Representatives and Exhibitors MAY NOT ATTEND the following pre-meeting courses:

Wednesday, April 10

- Beginner Oncoplastic Surgery Course with Mastotrainer and Cadaver Lab

- Intermediate Oncoplastic Surgery Course with Mastotrainer and Cadaver Lab
- Advanced Axillary Surgery: Become a Pit Master!
- Breast Ultrasound: An Introductory/Refresher Course

Thursday, April 11

- Fellows Course 2024 (Only open to Fellows or Residents)
- Cryotherapy: An Introductory Course for the Ultrasound Experienced Surgeon

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

Wednesday, April 10

- Identification and Management of the High-Risk Patient

Thursday, April 11

- Photography for Breast Surgeons
- Advanced Practitioner Provider Course
- Building Blocks for a Successful Breast Cancer Survivorship Program

Exhibitor Sponsored Private Functions

The ASBrS allows Exhibitor-sponsored private functions only at specific times during the Annual Meeting and may not take place during official ASBrS events. A company must be an Exhibitor to sponsor an activity outside of the Exhibit Hall. **Please note that all events, including small dinners, planning meetings, etc., must be scheduled through the ASBrS using the Request for Function Space Form** to arrange any private functions or company meetings. Any questions regarding function space should be directed to the ASBrS meetings department. **Prior written approval by The American Society of Breast Surgeons is required for any meeting or event that is scheduled in conjunction with the 25th Annual Meeting. Do not contact the Orlando World Center Marriott directly to schedule a meeting, dinner, social or hospitality event.**

Exhibitors sponsoring any type of private function are required to adhere to the following guidelines:

- Exhibitors must inform the ASBrS of all planned social and hospitality functions which may ONLY be scheduled during times that do not interfere with official ASBrS events and activities. Any exhibitor supported program must be pre-approved by the ASBrS.
- All functions must be booked through the ASBrS using the Request for Function Space Form and include a description of the function, the location, if not in the hotel, and type of activity planned. **Please do not contact the hotel directly.**
- Once the event is approved, Exhibitors can proceed with planning. All functions should be handled on an invitation-only basis and host companies must make it clear to their guests that the event is not an official ASBrS event.
- Host companies agree to assume all liability, arising out of or in conjunction with such functions and agree to indemnify the American Society of Breast Surgeons against all liability and claims and demands arising out of or in connection with the foregoing undertakings and responsibilities of the Exhibitor.
- Exhibitor-sponsored hospitality functions within the hotel may not be advertised via the hotel activities board.
- All industry-supported events must ensure activities follow HIPPA guidelines. Pharmaceutical and biotech companies are expected to comply with PhRMA guidelines (see above). Manufacturers of medical devices and makers of medical equipment, software, supplies, technology, etc. are expected to comply with AdvaMed exhibit guidelines (see above).
- The following hours are available for exhibitor-sponsored events*
 - **Tuesday, April 9 before 3:00 PM and after 8:00 PM**
 - **Wednesday, April 10, after 8:30 PM (following Industry supported symposia)**
 - **Thursday, April 11, after 9:00 PM**
 - **Friday, April 12, after 9:00 PM (following Industry supported symposia)**
 - **Saturday, April 13, after 8:00 PM**
 - **Sunday, April 14, after 11:00 AM**

*Hours are subject to change based on the official annual meeting program.

Support Opportunities and Industry Supported Symposia

Many support opportunities are available to companies that would like to make a greater impact on attendees. Please refer to the separate support opportunity sheet included in this packet or contact the ASBrS meeting department. For questions or to suggest a grant opportunity, please contact Marti Boyer at 410-381-9500 or mboyer@breastsurgeons.org.

Complimentary Mailing Lists

All Exhibitors will be sent via email, one complimentary list of pre- and post-meeting registrants who opt-in to share their Name, City, State, Zip Code and Country). Additionally, Exhibitors may qualify to receive one complimentary, one-time-use set of pre- and post-meeting registration 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 posted in the Exhibitor Ready Room and upload a copy of the promotional piece for ASBrS review and approval. The mailing list request form will be available in the Exhibitor Ready Room. **Please note email addresses are not included.**

- **Pre-registered attendee list requests:** Promotional pieces must be uploaded **by March 11**. Lists will be sent by March 20. (Pre-registered attendee lists will not be available after this date.)
- **Post-meeting attendee list requests:** Promotional pieces must be received by **April 24**. Lists will be sent out by **May 8**. (Post-meeting attendee lists will not be available after this date.)

IMPORTANT WARNING: Many Exhibitors have received messages from companies claiming to have the ASBrS Annual Meeting attendee list and/or membership list with email addresses for purchase. Please be aware that no company is authorized to sell our list and any list offered by anyone other than the American Society of Breast Surgeons is fraudulent. If you receive such a solicitation, we suggest you do not purchase it since the list was obtained without permission and to please forward the email to the ASBrS for investigation. Use of an unauthorized list could blacklist your company as a SPAMMER. Please mark these emails as JUNK and block the sender to increase the effectiveness of your SPAM filter.

ASBrS 2024 Annual Meeting Exhibitors can rent a lead retrieval system from the ASBrS authorized vendor (TBD). **When scanning attendee badges, email addresses will be provided if attendees choose to “opt-in” to share this information at the point of registration.**

Exhibitor Forum

Representatives from each exhibiting company are invited to attend the Exhibitor Forum. The forum is designed to give Exhibitors an opportunity to meet with the members of the ASBrS Corporate Relations Committee to discuss ways to improve the Annual Meeting from the Exhibitors' perspective. **NEW for 2024:** The 2024 Exhibitor Forum will be held **virtually, following the annual meeting**. Each exhibiting company will receive an invitation with details to access the online meeting. Exhibitors will earn a maximum of 1 priority point when one or more of their representatives attend the Exhibitor Forum. Date and time will be determined in March 2024.

2024 Exhibitor Housing

Exhibitor housing will open in **February 2024**. 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 2024** 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 on 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 1**; 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 **Orlando World Center Marriott. 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 2024 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.)

2024 Housing Deadlines

- **The hotel reservation cut-off date is 5:00 PM ET on March 1.** You may cancel your reservation before this deadline without penalty.
- Any reservation canceled or length of stay shortened **after 5:00 PM ET March 1 through 5:00 PM ET March 8** 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 8** 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 8**, all reservation changes or cancellations must be **made by email to ATMI/** (email: asbrs@atlatravel.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.

Official Service Contractors



The following list includes ASBrS approved vendors, authorized as an official partner. Exclusive service providers are indicated by an asterisk "**". Look for the official ASBrS contractor logo in their correspondence:

Official Decorator/General Contractor: **Freeman**
 Official Audiovisual: **Freeman**
 Official Internet: **Orlando World Center Marriott***
 Official Telecommunications: **Orlando World Center Marriott***
 Official Lead Retrieval Provider: **Registration Control Systems**
 Official Exhibit Hall Caterer: **Orlando World Center Marriott***

Official Housing Provider: **Atlas Meetings Travel & Incentives (ATMI)***
 Official Electric: **GES***
 Official Booth Cleaning: **Freeman**
 Official Security: **Orlando World Center Marriott**
 Official Attendee List: **ASBrS Staff Office ONLY***

VENDOR WARNINGS - TRUST OFFICIAL PARTNERS ONLY

Beware of Unauthorized Service Providers—There have been a growing number of unauthorized vendors contacting ASBrS Exhibitors, promising services relating to ASBrS programs. As a reminder, please understand that **these solicitations are scams and not to trust any unauthorized vendors/companies promising services relating to ASBrS 2024 including housing vendors, attendee lists, and lead retrieval.** These vendors/companies are not authorized to offer services and are not affiliated in any way with the American Society of Breast Surgeons or its programs. ASBrS does not sell Exhibitor lists or contact information to anyone. Solicitations from unofficial

vendors are often the result of obtaining public information from the Internet. **In addition, 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 scams and no one in the ASBrS opts in to allow their email address to be distributed. If you receive such a solicitation, we suggest adding the company to your email SPAM List, and do not purchase since the list was obtained without permission. Your company could be blacklisted as a SPAMMER if you use the list.**

Exhibitor Appointed Contractor

Please see page 9 for details.

Security

The American Society of Breast Surgeons will provide overall security guard service for the duration of the meeting, but it is the sole responsibility of each Exhibitor to secure their exhibit space, its contents, and all personal belongings. Exhibitors are to use precautions to ensure safety and prevention of loss or damage to the Exhibitor's property. The exhibit area will be locked by hotel security and access to the area will be permitted to attendees & exhibitors during the scheduled exhibit hours; Exhibitors will have additional access one hour prior and after exhibit hours as well as installation and dismantle.

Resolution of Disputes

In the event of a dispute or disagreement between an Exhibitor and the official decorator, or between an Exhibitor and a labor union or labor union representative, or between two or more Exhibitors, all interpretations of the rules governing the exhibition, actions, and decisions concerning the dispute or disagreement by The American Society of Breast Surgeons shall be binding on the Exhibitor.

Exhibitor Complaints

ASBrS is committed to providing our Exhibitors with a positive show experience during our annual meeting and exhibits while at the same time understanding that the experience of our attendees is paramount. However, the ASBrS recognizes that, on occasion, circumstances may arise which are of concern to Exhibitors. Exhibitors with specific concerns and/or complaints need to file them (in writing) with the ASBrS Exhibits Manager within 30 days of the close of Exhibit Hall. The ASBrS will review any complaints received by the deadline and, at its sole discretion, determine what if any action should be taken.

ASBrS Use of Photography

By attending ASBrS 2024, you acknowledge that photographs and/or videos of you may be taken by our conference staff and/or photographers at any time. Furthermore, you grant ASBrS permission to use photographs and/or video of your likeness in any type of media, including websites and print publications, without compensation or reward.

Federal, State & City Regulations

Compliance with the Americans with Disabilities Act (ADA) is the responsibility of each Exhibitor. All exhibits must conform to the fire laws, health regulations, electrical codes, Orlando Fire Department Codes, and other ordinances of the state of Florida and the city of Orlando. Use or storage of flammable liquids, gases or solids is forbidden. **ANY USE OF COMPRESSED GASES IN EXHIBITS MUST BE APPROVED BY ASBrS. If approved, cylinders must be secured in a location designated by the Orlando World Center Marriott and kept in an upright position.** Any exhibits or parts thereof found not to be fireproof may be ordered dismantled at the Exhibitor's cost and risk.

Exhibits must conform to the contracted space set by the ASBrS and must conform to all regulations and safety codes of the meeting venue. The Exhibitor is responsible for carrying insurance deemed necessary to comply with its obligations and agrees to indemnify and hold harmless The American Society of Breast Surgeons.

Orlando World Center Marriott Requirements

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Liability Insurance

EACs/Non-Official Contractors must provide a Certificate of Liability Insurance naming ASBrS, Freeman, Orlando World Center Marriott, its subsidiaries, affiliates and their Directors, Officers and Employees are named as additional insured where required by contract, regarding the conference being held on April 10, through April 14, 2024. The Certificate of Liability Insurance must include the following insurance coverages:

- Workers' Compensation Insurance in accordance with applicable law covering the Group's employees.
- Employer's Liability Insurance in minimum limits of One Million Dollars (\$1,000,000) per occurrence.

- Commercial General Liability Insurance includes contractual liability, personal injury, and property damage coverage with limits of liability of at least Two Million Dollars (\$2,000,000) per occurrence.
- If commercial vehicles are brought on property at the Orlando World Center Marriott, Comprehensive Automobile Liability insuring any owned, non-owned, and hired vehicles to be used in and out of the Orlando World Center Marriott facilities in the amount of two million dollars (\$2,000,000) in any one occurrence. (Per Orlando World Center Marriott's guidelines)

Certificates of Liability Insurance must indicate the exhibiting company's name in the certificate description area.

Emergencies, Strikes, Embargoes, other Occurrences beyond the ASBrS Control

The American Society of Breast Surgeons will not be responsible for any delays, damage, loss, increased costs, or other unfavorable conditions beyond its control. In the event that the premises in which the Exhibition is conducted have or shall become, at the sole determination of The American Society of Breast Surgeons, unfit for occupancy, or are substantially interfered with any cause or causes not reasonably within control of The American Society of Breast Surgeons, the Exhibitor agreement and regulations may be terminated by The American Society of Breast Surgeons.

The Exhibitor shall not be liable to The American Society of Breast Surgeons indemnities for any loss or damage resulting from the perils of fire, lightning, windstorm, cyclone, tornado, explosion, flood, hail, riot attending a strike, terrorism, disease outbreak, civil commotion, smoke, or motor vehicle damage. The Exhibitor may not hold The American Society of Breast Surgeons indemnities liable for losses associated with such incidents. The Exhibitor must carry its own insurance in amounts adequate to cover such conditions and other acts of God.

General

All matters and questions not covered by these regulations are at the discretion of The American Society of Breast Surgeons exhibit management. These regulations may be amended at any time by exhibit management, and upon publication, all amendments shall be equally binding on all parties affected by them.

Additional information about the 25th Annual Meeting, including a Preliminary Program, will be posted on the ASBrS website, www.breastsurgeons.org. Any updates or modifications to the program and Exhibitor information will be posted as necessary.

ASBrS Contacts

Exhibits and Advertising:
Jane Conway – Industry Relations Coordinator
jconway@breastsurgeons.org
443-545-0151

Grants and Sponsorships:
Marti Boyer - Director, Strategic Partnerships
mboyer@breastsurgeons.org
443-545-0142

The American Society of Breast Surgeons
7067 Columbia Gateway Drive, Suite 290
Columbia, MD 21046
PH: 410-381-9500 / FX: 410-381-9512
Website: www.breastsurgeons.org

Diagrams of ASBrS acceptable and unacceptable booth displays on next page.

DIAGRAMS OF ASBrS ACCEPTIBLE AND UNACCEPTIBLE BOOTH DISPLAYS

DIAGRAM 1 – Acceptable Inline/Linear Booth

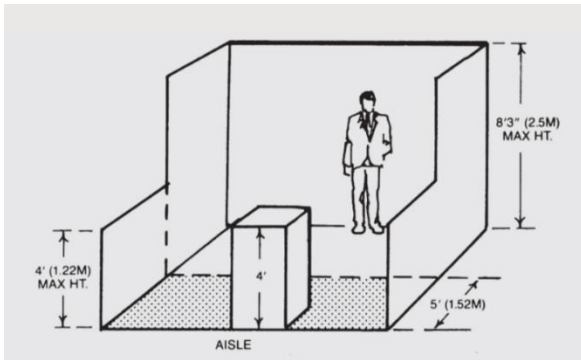


DIAGRAM 2 – Acceptable Inline Booth Displays (Note there is a 1 ft. set-back from the aisle.)

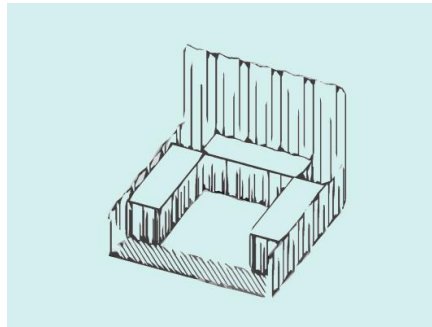
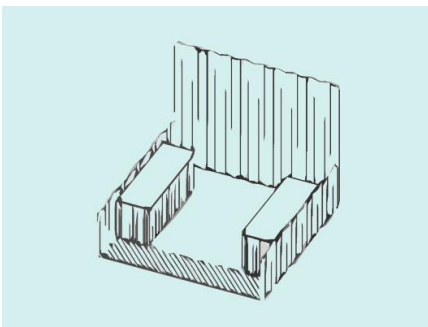


DIAGRAM 3 – Unacceptable Inline Booth Displays (Note there is no 1 ft. set-back from the aisle.)

