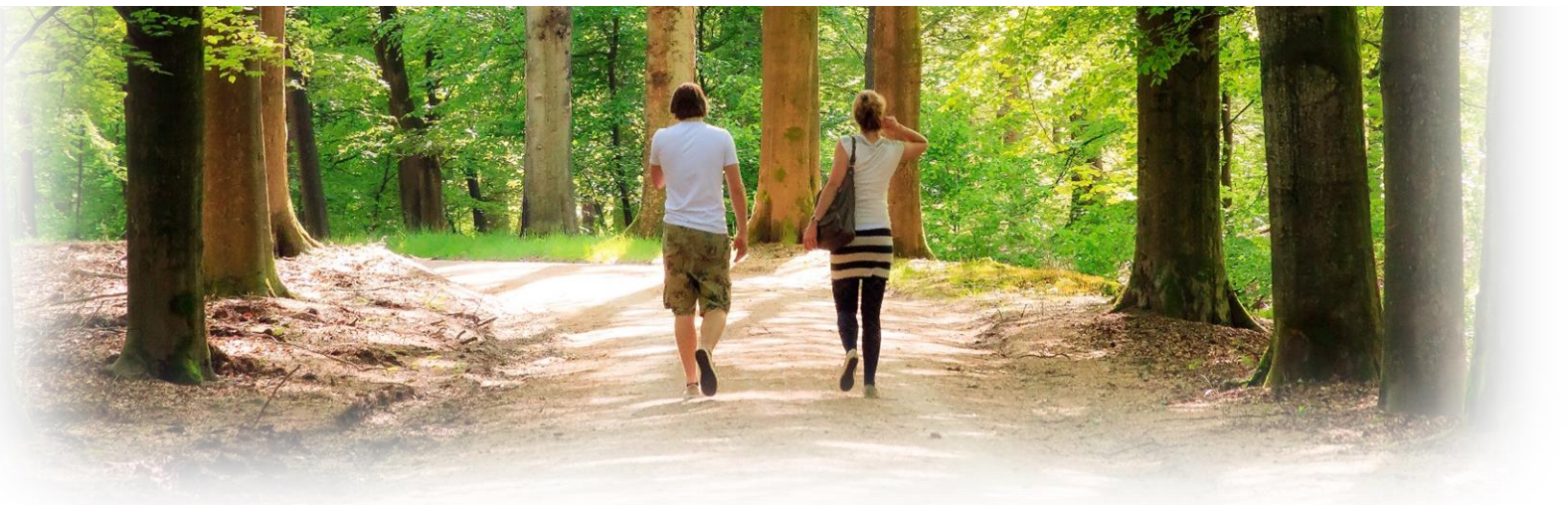




# **Lighting Your Path – Survivorship After Breast Cancer**

**A FREE Program for Breast Cancer Patients  
and Caregivers**



## **2018 Sponsorship and Exhibitor Opportunities**

**Sunday, May 6, 2018  
JW Marriott Orlando Grande Lakes  
Orlando, FL**

## Lighting Your Path – Survivorship After Breast Cancer 2018 Sponsorship and Exhibitor Opportunities

### About the Lighting Your Path – Survivorship After Breast Cancer Program:

If you have been diagnosed with breast cancer or someone you love has breast cancer, then you need to attend our unique, FREE support event, Lighting Your Path – Survivorship After Breast Cancer. Both breast cancer survivors and their caregivers/loved ones are encouraged to attend. Patients can learn ways to navigate recurrence and common stumbling blocks to achieving a full, rewarding life while living with breast cancer from nationally-recognized and local breast cancer experts. Caregivers can learn proven strategies for optimal support. There are also social opportunities during the event to create relationships with others in the Orlando area facing breast cancer, expanding your support network. Exhibits will also be available with products to help your breast cancer journey and giveaways for attendees!

### Target Audience:

This program should be of significant interest to breast cancer and breast disease patients, their caregivers, high-risk patients, and people who want to better support loved ones and friends with breast cancer. We will be heavily promoting this in consumer media channels in Orlando and surrounding areas in Florida. We are anticipating 200-300 attendees.

### Why You Should Support this Program:

If you are already looking to attend the 2018 American Society of Breast Surgeons Annual Meeting in Orlando, then this is a great opportunity for your organization to reach two channels (breast surgeons and patients) in one convenient location!

This is also a great opportunity for companies with a local presence to give back to members of their community, helping breast cancer patients in need. In addition, we will help promote the news of your goodwill to the greater Orlando, FL area and nationally, which may encourage brand loyalty and drive new customers to your business.

The program, Lighting Your Path – Survivorship After Breast Cancer, is being hosted by the American Society of Breast Surgeons (ASBrS Foundation) Foundation. The ASBrS Foundation Foundation is a 501(c)3 charitable organization founded in 2005 to improve the standard of care for breast disease. Since that time the Foundation has continued to evolve and focus on advancing breast care to all populations and enhancing the patient experience. Learn more about the Foundation at <http://www.breastsurgeonsfoundation.org/>.

If you have any questions about the program or support opportunities in this document, please contact Ryan Cliche at [rcliche@breastsurgeonsfoundation.org](mailto:rcliche@breastsurgeonsfoundation.org) or call 202-557-8599.

### Sponsorship Opportunities:

#### **Caregiver Sponsor - \$4,500 (or \$3,000 for current Foundation Supporters) – only five available**

Includes: 6-foot exhibitor table with chairs, admission for up to four additional company staff, prominent listing on all promotional materials and messaging and onsite signage (except lunch signage if a Lunch Symposium Sponsor is secured), 50-word description with logo and link on the program website, 15 minute speaking opportunity, recognition and special thank you during the program introduction, 4 social media posts on twitter and facebook by the American Society of Breast Surgeons Foundation, and an attendee list.

#### **Lunch Symposium Sponsor - \$3,000 (or \$2,000 for current Foundation Supporters; does not include cost of food and beverage which will be billed to the sponsor at cost) – only one available**

Includes: 6-foot exhibitor table with chairs, prominent listing on all promotional materials and messaging and onsite signage, exclusive 30 minute speaking opportunity during the lunch symposium, opportunity to provide print promotional materials at the start of the symposium, and an attendee list

#### **Networking Break Sponsor - \$500 (does not include cost of food and beverage which will be billed to the sponsor at cost) – only two available**

Includes: exclusive onsite signage during the Networking Break

#### **Event Bag Sponsor - \$1,500 – only one available**

Includes: 6-foot exhibitor table with chairs, logo prominently printed on the event bag

#### **General Donations – Various**



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Companies and individuals are also welcome to make donations to support this program or subsidize travel expenses for breast cancer survivor attendees.

### Exhibitor Opportunities:

**Cost: \$500 before March 9, 2018; \$750 after March 9, 2018**

Includes: 6-foot exhibitor table with two chairs, admission for two company staff, a 50-word description and company name on the program website, attendee list, and prominent recognition in program promotion. These are available on a first come, first served basis, and no more than 15 exhibit tables will be sold.

ASBrS Foundation Member Breast Surgeons interested in exhibiting to promote their practice should contact Ryan Cliche at [rcliche@breastsurgeonsfoundation.org](mailto:rcliche@breastsurgeonsfoundation.org) or 202-557-8599 to reserve their table.

### Sponsorship and Exhibit Table Order Form:

Please complete the Sponsorship and Exhibit Table Order Form online on the event's webpage at [www.breastsurgeonsfoundation.org](http://www.breastsurgeonsfoundation.org). The order form allows you to put in your application to sponsor and/or exhibit at Lighting Your Path. At the end of the form, you will be prompted to submit payment for processing.

### Social Media:

We love to connect and share! Please add us to your social streams, and whenever you mention the Lighting Your Path event, please use #LYP2018.

### Exhibitor Rules and Responsibilities:

#### **Introduction and Objectives**

The purpose of our policies and procedures for exhibits is to provide a professional and educational environment, in which the exhibitor can demonstrate, and the attendees can view products and services of interest. Our policies and procedures, along with the application for exhibit space, are an integral and binding part of your contract with the American Society of Breast Surgeons Foundation (ASBrS Foundation) and have been designed to be implemented in a fair, effective, and equitable manner. Once your application is approved by the ASBrS Foundation, your company, and its representatives, agrees to follow all exhibitor guidelines and regulations outlined in this document.

#### **Exhibit Eligibility**

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 Foundation. Applications deemed ineligible will be returned with a full refund. Eligibility and/or approval of an application to exhibit does not indicate an endorsement of a product or service by ASBrS Foundation, and any indication of such by an exhibitor will constitute removal from the exhibit hall. Distribution of any printed materials, showing of equipment, and product presentations to ASBrS Foundation registrants or guests by exhibitors other than in the exhibitors' assigned exhibit space during the official dates of Lighting Your Path is prohibited.

#### **Annual Meeting Headquarters Hotel**

JW Marriott Grande Lakes  
4040 Central Florida Parkway  
Orlando, FL 32837

The sessions and exhibit space are located in Palazzo FGH.

#### **Acceptance of Exhibits**

The exhibit application is subject to the approval of the management of The ASBrS Foundation. The Foundation reserves



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the right to refuse applications for exhibits or parts of exhibits not meeting standards required or expected for the Lighting Your Path event and/or for products or services unrelated to the purpose of the event. All booth activities and content must be professional and educational. The exhibit hall atmosphere must at all times be congruent with the mission of The American Society of Breast Surgeons Foundation.

### Exhibit Space Assignments

Exhibit space will be assigned on a first come, first served basis. Current Foundation Supporters in good standing will have the first opportunity to select their exhibit space. To be included in the initial booth assignment, **we must receive your application and full payment no later than March 9, 2018.**

### Payment

**Full payment must accompany the exhibitor application/contract or the application will not be processed.**

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm and is accepted by The American Society of Breast Surgeons Foundation with the signature of an authorized Society representative.

### Exhibit Booth Cancellation Policy

The American Society of Breast Surgeons Foundation will retain the following fees from booth deposits if a company cancels: 50% of booth cost on or before **March 9, 2018**; 100% after **March 9, 2018**. The retained rental fee shall be liquidated damages for the direct and indirect costs incurred by management for organizing, setting up, and providing space for exhibitor, and losses and additional expenses caused by exhibitor's withdrawal including reselling the space. **Cancellations are required in writing.**

### Exhibit Booth Set-up and Specifications

Each 10x10 booth comes with an 6' table. The Exhibit area is carpeted; however your booth does not come with furniture. Management approval is required for all booths with structures over 8'. Please exercise good judgment in the design and planning of your exhibit space and demonstrate consideration for other exhibiting companies who will be occupying adjacent space. The Foundation follows the IAEE's display rules and regulations to create consistent and fair exhibiting standards for our events. Please contact the Society if you have questions or concerns regarding special booth design and/or construction.

All exhibitors must adhere to the following policies:

- Exhibits must not obstruct the view or in any way interfere with neighboring exhibits or impede movement of attendees. **ALL EXHIBITS OVER 8' MUST SUBMIT DIAGRAM FOR APPROVAL AND MAY BE SUBJECT TO ADDITIONAL FEES.**
- Exhibitors must keep their booth space litter-free and following installation all cartons, crates and packing materials must be removed from the floor.
- Excessive audio/visual devices, sound effects and offensive displays or odors are prohibited.
- Unauthorized demonstration of a company's product or the distribution of advertising or printed material by a non-registered exhibitor is prohibited.
- Canvassing of attendees and meeting registrants in any part of the physical space utilized by the Foundation is prohibited.
- Affixing The American Society of Breast Surgeons Foundation name or logo to, incorporating them in, or otherwise making them a part of any exhibitor distributed materials without prior written approval from the Foundation is prohibited.
- The playing or performing of copyrighted recorded or live music during the published event hours is prohibited.
- The distribution of alcoholic beverages in the exhibit booths is prohibited.
- Games or contests of chance are prohibited (see Giveaways for more information).



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All booth activities and queuing must be contained in the exhibitor's booth.

Exhibitors not adhering to the above policies are subject to expulsion from the meeting without recourse and are not entitled to any refund of fees.

### **Exhibit Set-Up and Take-Down Hours**

#### ***Set-Up/Exhibitor Check In:***

Sunday, May 6: 8:00 am – 12:00 pm (if earlier set-up is required, please direct your request to Ryan Cliche at [rcliche@breastsurgeonsfoundation.org](mailto:rcliche@breastsurgeonsfoundation.org))

All exhibits must be set-up by 12:00 pm, and exhibitors must check in onsite at Palazzo FGH by that time or earlier to pick up their badges.

#### ***Take-Down:***

Sunday, May 6: 6:00 pm-10:00 pm

The Foundation is not responsible for any material left by the exhibiting company.

### **Failure to occupy space**

Any space not occupied by Sunday, May 6, at 12:00 pm will be forfeited by the exhibitor, and this space may be reassigned or used by The American Society of Breast Surgeons Foundation without refund, unless arrangements for delayed occupancy has received prior approval by the Foundation.

### **Exhibit Hours (hours are subject to change):**

Please note hours are subject to change. Exhibitors are allowed to enter the Exhibit Hall 1 hour prior to its opening. 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 **Sunday, May 6 at 6:00 pm**.

Exhibit Hour/Lunch Talk: 12:00 pm-1:00 pm

Networking Break: 3:00 pm-3:30 pm

Reception in Exhibit Area: 5:00 pm-6:00 pm

### **Giveaways**

Pharmaceutical and biotech companies are expected to comply with PhRMA exhibit guidelines. Manufacturers of medical devices and makers of medical equipment, software, supplies, technology, etc. are expected to comply with AdvaMed exhibit guidelines. All premiums and giveaways must be approved by The American Society of Breast Surgeons Foundation in advance. Any exhibitors found distributing materials that have not been approved will be required to cease distribution immediately. The American Society of Breast Surgeons Foundation will not accept on-site requests for giveaway approvals.

### **Exhibit Personnel and Badges**

Anyone working in your booth is required to have an official badge from the Foundation. **Please submit full names of booth personnel to [info@breastsurgeonsfoundation.org](mailto:info@breastsurgeonsfoundation.org) by no later than April 12, 2018.**

### **On-Site Representative**

An on-site representative is required for your company. The on-site representative is responsible for the pickup and distribution of badges and materials to company members and will also have the opportunity to address changes, cancellations, etc., with the Foundation staff at the registration desk.

### **Exhibitors Admission to the General Session and Social Events**

All exhibitors and attendees are invited to attend the included events.



# Lighting Your Path – Survivorship After Breast Cancer

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### **General Session**

An exhibitor with an official exhibitor badge may sit in on the general sessions, space permitting. However, we ask that exhibitors remain in the rear of the room to ensure that our registrants have priority seating. Please note that exhibitors are not given access to any of the presentations following the meeting.

### **Exhibitor Sponsored Private Functions**

The Foundation allows exhibitor-sponsored private functions only at specific times and may not take place during official Foundation events.

### **Support Opportunities and Satellite 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 Society's meeting department.

### **Exhibitor Housing**

**Exhibitor housing will open in January 2018 via the ASBrS Annual Meeting, occurring immediately before the Foundation's Lighting Your Path event.** See the ASBrS Annual Meeting exhibitor information for further details.

### **Security**

The American Society of Breast Surgeons Foundation will provide overall security guard service for the duration of the meeting but it is the sole responsibility of each exhibitor to secure the exhibit, 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.

### **Regulations**

Compliance with the Americans with Disabilities Act is the responsibility of each exhibitor. All exhibits must conform to the fire laws, health regulations, electrical codes, Fire Department Codes and other local ordinances. Use or storage of flammable liquids, gasses or solids is forbidden. All cylinders containing oxygen or medical gas must be secured and 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 Foundation and must conform to all regulations and safety codes of the hotel. 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 Foundation.

### **Emergencies, Strikes, Embargoes, other Occurrences beyond the Foundation's Control**

The American Society of Breast Surgeons Foundation 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 Foundation, unfit for occupancy, or are substantially interfered with any cause or causes not reasonably within control of the Foundation, the exhibitor agreement and regulations may be terminated by the Foundation.

The exhibitor shall not be liable to The American Society of Breast Surgeons Foundation indemnities for any loss or damage resulting from the perils of fire, lighting, windstorm, cyclone, tornado, hail, riot attending a strike, terrorism, disease outbreak, civil commotion, smoke, motor vehicle damage, or aircraft damage. The exhibitor may not hold The American Society of Breast Surgeons Foundation 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 Foundation management. These regulations may be amended at any time by Foundation management, and upon publication all amendments shall be equally binding on all parties affected by them.

Additional information about the event, including a Preliminary Program, will be posted on the Foundation's website, [www.breastsurgeonsfoundation.org](http://www.breastsurgeonsfoundation.org). Any updates or modifications to the program and exhibitor information will be posted as necessary.



## Lighting Your Path – Survivorship After Breast Cancer 2018 Sponsorship and Exhibitor Opportunities

### **Foundation Contact**

Ryan Cliche

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