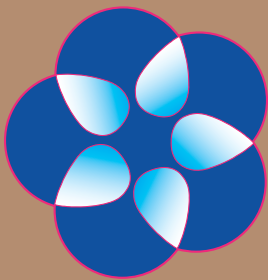


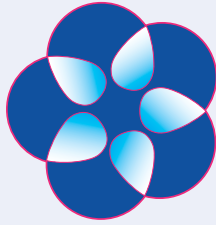
American Society of Breast Disease

Advancing Multidisciplinary Breast Care

Bridging the Gap with a Pink Ribbon



Sponsorship
Opportunities



American Society of Breast Disease

Advancing Multidisciplinary Breast Care

Bridging the Gap with a Pink Ribbon

Who IS the American Society of Breast Disease and What DO We Do?

The American Society of Breast Disease is on a mission to improve the quality of breast healthcare in the United States and around the world. We are a non-profit professional medical society whose multidisciplinary members are committed to a profound level of collaboration, in which all members participate and combine their knowledge, experience and expertise to provide optimal patient care.

Where Can You Find Us?

With approximately 950 members worldwide, we offer and co-sponsor multidisciplinary educational programs held both in the United States and abroad.

How Do We Do It?

By hosting renowned annual educational programs, including our unique School of Oncoplastic Surgery and our flagship Annual Symposium, a contemporary scientific program focused on cutting edge issues in breast cancer care and treatment. By developing new programs using vehicles such as webinars and online tumor board discussions. By sponsoring workshops with distribution of enduring materials. By creating research-related consensus groups comprised of world renowned leaders whose goal is the publication of journal articles regarding improved patient care and optimizing patient outcomes. These are just some of the ways in which the ASBD keeps our members and others on the cutting edge of breast healthcare.

10 Great Reasons Why You Should Become an ASBD Sponsor/Exhibitor

The ASBD has developed the following benefits to insure that our vendors maximize their exposure at our meetings:

- 1 Our programs are both taught and attended by the world's leading breast specialists spanning disciplines such as Diagnostic Radiology, Radiation Oncology, Medical Oncology, Surgery and Pathology.
- 2 Networking Opportunities within the Exhibit Hall.
- 3 Meet the Faculty Receptions.
- 4 Interactive Round Tables at breakfast and lunch.
- 5 Morning & afternoon refreshment breaks.
- 6 Relationship building opportunities throughout the conference.
- 7 Special Events & Educational Sessions.
- 8 Four complimentary conference registrations provided for each six-foot exhibitor table space purchased, including admission to all workshops, general sessions & conference meal functions.
- 9 Corporate Logo exposure on signage throughout the meetings.
- 10 All contributions are tax deductible per IRS Publication 557.

Please
Become a Sponsor

and show your support for the American Society of Breast Disease



Stephen Feig, MD, FACP
President



Gail S. Lebovic, MA, MD, FACS
Immediate Past President



Jean Lynn, MPH, RN, OCN
President Elect



Sandhya Pruthi, MD
Secretary Treasurer



BREAST CANCER is never far from home. Most of us have been touched by this all too common disease – a family member, someone we know and love or often a colleague at work. With over 200,000 new cases of breast cancer diagnosed in the United States each year, there is simply no escaping the reality of this disease. And it's clear that more work needs to be done on behalf of women all over the world faced with a diagnosis of breast cancer.

THANKFULLY, dramatic advances in breast healthcare have occurred over the past 30 years, and the American Society of Breast Disease (ASBD) has been an integral part of these changes. The ASBD is a unique and vitally important professional organization that consists of healthcare professionals spanning many different medical specialties. These individuals are joined together by a common thread – their commitment to sharing knowledge and experience with one another in order to optimize patient care.

LONG AGO, this interaction between various specialists became known as the multidisciplinary approach and it has become clear that integration of patient care leads to optimal patient outcomes. Ultimately, this “supercharged” knowledge bridging across multiple specialties leads to the implementation of important changes in the clinical setting. In addition, ideas are born for new areas of research. There is no doubt that the future of breast healthcare depends on advancing and promoting the multidisciplinary approach throughout the United States and around the globe. The efforts of the ASBD focus on exactly that – educating healthcare professionals and advancing the multidisciplinary approach amongst them.

IN APRIL of 2011 ASBD celebrated its 35th Anniversary Year – a testament to its success as an essential element for breast healthcare professionals. We urge and welcome you to join us in our mission. Your support will help us continue this critically important work, and will provide avenues for further improvements. We're here to help make a difference for everyone. Please help us – so that we can help you, your family and those you know and love.

ASBD Corporate Sponsorship Program

The ASBD recognizes that the support of our sponsors and exhibitors is critical to the success of our educational programs and to the organization. Each year, we strive to expand and improve our programs, but we need your help in order to make that a reality. We have created a corporate sponsorship program that offers a variety of high-profile sponsorship opportunities to increase collaboration between our organizations, to maximize your participation at our meetings and to provide promotional exposure throughout the year with ASBD members. This sponsorship program is your opportunity to become a prominent partner with the ASBD!

Contact Information

To discuss these sponsorship opportunities and how they may be customized to benefit your company, please contact:

Ms. Anita Bliss
anitab@asbd.org
972-804-2321

Mr. Don Kaiser
kaiser@drohanmgmt.com
703-234-4116

Ms. Lynn Hamilton
lynnh@asbd.org
214-532-8080

Platinum Sponsor | \$75,000

As a Platinum Sponsor you will receive the following benefits for the year:

- Complimentary ASBD Corporate Membership for one year
- Sponsorship Recognition at two ASBD Meetings per year
 - Choose from the School of Oncoplastic Surgery, Annual Symposium, online tumor boards, webinars, public awareness activities
- One complimentary exhibit table at two ASBD Meetings per year
- Prominent exposure of corporate logo on meeting signage and in meeting programs
- Recognition on the ASBD Website and in two annual issues of ASBD publications such as the *ASBD Advisor* or *E-Newsletter*
- Exclusive Sponsor of two ASBD Special Events
 - Including but not limited to Dinners, Gala Events, Faculty Receptions, Poster Receptions
- Main Sponsor of two Industry Luncheon Symposia
 - Includes private meeting space, AV package, luncheon F&B
- Private Space in Host Venue for use as a hospitality venue and staff room at two ASBD meetings per year
- Corporate logo placement/marketing messages on hotel keys at Host Hotel at two ASBD meetings per year
- An Advisory Board Package that includes up to four hours annual access to 5-20 physicians specializing in breast health to discuss insights and advice about new products or services your company offers
 - Includes private meeting space, AV package, luncheon F&B. Requires approval by the ASBD Board of Directors
- Two voting seats in the ASBD Corporate Partnership Committee for one year
- Exclusive Joint Press Releases twice per year
- Complimentary use of the ASBD mailing list twice per year
 - Mailing to be approved and coordinated with the ASBD

ASBD Corporate Sponsorship Program

Diamond Sponsor | \$50,000

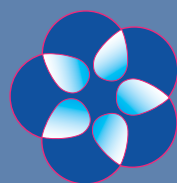
As a Diamond Sponsor you will receive the following benefits:

- Complimentary ASBD Corporate Membership for one year
- Sponsorship Recognition at two ASBD Meetings per year
 - Choose from the School of Oncoplastic Surgery, Annual Symposium, online tumor boards, webinars, public awareness activities
- One complimentary exhibit table at two ASBD Meetings per year
- Prominent exposure of corporate logo on meeting signage and in meeting programs
- Recognition on the ASBD Website and in two annual issues of ASBD publications such as the ASBD Advisor or E-Newsletter
- Exclusive sponsorship of one ASBD Special Event
 - Including but not limited to a Dinner, Gala Event, Faculty Reception, Poster Reception
- Main Sponsor of one Industry Luncheon Symposia
 - Includes private meeting space, AV package, luncheon F&B
- Private Space in Host Venue for use as a hospitality venue and staff room at two ASBD meetings per year
- One voting seat on the ASBD Corporate Partnership Committee for one year
- One exclusive Joint Press Release per year
- Complimentary use of the ASBD mailing list once per year
 - Mailing to be approved and coordinated with the ASBD

Gold Sponsor | \$25,000

As a Gold Sponsor you will receive the following benefits:

- Complimentary ASBD Corporate Membership for one year.
- Sponsorship Recognition at two ASBD Meetings per year
 - Choose from the School of Oncoplastic Surgery, Annual Symposium, online tumor boards, webinars, public awareness activities
- One complimentary exhibit table at two ASBD Meetings per year
- Prominent exposure of corporate logo through signage, podium recognition, and in Meeting Programs
- Recognition on the ASBD Website, ASBD E-Newsletter and other ASBD publications and communications
- Exclusive sponsorship of one ASBD Special Event
 - Including but not limited to a Breakfast, Luncheon, Dinner, Gala Event, Faculty Reception, Poster Reception
- Main Sponsor of one Industry Luncheon Symposia
 - Includes private meeting space, AV package, luncheon F&B



For More
Information Visit

www.asbd.org

ASBD Corporate Sponsorship Program



Silver Sponsor | \$10,000

As a Silver Sponsor you will receive the following benefits:

- Complimentary ASBD Corporate Membership for one year
- Sponsorship Recognition at one ASBD Meeting per year
 - Choose from the School of Oncoplastic Surgery, Annual Symposium, online tumor boards, webinars, public awareness activities
- One complimentary exhibit table at one ASBD Meeting per year
- Prominent exposure of corporate logo through signage, podium recognition and in Meeting Program
- Recognition on the ASBD Website, ASBD *E-Newsletter* and other ASBD publications and communications
- Exclusive sponsorship of one ASBD Special Event
 - Including but not limited to a Breakfast, Luncheon, Dinner, Gala Event, Faculty Reception, Poster Reception

Exhibit Space | \$3,000 *per meeting*

Choose to have a presence at the School of Oncoplastic Surgery or the Annual Symposium. (*Space includes one six foot draped exhibit table, two chairs and wastebasket*). In addition, exhibitors will receive corporate logo exposure at their chosen meeting, as well as access to meeting attendees during all meeting meals and breaks held in the Exhibit Hall.

Private Donations | \$500 *and above*

For each \$500 donation, donors receive one FREE registration to the Society's Annual Symposium and Gala Event. Recognition will also be posted on the ASBD website and in the ASBD *E-Newsletter* for one year. Gifts of tangible items for raffles and auctions are always needed and welcomed.

Please mail all donations to:

American Society of Breast Disease
PO Box 140186
Dallas, TX 75214

ASBD Educational Seminars

School of Oncoplastic Surgery December 8-11, 2011

This unique surgical training program offers surgeons from all across the United States and across the globe the opportunity to learn cutting edge oncoplastic surgical techniques from internationally renowned specialists – the true pioneers in the field of Oncoplastic Surgery. This three and one-half day program includes extensive learning materials, one-on-one interaction with the faculty, a top quality lecture program, hands-on workshops, clinical evaluation of patients with live model demonstrations and surgical demonstration in the cadaver laboratory to practice skills and techniques.

Additional Details are Available Online

Please visit www.asbd.org

- Select Education in the Top Navigation Bar
- Then Click on Either
School of Oncoplastic Surgery
OR
Annual Symposium

Annual Symposium | April 12-14, 2012

The Annual Symposium is the flagship educational program of the Society. Both taught and attended by the worlds' leading breast specialists, this three-day scientific program will cover a spectrum of contemporary issues, all focused on breast cancer care with special attention to: disease prevention; risk assessment; screening; diagnosis; treatment; and quality of life.

This year's expanded program includes the following:

General Meeting Sessions

Will cover an extensive list of topics spanning each of the disciplines involved in breast healthcare including:

- Biology of Breast Cancer
- Emerging Technologies in Screening and Early Diagnosis in Screening Mammography, Whole Breast U/S, Digital Tomosynthesis, PET, CT & MRI
- Local Disease and Early Therapy
- Global Perspective on Breast Healthcare and Cancer
- Developing Multidisciplinary Teams
- Review of the Best Papers of 2011 in Prevention, Psycho-oncology, Surgery, Medical Oncology, Radiation Oncology
- Management of Metastatic Disease
- Talking with Patients, Avoiding Malpractice Claims, Avoiding Burnout
- Emerging Approaches to Therapy – in Surgery, Medical Oncology, Radiation Therapy
- Case Presentations, Tumor Boards and Panel Discussions
- Poster Presentations and Viewing
- The Breast Journal Awards

Workshops

- College of American Pathology
- High Risk Assessment and Management

Corporate Partnership Committee (CPC)

The CPC will meet twice each year in conjunction with the ASBD School of Oncoplastic Surgery and the Annual Symposium. Representatives will be provided an update of all the pertinent ASBD activities, introduced to any new philanthropic programs for which the ASBD is seeking support and asked to provide input and advice on how to market and showcase ASBD services.

Committee Membership Privileges

- A “seat at the table” and therefore the ability to participate in a formal dialogue and to actively shape the effectiveness of the ASBD and its programs
- Attendance at the formal bi-annual CPC meetings
- Formal exchange with the ASBD leadership through the CPC and also individually
- First insights into ASBD’s strategies and plans and the ability to comment and help formulate them
- Advance notice and priority consideration by ASBD for collaborations on projects and activities, including ASBD congresses

The Corporate Partnership Committee (CPC) was created to assist the ASBD in achieving its mission to advance the multidisciplinary team approach to breast healthcare, this Committee shall exchange views and hold discussions with the ASBD Executive Committee and other appropriate ASBD Board of Directors, Standing and Ad Hoc Committees, on matters including, but not limited to:

- Current trends and future issues in breast cancer and breast health, across related specialties
- Awareness about the role and importance of breast health care among all relevant audiences
- Relationships and possible collaborations with other breast cancer and breast cancer-related organizations (*physicians and non-physicians*) and entities
 - Including existing or new programs and activities
- Attracting new talent to the breast healthcare community
- Effectiveness and efficiency of the Society and its activities
- Marketing of ASBD and ASBD programs and activities
- Recruitment of new members and retention of existing ASBD members
- Development of new programs and activities
 - e.g. educational programs, publications, etc.
- Long-term funding models for ASBD
- Mobilization of corporate resources
- Image of the breast healthcare community and ASBD
- General direction (*locations and overall content*) of ASBD conferences, publications, outreach and other programs

5th ANNUAL SCHOOL
OF ONCOPLASTIC SURGERY



DECEMBER 8–11, 2011
FOUR SEASONS RESORT | DALLAS, TX

ASBD School of Oncoplastic Surgery Sponsor & Exhibit Application

Company Information

COMPANY NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

FAX _____

WEBSITE _____

Contact Information

NAME (for Exhibits) _____

PHONE _____

CELL PHONE _____

FAX _____

E-MAIL _____

ON-SITE CONTACT NAME _____

CELL PHONE _____

Please Indicate Sponsor Level Below

<input type="checkbox"/>	Platinum	\$ 75,000
<input type="checkbox"/>	Diamond	\$ 50,000
<input type="checkbox"/>	Gold	\$ 25,000
<input type="checkbox"/>	Silver	\$ 10,000
<input type="checkbox"/>	Exhibit Space	\$ 3,000*
<input type="checkbox"/>	Private Donations	\$ 500 +

Total Amount Due \$

* Cost Per Meeting

Exhibit Space Requirements

Space will be allocated on a first come, first served basis. Please submit this application early in order to secure the space you prefer. Indicate your top three choices below as well as exhibitors that you would like to avoid being next to. Please [click here](#) to view floor plan and hotel contract.

Booth Location Preferences:

Please do not locate us next to these exhibitors:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Payment Information

Enclosed is my check, payable to **ASBD** (Remittance accepted only in US currency)

Amount Enclosed: _____ Check Number: _____

Please charge payment to: VISA Mastercard American Express

Amount of charge: _____

CARD NO. _____

EXP. DATE _____

SIGNATURE _____

Cancellation Policy

If a company cancels their Exhibit Space 81 days or more from the event there is a cancellation fee of \$250. If cancelled between 80 to 50 days prior to the event there is a 50% penalty and if cancelled within 50 days of the event there is no refund.

Agreement

SIGNATURE _____

DATE _____

PRINT NAME _____

**Please send your payment
along with this form to:**

Ms. Chris Brockles
American Society of Breast Disease
6215 Berwyn Lane
Dallas, TX 75214

NOTE: Payment in full is due with application
ASBD Taxpayer ID # 58-1439418

**If there is a need to cancel
your Exhibit Space, please
do so in writing to:**

Anita Bliss
anitab@asbd.org

36TH ANNIVERSARY OF THE ANNUAL SYMPOSIUM

APRIL 12-14, 2012
FOUR SEASONS RESORT | DALLAS, TX



ASBD 36th Annual Symposium Sponsor & Exhibit Application

Company Information

COMPANY NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

FAX _____

WEBSITE _____

Contact Information

NAME (for Exhibits) _____

PHONE _____

CELL PHONE _____

FAX _____

E-MAIL _____

ON-SITE CONTACT NAME _____

CELL PHONE _____

Please Indicate Sponsor Level Below

<input type="checkbox"/>	Platinum	\$ 75,000
<input type="checkbox"/>	Diamond	\$ 50,000
<input type="checkbox"/>	Gold	\$ 25,000
<input type="checkbox"/>	Silver	\$ 10,000
<input type="checkbox"/>	Exhibit Space	\$ 3,000*
<input type="checkbox"/>	Private Donations	\$ 500 +

Total Amount Due \$

* Cost Per Meeting

Exhibit Space Requirements

Space will be allocated on a first come, first served basis. Please submit this application early in order to secure the space you prefer. Indicate your top three choices below as well as exhibitors that you would like to avoid being next to. Please [click here](#) to view floor plan and hotel contract.

Booth Location Preferences:

Please do not locate us next to these exhibitors:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Payment Information

Enclosed is my check, payable to **ASBD** (Remittance accepted only in US currency)

Amount Enclosed: _____ Check Number: _____

Please charge payment to: VISA Mastercard American Express

Amount of charge: _____

CARD NO. _____

EXP. DATE _____

SIGNATURE _____

Cancellation Policy

If a company cancels their Exhibit Space 81 days or more from the event there is a cancellation fee of \$250. If cancelled between 80 to 50 days prior to the event there is a 50% penalty and if cancelled within 50 days of the event there is no refund.

Agreement

SIGNATURE _____

DATE _____

PRINT NAME _____

Please send your payment along with this form to:

Ms. Chris Brockles
American Society of Breast Disease
6215 Berwyn Lane
Dallas, TX 75214

NOTE: Payment in full is due with application
ASBD Taxpayer ID # 58-1439418

If there is a need to cancel your Exhibit Space, please do so in writing to:

Anita Bliss
anitab@asbd.org