



Yerevan Breast Meeting

SPONSORSHIP
AND
EXHIBITION
PROSPECTUS



29 September – 1 October
Armenia Marriott Hotel, Yerevan
www.yerevanbreastmeeting.com



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It is our great pleasure to invite you to participate in the Yerevan Breast Meeting (YBM 2022) to be held in Armenia Marriott Hotel, Yerevan on September 29th - October 1st, 2022.

Over 200 leading consultant specialist plastic surgeons, breast surgeons, general surgeons, oncologists and other participants are expected to attend the YBM 2022. There is scope for live surgeries and master-classes to precede and follow the core Congress.

YBM 2022 is designed to facilitate extensive networking with para-Meeting workshops, three days of Congress, a Welcome Reception and Gala Dinner.

Industry participation will be an integral part of the YBM 2022. The exhibition hall, with daily catering services, will host the Welcome Reception to maximize your interaction with delegates and key opinion leaders. The exhibition hall will feature leading companies that provide products and services to the specialty of plastic and reconstructive surgery, general surgery, breast surgery and oncology and related allied health professionals and practice managers.

The YBM 2022 presents your business with the unique opportunity and exposure to a highly-targeted audience. There are a number of sponsorship and exhibition packages available. Sponsorship packages are tailored to appeal to a wide variety of marketing objectives.

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Sponsorship of the YBM 2022 will yield the following benefits:

- Exposure to a valuable audience before, during and after the Meeting
- An innovative way to showcase your company
- Opportunities to raise your company's profile with your target audience
- Inclusion in the integrated Meeting's marketing campaign
- Excellent networking opportunities
- Maintenance of relationships with existing customers
- The opportunity to ignite the interest of prospective customers
- Demonstration of your support and commitment for the field and the network

Demand is expected to be strong and early application will ensure your organization will feature extensively in all marketing campaigns and give you priority in your booking.

We look forward to welcoming back our loyal partners and friends at the YBM 2022. We thank you for your consideration. We are always looking to provide maximum value to our sponsors and exhibitors and are always happy to discuss any specific or novel ways that your organization, and our society members, can interact for the mutual benefit of both parties.

Dr. Anna Sargsyan,
Chairwoman of YBM 2022



HOST CITY AND VENUE

Armenia Marriott Hotel, Yerevan

The congress will be held in Yerevan, one of the oldest cities in the world, built in 782 BC.

This romantic city of pink tufa with a majestic view of the biblical Mount Ararat will leave no one indifferent.

In addition to historical and contemporary masterpieces, authentic cuisine, music and wine festivals, Yerevan and Armenia are famous for their wine traditions. Did you know that Armenia produces one of the best brandies in the world, awarded with the most prestigious international awards?

We purposely chose autumn to hold the congress, because it is autumn when pomegranates, apricots, peaches and other fruits of our highland ripen and soak up all the sweetness of the sun.

The venue of the Meeting is Armenia Marriott Hotel Yerevan, a charming place at the heart of the city which is famous for its modern installations, sunny and spacious rooms, great exhibition rooms etc.



DELEGATE PROFILE

As the YBM 2022 is dedicated to Breast Aesthetic and Reconstructive Plastic Surgery we expect to see specialist from the following fields:

- Specialist Plastic Surgery
- Aesthetic Plastic surgery
- Breast surgery
- Cancer surgery
- General surgery
- Oncology



YBM 2022 PROGRAM

The YBM 2022 Organizing Committee is busy creating a comprehensive program to engage and inform delegates throughout the Meeting.

The main topics of the 2022 will be Reconstructive and Aesthetic Surgery of the breast.

Abstract submissions will be accepted Till September 15th, 2022. For the latest program and speaker updates, please visit www.yerevanbreastmeeting.com

Thursday 29 September

Friday 30 September

Saturday 1 October

- Opening Session
- Plenary Sessions
- Free Paper Presentations
- Exhibition
- Welcome Reception

- Plenary Sessions
- Sponsors Breakfast Sessions
- Free Paper Presentations
- Practice Managers Workshop
- Exhibition
- Gala Dinner

- Plenary Sessions
- Live Surgery
- Motivational session for young surgeons (Sponsored)
- Exhibition
- Excursion



SOCIAL PROGRAM

Networking is a key part of the Meeting and to complement the educational program, an equally outstanding social program has been developed which allows plenty of opportunities to connect with old and new colleagues.

EXHIBITION OPENING HOURS*

Thursday 29 September 2022

08:00 – 19:30

Friday 30 September 2022

08:30 – 15:30

Saturday 1 October 2022

08:30 – 15:30

EXHIBITOR MOVE IN*

Friday 30 September 2022

08:30 – 15:30

EXHIBITOR MOVE OUT*

Saturday 1 October 2022

08:30 – 15:30

Times are subject to change.



WHY BE INVOLVED

YBM 2022 has formulated an exciting and innovative program. Supporting the Meeting through sponsoring and exhibiting will enable your organization to:

- Promote and market your company's products and services to over 200 specialists in this field including Specialist Plastic Surgeons, General Surgeons, Breast Surgeons and Oncologists, Plastic and General Surgical Trainees and Junior Doctors, Heads of Departments, Nurse Practitioners, Practice Directors and Practice Managers.
- Obtain high visibility at a premier event with extensive networking opportunities.
- Share your expertise with International Delegates.
- Prepare for the future by connecting with delegates and leaders in the field to increase your company's insight into future trends.

MARKETING REACH

An extensive marketing campaign will be used to promote the YBM 2022 and to ensure maximum exposure for your organisation throughout the world.



Online

A website dedicated to the Congress is now live and will be updated continuously in the lead up to the Congress providing all current information on the program, speakers, social program and a section dedicated to sponsors and exhibitors.



E-Marketing

Direct email broadcasts are distributed regularly in the lead up to the Congress. The email broadcasts include Congress updates such as call for abstract reminders, program announcements, registration opening, social program information, newly confirmed sponsors and exhibitors, and more.



Direct Email Broadcasts Social Media



Virtual Platform

YBM 2022 will offer a virtual solution to those participants who may not be able to attend the face to face Congress.

A selection of sessions from the Congress will be able to be viewed live or on demand through the virtual platform for registered delegates. Virtual delegates and those who attend the Congress live will have access to the platform for a 6 month period, extending the lifespan of the Congress well beyond 29 September – 1 October

As an added value for our sponsors and exhibitors who will be onsite meeting face to face with delegates, a virtual showcase will also be available on the platform to highlight your product or services to the virtual audience.

SPONSORSHIP OPPORTUNITIES

The diverse range of sponsorship packages have been created to give your organization the best return on investment.

You can benefit from significant brand exposure to a relevant and interested audience. As well as your company can select a sponsorship package that suits your marketing needs or contact us to tailor a package.

Exhibition booths will be allocated based on order of applications received.

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor

5000\$

As a Platinum Sponsor, your Company will be promoted for its support of the Meeting prior, during and post event.

This package not only provides a level of high exposure but comes with a wide range of entitlements including a premium location in the exhibition area and the opportunity to take part in the Congress Program.

EXHIBITION

REGISTRATION

- Five (5) exhibitor registrations including access to the exhibition area and daily catering
- Five (5) tickets to the Welcome Reception
- Five (5) tickets to the Gala Dinner

SOCIAL PROGRAM

- Each Platinum Sponsor will have the option to have a reserved table allocated in a prime position for their representatives and guests at the Gala Dinner. The Sponsor has the option to invite ticketed guests to be seated at their table or purchase additional tickets to make up a table of 10 for the event.

EDUCATION

Subject to Organizing Committee approval, opportunity to present a course or lecture, associated with the Congress Program, dependent on the academic merit of the presentation and availability of time in the Program.

This could take the form of a breakfast session or a workshop.

This breakfast session or workshop will be recorded and uploaded to the virtual platform for on-demand viewing by all delegates.

BRANDING AND PROMOTION

- Your company logo and URL hyperlinked on the official Congress website
- Your company logo and acknowledgement as Platinum Sponsor on all E-blasts sent during the Congress email marketing campaign
- A full page advertisement in the Congress Program Book participants will receive on arrival (artwork to be provided by the Sponsor, specifications to follow)
- Your company logo, contact details and acknowledgement as Platinum
- Sponsor in the Congress Program Book
- Recognition as Platinum Sponsor on sponsor acknowledgement signage
- Onsite at the Congress

VIRTUAL PLATFORM

As an added value for our sponsors and exhibitors who will be onsite meeting face to face with delegates, a virtual showcase will be available on the platform for the presentation of products or services to the virtual audience.

Your contact details will be provided so virtual participants can reach out to you for further information.

NETWORKING

A delegate list 6 weeks, 4 weeks and 2 weeks prior to the commencement of the Congress, and a final delegate list 2 weeks post Congress.



CONGRESS SOCIAL PROGRAM

Congress Welcome Reception

USD \$2500 inc GST

Exclusive Opportunity

Don't miss this opportunity to be the exclusive sponsor of the YBM 2022 Social Program! The Welcome Reception will be held on Thursday 30 September June 2022 and will be an opportunity for delegates to network and connect with colleagues old and new.

REGISTRATION

- Ten (10) tickets to the Welcome Reception
- Ten (10) tickets to the Gala Dinner

BRANDING AND PROMOTION

- Naming rights to the Meeting's Welcome Reception e.g. YBM 2022 (Company Name)
- Two (2) company banners displayed at entrance to Welcome Reception (sponsor to provide)
- Verbal acknowledgement by the MC
- Company logo and acknowledgement on menu
- Reserved table in premium location for company representatives and guests
- Opportunity to provide giveaways / gifts at Gala Dinner (sponsor to provide)
- Your company logo in the program beside the Welcome Reception and Gala Dinner
- Your company logo and URL hyperlinked on the official Congress website
- Your company logo, contact details and acknowledgement as Social Program Sponsor in the Congress Program Book
- Logo on sponsor acknowledgement slides before every session
- Recognition as Social Program Sponsor on sponsor acknowledgement signage onsite at the Congress
- Two (2) push notifications to be sent to participants during the Congress (word count and timing to be confirmed)

NETWORKING

- A delegate list 2 weeks prior to the commencement of the Congress, and a final delegate list 2 weeks post Congress*.

*Note: Delegate list to be in Excel format and include title, first name, last name, position, organisation, state and country only for those who provide approval under the Privacy Act.



CONGRESS EDUCATION

E-Poster Zone

USD \$1,000 inc GST

Exclusive opportunity

The scientific E-Poster Zone delivers leading research and findings and is a valued component of the education forum. The E-Poster Zone will be located in the Exhibition area for all to see as they network during the breaks and lunches.

BRANDING AND PROMOTION

- Naming rights to the E-Poster Zone e.g. YBM 2022 (Company Name) E-Poster Zone
- Company logo included on signage surrounding E-Poster Zone
- Opportunity to display one (1) piece of free standing signage in the E-Poster Zone area (sponsor to provide)
- Your company logo and URL hyperlinked on the official Congress website
- Recognition as E-Poster Zone sponsor on sponsor acknowledgement signage onsite
- Your company logo, contact details and acknowledgement as E-Poster Zone Sponsor in the YBM Program Book
- Logo on sponsor acknowledgement slides before every session
- Your company logo, contact details and acknowledgement as E-Poster Zone Sponsor in the Congress App

VIRTUAL PLATFORM

As an added value for our sponsors and exhibitors who will be onsite meeting face to face with delegates, a virtual showcase will be available on the platform for the presentation of products or services to the virtual audience. Your contact details will be provided so virtual participants can reach out to you for further information.



CONGRESS EDUCATION

Note Pad and Pen Sponsor

USD \$1,000 inc GST

Exclusive opportunity

BRANDING AND PROMOTION

- Company branded note pads and pens available for delegates at the registration and information desk (sponsor to provide)
- Your company logo and URL hyperlinked on the official Congress website
- Your company logo, contact details and acknowledgement as Note Pad and Pen Sponsor in the Congress Program Book
- Logo on sponsor acknowledgement slides before every session
- Your company logo, contact details and acknowledgement as Note Pad and Pen Sponsor in the Congress App
- Recognition as Note Pad and Pen Sponsor on sponsor acknowledgement signage onsite at the Congress

NETWORKING

A delegate list 2 weeks prior to the commencement of the Congress, and a final delegate list 2 weeks post Congress*



VIRTUAL PLATFORM

As an added value for our sponsors and exhibitors who will be onsite meeting face to face with delegates, a virtual showcase will be available on the platform for the presentation of products or services to the virtual audience.

• Your contact details will be provided so virtual participants can reach out to you for further information.



BOOKING DETAILS

Payment and deadlines to fully confirm your sponsorship package and/or exhibition space:

- 50% deposit is required upon booking or within 14 days after registration.
- The balance of payment is required by 30 August 2022

Cancellation

In the event of cancellation of sponsorship or exhibition booth space, please note that unless that particular area of sponsorship or exhibition is resold, the committee reserves the right to retain all monies received. If the balance of payment is not received by the due date, the allocated sponsorship or exhibition booth/s will be cancelled.

Any booth or sponsorship package cancelled after 30 August 2022 will not be refunded; thus 100% forfeited.

A full copy of the Terms and Conditions is on the website and is integral to the application form, it must be read and ticked as read prior to finalizing your application.

Make your booking

To secure your place at the Yerevan Breast Meeting 2022 simply visit www.yerevanbreastmeeting.com to book online.

For further information, please contact:

Mariam Gyurjyan

Sponsorship and Exhibition Sales Manager



**Yerevan
Breast
Meeting**

