



ASSOCIATION OF
BREAST SURGERY

ABS Conference 2027

ICC Wales
10 -11 May 2027

**Sponsorship
and Exhibition
Opportunities**

About ABS Conference

Following very successful events in recent years, the ABS is looking forward to welcoming its members and delegates to Newport on 10 - 11 May 2027 for the ABS Conference. The ABS Conference was attended by over 800 delegates in 2026 and we are looking forward to holding the Conference for the first time in Wales.

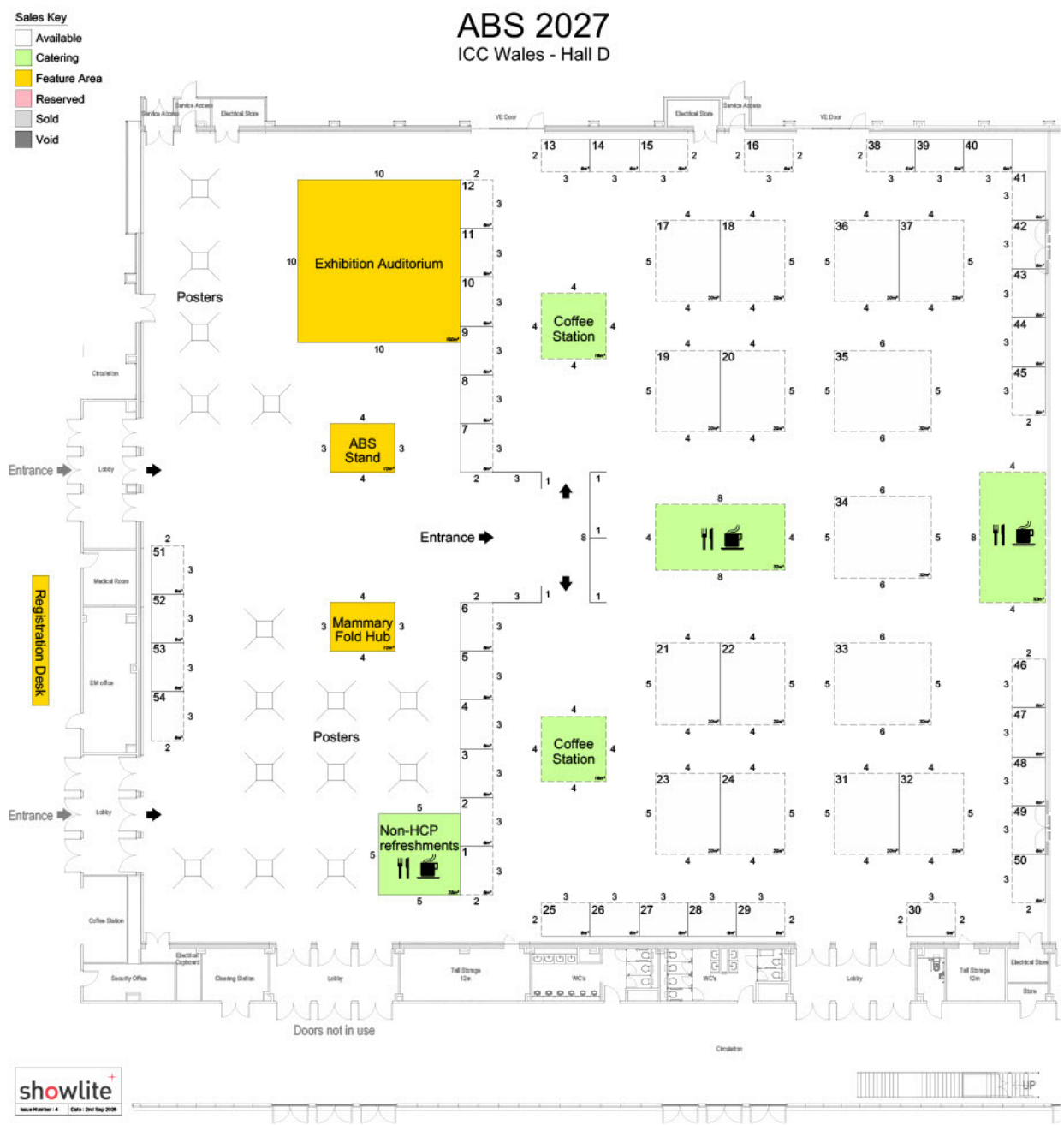
In 2027 the ABS Conference will be held at the ICC Wales. We again envisage there will be high levels of engagement from our members and delegates, with many attending the additional networking events such as the welcome drinks reception and the annual dinner.

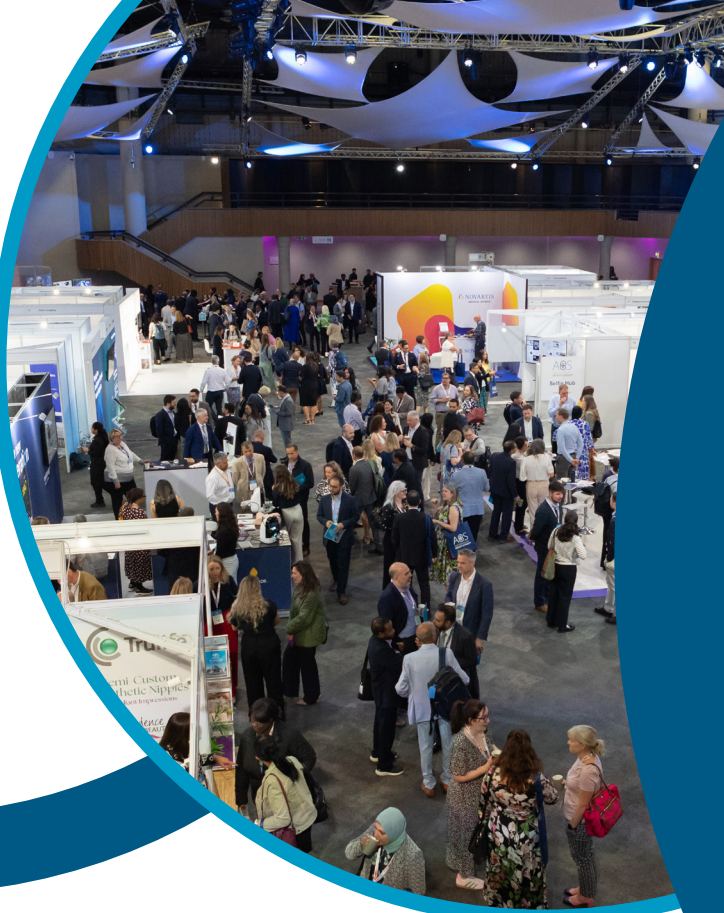
Why Exhibit?

In previous years the ABS Conference has been attended by between 800 and 1000 delegates. The ABS has over 2,000 members, mostly UK based, healthcare professionals, and we expect high levels of engagement from them again with this, our main event in the year.

Join us as a sponsor of the ABS Conference 2027, and showcase your products, technologies, and services directly to our highly engaged audience, made up of over 400 consultant and staff grade surgeons, over 150 surgeons in training and over 200 breast care nurses from across the globe, as well as oncologists, radiologists, allied health professionals, and other members of the breast care team. Sponsorship provides unparalleled brand exposure, networking opportunities, and the chance to align your company with cutting-edge education and clinical excellence in breast surgery.

2027 Floorplan





“

As an exhibitor, we value the opportunity to better understand their priorities, exchange perspectives, and foster lasting professional connections beyond the event.

- 2026 Exhibitor

”

Sponsorship packages 2027

Platinum package - £21,000 + VAT

- 6m x 5m space only stand with electricity provision
- Up to 12 staff in attendance per day (including non reps on the stand such as baristas)
- Acknowledgement with company logo as a main sponsor on the ABS Conference website and printed programme
- Company logo, name and stand number in the exhibitor's list in the printed programme
- Company logo and listing on the app and website
- Sponsorship of the conference app (logo on the footer slider)
- Single slide advert (in rotation) as part of the screen saver sequence in each of the auditoria throughout the event (may contain video elements)
- Entry (up to 400 words or A4 equivalent portrait image) in a pre-conference 'Meet the Exhibitors' email to be sent to all consented delegates
- Annual sponsorship package:
 - Up to 4 e-mails to ABS members
 - A3 Yearbook advert
 - One meeting per year with ABS representatives



Sponsorship packages 2027

Gold package - £10,500 + VAT

- 5m x 4m shell scheme or space only stand with electricity provision and lighting (if shell scheme)
- Up to 7 reps on the stand per day
- Trestle table and cloth if required
- Chair per rep if required
- Acknowledgment with company logo as a main sponsor on the ABS conference website and printed programme
- Company logo, name and stand number in the exhibitors' list in the printed programme
- Company logo and listing on the conference app and website
- Single slide advert (in rotation) as part of the screen saver sequence in each of the auditoria throughout the event
- Entry (up to 200 words or A5 equivalent landscape image) in a pre-conference 'Meet the Exhibitors' email to be sent to all consented delegates

“

Attending ABS is a fantastic opportunity to develop my networks, both clinical and with industry. Every year I come away with new ideas from the presentations and industry exhibits, and generally a visit or two arranged to try a new product for my unit!

- 2026 Delegate

”



Sponsorship packages 2027

Silver package - £4,200 + VAT

- 3m x 2m shell scheme stand with electricity provision and lighting (please note space only stands are not possible at this level)
- Up to 4 reps on the stand per day
- Trestle table and cloth if required
- Chair per rep if required
- Company logo, name and stand number in the exhibitors' list in the printed programme
- Company logo and listing on the conference app and website

Companies are encouraged to book early as this event has sold out in recent years.

The floorplan accommodates the following:

Platinum sponsorship: Up to 3 stands

Gold sponsorship: Up to 12 stands

Silver sponsorship: 35 stands

Other sponsorship opportunities

Sponsorship	Sponsorship Level	Price tbc
Sponsorship of Conference Water Bottles (logo along with ABS logo)	Platinum/ Gold	£5,000 + VAT
Sponsorship of Conference Lanyards (logo along with ABS logo)	Platinum/ Gold	£4,500 + VAT
Annual sponsorship package: • Up to 2 e-mails to ABS members • A4 Yearbook advert • Opportunity to discuss forthcoming projects with ABS' representatives	Gold	£3,500 + VAT
An additional 3 reps per day on a 5m x 4m stand	Gold	£1,300 + VAT
An additional 2 reps per day on a 3m x 4m stand	Silver	£850 + VAT
Annual Dinner Tickets	All	Available in due course. Price to be confirmed.

Sponsored Symposia

Platinum and Gold Sponsors may choose to run a sponsored symposium:

- 2 x breakfast sessions (45 minutes in Meeting Room 2) – £16,000 + VAT
- 2 x lunchtime sessions (60 minutes in Meeting Room 2) - £21,000 + VAT
- 1 x Monday late afternoon session (45 minutes in Meeting Room 2) - £16,000 + VAT
- Mini symposia (13 minutes in Exhibition Hall at a break) - £8,500 + VAT

Additional benefits will be provided to companies running sponsored symposia as follows:

	Breakfast/late afternoon Symposium	Lunchtime Symposium	Mini Symposium
Room specific catering	Yes - Outside Meeting Room 2	Yes - Outside Meeting Room 2	General catering in the exhibition area
Additional rep to support symposium	Yes	Yes	No
E-shot to delegates to promote session	Yes	Yes	Additional content in 'Meet the Exhibitors' email
Push notification on the ABS app to highlight session to delegates	Yes (2)	Yes (2)	Yes (1)

ABPI and Medtech compliance

The ABS is committed to providing exhibitors with the best possible experience during the ABS Conference. The event will be Medtech and ABPI compliant.

The exhibition area will be for healthcare professionals only, allowing companies to have promotional stands.

Sponsorship benefits such as slides in the auditoria, push notifications, contents on the app and in the printed programme, and delegate e-mails may not be limited to healthcare professionals. Companies should indicate if they are regulated by the ABPI or Medtech when booking and the ABS will look at how best the package can be tailored to fit any requirements.

Social and Networking Events

The ABS will be hosting a welcome reception on Sunday evening from 6pm to 8pm and its Annual Dinner on Monday evening.

Both events will be held at ICC Wales and exhibitors are welcome to attend them.

These events are important networking opportunities and the ABS asks that exhibiting companies do not organise their own events at these times.



Terms and Conditions

1. The Organisers of the event are the Association of Breast Surgery (at the Royal College of Surgeons, 38 – 43 Lincoln's Inn Fields, London WC2A 3PE) and their PCO, Profile Productions Ltd (Suite 213, Boundary House, Boston Road, London W7 2QE)
2. All prices quoted are subject to VAT at the prevailing rate.
3. Bookings can only be accepted on receipt of a completed, signed booking form at which point you will receive confirmation of the items you have booked from the Organiser.
4. An invoice for the full amount will be sent in January 2027. Payment must be made in full by the 12th April 2027.
5. Payment must be received in full by the build-day of the conference. Should any company not have paid their invoice in full, they will under no circumstance be allowed to access the exhibition hall.
6. Sponsors/Exhibitors are required to exhibit for both days. Early departure is not permitted and exhibitors that do so, will jeopardise the possibility of exhibiting at future events.
7. Sponsors/Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.
8. The Organiser reserves the right to amend the exhibition floor plan at its own discretion. Any amendments made to existing plans will be shared with confirmed exhibitors at the time the changes are made.
9. Neither the Organiser nor its contractors shall be responsible for the loss, damage, safety and security of any items or property of any participating organisation, its agents or employees.
10. Sponsors/Exhibitors must ensure they have adequate insurance cover in place to protect themselves against loss, damage or injury to themselves, property and personnel or when liable for any third party.
11. Subletting and sharing of stands is not permitted. Only one company is permitted to exhibit on each stand. Sharing with another organisation is prohibited unless prior consent has been given by the Organiser.
12. The Organiser reserves the right to refuse entry or further participation into the event by any exhibitor engaged in activities which appear unethical or unlawful.
13. Any commercial activity, including distribution of samples, literature or materials can only be made from the exhibitors' own stand space, no such activity is permitted in general spaces within the exhibition. The Organiser reserves the right to remove any such materials with immediate effect.
14. It is the responsibility of the Sponsor/Exhibitor to ensure that its contractors, employees and agents comply with current legislation regarding the Health & Safety at Work Act.
15. It is the responsibility of the Sponsor/Exhibitor to ensure that all debris and waste material arising from its own stand fitting is completely removed from exhibition area prior to the opening of the exhibition. Failure to comply with this procedure shall render the Sponsor/Exhibitor liable for the cost of the waste disposal by the Organiser.

Terms and Conditions continued...

16. Any exhibit that may be regarded as constituting a special risk or hazard must be notified to the Organiser at least one month in advance of the opening of the exhibition. The Sponsor/Exhibitor must at its own expense, comply with any conditions or safety precautions the Organiser, venue licensor or local authority may impose.
17. An exhibition manual and information about sponsorship benefits will be circulated early in 2027. Sponsors will be required to provide the necessary information and materials to the ABS, or its Conference Organisers, Profile Productions, by the appropriate deadlines. Failure to do so may result in a sponsor foregoing the right to use aspects of the sponsorship package.
18. When sponsoring an item, the sponsor must supply in digital format its logo and any other required copy within the deadline stated by the Organiser.
19. The Organiser reserves the right to publish items that include a sponsor's logo without prior approval by the sponsor.
20. Cancellations will only be accepted in writing. Cancellation fees are as follows:
 - On receipt of booking form – 10% of booking amount will be charged
 - Within 90 days of the event date – 30% of booking amount will be charged
 - Within 60 days of the event date – 60% of booking amount will be charged
 - Within 30 days of the event date – 100% of booking amount will be charged
21. The Sponsor/Exhibitor shall have no claim against the Association of Breast Surgery in respect of any loss of damage caused by the prevention, postponement or abandonment of the event for reasons beyond the control of the Organisers.
22. Should the Association of Breast Surgery Conference 2027 be cancelled, postponed or moved online for reasons beyond their control, such as a force majeure, or any governance restricting large conference and meetings, then ABS will refund any monies paid in full.
23. These Standard Terms and Conditions, together with the booking form, printed sales material, letter of confirmation and any subsequent agreed variations in writing and signed by the Organiser, shall represent the entire Agreement between the Organiser and the Sponsor/Exhibitor and shall supersede any previous agreements or representations whether written or oral.
24. The Organiser reserves the right to change these Conditions at any time without prior notice. Any variation to these terms and conditions shall only be valid if set out by the Organiser in writing and delivered to the Sponsor/Exhibitor. These terms and conditions shall be governed by and construed in accordance with the laws of England and Wales. Disputes shall be exclusively subject to the jurisdiction of the courts of England and Wales. Agreement to these terms and conditions include specific agreement to the information provided by you on behalf of your organisation being recorded and used to communicate with you about commercial opportunities from the Association of Breast Surgery.

The logo for the Association of Breast Surgeons (ABS) features the letters 'ABS' in a white, stylized font. The 'B' is composed of two interlocking loops, resembling a stylized infinity symbol or a continuous path. The letters are set against a large, solid blue circle that has a darker blue border. The background of the entire image is white, with additional blue curved lines visible in the top-left and bottom-right corners.

ABS

ASSOCIATION OF
BREAST SURGERY

**More information
available at
associationofbreastsurgery.org.uk**