

Exhibit Prospectus

November 18-21, 2015
**9th World Congress
for Hair Research**
Miami • Florida • USA



Reflect, Rejuvenate, and REGENERATE
www.hair2015.org

The North American Hair Research Society (NAHRS), with participation from the Australasian Hair & Wool Research Society, the European Society for Hair Research, the Japanese Hair Research Society, and the Korean Society for Hair Research, will host the 9th World Congress of Hair Research (WCHR), on November 18-21, 2015 in Miami, at the InterContinental Hotel Miami (downtown Miami). We expect approximately 600 attendees who will represent dermatologists, dermatologic surgeons, clinical and basic hair and hair related researchers, and hair transplant surgeons.

Since the inaugural meeting in Brussels in 1995, the scope and size of the Congress has increased as new member societies have joined. The ultimate goal of the World Congress for Hair Research is to offer a comprehensive hair research meeting with our international colleagues to present new research, share experiences, and discuss new directions for the advancement of knowledge in hair growth, hair and scalp disease, and clinical care.

This four day meeting will present sessions focusing on several aspects of hair research including:

- Morphogenesis, Neogenesis and Tissue Engineering
- Genetics, Genomics, and Personalized Medicine/Biomarkers
- Stem Cells & Stem Cell Niches
- Auxiliary Cells
- Structure, Biology and Hair Curl, Color and Luster
- Emerging Technologies and Therapies
- Immunobiology, Alopecia Areata
- Cicatricial Alopecia
- Hormones, Hair Growth and Pattern Hair Loss
- Hair Transplantation
- Clinical Trials

In addition, there will be:

- Live Patient Viewing with discussion
- Poster Presentations
- Several Free Papers Sessions entitled "New Topics Selected from Abstracts" plus,
- Great Cases from South America Session

There will also be **three pre-congress courses:**

- Basic Course on Diagnosis and Treatment of Hair Disorders
- Epidemiology and Clinical Trial Design
- Basic Science Course for Hair Researchers

About the NAHRS – Host Organization:

The North American Hair Research Society (NAHRS) is a non-profit organization composed of dermatologists, scientists and industry partners who support collaborative scientific research of hair disorders in order to provide improved patient care. The NAHRS was founded in 1990 by a group of dermatologists dedicated to furthering research in hair-related disorders.



Mission:

- To strongly encourage and promote scientific research in the field of the normal and disordered hair growth.
- To promote dissemination of state of the art knowledge on hair biology and medical hair disorders.
- To promote interdisciplinary interaction between basic scientists and clinicians through regular meetings, publications and innovative communication.
- To establish links with other international hair research societies and to arrange combined meetings on a periodic basis.
- To educate both our colleagues and the public on hair biology and the pathophysiology and treatment of hair related conditions.
- To create and maintain a database of hair disorders that will foster greater enhanced communication between bench scientists, clinicians, industry, patient support societies.

REGISTER TODAY!

Go to: www.hair2015.org

WHO SHOULD EXHIBIT

Companies with products and/or services of interest to: dermatologists, dermatologic surgeons, clinical and basic hair and hair related researchers, and hair transplant surgeons.

PRODUCTS/SERVICES EXHIBITED

Products or services exhibited (or referred to) must be those related to the interests and educational values of the World Congress for Hair Research (WCHR) and normally manufactured or supplied by the exhibitor. Exhibitor may exhibit only those products/services it lists in the WCHR Product Description on the Application/Contract for Exhibit Space. The NAHRS may refuse to accept the Application of any company or person whose display of goods or services is not compatible, in the sole opinion of the NAHRS, with the general character and objectives of the NAHRS and the WCHR. In its discretion, the NAHRS may require the exhibitor to provide additional information regarding its products/services.

EXHIBIT DATES AND HOURS

NOTE: Exhibit hours are preliminary and subject to change.

EXHIBITORS SET-UP:	
Wednesday/November 18, 2015	1:00PM-4:30PM
SHOW HOURS:	
Wednesday/November 18, 2015	4:30PM-8:00PM
Welcome Reception in Exhibit Area:	6:30PM-8:00PM
Thursday/November 19, 2015	7:30AM-5:00PM
Friday/November 20, 2015	7:30AM-5:30PM
DISMANTLE:	
Friday/November 20, 2015	5:30PM-8:30PM

Exhibits must NOT be disturbed, dismantled or removed before 5:30PM, Friday, November 20, 2015. All exhibit materials must be removed from the exhibit area by 8:30PM on Friday, November 20, 2015.

BOOTH INFORMATION

Exhibit booths will be located in the Mezzanine, located on the Second Level of the InterContinental Miami. This open foyer space location is on the same level and centrally located just steps away from the general session, which takes place in the Versailles Ballroom, the satellite symposia/concurrent session room (Trianon) and the poster viewing rooms. The exhibit hall floor plan is on page 4. NOTE: This floor plan is preliminary and subject to change.

The exhibit program is limited to standard booths that measure 8 feet deep by 10 feet wide and multiples of those standard booths. Booth assignments will be made on a first come, first served basis. Booth number assignments will be confirmed and communicated to the exhibitor contact person (as stated on the application) via e-mail on May 13, 2015. No booth locations are guaranteed until the confirmation on this date. All dimensions are believed to be accurate but are not warranted by the NAHRS. To maintain uniformity and to prevent obstruction of view of adjoining booths, solid or draped walls (or objects) in the booth can be no higher than eight feet in the back and no higher than four feet along the side dividers and aisles. All exhibitor materials and signage must stay inside the official booth space and not be placed in the aisles. Exhibit booth representatives must stay in the booth while representing the company (no "selling in the aisles"). The standard booth fee includes one standard pipe & drape booth; a basic ID sign showing company name, city/state or province/country and booth #; the exhibit space; janitorial service for aisles of the exhibit area; and registration for up to four (4) company exhibit representatives.

The exhibit area is carpeted. Sufficient lighting is provided for adequate general illumination in the exhibit area, but no individual lights or electrical outlets are provided in the booth space for product lighting. All electrical work must be supplied by the exclusive electrical contractor for the meeting. All draping or display materials of cloth must be fireproofed. Under no conditions will oils, gases, or other combustible or flammable materials be permitted in the exhibit area.

All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. Exhibitors represent and warrant that they shall comply with all national, state, and local fire regulations and accept full responsibility for such compliance.

PAYMENT/DEPOSIT/REFUND

Fees are \$3,500.00 USD per 8 foot x 10 foot booth. A 50% deposit of \$1,750.00 USD per booth must be submitted with the application for exhibit space. No application will be processed or space assigned until the deposit is received. Space must be fully paid for by August 14, 2015. If assigned space is not paid for by August 14, 2015, it may be reassigned, sold or canceled by the NAHRS.

CANCELLATION POLICY

Notification of an exhibitor's decision to cancel must be faxed or mailed in writing to Jule Uddfolk, CMP, Meetings & Exhibits Manager, at the NAHRS Headquarters Office. Or, it may be emailed to the NAHRS Headquarters office at info@nahrs.org. It is the exhibitor's responsibility to assure the cancellation was received. If written notification of cancellation is received at the NAHRS Headquarters office, the following policies will apply:

- Received by July 15, 2015: Full refund less \$100 administrative fee
- Received July 16-August 14, 2015: 50% refund of full booth(s) fee less \$100 administrative fee
- After August 14, 2015: No refund

IMPORTANT DEADLINES

March 24, 2015: Application with deposit must be received to be listed as an exhibitor in the first preliminary Program mailer (company name only listed).

May 10, 2015: Application with deposit must be received to be listed as an exhibitor in the second preliminary Program mailer (company name only listed).

May 13, 2015: Notification of booth assignment by e-mail.

August 14, 2015: Final payment on booths due.

August 14, 2015: Exhibitor Information Form & Ancillary Function Request Form due.

August 25, 2015: Product/service description due for inclusion in the Onsite Program Guide. Exhibit application must be accepted by this date to be listed in the Onsite Program Guide.

October 28, 2015: Final day that exhibit applications may be accepted and the final day to apply for the room drop marketing opportunity.

SUBLETTING/USE OF SPACE

Exhibitors shall not assign or sublet any space allotted to them and shall not advertise or display goods other than those manufactured or sold by them in the regular course of their business. No person, firm or organization that has not contracted with the NAHRS for occupancy of exhibit space will be permitted to display or demonstrate any products, processes or services, solicit orders, wear exhibitor identification badges, or distribute advertising or other materials at the exhibition or the World Congress for Hair Research in general. Any infringement of this regulation will result in prompt removal of the offending person(s). The NAHRS reserves the right to (i) refuse Applications of Exhibitors not meeting the Society's required or expected standards, and (ii) remove exhibits or parts of exhibits that reflect against the character of the World Congress for Hair Research at any time before and/or during the exhibition. This applies to displays, literature, advertisements, novelties, souvenirs, conduct of persons, etc. The NAHRS does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the World Congress for Hair Research.

ASSIGNMENT OF SPACE

Booth assignments will be made on a first come, first served basis. Booth assignments will be confirmed and communicated to the listed exhibitor contact person via e-mail on May 13, 2015. You may indicate your booth location preference during the online registration process. The exhibit floor plan is on page 4 of this Exhibit Prospectus (tentative and may change). The NAHRS reserves the right to amend the floor plan and booth assignments.

PROGRAM GUIDE LISTINGS

Each exhibitor must submit a description of the product(s) and/or service(s) to be displayed in order for the application to be accepted. If the application is received by March 24, 2015, the exhibiting company's name will be published in the first preliminary Program mailer. If the application is received by May 10, 2015, the exhibiting company's name will be published in the second Program mailer. If the application is received by August 25, 2015, the exhibitor's full description will be published in the On-site Program Guide.

CONTRACTOR SERVICES

Vista Convention Services South is the official and exclusive exposition service contractor for this meeting. Vista is the sole provider of the following services: trade show rental equipment & furnishings, carpet rental (note the exhibit area is carpeted), booth carpet cleaning, exhibit labor for installation & dismantle, freight handling/drayage, and cleaning services.

The official suppliers for audio-visual equipment, computer rentals, electrical and internet services will be listed in the exhibitor service kit. The official contractor acts on their own behalf in all arrangements with exhibitors and is not an agent, employee or representative of the NAHRS. All services or materials supplied by the contractors on order of the exhibitor will be billed directly by the contractor to the exhibitor. Therefore, the NAHRS does not assume any liability or responsibility for any act performed or omitted by such official contractor.

Ordering of services: The full details for placing orders will appear in the NAHRS Exhibitor Service Kit which you will receive electronically in mid-May of 2015. The exhibitor must abide by all rules and procedures that are outlined in the Exhibitor Service Kit.

EXHIBITOR INFORMATION FORM/BADGES

A link to the Exhibitor Information Form will be sent to each exhibiting company with their exhibitor confirmation. This important form will consist of two parts: 1) Booth Representative Registration for Badges, and 2) Congress Dinner Ticket Orders. For badge purposes, this form should be returned no later than August 14, 2015. No exhibitor will be admitted to the exhibit area without an exhibitor's badge and ribbon. Each exhibiting company is allowed a maximum of four (4) registrations per booth without charge. Badges are to be picked up at the NAHRS registration desk which will be located in the Mezzanine at the InterContinental Miami. Meeting venue information will be included in the program book and in your confirmation letter.

LIABILITY/INSURANCE/SECURITY

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the InterContinental Miami. None of the NAHRS, Vista Convention Services South or the InterContinental Miami, or their respective officers, directors, members, agents, or employees, maintain insurance covering exhibitors' property and such parties are not responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and exhibitor hereby expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the exhibitor. Although security personnel may be provided by the NAHRS for the night time protection of the exhibit area, the NAHRS, Vista Convention Services South and the InterContinental Miami shall have no liability whatsoever for theft, loss, or damage to property belonging to exhibitors, their agents, employees, business invitees, visitors, or guests.

Exhibitors shall carry comprehensive liability coverage, including premises operations and contractual liability coverage of at least \$1,000,000 for personal injury liability, \$1,000,000 for property damage liability, and statutory workers' compensation with employer's liability with a limit of at least \$100,000. Exhibitors will furnish certificates of insurance to NAHRS.

INDEMNIFICATION AND RELEASE

Exhibitor shall indemnify, defend, and hold the NAHRS, InterContinental Miami, and their respective directors, officers, members, agents, employees and successors, and each of them, forever harmless from and against: (i) any damage or charges resulting from violation of any law or ordinance or violation of the rules and regulations of either the NAHRS or the InterContinental Miami, except those occasioned by the gross negligence or willful misconduct of the NAHRS or the InterContinental Miami; and (ii) any and all other claims, liabilities, losses, damages, or expenses

(including, without limitation, attorneys' fees), whether those of the exhibitor or a third party, arising, directly or indirectly, from exhibitor's occupancy and use of the exhibition premises, or any part thereof, except those arising from the gross negligence or willful misconduct of the NAHRS or the InterContinental Miami. Exhibitor further waives any and all rights it may have against the NAHRS, the InterContinental Miami, and their respective directors, officers, members, agents, employees and successors, and each of them, and releases and discharges them from any claim relating to exhibitor's occupancy and use of the exhibition hall, or any part thereof.

CANCELLATION OF MEETING

In the event the World Congress for Hair Research is not held for any reason whatsoever, the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the NAHRS will be to return to exhibitors their exhibit space fee on a pro rata basis after deduction of all World Congress for Hair Research related costs and expenses incurred by the NAHRS through the date of cancellation, an administrative fee, and overhead charges.

CHANGE OF LOCATION

If the selected location is not available or if, in its sole discretion, the NAHRS believes that it is in its best interests to do so, the NAHRS shall move the World Congress for Hair Research to another location.

EXHIBIT SPACE ACTIVITIES

Business activities, circulars and advertising materials of the exhibitor shall only be conducted and/or distributed within the exhibit space assigned to the exhibitor. Exhibitors are permitted to display only the exhibiting firm's products/services for which they are official distributors and to make informal presentations in the booth regarding the firm's product line or service. Exhibitors are prohibited from conducting any activities on the outside grounds, parking area, or elsewhere at the InterContinental Miami. Exhibitors are required to keep the assigned exhibit space in good order at all times. Exhibitors may not place anything in the aisles during open hours. Exhibit reps must remain in their booth space only and not go into the aisles to pull in customers. Exhibitors may offer food and/or beverage in their booths as a traffic builder provided it is ordered through the InterContinental Miami (no outside food or beverage is allowed). Promotional activities considered to be objectionable and not in the best interest of the NAHRS and its purpose of education will be expressly prohibited. All unusual or atypical promotional activities, in the NAHRS's sole discretion, must be approved in writing by the NAHRS no later than sixty (60) days prior to the start of the World Congress for Hair Research. Audiovisual and other sound and attention-getting devices are permitted only in such intensity as, in the sole discretion of the NAHRS, does not interfere with the activities of other exhibitors. The use of microphones in the exhibit booths is strictly prohibited. Films purely for entertainment, without educational or informational value, will not be permitted.

ACCESSIBILITY

Exhibitor represents and warrants that its exhibit space shall be reasonably accessible and usable by persons with disabilities and that it will be in compliance to the extent applicable under regulations implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold the NAHRS and its directors, officers, members, agents, and successors, harmless from and against any and all liabilities, claims, losses, damages, and expenses (including attorneys' fees and expenses) that may be incurred by or asserted against the NAHRS, or its directors, officers, members, agents, or successors, on the basis of Exhibitor's breach of the representations and warranties contained in this paragraph or noncompliance with any provision of the Americans with Disabilities Act, and any other federal, state, and local laws and regulations intended to provide equal access for persons with disabilities, applicable to the exhibitor's exhibit.

ADVERTISING

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media to the effect that particular products or services have been exhibited at the NAHRS World Congress for Hair Research or which could be construed as an endorsement by the NAHRS or by its members is prohibited. The NAHRS name and logo are the exclusive property of the NAHRS and may not be used in any way, i.e., on promotional materials, literature, giveaways, etc., by anyone for any purpose.

EXHIBITOR ATTENDANCE AT THE GENERAL SESSIONS

Exhibitors are welcome to attend the general sessions to gain new perspectives on hair research, hair disease & therapies and the perspective of both speakers and attendees.

However, exhibitors may only enter the general session to hear specific talks related to their products or services and cannot attend it for the entire meeting.

With the increased scrutiny of industry-physician relationships by federal and state governments, and medical organizations themselves, it is imperative that the NAHRS ensures its general sessions maintain their objectivity and independence from industry, and foster professional behavior by speakers, attendees, and industry representatives.

Therefore the NAHRS expects that industry representatives/exhibitors:

- Refrain from asking any questions of the speakers in the meeting room.
- Do not approach the podium/stage at any time and sit in the rear half of the room to avoid any perception of undue industry presence,
- Hold any questions you may have for speakers until you and the speaker are outside of the meeting room.
- Respect the information acquired in the general session. The information cannot be sensationalized or used in advertising.

If this privilege is misused, it may result in an exhibitor not being accepted to exhibit in future years and/or a change in this policy.

BADGES

All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to and while in the exhibit area. Company badges will not be accepted in lieu of the official badge. Exhibitors may not deface or mark badges in any manner. Affixing stick-on items,

punching, stamping or marking badges is not permitted. Individuals who do not have badges will not be permitted into the exhibit area.

CONFLICTING EVENTS

Companies exhibiting at the World Congress for Hair Research will be required, as a condition of their participation as exhibitors, not to exhibit at, conduct or sponsor conflicting events. Conflicting events are scientific or educational meetings of interest and relevance to the audience (including but not limited to lectures, presentations, seminars or workshops) that are scheduled during the same time frame encompassed by the World Congress for Hair Research. For purposes of this policy, the relevant time frame begins two days immediately prior to the official opening of the World Congress for Hair Research and ends two days after the official close of the World Congress for Hair Research. WCHR Satellite Symposia opportunities are not considered conflicting events.

ANCILLARY FUNCTIONS

NAHRS approval, which may be granted or denied by the NAHRS at its sole discretion, is required for all exhibitor-sponsored ancillary functions. Requests for such activities must be submitted in writing via the Ancillary Function Request Form to the NAHRS Meeting & Exhibits Manager by August 14, 2015. The request must specify date, time, location, type of function and anticipated attendance. Ancillary functions will only be approved for times that are not in competition with the NAHRS program or Satellite Symposia, in the sole opinion of the NAHRS. The allowed ancillary timeslots below are not exclusive – there may be more than one exhibiting company hosting ancillary functions during any given time period. The NAHRS is not holding meeting rooms at the InterContinental Miami for exhibitor use. The exhibiting company must secure its own meeting/function space, whether it be at the InterContinental Miami or elsewhere, and pay any and all required fees and costs directly. If it is determined that an unapproved ancillary function of any sort has taken place or is scheduled to take place, the NAHRS may deny the exhibitor exhibit space installation or access to the exhibit area, close or remove the exhibitor's exhibit space, prohibit the exhibitor's participation in future World Congresses for Hair Research, or take such other action as the NAHRS, in its sole discretion, deems appropriate.

PRODUCT SALES

Exhibitor acknowledges that it bears sole responsibility for the collection and remission of all sales tax and other obligations arising from its product sales.

GIVEAWAYS

Atypical giveaways must be approved by the NAHRS (30) thirty days in advance of the NAHRS World Congress for Hair Research. If such items are not cleared through the NAHRS before the World Congress for Hair Research, or are determined to be objectionable or prohibited, the NAHRS has the right to prohibit distribution.

CONTESTS AND DRAWINGS

Exhibitors are allowed to have their own prize drawings and contests within their booth. Exhibitors shall comply with any and all gaming laws applicable to such drawings or contests. The NAHRS will not announce or publish winners, forward prizes, or otherwise be responsible for an exhibitor's own drawing or contest.

MUSIC LICENSING

Exhibitors shall obtain any and all licenses or grants of authority required of exhibitors under the copyright laws, including, but not limited to, those relating to the performance of music, whether live or recorded. A copy of such licenses will be furnished to the NAHRS if requested.

USE OF LASERS

In keeping with recommended safety guidelines for lasers, the NAHRS has adopted regulations for laser exhibitors. Exhibitors operating, or permitting the operation of, lasers represent and warrant that: (i) they shall comply with the NAHRS regulations; and (ii) such lasers will be operated only in a manner that presents no safety risks for exhibition attendees and/or the exhibit area. Companies displaying lasers must request the NAHRS Laser Regulations.

OTHER REGULATIONS

It is the responsibility of the exhibiting company to see that all booth staff is aware of and adhere to these rules and conduct themselves in a professional manner throughout this meeting.

The NAHRS shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the World Congress for Hair Research. Any and all matters not specifically covered herein are subject to decision by the NAHRS. These rules and regulations may be amended at any time by the NAHRS upon written notice to all exhibitors. Each exhibitor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by the NAHRS from time to time. Any exhibitor or exhibitor representative who, in the opinion of the NAHRS, conducts itself unethically may immediately be dismissed from the NAHRS World Congress for Hair Research without refund or other appeal.

VIOLATION OF RULES

Any violation by an exhibitor of the NAHRS's rules and regulations may, at the NAHRS's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, and/or prohibition on participation in future World Congresses for Hair Research. In the event exhibitor violates the rules and regulations and is prohibited from continued use of the exhibit space, exhibitor's exhibit space fee, or any portion of it, is non-refundable.

For further information contact:

Jule Uddfolk, CMP, Meetings & Exhibits Manager
North American Hair Research Society
303 West State Street, Geneva, IL 60134, USA
Direct Phone: 1-773-883-1236, HQ Phone: 1-630-578-3991, Fax: 1-630-262-1520
Direct email address: jule@mmsformetings.com; HQ E-mail: info@nahrs.org
www.hair2015.org

November 18-21, 2015
**9th World Congress
 for Hair Research**
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InterContinental Hotel Miami

VISTA
 SOUTH
 CONVENTION SERVICES
 6901 NW 26TH AVENUE
 MIAMI, FL 33147

ALL BOOTHS ARE 8'X10'
 TOTAL: 35
 SCALE: 1/8" = 1'-0"

