

Invitation to Exhibit at the...

International Society of Hair Restoration Surgery's
17th Annual Scientific Meeting
July 22-26, 2009
RAI Congress Centre, Amsterdam, The Netherlands

The International Society of Hair Restoration Surgery (ISHRS) is a non-profit voluntary organization comprised of over 850 hair restoration physicians and 125 surgical assistants with backgrounds in varying medical specialties including **dermatology**, **plastic surgery**, and **general surgery**, among others. Founded in 1993, it was the first, and is now the largest, international society to promote continuing quality improvement and education for professionals in the field of hair restoration surgery.

OUR MISSION

The ISHRS mission is to advance the art and science of hair restoration by licensed, experienced physicians who practice this type of medicine with a high degree of skill and artistry. We encourage the free interchange of ideas, knowledge and experience among members who aim to maintain their skills and artistry at the highest degree possible. The ISHRS encourages professional excellence and continuing medical education in hair restoration surgery.

WHO SHOULD EXHIBIT

The exhibit program is designed to provide hair transplant surgeons with first-hand information about products and services specific to the area of hair restoration surgery as well as adjunct procedures, and to serve as a forum for updating the physician's knowledge of current technological advances in the field of hair restoration surgery. The exhibit program is an integral part of the overall program for the ISHRS Annual Scientific Meeting.

The ISHRS encourages exhibitor applications for products and services in the following categories:

- Surgical instruments, supplies and equipment.
- Pharmaceuticals specific to hair loss, hair restoration and cosmetic surgery.
- Digital photography and imaging systems and software.
- Office/practice management products.
- Scientific publications.
- Activities of professional and educational organizations.
- Any products associated with the diagnosis and treatment of hair loss.
- Any products or services associated with the adjunct procedures of interest to hair restoration surgeons.
- Cosmeceuticals specific to hair, hair loss, and hair health.



• To have your company listed in the Preliminary Annual Meeting Program mailer, applications must be received by **January 27, 2009**.

• To have your company listed in the Annual Meeting Program mailer, applications with descriptions must be received by **February 27, 2009**.

PRODUCTS/SERVICES EXHIBITED

Products or services exhibited (or referred to) must be those related to the interests and educational values of the International Society of Hair Restoration Surgery and normally manufactured or supplied by the exhibitor. Exhibitor may exhibit only those products/services it lists in the ISHRS Product Description on the Application/Contract for Exhibit Space. The ISHRS 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 ISHRS, with the general character and objectives of the ISHRS and the Annual Meeting. In its discretion, the ISHRS may require the exhibitor to provide additional information regarding its products/services.

EXHIBIT DATES AND HOURS

Exhibit hours are preliminary and subject to change.

NOTE: Exhibits program is ONE DAY SHORTER than usual.

SET-UP:

Wednesday/July 22, 2009 11:00am – 6:00pm

SHOW HOURS:

Thursday/July 23, 2009 8:00am – 5:30pm
Friday/July 24, 2009 8:00am – 1:30pm

DISMANTLE:

Friday/July 24, 2009 1:30pm – 5:30pm

Exhibits must NOT be disturbed, dismantled or removed before 1:30pm, Friday/July 24, 2009. All exhibit materials must be removed from the exhibit area by 5:30pm on Friday/July 24, 2009.

EXHIBIT SPACE INFORMATION

The exhibit area will be located in the Lounge Forum, near the entrance to the General Session in the Forum Room.

This year the ISHRS will lease 2 meter deep x 3 meter wide exhibit spaces. Pipe & drape booths will not be provided. This is equivalent to 9.84 feet wide x 6.56 feet deep, so note that the spaces are not as deep as in the past. The exhibit program is limited to these standard 2x3 exhibit spaces and multiples of those standard spaces. The exhibiting company may put what it wishes in this exhibit space as long as it complies with the rules. No constructed walls can be higher than 8.5 feet in the back or on the sides. The standard exhibit space fee includes one 2x3 meter exhibit space, carpeting in the ISHRS show color, a basic ID sign showing company name, city, state/province and country; janitorial service for aisles of the exhibit area; complimentary registration for up to four (4) company representatives; and complimentary admittance to the Welcome Reception at Strandzuid (at RAI) on Thursday evening.

Sufficient lighting is provided for adequate illumination in the exhibit area, but no individual lights or electrical outlets are provided in the exhibit space for product lighting. All electrical requests must be supplied by the designated electrical contractor. 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.

All dimensions are believed to be accurate but are not warranted by the ISHRS.

PAYMENT/DEPOSIT/REFUND

Fees are \$2,700.00 USD per 2x3 meter exhibit space. A deposit in U.S. funds of \$1,350.00 per exhibit space must be submitted with the application. No application will be processed or space assigned until the deposit is received. Space must be fully paid for by **May 15, 2009**. If assigned space is not paid for by May 15, 2009, it may be reassigned, sold or canceled by the ISHRS.

CANCELLATION POLICY

Notification of an exhibitor's decision to cancel must be faxed or mailed in writing on company letterhead to Julie Uddfolk, Meetings & Exhibits Manager, at the ISHRS Headquarters office. If written notification of cancellation is received at the ISHRS Headquarters office, the following policies will apply:

- Received by April 20, 2009 – Full refund less \$100 administrative fee
- Received April 21 - May 21, 2009 – 50% refund on full cost of reserved exhibit space(s) less \$100 administrative fee
- After May 21, 2009 – No refund

IMPORTANT DEADLINES

January 27: Application with deposit must be received to be listed as an exhibitor in the preliminary Annual Meeting Program mailer (company name only listed).

February 27: Application with deposit must be received to be listed as an exhibitor in the Annual Meeting Program mailer.

April 1: Notification of exhibit space assignment by email.

May 15: Final payment on exhibit spaces due.

May 15: Exhibitor Information Forms due.

May 20: Product/service description due for inclusion in Onsite Program Guide. Exhibit application must be accepted by this date to be listed in the Onsite Program Guide.

June 26: Final day that exhibit applications may be accepted.

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 ISHRS 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. Any infringement of this regulation will result in prompt removal of the offending person(s). The ISHRS 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 Annual Meeting at any time before and/or during the exhibition. This applies to displays, literature, advertisements, novelties, souvenirs, conduct of persons, etc. The ISHRS does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the Annual Meeting.

ASSIGNMENT OF SPACE

Exhibit space assignments will be made on a first come, first served basis. Exhibit space assignments will be confirmed and communicated to the exhibitor contact person via e-mail on April 1, 2009. You may indicate your exhibit space location preference on the Application/Contract for Exhibit Space. The floor plan is on page 4 of this Invitation to Exhibit (tentative and may change). The ISHRS reserves the right to amend the floor plan and exhibit space assignments.

PROGRAM BOOK DESCRIPTION

Each exhibitor must submit a description of the products and/or services to be displayed, in order to have the application accepted. If the application is received by January 27, 2009 the exhibiting company's name will be published in the preliminary Annual Meeting Program mailer. If received by February 27, 2009, the exhibiting company's name will be published in the Annual Meeting Program mailer. If received by May 20, 2009, the exhibitor's full description will be published in the Onsite Program Guide.

CONTRACTOR SERVICES

RAI Exhibitor Services and Deudekom/Agility Fairs & Events have been selected as the official service contractors for the meeting. The Exhibitor Service Kit containing order forms for contractor services will be sent to you electronically in mid-April. The following services will be provided by RAI Exhibitor Services or by the designated contractors that will appear in the ISHRS Service Kit: furniture rental (note exhibit area is carpeted by ISHRS in show colors), signs & graphics, labor, installation & dismantle supervision, display rental (custom & standard), booth/exhibit space cleaning, electrical, internet service, audio-visual equipment, computer rentals, waste removal, truck parking and telecom services. Deudekom/Agility Fairs & Events is the official provider of transportation, material handling and customs services. Their information and forms will also appear in the Exhibitor Service Kit. The official contractors act on their own behalf in all arrangements with exhibitors and are not agents, employees or representatives of the ISHRS. All services or materials supplied by such contractors on order of the exhibitor will be billed directly by the contractor to the exhibitor. Therefore, the ISHRS does not assume any liability or responsibility for any act performed or omitted by such official contractors.

EXHIBITOR INFORMATION FORM

An Exhibitor Information Form will be sent to each exhibiting company with their exhibitor confirmation. This important form will consist of two parts: 1) Exhibit Representative Registration & Gala Ticket Orders, and 2) Social Function Request. This form should be returned no later than **May 15, 2009**. No exhibitor will be admitted to the exhibit area without an exhibitor's badge and ribbon. Each exhibiting company is allowed four (4) registrations per exhibit space without charge. **Additional representatives may be registered at a fee of \$125.00 each.** The ISHRS registration desk will be located in the Lounge Forum, near the exhibit area.

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 RAI Congress Centre. None of the ISHRS, the official service contractors, the RAI Congress Centre, 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 ISHRS for the protection of the exhibit area during exhibit hours, the ISHRS, official service contractors, and the RAI Congress Centre 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 if requested by the ISHRS.

Please be aware that NO SECURITY GUARDS will be provided for the exhibit area during non-exhibit hours. There will only be a security guard present when the exhibits are open. Therefore, it is HIGHLY RECOMMENDED THAT YOU REMOVE ALL VALUABLES AT THE END OF EACH DAY to avoid any theft or vandalism. Neither the ISHRS nor the RAI Congress Centre is liable for items in your exhibit space. Note that you have the option to hire your own exhibit security through RAI Exhibitor Services.

INDEMNIFICATION AND RELEASE

Exhibitor shall indemnify, defend, and hold the ISHRS, the RAI Congress Centre, 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 ISHRS or the RAI Congress Centre, except those occasioned by the gross negligence or willful misconduct of the ISHRS or the RAI Congress Centre; 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 ISHRS or the RAI Congress Centre. Exhibitor further waives any and all rights it may have against the ISHRS, the RAI Congress Centre, 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 exhibit area, or any part thereof.

CANCELLATION OF MEETING

In the event the Annual Meeting 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 ISHRS will be to return to exhibitors their exhibit space fee on a pro rata basis after deduction of all Annual Meeting related costs and expenses incurred by the ISHRS 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, ISHRS believes that it is in its best interests to do so, the ISHRS shall move the Annual Meeting to another location.

EXHIBIT SPACE ACTIVITIES REGULATIONS

Business activities, circulars and advertising material of the exhibitor shall be conducted and/or distributed within the exhibit space assigned to the exhibitor. Exhibitors are permitted to demonstrate the exhibiting firm's equipment and to make informal presentations in the exhibit space regarding the firm's product line or service. Exhibitors are prohibited from conducting any activities on the outside grounds, parking area, or elsewhere inside of RAI Congress Centre, except when approved by the ISHRS (see "Social Functions"). 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. Exhibitors may not offer any food and/or beverage in their exhibit space as a traffic builder. Promotional activities considered to be objectionable and not in the best interest of the ISHRS and its purpose of education will be expressly prohibited. All unusual or atypical promotional activities, in the ISHRS's sole discretion, must be approved in writing by the ISHRS no later than sixty (60) days prior to the start of the Annual Meeting. Audiovisual and other sound and attention-getting devices are permitted only in such intensity as, in the sole discretion of the ISHRS, does not interfere with the activities of other exhibitors. 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 ISHRS 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 ISHRS, 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 ISHRS Annual Meeting or which could be construed as an endorsement by the ISHRS or by its members is prohibited. The ISHRS name and logo are the exclusive property of the ISHRS and may not be used in any way, i.e., on promotional materials, literature, giveaways, etc., by anyone for any purpose without the prior written consent of the ISHRS.

ATTENDING THE GENERAL SESSION

Exhibitors may attend the general session, 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. Exhibitors must respect the information acquired in the general session, and 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. Exhibitors must adhere to the rules of the General Session, including no cell phone/pager ringing and no photography or video recording.

BADGES

All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to and while in the exhibit hall. 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 ISHRS Annual Meeting 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 hair transplant surgeons (including but not limited to lectures, presentations, seminars or workshops) that are scheduled during the same time frame encompassed by the ISHRS Annual Meeting. For purposes of this policy, the relevant time frame begins two days immediately prior to the official opening of the ISHRS Annual Meeting and ends two days after the official close of the ISHRS Annual Meeting.

SOCIAL FUNCTIONS

ISHRS approval, which may be granted or denied by ISHRS at its sole discretion, is required for all exhibitor-sponsored social functions. Requests for such activities must be submitted in writing via the Social Function Request on the Exhibitor Information Form to the ISHRS Meeting & Exhibits Manager by May 15, 2009. The request must specify date, time, location, type of function and anticipated attendance. If it is determined that an unapproved social function, workshop, program or seminar has taken place or is scheduled to take place, ISHRS 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 Annual Meetings, or take such other action as ISHRS, 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 ISHRS (30) thirty days in advance of the Annual Meeting. If such items are not cleared through the ISHRS before the Annual Meeting, or are determined to be objectionable or prohibited, the ISHRS has the right to prohibit distribution.

CONTESTS AND DRAWINGS

Exhibitors are allowed to have prize drawings and contests within their exhibit space. Exhibitors shall comply with any and all gaming laws applicable to such drawings or contests. The ISHRS 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 ISHRS if requested.

FDA REGULATIONS

Exhibitors shall comply with all applicable U.S. Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Exhibitors shall have available at their exhibit space a letter from the FDA that describes the allowable use of any drug or device exhibited.

USE OF LASERS

In keeping with recommended safety guidelines for lasers, the ISHRS has adopted regulations for laser exhibitors. Exhibitors operating, or permitting the operation of lasers represent and warrant that: (i) they shall comply with the ISHRS 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.

LASER REGULATIONS

1. Lasers must be operated in a manner that is consistent with the accepted industry safety standards (i.e., ANSI standards and/or American Laser Institute standards). Under no circumstances may a laser be operated in a manner that poses a safety risk to persons standing or walking in the vicinity of the exhibitor's leased space.
2. Lasers must be operated only within an enclosed space with eye protection for those viewing and operating the lasers.
3. All demonstrations of CO2 lasers must be conducted in clear plastic boxes with all sides enclosed, including the top. Smoke evacuators must be used.
4. Appropriate plastic colored cubicles must also be available for any other type of laser being used, particularly dye, KTP, and ruby lasers.
5. No laser equipment may be left unattended in operable condition.

OTHER REGULATIONS

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

The ISHRS shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Annual Meeting. Any and all matters not specifically covered herein are subject to decision by the ISHRS. These rules and regulations may be amended at any time by the ISHRS 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 ISHRS from time to time. Any exhibitor or exhibitor representative who, in the opinion of the ISHRS, conducts itself unethically may immediately be dismissed from the Annual Meeting without refund or other appeal.

VIOLATION OF RULES

Any violation by an exhibitor of ISHRS's rules and regulations may, at the ISHRS'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 Annual Meetings. In the event an 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.

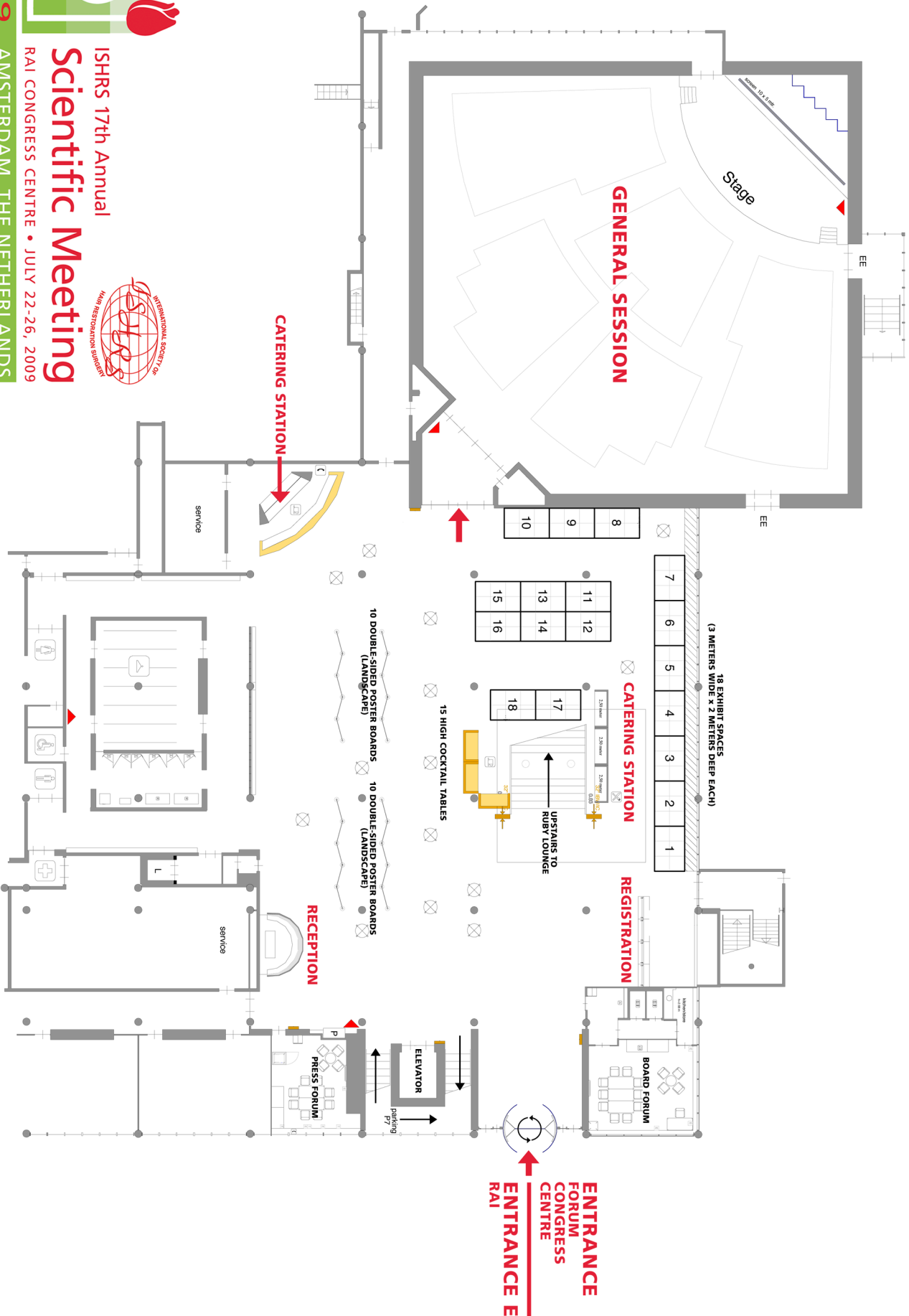
For further information contact:

Jule Uddfolk, CMP, Meeting & Exhibits Manager
International Society of Hair Restoration Surgery
303 West State Street, Geneva, IL 60134, USA
Phone: 630-262-5399, Fax: 630-262-1520
E-mail: info@ishrs.org
Direct email address: uddfolk@att.net

We hope to see you in Amsterdam!

Floor Plan on back →
(preliminary and subject to change.)

CONGRESS CENTRE FORUM GROUND FLOOR LOUNGE FORUM/ FORUM THEATRE



ISHRS 17th Annual
Scientific Meeting
 RAI CONGRESS CENTRE • JULY 22-26, 2009



2009 AMSTERDAM, THE NETHERLANDS