

New this year...ISHRS Hotel Room Drop Marketing Opportunity



Take advantage of the opportunity to catch the attention of the ISHRS meeting attendees by organizing a room drop. Room drop items are delivered directly to each attendee's hotel room at the official meeting hotel, the Seaport Hotel. This is a great way to:

- Invite them to your booth
- Feature show specials
- Highlight a new product
- Educate attendees on the uses and benefits of your products and services
- Show your commitment to the ISHRS

HOW IT WORKS:

The room drops will be delivered to all ISHRS room block guests at the Boston Seaport Hotel only and will occur on one day only, Thursday, October 21, 2010. This is not an exclusive offer – all ISHRS room drops will be made on that day. A limit of 10 room drop opportunities will be sold. The drop will go to ALL rooms in our ISHRS block at the Seaport Hotel, which will be approximately 350 guest rooms, dependent upon final attendance.

THE COSTS INVOLVED:

1) The fee for the ISHRS room drop opportunity is as follows:

For exhibiting companies: \$1,500 for an envelope or one-page flyer or \$2,500 for a larger item

For non-exhibiting companies: \$2,500 for an envelope or one-page flyer or \$3,500 for a larger item

Note: the fees listed above entitle you only to the right to make the room drop. The ISHRS will forward a list of approved room drop companies to the hotel.

2) In addition, you will be responsible for:

- Producing your own room drop materials and delivering them to the hotel in a condition ready to be delivered to the rooms, by the date required. The hotel will not collate your materials or stuff your gift bags.
- The Seaport Hotel's room drop fees, payable directly to the hotel. Currently, but subject to possible increase, the hotel charges room drops fees of \$3 per room for standard items such as letter or small gift bag, or \$5 per room for a large item.
- Any receiving/handling fees your items may incur at the Seaport Hotel and World Trade Center.

Once your Room Drop Agreement is accepted by the ISHRS, you will be given basic information from ISHRS on how to proceed and then you will need to work directly with the Seaport Hotel contact person to make your own arrangements.

POLICIES:

The Seaport Hotel will not accept room drop materials without the consent of the ISHRS.

Guidelines for room drop materials are as follows: (All materials will be checked on-site for compliance to these rules.)

- The ISHRS logo may not be used on the materials.
- You may not state that your product or service is endorsed or recommended by ISHRS.

HOW TO SIGN UP:

To participate in the ISHRS Room Drop, complete the Room Drop Agreement, either the attached hard copy or the online version found at: www.registration123.com/ishrs/18thexhibit. Your payment, with the Room Drop Agreement, must be received by September 30, 2010. Please forward any questions you may have to info@ishrs.org.



ROOM DROP AGREEMENT

International Society of Hair Restoration Surgery
18th Annual Scientific Meeting • October 20-24, 2010 • Boston, Massachusetts, USA

Apply now by returning this Agreement with payment, or complete the agreement online at:
www.registration123.com/ishrs/18thexhibit

1. Company Information:

Company Name: _____

Mailing Address: _____

City, State/Province, Zip Code, Country: _____

Phone: _____ Fax: _____ E-mail Address (required): _____

Contact person and title: _____

Product or Service you will promote: _____

2. Authorized Signature to enter into this agreement: _____ Date: _____

We/I agree to pay the total fee as indicated below to the ISHRS and understand that we are also responsible for all additional costs and complying with all policies, as listed below in #5 and #6 below. The full fee is due with this agreement. **No refund will be allowed for voluntary cancellation after September 30, 2010.**

3. Fees for the opportunity to do the room drop: *(hotel room drop fees are separate from this fee)*

- ISHRS Exhibiting Company, envelope or one-page flyer, \$1,500 USD
- ISHRS Exhibiting Company, larger Item, \$2,500 USD
- Non-Exhibiting Company, envelope or one-page flyer, \$2,500 USD
- Non-Exhibiting Company, larger item, \$3,500 USD

4. Payment Information: (full fee payment required with this agreement)

- Check, made payable to: **International Society of Hair Restoration Surgery**
- Credit Card: Visa MasterCard American Express *Credit card payments may be faxed to: (630) 262-1520*

Amount Authorized to Charge: _____

Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

Keep a copy of this agreement and return the original to:
International Society of Hair Restoration Surgery (ISHRS)
Attn: Meetings & Exhibits
303 West State Street, Geneva, IL 60134 USA
800-444-2737 or 630-262-5399, FAX: 630-262-1520

Questions? Call 630-262-5399 or e-mail info@ishrs.org
Apply Online TODAY: www.registration123.com/ishrs/17thexhibit

Call us if you do not receive a confirmation within 3 weeks!

5. THE COSTS INVOLVED:

In addition to the fee payable to the ISHRS as listed in #3, you will be responsible for:

- Producing your own room drop materials and delivering them to the hotel in a condition ready to be delivered to the rooms, by the date required. The hotel will not collate your materials or stuff your gift bags.
- The Seaport Hotel's room drop fees. Currently, but subject to possible increase, the hotel charges room drops fees of \$3 per room for standard items such as letter or small gift bag, or \$5 per room for a large item.
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- You may not state that your product or service is endorsed or recommended by ISHRS.

All materials will be checked on-site for compliance to these rules.

FOR OFFICE USE ONLY:

Date Accepted: _____ By _____ Date faxed to Exhibit Manager: _____

Date payment received: _____ Check#/CC: _____ Amount: \$ _____