

# Invitation to Exhibit at the...

International Society of Hair Restoration Surgery's  
18<sup>th</sup> Annual Scientific Meeting

October 20-24, 2010

Seaport Hotel and World Trade Center; Boston, Massachusetts, USA

The International Society of Hair Restoration Surgery (ISHRS) is a non-profit voluntary organization comprised of over 750 hair restoration physicians and 150 surgical assistants with backgrounds in varying medical specialties including dermatology, plastic surgery, general surgery, and more. 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 Program Mailer**, applications must be received by **March 20, 2010**.
- To have your company **listed in the detailed Program Mailer**, applications must be received by **April 20, 2010**.

## **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**

*NOTE: Exhibit hours are preliminary and subject to change.*

### **SET-UP:**

Wednesday/October 20, 2010 1:00pm-7:00pm

### **SHOW HOURS:**

Thursday/October 21, 2010 7:45am-7:00pm,  
Friday/October 22, 2010 6:30am-6:00pm  
Saturday/October 23, 2010 6:30am-1:30pm

### **DISMANTLE:**

Saturday/October 23, 2010 1:30pm-5:00pm

**Exhibits must NOT be disturbed, dismantled or removed before 1:30pm, Saturday, October 23, 2010.** All exhibit materials must be removed from the exhibit area by 5:00pm on Saturday, October 23, 2010.

## **BOOTH INFORMATION**

**Exhibit booths will be located in the Commonwealth Hall DE, which is located in the Seaport World Trade Center. The exhibits are adjacent to the ISHRS general session. 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 10 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 7, 2010.** No booth locations are guaranteed until the confirmation on this date. All dimensions are believed to be accurate but are not warranted by the ISHRS. To maintain uniformity and to prevent obstruction of view of adjoining booths, **no solid or draped walls can be higher than eight feet in the back and four feet along the dividers and aisles.** The standard booth fee includes one standard pipe & drape booth; a basic ID sign showing company name, city, state/province and country; the exhibit area; janitorial service for aisles of the exhibit area; complimentary registration for up to **four** (4) company representatives; complimentary admittance to the Welcome Reception on Thursday evening, and a complimentary one year listing in the Online Buyers Guide, located in the members only section of the ISHRS website.

The exhibit hall 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 ISHRS's 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.

## **PAYMENT/DEPOSIT/REFUND**

Fees are \$2,700.00 USD per 10 ft. x 10 ft. booth. A deposit of \$1,350.00 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 2, 2010.** If assigned space is not paid for by August 2, 2010, 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 to Julie Uddfolk, Meeting & Exhibits Manager, at the ISHRS Headquarters office. Or, it may be emailed to the ISHRS Headquarters office at [info@ishrs.org](mailto:info@ishrs.org). It is the exhibitor's responsibility to assure the cancellation was received. If written notification of cancellation is received at the ISHRS Headquarters office, the following policies will apply:

- Received by June 30, 2010 – Full refund less \$100 administrative fee
- Received July 1 - August 10, 2010 – 50% refund less \$100 administrative fee
- After August 10, 2010 – No refund

### **\*\*\*IMPORTANT DEADLINES\*\*\***

**March 20:** Application with deposit must be received to be listed as an exhibitor in the preliminary Annual Meeting Program mailer (company name only listed).

**April 20:** Application with deposit must be received to be listed as an exhibitor in the Annual Meeting Program mailer (company name only listed).

**May 7:** Notification of booth assignment by e-mail.

**August 2:** 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.

**August 2:** Final payment on booths due.

**August 2:** Exhibitor Information Forms due (this includes requests to hold a social function)

**September 24:** 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 or the annual meeting in general. 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**

**Booth assignments will be made on a first come, first served basis. Booth assignments will be confirmed and communicated to the exhibitor contact person via e-mail on May 7, 2010. You may indicate your booth 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). ISHRS reserves the right to amend the floor plan and booth assignments.**

## **ONSITE PROGRAM GUIDE LISTINGS**

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 March 20, 2010, the exhibiting company's name will be published in the preliminary Annual Meeting Program mailer. If received by April 20, 2010, the exhibiting company's name will be published in the Annual Meeting Program mailer. If received by August 2, 2010, the exhibitor's full description will be published in the Onsite Program Guide.

## **CONTRACTOR SERVICES**

**Freeman is the official and exclusive\* service contractor for the meeting (see asterisks for exclusive services).** The following services can be to be provided by Freeman (this will be detailed in the ISHRS Service Kit which you will receive from Freeman Online in late June): furnishings, carpet rental (note hall is carpeted), transportation, material handling\*, signs & graphics, labor\*, installation & dismantle supervision, display rental (custom & standard), booth cleaning\*, and electrical. The Seaport offers complimentary wireless service throughout the World Trade Center, but if you prefer to order your own line, you may do so through Seaport. Audio-visual equipment and computer rentals will be provided by ETS. The Exhibitor Service Kit containing order forms for all contractor services will be sent to you electronically in late May. The official contractor acts on their own behalf in all arrangements with exhibitors and is not an agent, employee or representative of the ISHRS. All services or materials supplied by such contractor 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 contractor.

## **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) Booth Representative Registration & Gala Tickets Orders, and 2) Social Function Request. This form should be returned no later than **August 2, 2010.** 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 booth without charge. **Additional representatives may be registered at a fee of \$125.00 each.** The ISHRS registration desk will be located in the Atrium Lobby of the World Trade Center (located on the Plaza Level). 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 Seaport Hotel and World Trade Center. None of the ISHRS, Freeman, the Seaport Hotel and World Trade Center, or Massport, 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 hall, the ISHRS, Freeman, the Seaport Hotel and World Trade Center and Massport 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.

## **INDEMNIFICATION AND RELEASE**

Exhibitor shall indemnify, defend, and hold the ISHRS, the Seaport Hotel and World Trade Center, 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 Seaport Hotel and World Trade Center, except those occasioned by the gross negligence or willful misconduct of the ISHRS or the Seaport Hotel and World Trade Center; 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 Seaport Hotel and World Trade Center. Exhibitor further waives any and all rights it may have against the ISHRS, the Seaport Hotel and World Trade Center, 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 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**

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 booth 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 the Seaport Hotel and World Trade Center, 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 offer food and/or beverage in their booths as a traffic builder provided it is ordered through the Seaport (no outside food or beverage is allowed). 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.

### **EXHIBITOR ATTENDANCE AT THE GENERAL SESSIONS**

Exhibitors are welcome to attend the general sessions to gain new perspectives on hair loss and hair restoration surgery and the perspective of both speakers and attendees. 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 ISHRS ensure its general sessions maintain their objectivity and independence from industry, and foster professional behavior by speakers, attendees, and industry representatives.

Therefore the ISHRS 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 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 August 2, 2010. 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 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 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 the booth 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 booth.
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 booth 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**

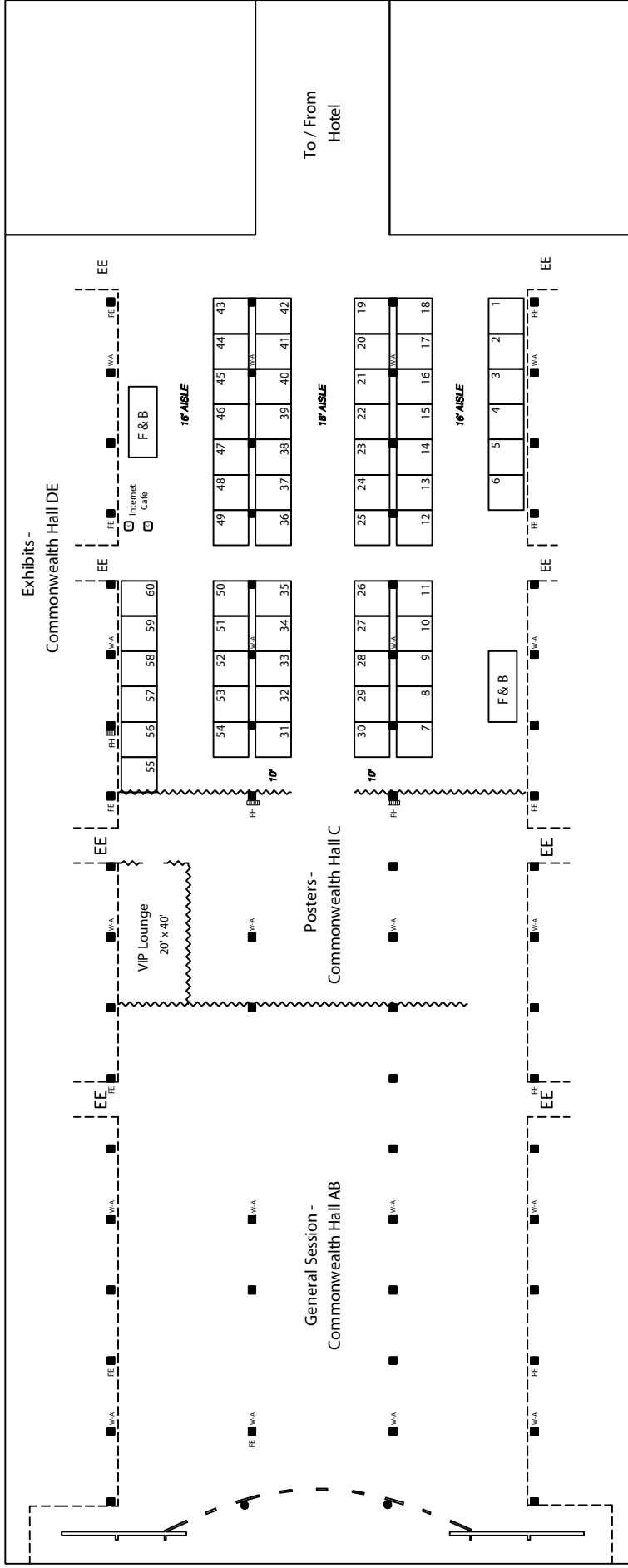
Any violation by the exhibitor of ISHRS's rules and regulations may, at the ISHRS's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, and/or prohibition on participation in future Annual Meetings. In the event 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 look forward to seeing you in Boston!*

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



# ISHRS 18th ANNUAL SCIENTIFIC MEETING

OCTOBER 21-23, 2010

WORLD TRADE CENTER - EXHIBIT HALL - IN COMMONWEALTH HALL DE

BOSTON, MASS. - USA

60 - 10' x 10' booths