

Invitation to Exhibit at the...

International Society of Hair Restoration Surgery's 20th Annual Scientific Meeting October 17-20, 2012 Atlantis-Paradise Island, The Bahamas

The International Society of Hair Restoration Surgery (ISHRS) is a non-profit medical society comprised of over 850 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

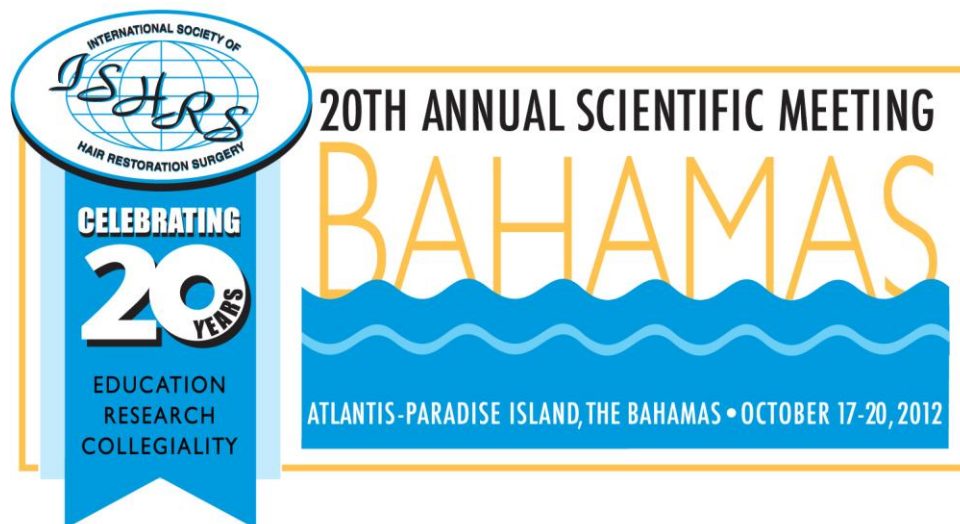
The ISHRS mission is to advance the art and science of hair restoration by licensed, experienced physicians who practice this type of medicine with a high degree of skill and artistry. We encourage the free interchange of ideas, knowledge and experience among members who aim to maintain their skills 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 physicians' 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 first preliminary Annual Meeting Program Mailer**, applications must be received by **March 24, 2012**.
- To have your company **listed in the second preliminary Annual Meeting Program Mailer**, applications must be received by **May 10, 2012**.

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 Scientific 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 17, 2012 1:00PM-7:00PM

SHOW HOURS:

Thursday/October 18, 2012 7:30AM-7:30PM

Welcome Reception in Exhibit Hall: 6:00PM-7:30PM

Friday/October 19, 2012 8:15AM-6:00PM

Saturday/October 20, 2012 7:30AM-2:30PM

DISMANTLE:

Saturday/October 20, 2012 2:30PM-7:00PM

Exhibits must NOT be disturbed, dismantled or removed before 2:30PM, Saturday, October 20, 2012. All exhibit materials must be removed from the exhibit area by 7:00pm on Saturday, October 20, 2012.

BOOTH INFORMATION

Exhibit booths will be located in Grand Ballroom ABC, located in Atlantis's Conference Center. This location is adjacent to the general session, which takes place in Grand Ballroom DEFG. 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 7, 2012.** 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.** All exhibitor materials and signage must stay inside the official booth space and not be placed in the aisles. The standard booth fee includes one standard pipe & drape booth; a basic ID sign showing company name and booth #; the exhibit space; janitorial service for aisles of the exhibit area; registration for up to **four** (4) company exhibit representatives; and a one year listing in the Online Buyers Guide which is 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 hall, 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 **\$3,000.00 USD per 8 ft. x. 10 ft. booth.** A 50% deposit of \$1,500.00 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 **July 20, 2012.** If assigned space is not paid for by **July 20, 2012,** 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, Meetings & Exhibits Manager, at the ISHRS Headquarters office. Or, it may be emailed to the ISHRS Headquarters office at 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 19, 2012: Full refund less \$100 administrative fee
- Received June 20-July 20, 2012: 50% refund of full booth(s) fee less \$100 administrative fee
- After July 20, 2012: No refund

*****IMPORTANT DEADLINES*****

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

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

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

July 20: 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.

July 20: Final payment on booths due.

July 20: Exhibitor Information Forms due (this includes requests to hold a social function)

September 26: 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 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 Scientific 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 Scientific 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 Scientific 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, 2012. 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).** The ISHRS 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, 2012,** the exhibiting company's name will be published in the first preliminary Annual Meeting Program mailer. If the application is received by **May 10, 2012,** the exhibiting company's name will be published in the Annual Scientific Meeting Program mailer. If the application is received by **July 20, 2012,** the exhibitor's full description will be published in the On-site Program Guide.

CONTRACTOR SERVICES & EXCLUSIVE FREIGHT CARRIER

Sunplash Events is the official exposition service contractor for the meeting. Sunsplash Events provides the following services: trade show rental equipment & furnishings, carpet rental (note the exhibit area is carpeted), booth carpet cleaning, exhibit labor for installation & dismantle, and lighting. 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 ISHRS. 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 ISHRS does not assume any liability or responsibility for any act performed or omitted by such official contractor.

Exclusive carrier for exhibit freight transportation to Atlantis: Atlantis requires that all exhibit shipments are handled by **Laser International Freight Transport (www.LaserFreight.com).** Laser has a facility in-house at Atlantis, so when you ship through them you receive door-to-door service which includes: storage, drayage, customs brokerage services and guidance through the convention customs requirements (which will exempt most items from import duties). Information on shipping through Laser will be included in the exhibitor service kit.

Ordering of services: All of the details for placing orders will appear in the ISHRS Exhibitor Service Kit which you will receive electronically in **May.**

EXHIBITOR INFORMATION FORM

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 & Gala Tickets Orders, and 2) Social Function Request. This form should be returned no later than **July 20, 2012.** 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.** Badges are to be picked up at the ISHRS registration desk which will be located in the foyer of the Grand Ballroom, located in Atlantis's Conference Center. 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 Atlantis. None of the ISHRS, Sunsplash Events, Laser International Freight Transport or Atlantis, 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 night time protection of the exhibit hall, the ISHRS, Sunsplash Events, Laser International Freight Transport and Atlantis 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, Atlantis, 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 Atlantis, except those occasioned by the gross negligence or willful misconduct of the ISHRS or Atlantis; 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 Atlantis. Exhibitor further waives any and all rights it may have against the ISHRS, Atlantis, 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 Scientific 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 Scientific 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, the ISHRS believes that it is in its best interests to do so, the ISHRS shall move the Annual Scientific Meeting to another location.

EXHIBIT SPACE ACTIVITIES

Business activities, circulars and advertising material 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 Atlantis, 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 by Atlantis (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 Scientific 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 Scientific 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. 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 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 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 ISHRS Annual Scientific 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 Scientific Meeting. For purposes of this policy, the relevant time frame begins two days immediately prior to the official opening of the ISHRS Annual Scientific Meeting and ends two days after the official close of the ISHRS Annual Scientific Meeting.

SOCIAL FUNCTIONS

ISHRS approval, which may be granted or denied by the 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 **July 20, 2012**. 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, the 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 Scientific Meetings, or take such other action as the 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 Scientific Meeting. If such items are not cleared through the ISHRS before the Annual Scientific 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 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 ISHRS shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Annual Scientific 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 Scientific Meeting without refund or other appeal.

VIOLATION OF RULES

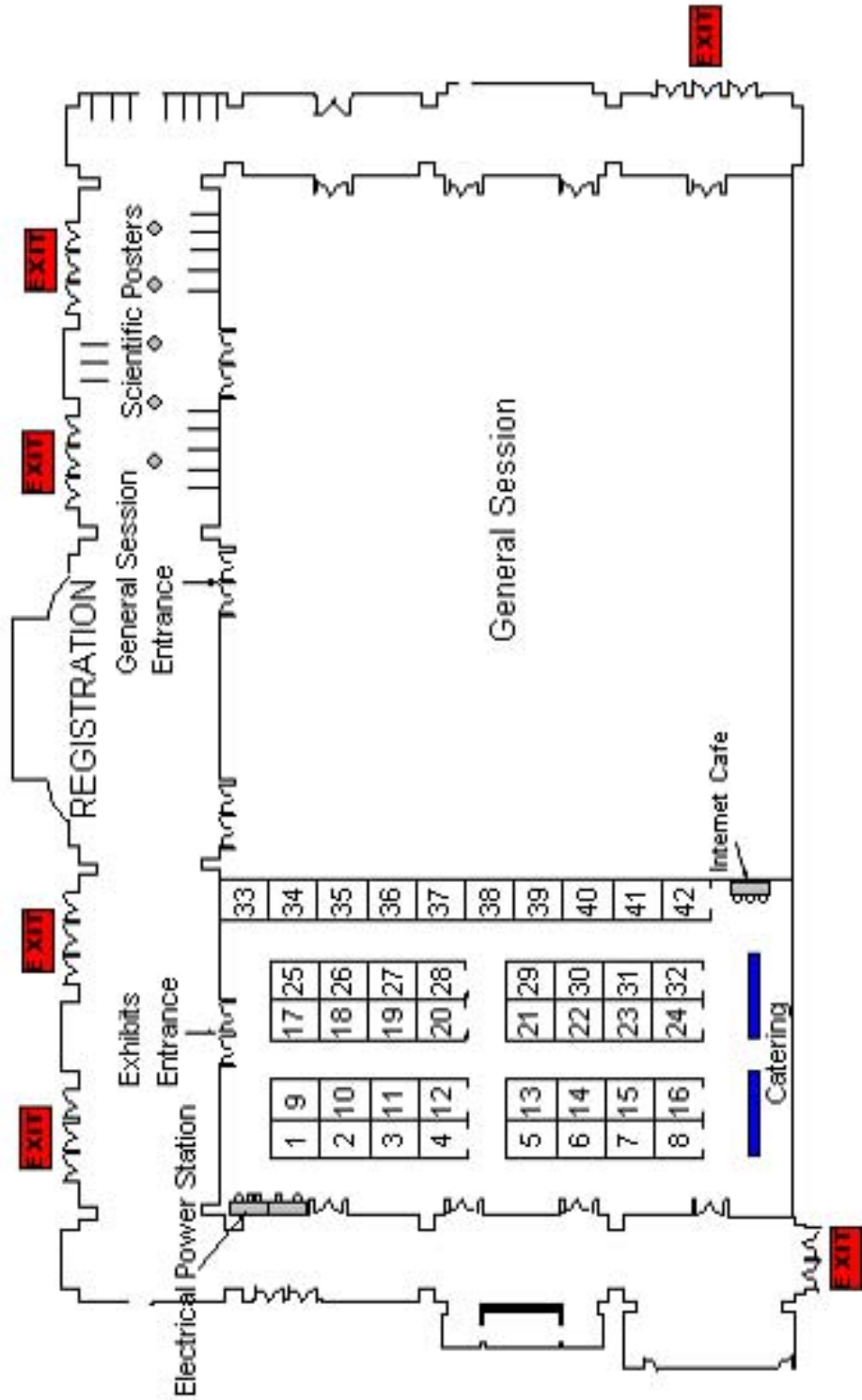
Any violation by an exhibitor of the ISHRS's rules and regulations may, at the ISHRS's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, and/or prohibition on participation in future Annual Scientific 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
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Direct Phone: 773-883-1236, HQ Phone: 630-262-5399, Fax: 630-262-1520
Direct email address: judfolk@ishrs.org
HQ E-mail: info@ishrs.org

We look forward to seeing you in The Bahamas!

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



International Society of Hair Restoration Surgery

Grand Ballroom
 Atlantis, Paradise Island
 October 17-20, 2012

42 - 8 ft. x 10 ft. Booths