

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 Hyatt Regency San Francisco. 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 Hyatt Regency San Francisco only and will occur on one day only, **Thursday, October 24, 2013**. 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 Hyatt Regency San Francisco 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 (with one page inserted) 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 Hyatt Regency San Francisco.

2) In addition, you will be responsible for:

- Producing your own room drop materials and delivering them to the Hyatt Regency San Francisco in a condition ready to be delivered to the rooms, by the date required. The Hyatt Regency San Francisco will not collate your materials or stuff your gift bags. (The ISHRS will inform you of the required quantity on September 20, 2013.)
- The Hyatt Regency San Francisco's room drop fees, payable directly to the hotel. Currently (subject to possible increase) the Hyatt Regency San Francisco charges room drops fees of \$1.50 per room per single item (flyer or thin envelope – it must fit under the door) or \$3.00 for larger items that would require them to open the door, along with any handling fees your items may incur at the hotel. The hotel will require pre-payment of the estimated charges prior to delivery.

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

POLICIES:

The Hyatt Regency San Francisco 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 the ISHRS.
- ISHRS requires you to forward your room drop piece for review and approval by October 1, 2013. You may email it to Jule Uddfolk at juddfolk@ishrs.org.

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/21stexhibits. Your payment, with the Room Drop Agreement, must be received by September 23, 2013. Please forward any questions you may have to info@ishrs.org.



ROOM DROP AGREEMENT

International Society of Hair Restoration Surgery
21st Annual Scientific Meeting • October 23-26, 2013
Hyatt Regency San Francisco; San Francisco, California, USA

Apply now by returning this Agreement with payment, or complete the agreement online at:

www.registration123.com/ishrs/21stexhibits

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 23, 2013.** All refunds are subject to \$100 administrative fee.

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

- ISHRS Exhibiting Company, envelope (with one page inserted) or one-page flyer \$1,500 USD
- ISHRS Exhibiting Company, larger Item \$2,500 USD
- Non-Exhibiting Company, envelope (with one page inserted) 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/21stexhibits

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 Hyatt Regency San Francisco 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 Hyatt Regency San Francisco's room drop fees. Currently, but subject to possible increase, the hotel charges room drops fees of \$1.50 per room per single item (flyer or thin envelope – it must fit under the door) or \$3.00 for larger items that would require them to open the door.
- Any receiving/handling fees your items may incur at the Hyatt Regency San Francisco.

Once your Room Drop Agreement is accepted by the ISHRS, the ISHRS will give you information on how to proceed. You will then need to work directly with the Hyatt Regency San Francisco contact person to make your own arrangements.

6. POLICIES:

The Hyatt Regency San Francisco 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 the ISHRS.

FOR OFFICE USE ONLY:

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

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