



# COMMERCIAL EXPOSURE OPPORTUNITIES

## OPTIONS:

- **Commercial Support:** Levels of recognition on following pages.
- **Satellite Symposia:** See details on following pages.
- **Exhibits:** See exhibit prospectus at: [www.ishrs.org/AnnualMeeting.html](http://www.ishrs.org/AnnualMeeting.html) or contact the ISHRS Meeting & Exhibits Manager.
- **Hotel Room Drop Marketing Opportunity:** See the detailed flyer for more information or contact the ISHRS Meeting & Exhibits Manager.
- **Advertising :** Available in *Hair Transplant Forum International*, the official publication of the ISHRS, and in the Onsite Final Program Guide of the Annual Scientific Meeting. There are also opportunities for **web banner ads** on the ISHRS website and listing in the **Online Buyer's Guide**. Details are on the current Rate Card located at: <http://www.ishrs.org/content/advertising-and-sponsorship> or by contacting the ISHRS Advertising Sales representative.

### To secure an opportunity, contact:

*Corporate Support & Satellite Symposia:* Victoria Ceh, MPA, Executive Director, at 1-630-262-5399 or [vceh@ishrs.org](mailto:vceh@ishrs.org)

*Exhibits or Hotel Room Drop:* Jule Uddfolk, CMP, Meeting & Exhibits Manager, at 1-773-883-1236 or [juddfolk@ishrs.org](mailto:juddfolk@ishrs.org)

*Advertising:* Cheryl Duckler, Advertising Sales, at 1-262-643-4212 or [cduckler@yahoo.com](mailto:cduckler@yahoo.com)



# COMMERCIAL SUPPORT

## Levels of Recognition



### Why should I provide corporate support?

- Set your company apart from the others
- Enhance your company's awareness and visibility
- Increase brand loyalty
- Participate in cause marketing – supporting the ISHRS!

### DIAMOND \$75,000 - \$125,000

#### Benefits and recognition include:

- Support of Welcome Reception with signage at event
- Support of one continental breakfast with signage at event
- Support of one coffee break with signage at event
- Support of conference tote bags or pens with recognition
- 8 complimentary tickets to the Gala Dinner/Dance & Awards Ceremony
- Verbal recognition at the podium during the opening address
- Recognition on break slides
- Listing on signage at registration desk with company logo
- Listing in Onsite Final Program Guide with company logo (if support received by deadline)
- Listing in Program Book mailer with company logo (if support received by deadline)
- Listing on ISHRS website meeting page with company logo and link to company's main website

### PLATINUM \$45,000 - \$74,999

#### Benefits and recognition include:

- Support of one continental breakfast with signage at event
- Support of one coffee break with signage at event
- Support of printing of the Onsite Final Program Guide with recognition on inside front cover
- 6 complimentary tickets to the Gala Dinner/Dance & Awards Ceremony
- Verbal recognition at the podium during the opening address
- Recognition on break slides
- Listing on signage at registration desk with company logo
- Listing in Onsite Final Program Guide with company logo (if support received by deadline)
- Listing in Program Book mailer with company logo (if support received by deadline)
- Listing on ISHRS website meeting page with company logo and link to company's main website

### GOLD \$20,000 - \$44,999

#### Benefits and recognition include:

- Support of one coffee break with signage at event
- 4 complimentary tickets to the Gala Dinner/Dance & Awards Ceremony
- Verbal recognition at the podium during the opening address
- Recognition on break slides
- Listing on signage at registration desk with company logo
- Listing in Onsite Final Program Guide with company logo (if support received by deadline)
- Listing in Program Book mailer with company logo (if support received by deadline)
- Listing on ISHRS website meeting page with company logo and link to company's main website

### SILVER \$5,000 - \$19,999

#### Benefits and recognition include:

- 2 complimentary tickets to the Gala Dinner/Dance & Award Ceremony
- Verbal recognition at the podium during the opening address
- Recognition on break slides
- Listing on signage at registration desk with company logo
- Listing in Onsite Final Program Guide with company logo (if support received by deadline)
- Listing in Program Book mailer with company logo (if support received by deadline)
- Listing on ISHRS website meeting page with company logo and link to company's main website

### BRONZE \$1,000 - \$4,999

#### Benefits and recognition include:

- Verbal recognition at the podium during the opening address
- Recognition on break slides
- Listing on signage at registration desk, with company logo
- Listing in Onsite Final Program Guide with company logo (if support received by deadline)
- Listing in Program Book mailer with company logo (if support received by deadline)
- Listing on ISHRS website meeting page with company logo and link to company's main website

# SATELLITE SYMPOSIA

## Guidelines & Application Process



### General Rules:

- There will be a limit of 1 Satellite Symposia this year. The time slot is on **Thursday/October 9, 2014, from 7:30pm to 9:30pm.**
- All registrants of the Annual Scientific Meeting will be eligible to register for the Satellite Symposium. The company may stipulate whether to offer to physician-registrants only or all registrants (physicians, surgical assistants, office staff, and registered spouse/guests).
- The Symposia must be educational and scientific. They are not meant to be promotional functions.
- The company is required to provide a dinner to the registrants of the Symposium, which needs to be ordered through the hotel. The Symposium room is the same as the General Session room and is large enough to hold approximately 400 in banquet seating plus additional 400 in theater seating. The front of the room will be set in banquet rounds. The company may set a maximum registration cap or allow the room to sell-out based on capacity.
- The ISHRS is not providing CME credits for the Satellite Symposia.
- Although ISHRS provides function space, it does not endorse your Satellite Symposium or consider it to be a part of the official ISHRS Annual Scientific Meeting program.
- Once a company is approved for a Satellite Symposium and pays the fee, the ISHRS will inform the hotel of the approval and provide the company with the hotel contact person information to make all arrangements and additional payments directly with the hotel, e.g., food & beverage, any additional audiovisual, etc. The hotel will not charge meeting room rental. The company is responsible for finalizing all arrangements with the hotel. It is understood that the ISHRS accepts no responsibility for the planning of the function after the space assignment.
- It is the responsibility of the company to provide the hotel with the guaranteed numbers and payments in a timely manner. In the event the company cancels its function, the ISHRS will not refund the Satellite Symposium fee and the company will be responsible for any cancellation charges or penalties levied by the hotel. The company must manage all elements of the Satellite Symposium onsite. The ISHRS will not be involved in the logistical management of the function.
- Faculty of the Satellite Symposia must be registered for the ISHRS Annual Scientific Meeting if they wish to attend any portion of the ISHRS Annual Scientific Meeting.

### Fees and Arrangements:

- The ISHRS fee for a Satellite Symposium is **\$10,000 USD**, payable in full to *International Society of Hair Restoration Surgery* one week after the Satellite Symposium application is accepted.
- The ISHRS fee includes:
  - Usage of the assigned meeting room during the specified time, set in banquet rounds in front and theater in back and with a head table on a riser
  - Standard audiovisual set: 1 LCD projector, 1 computer, 1 screen, 1 podium with microphone, and 1 A/V technician [The room may be set with dual screen for audience ease.]
  - Description in meeting program (and promotion that it provides)
  - Registration
- In addition, the company must pay the cost for food & beverage (dinner and drinks for attendees) directly to the hotel as well as additional audiovisual, electric, or other related costs, e.g., handouts, ticket taker, etc.

# SATELLITE SYMPOSIA (cont.)



- The ISHRS will promote the Satellite Symposium in the ISHRS meeting brochure, noting that it is sponsored and presented by your company and not by the ISHRS.
- The ISHRS will handle registration for your Satellite Symposium via the ISHRS Annual Scientific Meeting registration process and will keep you abreast with a list of registrants. Lists will be provided at 3 months out, 2 months out, and 3 weeks out. The company may set a maximum registration cap or allow the room to sell-out based on capacity (i.e., approximately 400 at banquet rounds). The ISHRS will issue a ticket in registrants' packets to those signed-up for your Symposium. If you choose to collect tickets, you must provide a ticket collector at the door.
- The Satellite Symposia will be offered to the registrants on a complimentary basis. No registration or meal fee will be charged by the ISHRS or the company. **The ISHRS does not guarantee a minimum number of attendees.**
- The use of ISHRS name or logo in any way is strictly prohibited, as the Symposium is not endorsed or co-sponsored by the ISHRS. If reference is made to the Symposium being held during the ISHRS Annual Scientific Meeting, only the following verbiage is allowed: "This company-sponsored Satellite Symposium is independent of the ISHRS Annual Scientific Meeting activities and is not accredited by the ISHRS."
- The distribution of the company's handbills, fliers, or other literature within the hotel is prohibited, except for distribution of literature within rented exhibit booth, through purchased ISHRS hotel room drop opportunity, or during the Satellite Symposium.
- Signage at the meeting room entrance for your Satellite Symposium may be displayed starting one hour prior to the start time. The signage is limited to one easel sign that is no larger than 24"x36". No large floor-based signs are permitted. The hotel can provide the sign easel on a complimentary basis. No other promotional signs or flyers are allowed anywhere else in the hotel. Non-allowed signs/promotions will be promptly removed by ISHRS staff. Copy must be approved in advance by the ISHRS.
- Interested companies must apply.

## Application Process:

There is not an official application form. Submit a request to Victoria Ceh, MPA, ISHRS Executive Director, at [vceh@ishrs.org](mailto:vceh@ishrs.org) by **May 15, 2014**, with the following details:

- Name of company sponsoring the symposium with contact person and contact details
- Title of symposium
- General description of educational content
- List of proposed presenters
- If you would like all meeting registrants to be eligible to sign-up or only physician-registrants
- The number of attendees you would like to set as the registration maximum (upper limit is 400 for banquet rounds)

## Timeline:

- May 15, 2014 – Deadline to submit application/request to hold Satellite Symposium
- May 20, 2014 – Company selected for the Satellite Symposium slot
- May 27, 2014 – \$10,000 fee due to ISHRS; ISHRS to send company hotel contact information. Company to provide final write-up for program brochure.
- June 1, 2014 – Company to contact hotel and begin planning, logistics, etc.
- July 9, 2014 – ISHRS to provide company with registration report of its Symposium (list of registrant names with mailing address, email, registration category, any special dietary requests)
- August 9, 2014 – ISHRS to provide company with registration report of its Symposium
- Sept. 19, 2014 – ISHRS to provide company with registration report of its Symposium

# 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. This is a great way to:

- Invite them to your exhibit 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 official meeting hotel only and will occur on one day only, **Thursday, October 9, 2014**. This is not an exclusive offer – all ISHRS room drops will be made on that day. A limited number of room drop opportunities will be sold. The drop will go to ALL rooms in our ISHRS block 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)

**For non-exhibiting companies:** \$2,500 for an envelope or one-page flyer

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 ISHRS will inform you of the required quantity on September 8, 2014.)
- The hotel's room drop fee is 15RM (Malaysian Ringgit) per room to the exhibitor, payable to the ISHRS. The ISHRS will invoice the exhibitor 2 weeks prior based on room pick-up, and invoice the exhibitor after the meeting if there were any additional rooms and therefore, a balance due.

Once your Room Drop Agreement is accepted by the ISHRS, you will be given information from the ISHRS on how to proceed.

## POLICIES:

The 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 the ISHRS.
- The ISHRS requires you to forward your room drop piece for review and approval by September 1, 2014. You may email it to Jule Uddfolk at [juddfolk@ishrs.org](mailto:juddfolk@ishrs.org).

## HOW TO SIGN UP:

To participate in the ISHRS Room Drop, complete the online Room Drop Agreement via the Exhibit Registration link. See ISHRS meeting website for details: [www.ISHRS.org/AnnualMeeting.html](http://www.ISHRS.org/AnnualMeeting.html). Your payment, with the Room Drop Agreement, must be received by September 8, 2014. Please forward any questions you may have to [info@ishrs.org](mailto:info@ishrs.org).