

# 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 Shangri-la Hotel Kuala Lumpur. 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 Shangri-la Hotel Kuala Lumpur 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 limit of 3 room drop opportunities will be sold. The drop will go to ALL rooms in our ISHRS block at the Shangri-la Hotel Kuala Lumpur 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 USD for an envelope (with one page inserted) or one-page flyer.

**For non-exhibiting companies:** \$2,500 USD for an envelope (with one page inserted) 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 Shangri-la Hotel Kuala Lumpur.

### **2) In addition to the above fee, you will be responsible for:**

- Paying the Shangri-la Hotel Kuala Lumpur's room drop fees. These hotel room drops fees will be RM 15 per room, payable to the ISHRS. The ISHRS will invoice the exhibitor for these fees 2 weeks prior to the meeting, based on the current room pick-up, and will invoice the exhibitor again after the meeting if needed with any balance due for rooms added after the first invoice.
- Producing your own room drop materials and delivering them to the Shangri-la Hotel Kuala Lumpur in a condition ready to be delivered to the rooms, by the date required. The ISHRS will inform you of the required quantity on September 9, 2014.
- Any receiving/handling fees your items may incur at the Shangri-la Hotel Kuala Lumpur.

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

## **POLICIES:**

The Shangri-la Hotel Kuala Lumpur 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 or imply that your product or service is endorsed or recommended by the ISHRS.
- You may not state that your product/service is better than another product or service.
- ISHRS requires you to forward your room drop piece for review and approval by September 9, 2014. You may email it to Jule Uddfolk at [judfolk@ishrs.org](mailto:judfolk@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/22ndexhibits](http://www.registration123.com/ishrs/22ndexhibits). Your payment, with the Room Drop Agreement, must be received by September 9, 2014. Please forward any questions you may have to [info@ishrs.org](mailto:info@ishrs.org).



# ROOM DROP AGREEMENT

International Society of Hair Restoration Surgery  
22nd Annual Scientific Meeting • October 8-11, 2014  
Shangri-la Hotel Kuala Lumpur; Kuala Lumpur, Malaysia

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

[www.registration123.com/ishrs/22ndexhibits](http://www.registration123.com/ishrs/22ndexhibits)

## 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, 2014.** All refunds are subject to \$100 USD 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
- Non-Exhibiting Company, envelope (with one page inserted) or one-page flyer \$2,500 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  
1- 800-444-2737 or 1-630-262-5399, FAX: 1-630-262-1520

Questions? Call 1-630-262-5399 or e-mail [info@ishrs.org](mailto:info@ishrs.org)  
**Apply Online TODAY:** [www.registration123.com/ishrs/22ndexhibits](http://www.registration123.com/ishrs/22ndexhibits)

**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:

- Paying the Shangri-la Hotel Kuala Lumpur's room drop fees. These hotel room drops fees will be RM 15 per room, payable to the ISHRS. The ISHRS will invoice the exhibitor for these fees 2 weeks prior to the meeting, based on the current room pick-up, and will invoice the exhibitor again after the meeting if needed with any balance due for rooms added after the first invoice.
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### FOR OFFICE USE ONLY:

Date Accepted: \_\_\_\_\_ By \_\_\_\_\_ Date faxed to Exhibit Manager: \_\_\_\_\_

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