



COMMERCIAL EXPOSURE OPPORTUNITIES

OPTIONS:

- **Commercial Support:** Levels of recognition on following pages.
- **Exhibits:** See exhibit prospectus at: 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 : Victoria Ceh, MPA, Executive Director, at 1-630-262-5399 or vceh@ishrs.org

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

Advertising: Cheryl Duckler, Advertising Sales, at 1-262-643-4212 or 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 (name only)
- Listing in Onsite Final Program Guide (if support received by deadline)
- Listing in Program Book mailer (if support received by deadline)
- Listing on ISHRS website meeting page

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 (name only)
- Listing in Onsite Final Program Guide (if support received by deadline)
- Listing in Program Book mailer (if support received by deadline)
- Listing on ISHRS website meeting page

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 on signage at registration desk (name only)
- Listing in Onsite Final Program Guide (if support received by deadline)
- Listing in Program Book mailer (if support received by deadline)
- Listing on ISHRS website meeting page

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 (name only)
- Listing in Onsite Final Program Guide (if support received by deadline)
- Listing in Program Book mailer (if support received by deadline)
- Listing on ISHRS website meeting page

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 (name only)
- Listing in Onsite Final Program Guide (if support received by deadline)
- Listing in Program Book mailer (if support received by deadline)
- Listing on ISHRS website meeting page

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 Hilton Chicago. 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 Hilton Chicago only and will occur on one day only, **Thursday, September 10, 2015**. This is not an exclusive offer – all ISHRS room drops will be made on that day. The drop will go to ALL rooms in the ISHRS block at the Hilton Chicago 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, or \$2,500 USD for a larger item.

For non-exhibiting companies: \$2,500 USD for an envelope (with one page inserted) or one-page flyer, or \$3,500 USD 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 Hilton Chicago.

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

- Producing your own room drop materials and delivering them to the Hilton Chicago in a condition ready to be delivered to the rooms, by the date required. The hotel will not collate or prepare your materials – they must be provided in a ready to be delivered state.
- The Hilton Chicago's room drop fees. Currently, but subject to possible increase, the hotel charges room drop fees of \$2.50 USD per room per single item (flyer or thin envelope – it must fit under the door) or \$4.00 USD per room for a single larger item that will be placed inside the room.
- Any receiving/handling fees your items may incur at the Hilton Chicago.

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

POLICIES:

The Hilton Chicago 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.
- The ISHRS requires you to forward your room drop piece for review and approval by **August 24, 2015**. You may email it to Jule Uddfolk at 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. Your payment, with the Room Drop Agreement, must be received by August 24, 2015. Please forward any questions you may have to info@ishrs.org.