



2017 OPPORTUNITIES FOR COMMERCIAL EXPOSURE

For ISHRS 25th World Congress &
World Live Surgery Workshop

LIVE SURGERY WORKSHOP



FUE IMMERSION

POLANICA ZDRÓJ OCT 1-2, 2017

INTERNATIONAL SOCIETY OF HAIR RESTORATION SURGERY



25TH WORLD CONGRESS

OCT 4-7, 2017

OPTIONS

1. EDUCATIONAL GRANTS

2. EXHIBITS

- October 1-2, 2017 – World Live Surgery Workshop in Polanica Zdrój [table top only]
- October 4-7, 2017 – World Congress in Prague [typical booth space]

3. HOTEL ROOM DROP MARKETING OPPORTUNITY

4. ADVERTISEMENTS

- Hair Transplant Forum International (“the Forum”), official publication of the ISHRS
- Onsite Final Program Guide of the World Congress
- Web banner ads
- Online Buyer’s Guide listing

To secure an opportunity, contact:

Educational Grants

Victoria Ceh, MPA, Executive Director
vceh@ishrs.org or telephone +1-630-262-5399

Exhibits & Hotel Room Drops

Jule Uddfolk, CMP, Meeting & Exhibits Manager
juddfolk@ishrs.org or telephone +1-773-883-1236
Information at www.25thannual.org

Advertisements

Cheryl Duckler, Advertising Sales
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About the ISHRS

The International Society of Hair Restoration Surgery (ISHRS) is a global non-profit medical association and a leading, unbiased authority in medical and surgical hair restoration with more than 1,200 members throughout 70 countries.

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.

Members have backgrounds in varying medical specialties including dermatology, plastic surgery, general surgery, and more.

The cornerstone of the ISHRS continues to be the annual world congress and the Forum publication. Both provide an accepted international forum for information exchange and rapid diffusion of new and innovative surgical techniques and instrumentation technology.

The ISHRS is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and has earned the distinction of accreditation with commendation. The ISHRS’s World Congress is accredited for AMA PRA Category 1 credits. The ISHRS participates in the meetings of the American Medical Association’s House of Delegates, which is considered the “House of Medicine” in the United States.

Above all, the ISHRS is dedicated to achieving excellence in patient outcomes by promoting member education, international collegiality, research, ethics, and public awareness.



1. EDUCATIONAL GRANTS

Levels with Recognition

	Bronze	Silver	Gold	Platinum	Diamond
Grant Amount (USD)	\$1,500-\$4,999	\$5,000-\$9,999	\$10,000-\$24,999	\$25,000-\$44,999	\$45,000+
Listing on Congress website*	✓	✓	✓	✓	✓
Listing in Onsite Final Program Guide*	✓	✓	✓	✓	✓
Listing on signage near ISHRS registration desk*	✓	✓	✓	✓	✓
Recognition on break slides*	✓	✓	✓	✓	✓
Name badge ribbon indicating “Corporate Supporter” – shows attendees that you support the ISHRS!	✓	✓	✓	✓	✓
Verbal recognition at the podium during the opening address	✓	✓	✓	✓	✓
Complimentary tickets to the Gala Dinner	0	2	2	4	4
Support of one coffee break, noted in program and announced			✓	✓	✓
Support of one lunch, noted in program and announced				✓	✓
Support of conference tote bags or pens with recognition					✓

All amounts listed in U.S. dollars.

*Per rules of the Accreditation Council for Continuing Medical Education, recognition may only include company name, and may not include logo(s) or product names.

2. EXHIBITS

Opportunities at

World Live Surgery Workshop

October 1-2, 2017
Polanica Zdrój, Poland

Table top only
Very limited spaces!

25th World Congress

October 4-7, 2017
Prague, Czech Republic

Typical booth space
Limited spaces

www.25thannual.org

Exhibits registration will open in March 2017.



Categories

- Surgical instruments, supplies and equipment (e.g., forceps, needle holders, cutting tools)
- Medical devices (e.g., FUE devices)
- Low level laser therapy (LLLT) devices
- Pharmaceuticals specific to hair loss
- Holding solutions
- Camouflage products, scalp micropigmentation products
- Imaging, digital photography, microscopes software
- Office and practice management products, patient financing products
- Scientific publications and textbooks
- Cosmetic items (e.g., non-medical formulations, shampoos, etc.)
- Nutritional items
- Other products associated with the diagnosis and treatment of hair loss
- Other products or services associated with the adjunct procedures

3. HOTEL ROOM DROPS

How it works

The room drops will be delivered to all ISHRS room block guests at the Corinthia Hotel Prague only and will occur on one day only, **Thursday, October 5, 2017**. 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 Corinthia Hotel Prague, which will be approximately 320 guest rooms, dependent upon final attendance.

Costs

- 1) Fee to the ISHRS:
 - a. **For exhibiting companies:**
 - i. \$1,500 USD for an envelope (with one page inserted) or one-page flyer
 - ii. \$2,500 USD for a larger item
 - b. **For non-exhibiting companies:**
 - i. \$2,500 USD for an envelope (with one page inserted) or one-page flyer
 - ii. \$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 Corinthia Hotel Prague.

- 2) In addition to the above fee, you will be responsible for:
 - a. Producing your own room drop materials and delivering them to the Corinthia Hotel Prague 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.
 - b. The Corinthia Hotel Prague's room drop fees. Currently, but subject to possible increase, the hotel charges room drops fees of €2 EUR per room per item.
 - c. Any receiving/handling fees your items may incur at the Corinthia Hotel Prague.

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

Policies

The Corinthia Hotel Prague 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 4, 2017**. You may email it to Jule Uddfolk at juddfolk@ishrs.org.

How to sign up

- Go to www.25thannual.org
- Click "Exhibitor Information" link
- Click "Exhibit Registration" link
- Complete the online Room Drop option

Your payment, with the Room Drop Agreement, must be received by August 4, 2017.



Take advantage of the opportunity to catch the attention of ISHRS meeting attendees by organizing a room drop.

- *Invite attendees to your booth
- *Feature show specials
- *Highlight a new product
- *Educate on the uses of your products or services

4. ADVERTISEMENTS

Options

a) Hair Transplant Forum International (“the Forum”)

- This full-color, 8½"×11", bimonthly journal runs 40-54 pages (self-cover), with 6-10 advertisements per issue randomly dispersed throughout. Circulation includes more than 1,200 members; print distribution is via 1st class USPS for the United States and Global Mail (Royal Mail) for international. Advertisers are sent a complimentary issue that contains their ad with their invoice for each placement. Members may also download issues of the *Forum* (PDF) through the Members Only section of the ISHRS website.
- The *Forum* serves the field of Hair Restoration surgery by providing a free exchange of ideas in a non-peer-reviewed setting with articles relating to hair loss and its surgical and medical treatments. In addition to articles written by Society members covering all the latest trends and technology relevant to the Hair Restoration field, the *Forum* does consider for publication articles written by advertisers as long as they meet editorial standards. Any advertiser-submitted article cannot be self-serving or promote a particular company, and it must provide valuable information for ISHRS membership.

b) Onsite Final Program Guide of the World Congress

- The annual Onsite Final Program Guide is typically 44–58 pages, 8½"×11". The Guide is in full color, with advertisements placed in the back of the publication. Circulation includes approximately 1,000+ World Congress attendees and is their continuous companion throughout the meeting.

c) Web banner ads

- Advertise on the ISHRS website with a link to your website. Your banner ad will be included on the ISHRS's website at www.ISHRS.org on the Members Only section home page. Your message will reach the 650+ visitors who access the Members Only section of the ISHRS website on a monthly basis.

d) Online Buyer's Guide

- You can offer your service/product through the ISHRS's Online Buyer's Guide found in the Members Only section of the ISHRS website. The ISHRS Online Buyers Guide is a powerful resource designed for our physician members so that they may easily find the industry-related products and services they need to purchase in their profession.
- Your inclusion in the guide, which is organized by product titles, gives your business direct contact with more than 1,200 ISHRS members who have access to our Members Only section as they conduct their product research and selection process. In this single spot, your business will reach over 1,200 potential customers who are responsible for buying the products and services you sell.
- As a value-add for exhibitors, exhibiting companies at the ISHRS's World Congress will receive a complimentary listing in the Online Buyer's Guide for a term of one year beginning at the conclusion of the meeting.

Pricing

Pricing details are located in the 2017 Rate Card at: <http://www.ishrs.org/content/advertising-and-sponsorship>