ADDITIONAL OPPORTUNITIES FOR COMMERCIAL EXPOSURE

ABOUT OUR MEETING

The 2022 World Congress will take place as a traditional in-person meeting with virtual access for those who cannot attend in person. We will record all live general and focused sessions and upload them to the ISHRS virtual congress platform where they will be available for 24/7 on-demand viewing for 3 months, from November through February. The ISHRS virtual congress platform also includes the popular CSI presentations, Product Showcase Webcast, and other resources.

ISHRS 30th World Congress
October 27-29, 2022 – In person
Panama City, Panama

&

Virtual Access
November 15, 2022-February 15, 2023
24/7 On demand

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), which is the agency responsible for sanctioning medical education for physician licensure in the United States. The ISHRS holds a seat in the American Medical Association House of Delegates, which is considered "the House of Medicine" in the United States and one of the most important groups to effect standards and legislation. The ISHRS is a liaison organization member of the Comite Europeen de Normalisation (CEN) [European Committee for Standardization] task force 403 "Aesthetic Surgery Services" where it assists with developing standards for hair transplantation among countries within the European Union.

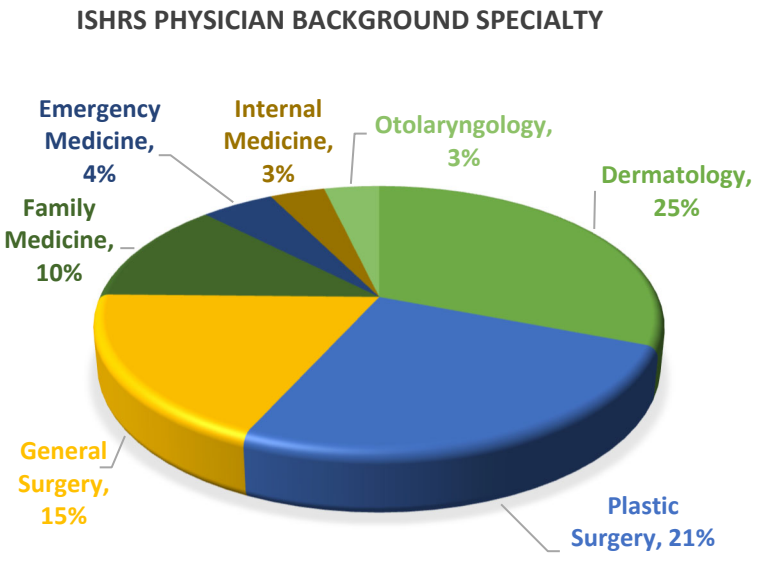
The ISHRS is a member of and leads the Global Council of Hair Restoration Surgery Societies which is comprised of 23 national and regional societies. Numerous countries' Ministries of Health have contacted the ISHRS in the past for expert information on industry standards.

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

The ISHRS is the leader in hair restoration surgical statistics and trend data. See its 2022 Practice Census Survey results. The ISHRS has been cited in numerous major news outlets, publications, and receives much press since it is the most trusted source for unbiased information and the best education in the field of hair restoration surgery.

A large part of the ISHRS's effort is dedicated to ensuring the safety of patients and developing methods to minimize risks to patients while meeting the expectations of patients. The ISHRS has published and maintains FUE Clinical Practice Guidelines, Core Curriculum in Hair Restoration Surgery, and Core Competencies in Hair Restoration Surgery.

The ISHRS is dedicated to facilitating the training of physicians. The ISHRS has a Fellowship Training Program, enduring educational materials and online resources, and offers numerous meetings that include lectures and surgical workshops. The ISHRS holds its biggest event, the annual ISHRS World Congress, around the world. Several of the countries in which it has organized meetings and live workshops include: United States, Australia, United Kingdom, Greece, Japan, South Korea, United Arab Emirates, Canada, Mexico, Malaysia, Thailand, The Netherlands, Czech Republic, Belgium, Poland, Spain, Italy, and India. Its faculty are world-renowned and the top experts, innovators, and pioneers in the field. The faculty and leadership are those physicians who write the textbooks in the field and author the most important journal articles. The majority of faculty have been in the field for 20+ years.



#1. Product Showcase Webcast

Price: $500 USD for exhibiting companies; $800 USD for non-exhibiting companies

Quantity Available: 15

Pitch your product or service to ISHRS World Congress attendees prior to the meeting in Panama. The **Product Showcase Webcast** will be an opportunity for companies of interest to hair restoration surgeons to provide a one-to-two-minute video of their company and/or products. Exhibiting companies may wish to use the time to talk about special promotions. Non-exhibiting companies are also invited to participate, and as a bonus, company information will be included in the congress app.

The Product Showcase Webcast will be assembled through Sept. 30, 2022. All content will be pre-recorded and produced by the ISHRS into a compilation video to be shared on the virtual meeting website. The video will be available to registered meeting attendees from October 17, 2022–February 15, 2023. In addition, it will be promoted via eblast in October 2022 to all attendees (in-person and virtual-only attendees).

The 2021 Product Showcase webcast was very popular among congress attendees with over 500 views.

Application deadline: September 16, 2022

NOTE: Content subject to review and approval by the ISHRS Exhibits & Advertising Review Committee.

79% Yes!

"Would you be interested in attending an online **Industry Product Showcase** hosted by the ISHRS in which vendors could present their newest products and technologies?"

Source: ISHRS Needs Assessment Survey, April 2021

#2. Final Program Guide Advertisement

As always, we will produce a detailed Final Program Guide for the World Congress. Various sizes and locations for advertisements are available. The Final Program Guide is the "go to" source for attendees to navigate the meeting and is often kept for months and years after and used as a reference.

Ad commitment due date: August 17, 2022
Final artwork due date: September 1, 2022

Rate Card with pricing and art specifications:
https://ishrs.org/media/advertising-and-sponsorship/

#3. HOTEL ROOM DROP

Price: $1,500 USD for exhibiting companies; $2,500 USD for non-exhibiting companies*

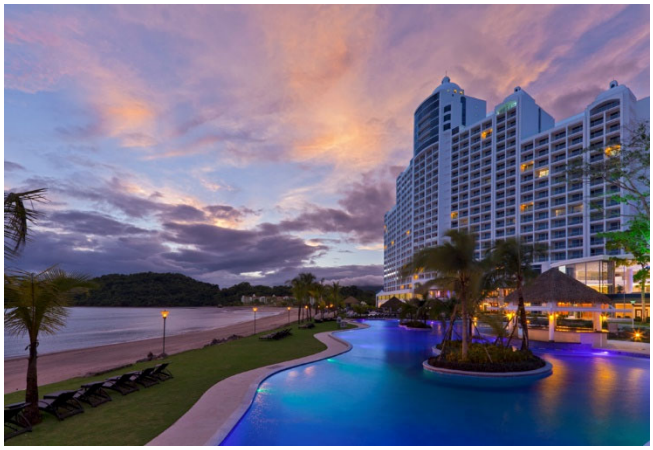
Take advantage of the opportunity to catch the attention of the ISHRS meeting attendees by organizing a room drop. Room drop items are delivered directly to each attendee's hotel room at the official meeting hotel, the Westin Playa Bonita. This is a great way to:

- 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 Westin Playa Bonita only and will occur on one day only, **Thursday, October 27, 2022.** This is not an exclusive offer – all ISHRS room drops will be made on that day. The drop will go to ALL rooms in our ISHRS block at the Westin Playa Bonita which will be approximately **300 guest rooms**, dependent upon final attendance.

**In addition to the above fee, you will be responsible for producing your own room drop materials and delivering them to the hotel by the date required in a ready to deliver state. You will also be required to pay the Westin Playa Bonita's room drop fees, which is currently $2.00 per room per item and any receiving/handling fees your items may incur at the Westin Playa Bonita. After your Room Drop Agreement is accepted by the ISHRS, the ISHRS will provide information on how to proceed.*



#4. EDUCATIONAL GRANT

Platinum Sponsor	**$20,000 USD**
Gold Sponsor	**$15,000 USD**
Silver Sponsor	**$10,000 USD**
Bronze Sponsor	**$5,000 USD**

Educational grants provide important funding to support the World Congress program. Your grant will demonstrate your generous support of the ISHRS, its members and the hair restoration profession.

All educational grants will be recognized under the appropriate level as follows:

- On the ISHRS World Congress website (logo with optional hyperlink)
- In the World Congress collateral
- In a special eblast to all World Congress attendees and
- Acknowledgement during the World Congress's opening remarks

#5. Online Buyers Guide

Price: $200 USD

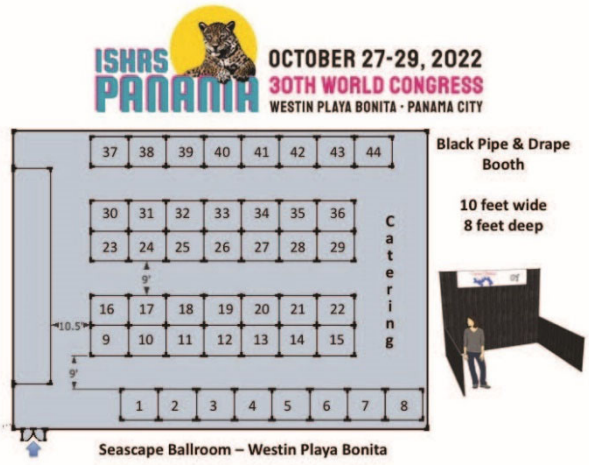
You can offer your service/product through the ISHRS's Online Buyer's Guide found in the Members Only section of the ISHRS website. The ISHRS Online Buyers Guide is a powerful resource designed for our physician members so that they may easily find the industry-related products and services they need to purchase in their profession.

Your inclusion in the guide, 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-added 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. **As a special bonus, the 2022-2023 Online Buyers Guide will be published in the congress app for all registered attendees to access in addition to being posted in the members only section of the ISHRS website!**

#6. Exhibit Booth (in-person)

If you haven't already registered, don't miss the opportunity to have a booth at our in-person meeting in Panama!
Go to: 30thannual.org to register.



"I'm interested!" Form

Additional Opportunities
for Commercial Exposure

International Society of Hair Restoration Surgery
30th World Congress - Panama
Panama City In-Person: Oct. 27-29, 2022
Virtual Edition: Nov. 15, 2022-Feb. 15, 2023

Please check below the items you are interested in and email this form to Jule Uddfolk, CMP, ISHRS Meeting & Exhibits Manager at juddfolk@ishrs.org. If you have questions or would like to discuss by phone, call Jule Uddfolk directly at +1-773-883-1236. Completion of this form does not guarantee your request.

Today's Date:_____

□ **#1. Product Showcase Webcast**

□ **#2. Final Program Guide Ad**

□ **#3. Marketing Room Drop**

□ **#4. Educational Grant**

□ Platinum Sponsor	$20,000 USD
□ Gold Sponsor	$15,000 USD
□ Silver Sponsor	$10,000 USD
□ Bronze Sponsor	$5,000 USD

□ **#5. Online Buyers Guide**

□ **#6. Exhibit Booth**

CONTACT INFORMATION:

Company Name:_____

Contact Person & Title:_____

E-mail:_____Phone:_____

The ISHRS reserves the right to approve/deny at its discretion, including requests for multiple placements. All advertisements, content, and acceptances of provisions for Additional Opportunities must be in harmony with the ISHRS's mission and educational purpose of its World Congress, including compliance with ISHRS policies and positions statements.