

# Exhibit Prospectus



## 2018 AHRS

### AMERICAN HAIR RESEARCH SUMMIT

MAY 14-16 | ORLANDO, FL | USA

The American Hair Research Society (AHRS) will host the inaugural **2018 American Hair Research Summit**, on May 14-16, 2018, in Orlando, Florida, at the Rosen Shingle Creek Resort. We expect approximately 350 attendees who will represent dermatologists, dermatologic surgeons, clinical and basic hair and hair related researchers, and hair transplant surgeons.

The 2018 AHRS Summit was scheduled to immediately precede the 2018 International Investigative Dermatology (IID) Meeting. The 2018 AHRS Summit ends on Wednesday by noon and the IID begins Wednesday evening. This easy flow makes it convenient for those who plan to stay on to attend the IID. Please note: There will be a separate registration for the IID meeting.

The goal of the Summit is to offer a comprehensive regional hair research meeting to present new research, share experiences, and discuss new directions for the advancement of knowledge in hair growth, hair and scalp disease, and clinical care.

#### Target Audience:

- Hair Biologists
- Dermatologists
- Cosmetic Scientists
- Hair Transplant Surgeons
- Physicians with an interest in hair research who are new to the field
- Industry involved in hair research with products relating to the treatment of hair and scalp disorders, hair loss, hair health, etc.
- Residents, fellows, medical students with an interest in hair research and/or hair loss

#### **About the AHRS – Host Organization:**

The American Hair Research Society (AHRS) is a non-profit organization composed of dermatologists, scientists and industry partners who support collaborative scientific research of hair disorders in order to provide improved patient care. The AHRS (formerly North American Hair Research Society) was founded in 1990 by a group of dermatologists dedicated to furthering research in hair-related disorders.

#### Mission:

- To strongly encourage and promote scientific research in the field of the normal and disordered hair growth.
- To promote dissemination of state of the art knowledge on hair biology and medical hair disorders.
- To promote interdisciplinary interaction between basic scientists and clinicians through regular meetings, publications and innovative communication.
- To establish links with other international hair research societies and to arrange combined meetings on a periodic basis.
- To educate both our colleagues and the public on hair biology and the pathophysiology and treatment of hair related conditions.
- To create and maintain a database of hair disorders that will foster greater enhanced communication between bench scientists, clinicians, industry, patient support societies.

**APPLY TO EXHIBIT TODAY!**

Go to: <http://2018ahrs.org/2018ahrs/exhibits-sponsors/>

## WHO SHOULD EXHIBIT

Companies with products and/or services of interest to: dermatologists, dermatologic surgeons, clinical and basic hair and hair related researchers, and hair transplant surgeons.

## PRODUCTS/SERVICES EXHIBITED

Products or services exhibited (or referred to) must be those related to the interests and educational values of the 2018 AHRS Summit and normally manufactured or supplied by the exhibitor. Exhibitor may exhibit only those products/services it lists in the 2018 AHRS Summit Product Description on the Application/Contract for Exhibit Space. The AHRS may refuse to accept the Application of any company or person whose display of goods or services is not compatible, in the sole opinion of the AHRS, with the general character and objectives of the AHRS and the 2018 AHRS Summit. In its discretion, the AHRS may require the exhibitor to provide additional information regarding its products/services.

## EXHIBIT DATES AND HOURS

NOTE: Exhibit hours are preliminary and subject to change.

EXHIBITORS SET-UP: Monday/May 14, 2018	1:00PM-2:00PM
SHOW HOURS: Monday/May 14, 2018 (Wine & Cheese Reception/Exhibit Area:	2:00PM-8:30PM 7:00PM-8:30PM)
Tuesday/May 15, 2018	7:00AM-7:00PM
DISMANTLE: Tuesday/May 15, 2018	7:00PM-9:00PM

Exhibits must NOT be disturbed, dismantled or removed before 7:00PM on Tuesday, May 15, 2018. All exhibit materials must be removed from the exhibit area by 9:00PM on Tuesday, May 15, 2018.

## EXHIBIT TABLE INFORMATION

The exhibit tables will be located in Panzacola Ballroom G1/F1/F2, located on the main level of the Rosen Shingle Creek Resort. Scientific posters, food & beverage and lounge tables will be located in the same room as the exhibit tables. This exhibit/poster room is adjacent to the general session room, which is Panzacola Ballroom G2/F3/F4. The floor plan for the exhibit room is on page 4. NOTE: This floor plan is preliminary and subject to change.

The exhibit program is limited to tables that measure 6 feet long x 30 inches wide and multiples of those standard tables, placed inline. Table assignments will be made on a first come, first served basis. Table number assignments will be confirmed and communicated to the exhibitor contact person (as stated on the application) via e-mail on February 20, 2018. No table locations are guaranteed until the confirmation on this date. All dimensions are believed to be accurate but are not warranted by the AHRS. All exhibitor display materials must be placed on top of the exhibit table and not on the floor surrounding it, in the aisles, or elsewhere at the AHRS 2018 Summit meeting space or in the Rosen Shingle Creek. No objects placed on the table may be higher than 4 ft. tall. Exhibit table representatives must stay beside the table while representing the company (no "selling in the aisles"). The standard table fee includes one 6 feet long x 30 inches wide table, draped and skirted in white; two chairs, a basic ID tent sign on the table to show the table number and company name, janitorial service for aisles of the exhibit area; and registration for up to two (2) company exhibit representatives.

The exhibit area is carpeted. Sufficient lighting is provided for adequate general illumination in the exhibit area, but no individual lights or electrical outlets are provided in the exhibit space for product lighting. All electrical work must be supplied by the Rosen Shingle Creek. All draping or display materials of cloth must be fireproofed. Under no conditions will oils, gases, or other combustible or flammable materials be permitted in the exhibit area.

All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables. Exhibitors represent and warrant that they shall comply with all national, state, and local fire regulations and accept full responsibility for such compliance.

## PAYMENT/DEPOSIT/REFUND

Fees are \$4,000.00 USD per 6 feet long x 30 inches wide exhibit table. A 50% deposit of \$2,000.00 USD per table must be submitted with the application for exhibit space. No application will be processed or space assigned until the deposit is received. Space must be fully paid for by April 1, 2018. If assigned space is not paid for by April 1, 2018, it may be reassigned, sold or canceled by the AHRS.

## CANCELLATION POLICY

Notification of an exhibitor's decision to cancel must be faxed or mailed in writing to Jule Uddfolk, CMP, Meetings & Exhibits Manager, at the AHRS Headquarters Office. Or, it may be emailed to the AHRS Headquarters office at [info@nahrs.org](mailto:info@nahrs.org). It is the exhibitor's responsibility to assure the cancellation was received. If written notification of cancellation is received at the AHRS Headquarters office, the following policies will apply:

- Received by February 28, 2018: Full refund less \$100 administrative fee
- Received March 1-April 1, 2018: 50% refund less \$100 administrative fee
- After April 1, 2018: No refund

## \*\*\*IMPORTANT DEADLINES\*\*\*

### February 20, 2018:

- Notification of exhibit table number assignment by e-mail.

### April 1, 2018:

- Final payment on booths due.

### April 16, 2018:

- Final product/service descriptions due for inclusion in the On-Site Program Guide. Exhibit applications must be approved by this date to be listed.
- Exhibitor Badge Form due.
- Last day to purchase an exhibit table.

### April 23, 2018:

- Last day to cancel or substitute exhibit personnel.

## SUBLETTING/USE OF SPACE

Exhibitors shall not assign or sublet any space allotted to them and shall not advertise or display goods other than those manufactured or sold by them in the regular course of their business. No person, firm or organization that has not contracted with the AHRS for occupancy of exhibit space will be permitted to display or demonstrate any products, processes or services, solicit orders, wear exhibitor identification badges, or distribute advertising or other materials at the exhibition or the 2018 AHRS Summit in general. Any infringement of this regulation will result in prompt removal of the offending person(s). The AHRS reserves the right to (i) refuse Applications of Exhibitors not meeting the Society's required or expected standards, and (ii) remove exhibits or parts of exhibits that reflect against the character of the 2018 AHRS Summit at any time before and/or during the exhibition. This applies to displays, literature, advertisements, novelties, souvenirs, conduct of persons, etc. The AHRS does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the 2018 AHRS Summit.

## ASSIGNMENT OF SPACE

Exhibit table assignments will be made on a first come, first served basis. Exhibit table assignments will be confirmed and communicated to the listed exhibitor contact person via e-mail on February 20, 2018. You may indicate your exhibit table location preference during the online registration process. The exhibit table floor plan is on page 4 of this Exhibit Prospectus (tentative and may change). The AHRS reserves the right to amend the floor plan and exhibit table assignments.

## EXHIBITOR SERVICES

Confirmed exhibitors will be provided with information on how to order electrical, audio-visual, and internet services. In addition, information will be provided on how to ship your exhibit materials directly to and from the Rosen Shingle Creek. The exhibitor will be responsible for all costs of services ordered.

The full details for placing orders will appear in the AHRS Exhibitor Service Instructions which you will receive electronically in mid-February 2018. The exhibitor must abide by all rules and procedures that are outlined in the Exhibitor Service Instructions as well as in this Exhibit Prospectus.

## EXHIBITOR BADGE FORM/SUBMITTING BADGE NAMES

A link to the Exhibitor Badge Form will be sent to each exhibiting company with their exhibitor confirmation. Please submit your exhibit table personnel badge names by this form no later than April 16, 2018. No exhibitor will be admitted to the exhibit area without an exhibitor's badge and ribbon. Two badges are included with each table. Additional badges may be purchased at \$395 each. Exhibitors are not permitted to attend the general sessions. An "Industry" category badge is required to attend scientific sessions and may be purchased individually or is included with certain Commercial Support Levels.

Badges are to be picked up at the AHRS registration desk which will be located in the Panzacola Ballroom Foyer at the Rosen Shingle Creek. Meeting venue information will be included in the program book and in your confirmation letter.

## LIABILITY/INSURANCE/SECURITY

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the Rosen Shingle Creek. None of the AHRS, the Rosen Shingle Creek, or their respective officers, directors, members, agents, or employees, maintain insurance covering exhibitors' property and such parties are not responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and exhibitor hereby expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the exhibitor. Although security personnel may be provided by the AHRS for the night time protection of the exhibit area, the AHRS and the Rosen Shingle Creek shall have no liability whatsoever for theft, loss, or damage to property belonging to exhibitors, their agents, employees, business invitees, visitors, or guests.

Exhibitors shall carry comprehensive liability coverage, including premises operations and contractual liability coverage of at least \$1,000,000 for personal injury liability, \$1,000,000 for property damage liability, and statutory workers' compensation with employer's liability with a limit of at least \$100,000. Upon request, the exhibitors will furnish certificates of insurance to AHRS.

## INDEMNIFICATION AND RELEASE

Exhibitor shall indemnify, defend, and hold the AHRS, the Rosen Shingle Creek, and their respective directors, officers, members, agents, employees and successors, and each of them, forever harmless from and against: (i) any damage or charges resulting from violation of any law or ordinance or violation of the rules and regulations of either the AHRS or the Rosen Shingle Creek, except those occasioned by the gross negligence or willful misconduct of the AHRS or the Rosen Shingle Creek; and (ii) any and all other claims, liabilities, losses, damages, or expenses (including, without limitation, attorneys' fees), whether those of the exhibitor or a third party, arising directly or indirectly, from exhibitor's occupancy and use of the exhibition premises, or any part thereof, except those arising from the gross negligence or willful misconduct of the AHRS or the Rosen Shingle Creek. Exhibitor further waives any and all rights it may have against the AHRS, the Rosen Shingle Creek, and their respective directors, officers, members, agents, employees and successors, and each of them, and releases and discharges them from any claim relating to exhibitor's occupancy and use of the exhibit area, or any part thereof.

## **CANCELLATION OF MEETING**

In the event the 2018 AHRS Summit is not held for any reason whatsoever, the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the AHRS will be to return to exhibitors their exhibit space fee on a pro rata basis after deduction of all 2018 AHRS Summit related costs and expenses incurred by the AHRS through the date of cancellation, an administrative fee, and overhead charges.

## **CHANGE OF LOCATION**

If the selected location is not available or if, in its sole discretion, the AHRS believes that it is in its best interests to do so, the AHRS shall move the 2018 AHRS Summit to another location.

## **EXHIBIT SPACE ACTIVITIES**

Business activities, circulars and advertising materials of the exhibitor shall only be conducted and/or distributed within the exhibit space assigned to the exhibitor. Exhibitors are permitted to display only the exhibiting firm's products/services for which they are official distributors and to make informal presentations at the exhibit table regarding the firm's product line or service. Exhibitors are prohibited from conducting any activities on the outside grounds, parking area, or elsewhere at the Rosen Shingle Creek. Exhibitors are required to keep the assigned exhibit space in good order at all times. Exhibitors may not place anything in the aisles during open hours. Exhibit representatives must promote their products/services at their exhibit table only and not go into the aisles to pull in customers. Exhibitors may offer food and/or beverage at their exhibit tables as a traffic builder provided it is ordered through the Rosen Shingle Creek (no outside food or beverage is allowed) and the food & beverage is located on their exhibit table, not on any additional tables or carts. Promotional activities considered to be objectionable and not in the best interest of the AHRS and its purpose of education will be expressly prohibited. All unusual or atypical promotional activities, in the AHRS's sole discretion, must be approved in writing by the AHRS no later than sixty (60) days prior to the start of the AHRS Summit. Audiovisual and other sound and attention-getting devices are permitted only in such intensity as, in the sole discretion of the AHRS, does not interfere with the activities of other exhibitors. The use of microphones at the exhibit tables is strictly prohibited. Films purely for entertainment, without educational or informational value, will not be permitted.

## **ACCESSIBILITY**

Exhibitor represents and warrants that its exhibit space shall be reasonably accessible and usable by persons with disabilities and that it will be in compliance to the extent applicable under regulations implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold the AHRS and its directors, officers, members, agents, and successors, harmless from and against any and all liabilities, claims, losses, damages, and expenses (including attorneys' fees and expenses) that may be incurred by or asserted against the AHRS, or its directors, officers, members, agents, or successors, on the basis of Exhibitor's breach of the representations and warranties contained in this paragraph or noncompliance with any provision of the Americans with Disabilities Act, and any other federal, state, and local laws and regulations intended to provide equal access for persons with disabilities, applicable to the exhibitor's exhibit.

## **ADVERTISING**

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media to the effect that particular products or services have been exhibited at the 2018 AHRS Summit or which could be construed as an endorsement by the AHRS or by its members is prohibited. The AHRS name and logo are the exclusive property of the AHRS and may not be used in any way, i.e., on promotional materials, literature, giveaways, etc., by anyone for any purpose.

## **EXHIBITOR ATTENDANCE AT THE GENERAL SESSIONS**

Exhibitors are not permitted to attend the general sessions. An "Industry" category badge is required to attend scientific sessions and may be purchased individually or is included with certain Commercial Support Levels.

## **BADGES**

All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to and while in the exhibit area. Company badges will not be accepted in lieu of the official badge. Exhibitors may not deface or mark badges in any manner. Affixing stick-on items, punching, stamping or marking badges is not permitted. Individuals who do not have badges will not be permitted into the exhibit area.

## **CONFLICTING EVENTS**

Companies exhibiting at the 2018 AHRS Summit will be required, as a condition of their participation as exhibitors, not to exhibit at, conduct or sponsor conflicting events. Conflicting events are scientific or educational meetings of interest and relevance to the audience (including but not limited to lectures, presentations, seminars or workshops) that are scheduled during the same time frame encompassed by the 2018 AHRS Summit. For purposes of this policy, the relevant time frame begins two days immediately prior to the official opening of the 2018 AHRS Summit and ends at the official close of the 2018 AHRS Summit.

## **ANCILLARY FUNCTIONS**

AHRS approval, which may be granted or denied by the AHRS at its sole discretion, is required for all exhibitor-sponsored ancillary functions. Requests for such activities must be submitted in writing via the Ancillary Function Request Form to the AHRS Meeting & Exhibits Manager by April 16, 2018. The request must specify date, time, location, type of function and anticipated attendance. Ancillary functions will only be approved for times that are not in competition with the AHRS program, in the sole opinion of the AHRS. The allowed ancillary timeslots offered are not exclusive – there may be more than one exhibiting company hosting ancillary functions during any given time period. The AHRS is not holding meeting rooms at the Rosen Shingle Creek for exhibitor use. The exhibiting company must secure its own meeting/function space, whether it be at the Rosen Shingle Creek or elsewhere, and pay any and all required fees and costs directly. If it is determined that an unapproved ancillary function of any sort has taken place or is scheduled to take place, the AHRS may deny the exhibitor exhibit space installation or access to the exhibit area, close or remove the exhibitor's exhibit space, prohibit the exhibitor's participation in future AHRS events, or take such other action as the AHRS, in its sole discretion, deems appropriate.

## **PRODUCT SALES**

Exhibitor acknowledges that it bears sole responsibility for the collection and remission of all sales tax and other obligations arising from its product sales.

## **GIVEAWAYS**

Atypical giveaways must be approved by the AHRS (30) thirty days in advance of the 2018 AHRS Summit. If such items are not cleared through the AHRS before the 2018 AHRS Summit, or are determined to be objectionable or prohibited, the AHRS has the right to prohibit distribution.

## **CONTESTS AND DRAWINGS**

Exhibitors are allowed to have their own prize drawings and contests within their exhibit space. Exhibitors shall comply with any and all gaming laws applicable to such drawings or contests. The AHRS will not announce or publish winners, forward prizes, or otherwise be responsible for an exhibitor's own drawing or contest.

## **MUSIC LICENSING**

Exhibitors shall obtain any and all licenses or grants of authority required of exhibitors under the copyright laws, including, but not limited to, those relating to the performance of music, whether live or recorded. A copy of such licenses will be furnished to the AHRS if requested.

## **USE OF LASERS**

In keeping with recommended safety guidelines for lasers, the AHRS has adopted regulations for laser exhibitors. Exhibitors operating, or permitting the operation of, lasers represent and warrant that: (i) they shall comply with the AHRS regulations; and (ii) such lasers will be operated only in a manner that presents no safety risks for exhibition attendees and/or the exhibit area. Companies displaying lasers must request the AHRS Laser Regulations.

## **OTHER REGULATIONS**

It is the responsibility of the exhibiting company to see that all exhibit table staff is aware of and adhere to these rules and conduct themselves in a professional manner throughout this meeting.

The AHRS shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the 2018 AHRS Summit. Any and all matters not specifically covered herein are subject to decision by the AHRS. These rules and regulations may be amended at any time by the AHRS upon written notice to all exhibitors. Each exhibitor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by the AHRS from time to time. Any exhibitor or exhibitor representative who, in the opinion of the AHRS, conducts itself unethically may immediately be dismissed from the 2018 AHRS Summit without refund or other appeal.

## **VIOLATION OF RULES**

Any violation by an exhibitor of the AHRS's rules and regulations may, at the AHRS's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, and/or prohibition on participation in future AHRS Summits. In the event exhibitor violates the rules and regulations and is prohibited from continued use of the exhibit space, exhibitor's exhibit space fee, or any portion of it, is non-refundable.

For further information contact:

Jule Uddfolk, CMP, Meetings & Exhibits Manager  
American Hair Research Society  
303 West State Street, Geneva, IL 60134, USA  
Direct Phone: +1-773-883-1236  
Headquarters Phone: +1-630-578-3991, Fax: +1-630-262-1520  
Direct email: [jule@mmsformetings.com](mailto:jule@mmsformetings.com)  
Headquarters email: [info@nahrs.org](mailto:info@nahrs.org)

[www.2018ahrs.org](http://www.2018ahrs.org)

Floor Plan on back →  
(Preliminary and subject to change)

Panzacola F2  
Panzacola F1

Panzacola G1

