

Hotel Room Drop Marketing Opportunity



2018 AHRS
AMERICAN HAIR RESEARCH SUMMIT
MAY 14-16 | ORLANDO, FL | USA

Take advantage of the opportunity to catch the attention of the 2018 AHRS World Summit attendees by organizing a room drop. Room drop items are delivered directly to each attendee's hotel room at the official meeting hotel, the Rosen Shingle Creek Resort. This is a great way to:

- Invite them to your exhibit table
- Feature show specials
- Highlight a new product
- Educate attendees on the uses and benefits of your products and services
- Show your commitment to the AHRS

HOW IT WORKS:

The room drops will be delivered to all AHRS Summit room block guests at the Rosen Shingle Creek Resort and will occur on one day only, **Tuesday, May 15, 2018**. This is not an exclusive offer – all 2018 AHRS Summit room drops will be made on that day. The drop will go to ALL rooms in our group room block which will be approximately 130 guest rooms, dependent upon final attendance.

THE COSTS INVOLVED:

1) The fee for the 2018 AHRS Summit room drop opportunity is as follows:

- **\$1,500 USD** for an envelope (with one page inserted) or one-page flyer – that can fit under the door.
- **\$3,000 USD** for larger-sized item that cannot fit under the door.

Note: the fees listed above entitle you only to the right to make the room drop. We will forward a list of approved room drop companies to the Rosen Shingle Creek Resort.

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

- Paying the Rosen Shingle Creek Resort room drop fees. These hotel room drops fees will be USD \$2.50 for items that can fit under the door, or \$3.50 per room for thicker items that need to be placed inside the room. The AHRS will give you instructions at a later date on how to make this payment directly to the hotel.
- Producing your own room drop materials and delivering them to the Rosen Shingle Creek Resort in a condition ready to be delivered to the rooms, by the date required. The AHRS will inform you of the required quantity on April 13, 2018.
- Any receiving/handling fees your items may incur at the Rosen Shingle Creek Resort.

After your Room Drop is confirmed by the AHRS, you will be given information from the AHRS on how to proceed.

POLICIES:

The Rosen Shingle Creek Resort will not accept room drop materials without the consent of the AHRS.

Guidelines for room drop materials are as follows: (All materials will be checked on-site for compliance to these rules.)

- The 2018 AHRS Summit 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 AHRS or 2018 AHRS Summit.
- You may not state that your product/service is better than another product or service.
- AHRS requires you to forward your room drop piece for review and approval by April 2, 2018. You may email it to Jule Uddfolk at jule@mmsformetings.com.

HOW TO SIGN UP:

To participate in the 2018 AHRS Summit Room Drop, register via the Exhibit Registration link. Your full room drop payment is due at the time you register.