9-12 April 2021
Melbourne Convention and Exhibition Centre

Sponsorship & Exhibition Prospectus
www.hair2021.org
Join us for HAIR 2021!

HAIR 2021 - The Pinnacle event in the hair research calendar.

HAIR 2021 is the Melbourne World Congress of Hair Research and where the experts in hair biology and key opinion leaders in hair loss treatment gather to learn, exchange ideas and present their latest research.

Join us at the 12th World Congress for Hair Research (HAIR 2021), to be held at the Melbourne Convention & Exhibition Centre, Australia from 9 – 12 April 2021. The Congress is expected to attract over 600 leading clinical dermatologists, hair transplant surgeons, hair biologists, wool & hair fibre scientists and researchers, physicians, trichologists and hairdressers.

As the peak international meeting for hair research, the World Congress for Hair Research has become a major interdisciplinary and influential Congress for clinicians and scientists working towards the advancement of knowledge in hair growth, hair and scalp diseases, clinical care and translation of research into clinical applications. To continue the legacy of the Congress, HAIR 2021 aims to attract early career clinicians and scientists, enabling the transfer of knowledge to the next generation.

HAIR 2021 sponsors will benefit from premium brand positioning via our global marketing campaigns, achieve maximum industry connectivity via the latest digital engagement platforms, plus valuable onsite networking with frontline practice leaders from across the globe. We have also introduced an exclusive Opal Sponsor package, in recognition of the national gemstone of the host country, Australia. All sponsors and attendees will also enjoy discounted airlines via Qantas, our Official Congress Airline Partner.

We encourage you to include HAIR 2021 as part of your marketing strategy and we look forward to partnering with you for HAIR 2021 in Melbourne, Australia.

Yours sincerely

Professor Rod Sinclair
HAIR 2021 Chair

Associate Professor Leslie Jones
HAIR 2021 Secretary General
Program

If it’s not happening at HAIR 2021, it's not happening.

Discoveries in genetics, molecular biology and immunology have translated into new treatments of alopecia areata, androgenetic alopecia, cicatricial alopecia and hirsutism.

Preview of Program Topics in 2021

- Male and Female Pattern Hair Loss
- Alopecia Areata
- Cicatricial Alopecia
- Hair structure, Function and Shine
- Genodermatosis
- Lasers: Hair Removal and Hair Growth
- Emerging Therapies
- Complex Clinical Cases
- Hair Follicle Immunology
- Gene Discovery and Gene Therapy
- Morphogenesis, Neogenesis and Tissue Engineering
- Stem Cells and Stem Cell Niches
- Comparative Biology and Wool Science

Approximately 147 million people worldwide have or will develop alopecia areata at some point in their lives. (Source: https://www.naaf.org/faqs)
About Melbourne

Melbourne has ranked the world’s most liveable city for 7 consecutive years. Melbourne is renowned as Australia’s knowledge and cultural capital. Melbourne offers a sophisticated multi-cultural lifestyle, hidden laneways abundant with arts, museums, festivals, sporting events, food, wine, shopping and is the birthplace of Australian rules football. In 2028, Melbourne is expected to become Australia’s largest city.

Explore Melbourne beyond just the Congress and immerse yourself in sightseeing and activities that Melbourne has to offer! See the list below of the top things to see and do whilst you’re visiting Melbourne.

Royal Botanic Gardens Victoria  
National Gallery of Victoria  
Melbourne Recital Centre  
Melbourne Cricket Ground (MCG)  
Hamer Hall  
Federation Square  
The Arts Centre  
And so much more!

Melbourne really is the place to be and we are excited to invite you to this stunning city.

Melbourne Convention & Exhibition Centre

The Congress is being held at the Melbourne Convention and Exhibition Centre located at 1 Convention Centre Pl, South Wharf VIC 3006.

Melbourne Convention and Exhibition Centre is superbly located on the banks of Melbourne’s Yarra River, close to the heart of the CBD and just 30 minutes from Melbourne’s International Airport. The new Convention Centre opened in June 2009 and was part of a $1.4 billion development in South Wharf that includes a Hilton Hotel, retail precinct, restaurants and bars.

There is a range of accommodation options within easy walking distance from the venue, which delegates will be able to book when registering for the Congress.

Flying to Melbourne?

Qantas is the official Congress Airline Partner.

- Qantas provides exclusive discounts to HAIR 2021 delegates who book their travel through Congress website along with complimentary membership of the Qantas Frequent Flyer program valued at A$90.00.
- Qantas flies non-stop to Melbourne from Dubai, Hong Kong, Singapore, Tokyo, Auckland, Wellington, Los Angeles and San Francisco. There are also direct flights from Dallas to Sydney as well as London to Perth. Qantas have plans for additional non-stop flights from Perth to Paris, Frankfurt and Johannesburg. Jetstar fly direct to Melbourne from Denpasar, Honolulu, Osaka, Phuket and Zhengzhou.
- Qantas is a member of the One World Alliance. One World partner airlines flies direct to Melbourne from Santiago de Chile, Kuala Lumpur, Doha and Colombo.
## Major Sponsorship Opportunities

**Price quoted in Australian Dollars and inclusive of Goods & Services Tax (GST)**

<table>
<thead>
<tr>
<th>Major Sponsorship - Entitlements</th>
<th>Opal 3 available $250,000</th>
<th>Platinum $100,000</th>
<th>Gold $70,000</th>
<th>Silver $45,000</th>
<th>Bronze $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Naming Rights</td>
<td>1 Plenary</td>
<td>1 Plenary</td>
<td>1 Concurrent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Symposium</td>
<td>1 Lunchtime</td>
<td>1 Concurrent</td>
<td>50% discount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibition Space</td>
<td></td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Vendor Registrations</td>
<td></td>
<td>15</td>
<td>8</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Dinner Tickets</td>
<td></td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Delegate list</td>
<td></td>
<td>4 weeks prior</td>
<td>2 weeks prior</td>
<td>1 week prior</td>
<td>1 week prior</td>
</tr>
<tr>
<td>Complimentary choice of one (1) brand positioning sponsorship up to $12,000</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The sponsor may provide a freestanding banner which will be positioned in the Plenary Room for the duration of the Congress (maximum size 2m high x 1m wide)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profile in Congress App</td>
<td></td>
<td>300</td>
<td>200</td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>Recognition as a sponsor (with organisation logo) in the Congress Mobile App and pocket program book</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as a sponsor (with organisation logo) on the sponsors’ page of the official Congress website, including a hyperlink to the organisation’s home page*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgement as a sponsor on the official sponsor acknowledgement signage situated onsite at the Congress</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use of the Congress logo until the end of April 2021</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Program Opportunities

Lunch Symposium (60 Pax)
*Included in Opal package*
- Sponsor logo on Congress website
- Sponsor’s logo in the final program alongside Symposium
- 60-minute session during Congress lunch break
- Sponsor to propose speaker and topic for Organising Committee approval
- Package includes meeting room, standard audio visual (projector, screen, lectern with microphone). Congress will not be providing catered lunch to delegates. Sponsor is welcomed to provide catering at own expense. Additional audio visual may also be arranged at additional cost.
- One (1) push notification advert through Congress

Plenary Session Sponsor
*Included in Opal & Platinum packages*
- Sponsor logo on Congress website
- Sponsor’s logo in the final program alongside Symposium
- The sponsor may provide a pull up banner
- Sponsor logo on the audio-visual screen in the session room prior to session
- Verbal recognition by the Session Chair directly before and after the Speaker’s session
- Two (2) passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not

Concurrent Session Symposium
*Included in Opal & Platinum packages*
- Sponsor logo on Congress website
- Sponsor’s logo in the final program alongside Symposium
- 60-minute session parallel to program concurrent sessions
- Sponsor to propose speaker and topic for Organising Committee approval
- Package includes meeting room, standard audio visual (projector, screen, lectern with microphone). Additional audio visual and catering at sponsor’s expense

Breakfast Symposium
$8,000
- Sponsor logo on Congress website
- Sponsor’s logo in the final program alongside Congress
- 60-minute session prior to Program commencing for the nominated day
- Sponsor to propose speaker and topic for Organising Committee approval
- Package includes meeting room, standard audio visual (projector, screen, lectern with microphone). Additional audio visual and catering at sponsor’s expense.
- One (1) push notification advert through Congress Mobile App prior to symposium
## Networking Event Opportunities

### Congress Dinner
**$20,000**
- Sponsor logo on Congress website, Mobile App, dinner tickets and menus
- Pull Up Banner at dinner venue
- Opportunity for organisation representative to present a five (5) minute speech
- Six (6) tickets for the sponsor’s nominated guests
- Reserved table for sponsor to invite guests to be seated with them. Note: all guests must have a ticket to the function, whether offered from the above allocation or additional tickets are purchased.
- Opportunity for sponsor to provide branded materials such as napkins for use by guests during the function. We welcome your ideas to provide additional theming for the function, subject to the approval of the Organising Committee.

### Early Careers Networking Mixer
**$12,000**
- Sponsor logo on Congress website and Mobile App
- Pull Up Banner at mixer venue
- Two (2) tickets for the sponsor’s nominated guests

### Faculty Dinner
**$12,000**
- Sponsor logo on Congress website and Mobile App
- Pull Up Banner at dinner venue
- Two (2) tickets for the sponsor’s nominated guests
- Opportunity for sponsor to provide branded materials such as napkins for use by guests during the function.

### Welcome Reception
**$12,000**
- Sponsor logo on Congress website, Mobile App and small table signs
- Pull Up Banner at Welcome Reception venue
- Opportunity for organisation representative to present a five (5) minute speech
- Four (4) tickets for the sponsor’s nominated guests

### Congress Refreshment Break
**$7,000 (per break – AM or PM)**
- Sponsor logo on Congress website and Mobile App
- Opportunity to provide literature on catering stations during catering break
- Small table signs with organisation logo placed on catering stations
- Two (2) passes to attend sponsored break only
# Brand Positioning Opportunities

**Congress App**
- $12,000
  - Sponsor logo on Congress website and Mobile App
  - Acknowledgement as a Sponsor on signage situated onsite the Congress
  - Dedicated Sponsor profile page
  - Sponsor logo to be featured on all App promotional materials
  - Two (2) push notifications during the evening

**Satchels**
- $12,000
  - Sponsor logo on Congress website and Mobile App
  - Acknowledgement as a Sponsor on signage situated onsite the Congress
  - Sponsor logo printed alongside Congress logo on all satchels

**Website**
- $8,000
  - Sponsor logo on Congress website and Mobile App
  - Acknowledgement as a Sponsor on signage situated onsite the Congress
  - Sponsor’s banner advertisement and hyperlink to Sponsor’s home page, placed on home page of the Congress website

**ePresenter (Digital Posters)**
- $8,000
  - Sponsor logo on Congress website and Mobile App
  - Acknowledgement as a Sponsor on signage situated onsite the Congress
  - Sponsor logo to be loaded onto the ePresenter monitors at the Congress

**Lanyards**
- $5,000
  - Sponsor logo on Congress website and Mobile App
  - Exclusive rights to provide Congress lanyards

**Notepads or Pens**
- $3,000
  - Sponsor logo on Congress website and Mobile App
  - Exclusive rights to provide notepads or pen

## Advertising Opportunities

**Pocket Program Book - Full Page Advertisement**
- $4,000

**Session Room - Screen Advertisement**
- $1,800 each

**Satchel Promotional Brochure**
- $1,000 each

**Website Banner**
- $4,000 each

**EDM Banner**
- $3,500 each

**Mobile App Page Banner**
- $1,500 each

Please consider environmentally friendly options such as recycled paper or FSC certified paper.
## Exhibition Packages

<table>
<thead>
<tr>
<th>Space only 3m x3m</th>
<th>Shell Scheme Package 3m x3m</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,800 (incl. GST)</td>
<td>$4,500 (incl. GST)</td>
</tr>
</tbody>
</table>

### Each Space only package includes the following:
- Marked out 3m wide x 3m deep (9m²) space. All additional stand requirements such as walls, furniture, floor coverings and electricity are available at an additional cost to exhibitors.
- The venue is carpeted / tiled (i.e. no carpet needs to be installed unless preferred by the exhibiting company)
- Two vendor passes
- A comprehensive exhibition manual
- Organisation name listed on exhibition page of Congress website
- 50-word profile per organisation in the Congress Mobile App

### Each Shell Scheme stand package includes the following:
- Shell scheme stand 3m wide x 3m deep (9m²)
- White octanorm panels 2.4m high
- Organisation name in vinyl lettering on fascia board
- Two (2) x 150 watt spotlights
- One (1) x 4 amp power point
- Carpet tiles/the venue is carpeted
- Two vendor passes
- A comprehensive exhibition manual
- Organisation name listed on exhibition page of Congress website
- 50-word profile per organisation in the Congress Mobile App

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**Want to enhance your presence? We have ideas.**
Contact us today to ask how at sponsorship@arinex.com.au
Location preference is subject to availability at the time of booking. The Congress Managers reserve the right to change the floor plan. Should a change occur exhibitors will be notified in writing. Catering station locations are not final and subject to change.
Sponsor and Exhibitor Guidelines

* Exposure in the Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

** The delegate list will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.

*** Venue surcharge to serve sponsor's product will be an additional cost to the sponsor.

**** Banner advertisement specifications will be provided after the confirmation of booking.

Environmental Sustainability Policy

The Organising Committee and Arinex respect our relationship with the environment and we openly acknowledge the adverse effects events can have on this. Thus, sustainability is at the fore of every decision we make in order to minimise our environmental footprint in everything we do. We are committed to reducing our material waste through the events we manage, and we are committed to using sustainable design and, where financially possible, carbon offsetting. We work with partners and suppliers who have strong sustainable policies and we encourage environmental discussions and awareness throughout our industry. We encourage you where possible to make environmentally friendly choices where possible.

Congress Managers

Arinex Pty Ltd has been appointed as the official Professional Congress Organiser (PCO) and looks forward to delivering an inspiring experience.

Sponsorship & Exhibitions Account Manager
12th World Congress Hair Research 2021
Arinex Pty Ltd
Address: Level 10, 51 Druitt Street
Sydney NSW 2000
Australia

Tel: + 61 2 9265 0700
Fax: + 61 2 9267 5443
Email: sponsorship@arinex.com.au
Website: www.hair2021.org/

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Sponsorship & Exhibition
Booking Form

A. SPONSORSHIP PACKAGE(S) REQUESTED
1. ........................................................................................................... A$ ........................................
2. ........................................................................................................... ........................................

B. EXHIBITION BOOTH REQUESTED
Please reserve the following booth type (please tick):

Space Only                       Shell Scheme
3m x 3m (9sqm) single booth       ☐ A$3,800 (incl. GST)       ☐ A$4,500 (incl. GST)

☐ We intend to install a custom stand therefore will not be requiring a shell scheme.

Preferred Booth Position(s) (refer to floor plan) ................................................... TOTAL A$: ........................................

Please indicate companies you do not wish to be placed near: ...................................................

AMOUNT PAYABLE A & B

50% deposit payable 30 days from date of invoice

Full Payment/Balance due: 9 January 2021 (incl. GST)

Organisation name (for marketing purposes):

Organisation name (for invoicing purposes):

Address:                                 City:
Postcode:                                State:                   Country:

Main Sponsor / Exhibitor contact:       Mr / Mrs / Ms / Other:
Name:                                    Position:                
Tel:                                      Fax:                        
Email:                                    Website:

Yes I have read and agree to the booking terms and conditions on the following page.

Authorised by: __________________________

Date: _________________________________

Signature: _____________________________

Please note that your booking will not be processed unless all sections above are completed.

PAYMENT DETAILS (please tick)
☐ We wish to pay via company cheque. Note all cheques must be made payable to: Arinex Pty Ltd on behalf of WCHR 2021, and should be forwarded to the Congress Managers at the above address.

☐ We wish to pay via EFT. Bank details will be provided by the Congress Managers with your tax invoice.

☐ We wish to pay via credit card. (Please note – a separate booking form will be provided for you to include our credit card information)

Please note, for all bookings up to $5,000 and paid via credit card, the full amount will be charged.

SEE OVER FOR TERMS AND CONDITIONS ➤
Sponsorship & Exhibition
Booking Form

SPONSORSHIP BOOKING TERMS & CONDITIONS

1. Where appropriate, Goods & Services Tax (GST) is applicable to all goods and services offered by the Congress Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Congress Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

2. Sponsorship will be allocated only on receipt of a signed Booking Form and Booking Terms & Conditions. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by 9 January 2021. Applications received after 9 January 2021 must include full payment.

3. All monies are payable in Australian dollars. Cheques should be made payable to Arinex Pty Ltd for and on behalf of the <Congress name> and must be drawn on an Australian bank.

4. All monies due and payable must be received (and cheques cleared) by the Congress Managers prior to the event. No organisation will not be listed as a sponsor in any official Congress material until full payment and a booking form have been received by the Congress Managers.

5. CANCELLATION POLICY: In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to 9 November 2020. No refunds will be made for cancellations after this date and full payment will be required. Should a cancellation be made prior to payment being made, the appropriate cancellation fee will be applicable, and the Congress Managers will issue an invoice which will be payable within seven (7) days. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by the above cancellation policy.

6. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Congress Managers.

7. Sponsorship monies will facilitate towards the successful planning and promotion of the Congress in addition to subsiding the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Congress.

8. Sponsorship entitlements including organisation logo on the Congress website and other marketing material will be delivered only after receipt of the required deposit or full payment.

9. Nomination of speakers will be subject to written approval by the speaker and program committee. Furthermore, at the discretion of the program committee, sponsored speakers may be asked to speak at additional keynote and concurrent sessions. Sponsors may provide concurrent session speakers on similar terms.

10. Speaker’s contract will make it clear that these speakers must present leading edge noncommercial papers with no obvious product endorsement and they must act ethically, not commenting on other speakers’ presentations or sponsors’ products.

11. Following approval from the scientific program committee, sponsors will be expected to negotiate directly with their nominated speaker and cover all costs relating to their attendance at HAIR 2021.

12. Sponsors may use the speaker at breakfasts, optional workshops and commercial sessions during the Congress but at no other public, external or by invitation appearances pre or post the Congress for a period of 30 days.

13. After the speaker has committed to the program and associated costs have been negotiated, the Congress Managers will then take on the speaker liaison in relation to obtaining abstracts, papers, copyright waiver and speaker a/v requirements.

14. Sponsors entitled to host an endorsed private function, do so at their own expense and at a time and date approved by the Congress Managers and HAIR 2021.

15. The Delegate List may be used by the sponsors up to and not beyond 2021 for the purposes of contacting 2021 Congress delegates. The list must not be used in conjunction with any other non-related Congress matters nor is the list to be used for future Congress marketing or transferred in whole or in part to any third party.

16. Privacy Statement – YES, I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by Arinex Pty Ltd. [ ] NO, I do not consent.

EXHIBITION BOOKING TERMS & CONDITIONS

1. Where appropriate, Goods & Services Tax (GST) is applicable to all goods and services offered by the Congress Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Congress Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

2. Exhibition space/booths will be allocated only on receipt of signed Booking Form and Booking Terms & Conditions. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by 9 January 2021. Applications received after 9 January 2021 must include full payment.

3. All monies are payable in Australian dollars. Cheques should be made payable to Arinex Pty Ltd on behalf for and on behalf of WCHR 2021 and must be drawn on an Australian bank.

4. All monies due and payable must be received (and cheques cleared) by the Congress Managers prior to the event. No exhibitor will be permitted to begin move-in operations or be listed as an exhibitor in the on-site publications until full payment and a booking form have been received by the Congress Managers.

5. Public and Product Liability insurance to a minimum of A$20 million must be taken out by each exhibitor at their own expense. A copy of the organisation’s public and product liability certificate must be submitted to the Congress Managers at the time of submitting their booking form or by no later than 9 January 2021.

6. CANCELLATION POLICY: In the event of cancellation, a service fee of A$1,000.00 applies per 9 square metre space or shell scheme stand booking to cancellations on or before 9 November 2020. No refunds will be made for cancellations after this date. Should a cancellation
Sponsorship & Exhibition
Booking Form

be made prior to payment being made, the appropriate cancellation fee will be applicable, and the Congress Managers will issue an invoice which will be payable within seven (7) days. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Congress Managers. Any space not claimed and occupied before 9 April 2021 will be reassigned without refund.

7. The Congress Managers reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. The Congress Managers will not discount or refund for any facilities not used or required.

8. If the exhibitor intends to install a custom-built stand, the Congress Managers must be advised, and such advice must include full details and stand dimensions. This information must be received no later than 9 February 2021. All display construction requires the approval of the Congress Managers and venue management. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.

9. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Congress Managers.

10. Delegate List may be used by the Exhibitor for the purpose of contacting HAIR 2021 Congress delegates only. The list must not be used for the purpose related to future Congress and shall not be transferred in whole or in part to any Third party.

11. Privacy Statement – [ ] YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by Arinex Pty Ltd. [ ] NO, I do not consent.