12th World Congress for Hair Research 2022 (HAIR 2022)   COPYRIGHT © Arinex Pty Ltd

Sponsorship & Exhibition Prospectus

22-25 April 2022
Melbourne Convention and Exhibition Centre

www.hair2022.org
Join us for HAIR 2022!

HAIR 2022 - The Pinnacle event in the hair research calendar. HAIR 2022 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 2022), to be held at the Melbourne Convention & Exhibition Centre, Australia from 22-25 April 2022. 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 2022 aims to attract early career clinicians and scientists, enabling the transfer of knowledge to the next generation.

HAIR 2022 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 2022 as part of your marketing strategy and we look forward to partnering with you for HAIR 2022 in Melbourne, Australia.

Yours sincerely

Professor Rod Sinclair  
HAIR 2022 Chair

Associate Professor Leslie Jones  
HAIR 2022 Secretary General
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 2022

- 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
- Hamer Hall
- National Gallery of Victoria
- Federation Square
- Melbourne Recital Centre
- The Arts Centre
- Melbourne Cricket Ground (MCG)
- 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 2022 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 Entitlements</th>
<th>Platinum Entitlements</th>
<th>Gold Entitlements</th>
<th>Silver Entitlements</th>
<th>Bronze Entitlements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Naming Rights</td>
<td>1 Plenary $250,000</td>
<td>1 Plenary $100,000</td>
<td>1 Concurrent $70,000</td>
<td>2 $45,000</td>
<td>1 $20,000</td>
</tr>
<tr>
<td>Sponsored Symposium</td>
<td>1 Lunchtime $100,000</td>
<td>1 Concurrent $70,000</td>
<td>2 $45,000</td>
<td>1 $20,000</td>
<td></td>
</tr>
<tr>
<td>Exhibition Space</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Vendor Registrations</td>
<td>15</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Dinner Tickets</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Delegate list</td>
<td>1 week prior</td>
<td>2 weeks prior</td>
<td>1 week prior</td>
<td>1 week prior</td>
<td>Post Congress</td>
</tr>
<tr>
<td>Complimentary choice of one (1)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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>300</td>
<td>200</td>
<td>150</td>
<td>100</td>
<td>50</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 2022</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*Price quoted in Australian Dollars and inclusive of Goods & Services Tax (GST)
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). Additional audio visual and catering at sponsor’s expense.  
- One (1) push notification advert through Congress Mobile App prior to symposium

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

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 included)

Concurrent Session Sponsor  
*Included in Opal, Platinum & Gold packages*  
- Sponsor logo on Congress website  
- 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 included)

Breakfast Symposium  
*Cost: $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

**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
## 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

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22-25 April 2022  |  www.hair2022.org  |  Melbourne Convention & Exhibition Centre
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.

**** Please note all food sampling is subject to approval by the Congress Manager, and the venue.

***** 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 2022
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.hair2022.org/

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Sponsorship & Exhibition Booking Form

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

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

- [ ] Space Only
- [ ] Shell Scheme

<table>
<thead>
<tr>
<th>3m x 3m (9sqm) single booth</th>
<th>Space Only</th>
<th>Shell Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>A$3,800 (incl. GST)</td>
<td>A$4,500 (incl. GST)</td>
<td></td>
</tr>
</tbody>
</table>

☐ 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: 21 January 2022 (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 2022 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 ▶
18. Force Majeure Event

(a) Subject to the following provisions of this clause, if a Party is or will be affected by Force Majeure:
   (i) such Party will immediately notify the other Party of the Force Majeure event and its anticipated impact on the performance of this Agreement.
   (ii) such Party will not be liable for any delay or failure to perform its obligations pursuant to this Agreement caused by such Force Majeure.
   (iii) if a delay or failure by such Party to perform its obligations is caused or anticipated due to a Force Majeure, the performance of such obligations will be suspended.
   (iv) if a delay or failure by a Party to perform its obligations due to such Force Majeure exceeds thirty (30) days, the other Party may immediately terminate this Agreement by providing notice in writing to the other Party.

(b) If the Congress is delayed, postponed, altered, or cancelled by a Force Majeure:
   (v) neither Party will exercise a right or remedy under this clause unless and until the Parties have endeavoured to agree upon amendments to this Agreement for the delay, postponement, alteration, or cancellation of the Congress.
   (vi) Arinex will not be obliged to refund to the sponsor any part of payments already made under the Agreement.

(c) It is the intention of the Parties that this clause will supplant the common law doctrine of frustration and the operation of the Frustrated Contracts Act 1978 (NSW) and equivalent legislation in other jurisdictions, to the extent applicable.
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 21 January 2022. Applications received after 21 January 2022, 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 2022 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 allowed 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 21 January 2022.

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 22 October 2021. No refunds will be made for cancellations after this date. 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 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 2022 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 21 January 2022. 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 2022 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.

12. Force Majeure Event
   (d) Subject to the following provisions of this clause, if a Party is or will be affected by Force Majeure:
      (vii) such Party will immediately notify the other Party of the Force Majeure event and its anticipated impact on the performance of this Agreement.
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