

Hotel Room Drop Marketing Opportunity

November 18-21, 2015
**9th World Congress
for Hair Research**
Miami • Florida • USA



Take advantage of the opportunity to catch the attention of the World Congress attendees by organizing a room drop. Room drop items are delivered directly to each attendee's hotel room at the official meeting hotel, the InterContinental Hotel Miami. 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 World Congress.

HOW IT WORKS:

The room drops will be delivered to all World Congress room block guests at the InterContinental Hotel Miami only and will occur on one day only, **Thursday, November 19, 2015**. This is not an exclusive offer – all World Congress room drops will be made on that day. The drop will go to ALL rooms in our World Congress block at the InterContinental Hotel Miami which will be approximately 250-300 guest rooms, dependent upon final attendance.

THE COSTS INVOLVED:

1) The fee for the World Congress room drop opportunity is as follows:

For exhibiting companies: \$1,500 USD for an envelope (with one page inserted) or one-page flyer, or \$2,500 USD for a larger item.
For non-exhibiting companies: \$2,500 USD for an envelope (with one page inserted) or one-page flyer, or \$3,500 USD for a larger item.

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 InterContinental Hotel Miami.

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

- Paying the InterContinental Hotel Miami's room drop fees. These hotel room drops fees will be USD \$2.00 or \$4.00 per room, depending on the size of the item, payable directly to the hotel. Note: the hotel's room drop fees are subject to increase. The NAHRS will give you instructions at a later date on how to make this payment to the hotel.
- Producing your own room drop materials and delivering them to the InterContinental Hotel Miami in a condition ready to be delivered to the rooms, by the date required. The NAHRS will inform you of the required quantity on October 21, 2015.
- Any receiving/handling fees your items may incur at the InterContinental Hotel Miami.

After your Room Drop Agreement is accepted by the NAHRS, you will be given information from the NAHRS on how to proceed.

POLICIES:

The InterContinental Hotel Miami will not accept room drop materials without the consent of the NAHRS.

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

- The World Congress 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 NAHRS or World Congress.
- You may not state that your product/service is better than another product or service.
- NAHRS requires you to forward your room drop piece for review and approval by October 30, 2015. You may email it to Jule Uddfolk at jule@mmsformetings.com.

HOW TO SIGN UP:

To participate in the World Congress Room Drop, complete the Room Drop Agreement – either the hard copy or the online version found at: <http://www.registration123.com/NAHRS/EXHAIR2015/>. Your payment with the Room Drop Agreement must be received by October 28, 2015, at the latest. Please forward any questions you may have to jule@mmsformetings.com.