

*Virtual Conference*

# 12<sup>th</sup> Annual Conference of Association of Hair Restoration Surgeons India 5<sup>th</sup> - 7<sup>th</sup> March, 2021

---

*Sponsorship and Exhibition  
Prospectus*

---

# Invitation to Industry

Dear Colleagues

A very Happy New Year to all my dear friends and colleagues! Here's hoping for a healthy happy and eagerly awaited 2021, both socially and academically.

It gives me immense pleasure to announce the Virtual HAIRCON2021, from 5<sup>th</sup> to 7<sup>th</sup> March, along with a comprehensive CME on 28<sup>th</sup> February 2021. The sessions are planned by our scientific chair Dr. Kapil Dua and his team with the creme de la creme of our faculty from India and abroad, specializing in various aspects of Hair Restoration, so as to learn from the experts and stay up to date even during these tough COVID times.



We have been habituated to sporadic webinars covering isolated single topics on the subject. However, this virtual conference will be unique as it will cover the Hair Restoration subject exhaustively. The format of the conference remains the same as our earlier ones, the only difference being that it is spread across 4 days and with limited sessions per day. This will help retain our full attention for all the sessions even while sitting in the luxury of our homes or offices.

There will be opportunity to engage in one-on-one interactions with the speakers as well as with the industry and the exhibitors. The exhibitors have some exciting offers for all our participants too.

The entire virtual conference is organized on a robust and live digital platform with the help of our Organizing Secretary Dr. Mayank Singh, to be able to provide as good a feel as that of a physical conference.

We will also have a virtual general body meeting for the AHRS members, where with immense pleasure I will hand over the reins of the Association in the able hands of our President Elect Dr. Anil Garg and his team.

I look forward to seeing you all in large numbers, even if digitally, but safely.

## **Dr. Lakshyajit Dhami**

President AHRS

Organizing Chair

Virtual HAIRCON 2021

# Reasons and Benefits to Participate in Virtual HAIRCON 2021

Virtual HAIRCON 2021 recognizes that industry plays a huge part in the success of the conference and it is our aim to work with you to ensure your visibility is strong and that there are plenty of platforms to interact with the delegates.

Whether it is to influence, create lead generation or to raise your company's profile through brand visibility, we have various categories for you to achieve your marketing objectives and offer a valuable experience to the participants.

## Reasons to Participate

- Virtual event will attract large scale participation, beyond the numbers ever touched in past Haircon conferences
- Virtual HAIRCON 2021 speakers and program content aims to form a radical wealth of knowledge in the community with advanced sessions and pioneering topics.
- An ever-increasing research will benefit from Haircon efforts to advance and improve the knowledge and practice.
- Internationally & Nationally acknowledged experts will enrich the scientific value of the sessions, discussions, etc.
- Participation as exhibitor and sponsor will ensure premium high-value visibility across a wide spectrum of Healthcare professionals
- Promotion of Haircon will be done extensively through electronic and social media by engaging with the community in large and various relevant and supporting associations and organizations.
- Showcasing your latest products and systems, at the exhibition, will enrich the learning experience for the attendees.

## Benefits to Participate

- Individual virtual exhibition stall with specific design
- Recorded video byte on the stall (Video clip about the product/company)
- Company profile and products demonstration.
- Product Portfolio demonstration
- Live chat between exhibitor & stall visitor
- Connect delegates through video chat
- Feature of independent video chat with delegates.
- Schedule a call or virtual meeting between exhibitor & stall visitor
- Business card exchange
- Lead retrieval
- Database availability of stall visitors
- Tailor made options are available to suit your needs
- Post event visitor's data in variant
- Various reports of exhibition booth activities

# Attractive Sponsorship Packages

## PLATINUM SPONSOR

₹ 5,00,000/-

1 Unit

- One Premium Virtual Booth Space
  - One 15 Minutes Scientific Symposium
  - Logo on the virtual conference login page
  - Acknowledgment in the Virtual Event Lobby as Platinum Sponsor
  - Acknowledgment on the exhibition pathway
  - Hyperlinked logo on the conference website
  - Three Social Media Post with branding
  - Three E-mail invitations to delegates with company branding
  - One Thank You e-mail on behalf of the sponsor to all the attendees.
  - One Full Page Advertisement in the Conference Guide
  - Complimentary Delegate Registrations: 25
  - 10 days post event availability of content
  - Access to company representatives in the scientific sessions - 10
- 

## DIAMOND SPONSOR

₹ 3,50,000/-

2 Unit

- One Premium Virtual Booth Space
  - Logo on the conference log in page
  - Acknowledgment in the Virtual Event Lobby as Diamond Sponsor
  - Acknowledgment on the exhibition pathway
  - Hyperlinked logo on the conference website
  - Two Social Media post with company branding
  - Two E-mail invitations to delegates with company branding
  - One Full Page Advertisement in the Conference Guide
  - Complimentary Delegate Registration: 15
  - Access to company representatives in the scientific sessions - 7
- 

## GOLD SPONSOR

₹ 2,50,000/-

3 Unit

- One Virtual Booth Space
- Acknowledgment in the Virtual Event Lobby as Gold Sponsor
- Hyperlinked logo on the conference website
- One E-mail invitations to delegates with company branding
- Complimentary Delegate Registrations: 10
- Access to company representatives in the scientific sessions - 5

**REGULAR  
EXHIBITOR**

₹ 1,00,000/-

- One Virtual Booth Space
- Logo on the conference website as Exhibitor
- Access to company representatives in the scientific sessions - 2

**EVENT  
CONTRIBUTOR**

₹ 50,000/-

- Acknowledgement in final brochure as conference contributor
- Acknowledgement in Conference Contributor in main lobby
- One acknowledgement in conference invitation/ communication

## Scientific Session

**15 Minutes  
Session**

₹ 1,50,000/-

**10 Minutes  
Session**

₹ 1,00,000/-





# Virtual Platform Features

Now a fully virtual experience



## Agenda Video Streaming

Live conference sessions including topic focused presentations and panel discussions from leading speakers.



## Virtual Meeting

Our virtual platform is easy to navigate and will allow you to view presentations, participate in Q&A sessions with speakers.



## Networking

Chat with your fellow attendees and exhibitors.



## Engagement Activities

Participate in quizzes, live polling, surveys, etc.



## Virtual Exhibition

Exhibitors and attendee can engage with each other through live chat on the virtual exhibition floor, download brochures and send meeting requests.



## Virtual Pass Access

Access includes Live sessions, recorded sessions, E posters and Exhibition.



# Networking and Branding Opportunity

- Virtual Exhibition
- Connect with the attendees in Real-time with chat tools
- Request a meeting with a personal message



In reference to the suggested branding places, Exhibitors are requested to share hi-resolution company logo and brandings creatives in curved PDF or PNG format along with raw files in specific pixels mentioned below

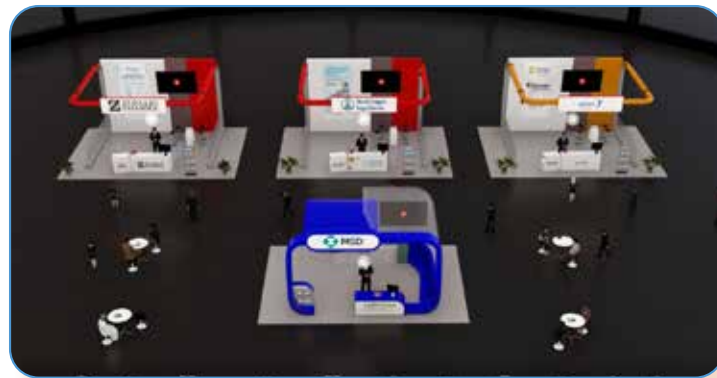
Space	Size	File Format	Raw File
Facia Name	3035X 750 Pixels	Curved PDF/ PNG	CDRV18/ Ai File
Branding Left	1590X 2342 Pixels	Curved PDF/ PNG	CDRV18/ Ai File
Branding Right	1590X 2342 Pixels	Curved PDF/ PNG	CDRV18/ Ai File
Desk Front	2275X 860 Pixels	Curved PDF/ PNG	CDRV18/ Ai File



# Virtual Conference Venue



# Virtual Exhibition Area



# Virtual Stall





## General Information

### Sponsorship & Exhibition

The Conference & Exhibition will be held Virtually.

### Allocation of Exhibition Space

Space Allocation will be made on a "first come, first served" basis. A completed Exhibition Booking Form should be emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form, space will be confirmed, and an

invoice will be mailed. Space allocations will be made in the order in which application forms & payment are received.

### Exhibitors' Technical Manual

An Exhibitors' Technical Manual outlining all technical aspects of exhibition will be circulated 15 days prior to the conference.

## Sponsorship and Exhibition Payment Conditions

### Payment Methods

- Electronic Transfer
- Demand Draft / Cheque
- Bank Transfer

### Payment Details

Sponsor/Exhibitor is responsible for all bank transfer fees. It is necessary to enclose a copy of the Payment/Transaction Advice obtained from your bank to identify you and confirm your payment.

### Bank Details

Account Name : -----

Account Number : -----

IFSC Code : -----

Address : -----

All invoices for exhibition space shall be issued by Organizers in INR. For payments in other currencies, all completed sponsorships / exhibition space booking forms along with Demand Draft / Bank Transfer Payment Transaction Advice must be sent via e-mail to the conference secretariat.

### Payment Terms

50% payable on presentment of the invoice

50% payable by 07th February 2021

### Cancellation Terms

Cancellation and changes to your original bookings must be made in writing to Conference Secretariat. If the exhibitor withdraws from the exhibition after signing and returning the booking form, they will be liable to pay the following cancellation fees:

**On or before February 2021: 50% retention**

**After 07<sup>th</sup> February 2021: 100% retention**

# Contact us



## Conference Secretariat

### Virtual HAIRCON 2021

Radiance Cosmedic Centre

S- 329 Greater Kailash 2, M Block Road

Opposite Chandan Market, New Delhi 110048, India



## Conference Manager

### MCI GeTS India

Mansarovar Building, 366, 3<sup>rd</sup> Floor, MG Road, Sultanpur, New Delhi - 110030, India

Email: [haircon2021@mci-group.com](mailto:haircon2021@mci-group.com)

### Amit Srivastav

Sponsorship Manager - Virtual Haircon 2021

**Mob: +91 88006 91399**

### Swapnil Mhatre

Project Manager - Virtual Haircon 2021

**Mob: +91 86555 64901**

[www.haircon2021.in](http://www.haircon2021.in)

