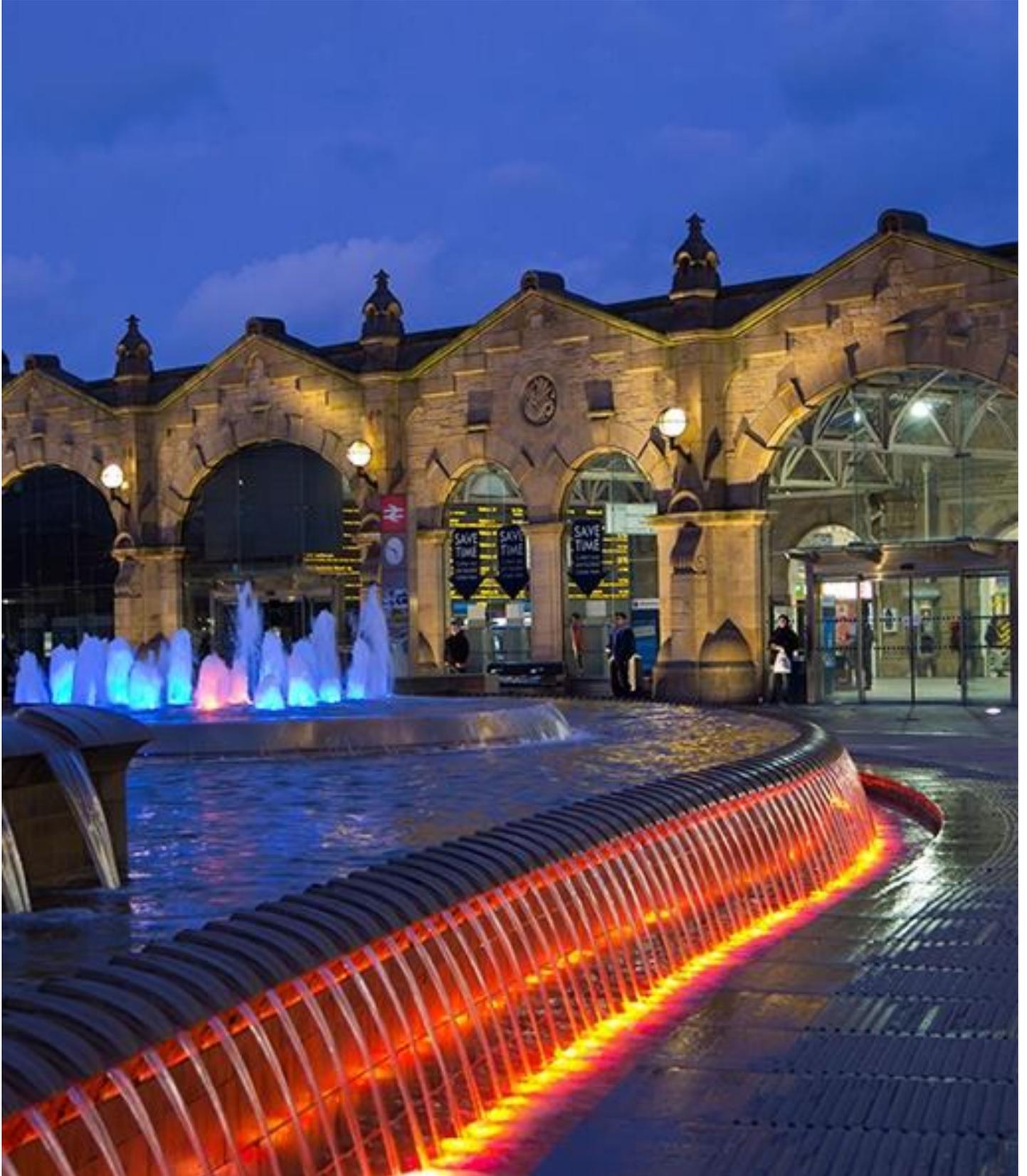


SPONSORSHIP DOCUMENT

# 20<sup>th</sup> European Hair Research Society Meeting

14-16<sup>th</sup> June, 2023, Sheffield, UK



## Welcome Letter

As you may have heard already, the city of Sheffield in the UK has been selected to host the 20th European Hair Research Society Meeting. Originally due to be held in 2020, this event was postponed due to the Covid-19 pandemic. This meeting is a major event in the calendar for those with an interest in hair, including specialist physicians, dermatologists, surgeons, cosmetic scientists, and researchers from academia and industry.

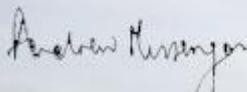
Sheffield is a large city, population 580,000 in the county of Yorkshire in central England. Originally a market town, Sheffield expanded dramatically during the industrial revolution in the 18th and 19th centuries to become a major centre of steel manufacture and engineering. Metallurgy and high-grade steel manufacture remain an important part of the economy of the city together with increasing diversification into the education, service and retail sectors. Within Sheffield there is a vibrant and diverse cultural sector with theatres, art galleries, museums, restaurants and pubs. A particular feature of Sheffield is its proximity to the beautiful countryside of the English Peak District, which lies immediately to the west of the city.

The EHRS2023 meeting will take place in the purpose built Diamond, a conference venue at the University of Sheffield in the centre of the city. The fields of basic and clinical hair research continue to expand both scientifically and geographically and sessions will include contributions from new and established leaders in different specialities. We will particularly encourage trainees and up and coming scientists and clinicians to share their latest research, and we will welcome contributions from research groups within industry. Outcomes will improve our ability to treat patients with hair and scalp disease and the exchange of ideas will have a major impact on future strategies for defining new directions in research and clinical care.

The Organising Committee are determined to work with sponsoring companies to achieve mutual benefits, based on their commitment to partner the conference and in sincere acknowledgement for financial support received.

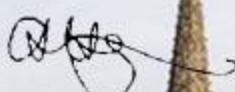
With best wishes

**Prof Andrew Messenger**



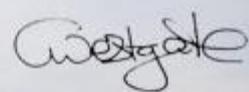
Honorary President

**Dr Claire Higgins**



Chair of Organising Committee

**Dr Gillian Westgate**



Conference Secretary



## Organising Committee

The EHR2023 Organising Committee includes representatives from clinical dermatology, hair transplant surgery, and basic research scientists in hair biology, bioengineering and hair fibre science in the UK.

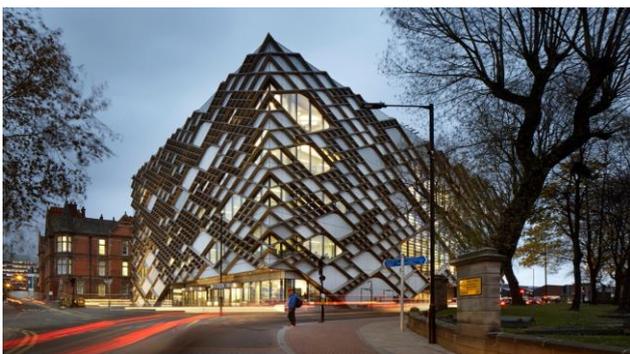
The Organising Committee currently consists of the following individuals:

*Andrew Messenger (University of Sheffield)*  
*Claire Higgins (Imperial College London)*  
*Gillian Westgate (University of Bradford)*  
*Bessam Farjo (Farjo Hair Institute)*  
*Sharon Wong (Homerton Hospital)*  
*Gabriela Daniels (London College of Fashion)*  
*Matt Harries (Salford Royal NHS Foundation Trust)*  
*Talveen Purba (University of Manchester)*  
*Kerry Montgomery (Alopecia UK)*

The conference organising committee will work to design a programme which reflects the diversity across the hair research field. In addition, we will work with sponsoring companies to achieve mutual benefits.

## Venue

The EHR2023 will be held in the Diamond Building at the University of Sheffield. This facility was built by the University in 2015, and has state-of-the-art auditorium in a range of sizes for keynote and topical sessions (1x theatre with 400 capacity, 2x theatres with 240 capacity and 4x theatres with 160 capacity).



The Diamond Building

The Diamond is in the centre of Sheffield, just a 15 minute walk from Sheffield train station and 5 minutes from most hotels. Delegates will be given 3 day tram tickets in their conference bags to enable quick access to Sheffield city. There is an opportunity for a company to sponsor this item.



Diamond Lecture Theatre 1

All lecture theatres are on the same floor, and open out into a large space where we will hold a commercial exhibition in conjunction with the congress. Tea and coffee service will be available in this exhibition space to maximise the amount of time participants spend in this area.

Next door to The Diamond is St Georges, a 19th century Gothic Revival style church now converted into a lecture theatre for 382 people. This space will be available to host a sponsored lunchtime symposium on Thursday afternoon. Delegates will collect their lunches while making their way to the church, which is across the street from the entrance to The Diamond.

## Access

There is a train service to Sheffield from Manchester Airport, with a journey time of just over 1 hour. There are direct flights to Manchester from most European cities, and from numerous destinations in North America, Asia and Africa. There is an hourly train service from London (St Pancras), taking around 2h 10m. There is also close proximity to the UK motorway network (M1, M18).

## EHR2023

The main conference is two half days and one full day, running from mid-morning on Wednesday 14<sup>th</sup> June, to mid-afternoon on Friday 16<sup>th</sup> June 2023. There will be a mix of plenary and topical sessions, a lunch-time symposium, and two keynote lectures which are available for sponsorship. For the lunch-time symposium, we will help our partners from industry host a programme on a topic of their choice. There will also be three dedicated poster sessions, where delegates will be able to browse the 'up to the minute' research. There are also 4 separate coffee breaks adjacent to the exhibition, enabling delegates to share and experience the latest products on offer throughout the exhibition.

## Social Programme

The social programme will include a welcome reception at the Winter Gardens, home to 2500 plants and a stunning and unique green world in the centre of the city. In the largest urban glass house in Europe we will serve drinks and light refreshments, before a formal welcome to Sheffield is made by the Lord Mayor.



Winter Gardens

The Gala Dinner will be on Thursday 15<sup>th</sup> June in Sheffield Cathedral, the ancient heart of the city. It is the oldest building in Sheffield, parts dating from the 13<sup>th</sup> century, and will create an unparalleled experience that attendees will remember for years to come. Within the Cathedral there is space for a drinks reception, dinner and entertainment.

Visits to the Bell Tower to ring the bells can also be organised, prior to the dinner.



Sheffield Cathedral

We will also offer optional tours and afternoon tea at Chatsworth House, on the Friday afternoon following the conference. Delegates will be able to sign up for this prior to the conference. Chatsworth house is a stately home 12 miles south of Sheffield, which was built in 1687.



Chatsworth House

## Conference Objectives

- To create a timely and diverse programme of lectures which is attractive to representatives across hair research disciplines
- To spark new collaborations that cross borders, cultures and generations to spark the future science and scientists in the exciting field of hair research
- To encourage and motivate the next generation of hair research scientists
- To exceed all expectations

## Scientific Programme

Hair research encompasses a variety of disciplines including basic biology, clinical disorders and cosmetic science. In addition, scientific interest in hair extends beyond the follicle itself into fields such as evolutionary biology, developmental biology and clinical psychology. As such, the conference organising committee reflects the diversity within the hair research discipline. Within the European Hair Research Society there are members from 29 different countries. We therefore anticipate attendance of around 300-400 diverse delegates spanning the worlds of basic hair science, clinical research, and the therapeutic and personal care industries. We anticipate 50% of delegates will be in clinical research or clinical practice while the other 50% of delegates will be involved in basic research either in academia or industry. We expect to host a significant number of delegates and exhibitors from companies who will form an integral and vital part of the conference, helping translate the latest research into treatments and products of the future.

We are bringing the programme to you in collaboration with the British Association of Hair Restoration Surgery (BAHRS) and the International Society of Hair Restoration Surgery (ISHRS), who will host a 1 day meeting and live surgical workshop prior to the EHR2023. The BAHRS meeting will be held in The Diamond building on the 13<sup>th</sup> June 2023 while the surgical workshop is in Manchester on the 12<sup>th</sup> June. Attendees of the BAHRS2023 will have the option to register for the EHR2023 at a discounted rate for attending both meetings, and we welcome sponsors and exhibitors from the hair restoration community.

More details of the programme can be found on the next page of this document while live updates can be found on our twitter page @EHR2023 or website [www.ehrs2023.com](http://www.ehrs2023.com). There are three plenary sessions that will each host 2 invited speakers and 4 talks selected from the abstracts. Shorter sessions will run in between the plenary sessions, each with 2 invited speakers and 3 talks selected from the abstracts; the Hair Macroenvironment session will cover immune cells, fat and nerves, while the Hair and Scalp session will cover topics including trichology and microbiome in hair loss. The Patterns of Hair Loss will cover Androgenetic Alopecia, both MPHL and FPHL, and embryology of the scalp, while Hair Loss Genetic and Acquired will cover topics ranging from chemotherapy induced hair loss to frontal fibrosing alopecia. Lastly, the Psychology of Hair Loss will cover Psychotrichology and the link between the hair follicle and the brain. We are also pleased to have confirmed **Professor Ncoza Dlova**, an expert in African Hair Loss, as our clinical keynote speaker, and **Dr Mirna Perez Moreno**, an expert in hair follicle stem cells and macroenvironmental regulators, as our basic science keynote speaker. The John Ebling lecture will be given by **Professor Ramon Grimalt**, on his journey in clinical dermatology.

### Confirmed Plenary Session Speakers

Jeff Biernaskie  
Maria Kasper  
Kevin McElwee  
Marja Mikkola  
Yuval Ramot  
Julie Thornton

### Confirmed Topical Session Speakers

Regina Betz  
Tom Dawson  
Nikolaos Georgopoulos  
Stephanie Heilmann Heimbach  
Maria Hordinsky  
Paco Jimenez  
Bruno Matard  
Kerry Montgomery  
Yuliya Ovcharenko  
Michael Rendl

### Confirmed Chairs

Colin Jahoda  
Mike Philpott  
Kathrin Hillman  
Marta Bertolini  
Andrew Messenger  
Talveen Purba  
Valerie Randall  
Lidia Rudnicka  
Claire Higgins  
Carlos Clavel  
Des Tobin  
Matt Harries  
Sergio Vaño Galvan  
Michela Starace  
Tatiana Silyuk

# Scientific Programme Overview

	DAY 1	DAY 2	DAY 3
745		<b>Trainee Breakfast</b>	
800			
815			
830			
845			
900		<b>Plenary session: Hair loss and Ageing</b>	<b>Plenary session: Hair Growth and Cycling</b>
915		Chairs	Chairs
930		2 Invited Speakers (25 mins)	2 Invited Speakers (25 mins)
945		4 talks from abstracts (10 mins)	4 talks from abstracts (10 mins)
1000		coffee break	coffee break
1015			
1030		<b>Topical Session: Patterns of Hair Loss</b>	<b>posters (all)</b>
1045		Chairs	
1100	<b>Opening ceremony (Andrew Messenger-welcome to Sheffield)</b>	2 invited speakers (20 mins)	<b>Topical Session: Macroevironment</b>
1115		3 talks from abstracts (10 mins)	Chairs
1130	<b>Plenary session: Alopecia Areata</b>		2 invited speakers (20 mins)
1145	Chairs	<b>John Ebling Lecture</b>	3 talks from abstracts (10 mins)
1200	2 Invited Speakers (25 mins)	Chair: Claire Higgins	
1215	4 talks from abstracts (10 mins)	Speaker: Ramon Grimalt	<b>Closing Ceremony</b>
1230			Prizes and Awards
1245			
1300	<b>Lunch Symposium The Diamond: Sponsored</b>	<b>Lunch Symposium St Georges: Sponsored</b>	
1315			Optional Tour to Chatsworth House
1330			
1345			
1400	<b>Topical Session: Hair Loss Genetic and Acquired</b>	<b>Topical Session: Hair and Scalp Science</b>	
1415	Chairs	Chairs	
1430	2 invited speakers (20 mins)	2 invited speakers (20 mins)	
1445	3 talks from abstracts (10 mins)	3 talks from abstracts (10 mins)	
1500	coffee break	coffee break	
1515			
1530	<b>posters (even #)</b>	<b>posters (odd #)</b>	
1545			
1600	<b>Topical Session: Psychology of Alopecia</b>	Keynote (Basic Science). Mirna Perez-Moreno	
1615	Chairs. 2 invited speakers (25 mins), 1 talk from abstracts (10 mins)		
1630	Keynote (Clinical). Ncoza Dlova	<b>EHRs General Assembly</b>	
1645			
1700			
1715	<b>Welcome Reception: Winter Gardens</b>		
1730			
1745			
1800		<b>Gala Dinner</b>	
1815			
1830			
1845			
1900			
1915			
1930			
1945			
2000	<b>Networking dinner (invite only)</b>		

## Sponsorship Opportunities

EHR2023 will provide sponsors and exhibitors access to delegates and key opinion leaders. The conference also provides sponsors and exhibitors an opportunity to demonstrate their support to patients and consumers in the hair and scalp field.

In order to ensure that your company achieves its objectives by participating in the EHR2023, a wide range of sponsorship opportunities is available. These range from packages, through to individual shopping list items. If the opportunities below do not meet your company's individual requirements, please contact the organisers to discuss tailor-made packages.

Platinum Sponsorship - £30000 (exclusive item)	Gold Sponsorship - £25000 (exclusive item)
<ul style="list-style-type: none"> <li>5 minute presentation at opening ceremony</li> <li>Option to purchase £30000 worth of items from the 'Shopping list'</li> <li>30% discount on exhibition stand rates</li> <li>Company strap line on exhibition stand with link to company website</li> <li>Outside back cover advertisement in Programme book</li> <li>Acknowledgement as Platinum sponsor in conference literature</li> <li>8 conference registrations and Gala dinner tickets</li> </ul>	<ul style="list-style-type: none"> <li>Option to purchase £25000 worth of items from the 'Shopping list'</li> <li>20% discount on exhibition stand rates</li> <li>Company logo on Conference website</li> <li>Acknowledgement as Abstract sponsor with logo on Abstract app.</li> <li>Acknowledgement as Gold sponsor in conference literature</li> <li>6 conference registrations and Gala dinner tickets</li> </ul>
Silver Sponsorship - £20000 (2 available – 1 remaining)	Bronze Sponsorship - £15000 (3 available -1 remaining)
<ul style="list-style-type: none"> <li>Option to purchase £20000 worth of items from the 'Shopping list'</li> <li>15% discount on exhibition stand rates</li> <li>Company logo on Conference website</li> <li>Full page advertisement in Programme book</li> <li>Acknowledgement as Silver sponsor in conference literature</li> <li>4 conference registrations and Gala dinner tickets</li> </ul>	<ul style="list-style-type: none"> <li>Option to purchase £15000 worth of items from the 'Shopping list'</li> <li>10% discount on exhibition stand rates</li> <li>Half page advertisement in Programme book</li> <li>Acknowledgement as Bronze sponsor in conference literature</li> <li>2 conference registrations and Gala dinner tickets</li> </ul>

	RESERVED £30000 RESERVED	£25000 Gold Exclusive	£20000 Silver 2 available	£15000 Bronze 3 available
Acknowledgement as main sponsor of EHR2023	X			
Company logo on all welcome slides and signage	X			
Banner at registration desk with company Logo	X			
Free registration and Gala Dinner tickets	8	6	4	2
Option to select items from the 'Shopping List' to the value of	£30000	£25000	£20000	£15000
Company logo/advert	Back Page Programme Book	Abstract App	Full page inside Programme Book	Half page inside Programme Book
5 min presentation to delegates at Opening Ceremony	X			
Discount on Exhibition stand rates	30%	20%	15%	10%
Company logo in all event literature	X	X	X	X
Acknowledgment of sponsorship on web page	X	X	X	X
Promotion on social media	X	X	X	X

## Shopping List

To get the most UpToDate information on shopping list items, please visit [Sponsorship | EHRIS 2023](#)

### Delegate Items

#### Delegate badge lanyards logo (exclusive item) £4000

Sponsors will have the opportunity to have their logo on lanyards with their name and logo, which will be distributed to delegates with their name badges.

#### Water bottles (exclusive item) £6000

These reusable water bottles will help keep the conference eco-friendly, while providing a sponsor with a great opportunity to have their logo on an item to be used by delegates throughout the conference. Each delegate will receive 1 water bottle when they check in at the registration desk.

#### Pads and Pens (exclusive item) £4000

Distributed in the Congress bag, this is an opportunity to put your logo on two items that will be used continuously throughout the conference.

#### Index Tabs (exclusive item) - £2000

Distributed in the Congress bag, this is an opportunity to put your logo on an item which will be used during and after the conference.

#### USB Stick (exclusive item) - £4000

Distributed to all delegates in the Congress bag, the USB stick will have the sponsor's logo on the cover, and contain the programme and abstract book in electronic format. This will be used by delegates long after the conference is finished.

#### Bag insert (gift/flyer) (unlimited) - £1500

Distributed in the congress bag, sponsors can choose whether to insert a single A4 size insert, or a gift (to be provided by the sponsor), which may enhance the delegates' conference experience.

#### Tram tickets - £5000

Tram tickets will be provided in delegate bags, to enable delegates to get around Sheffield for free from Tuesday 13<sup>th</sup> - Friday 16<sup>th</sup> June 2023. The sponsor of this item will have their logo within the programme booklet specifying purchase of this item. They will also be acknowledged on social media.

#### Designer delegate bags - £6000

We will supply all delegates with a bag from Notabag.com with *custom designed Sheffield artwork on the cover*. As this is a keepsake item the sponsor will not get their logo on the bag, however we will gratefully acknowledge the sponsor in the programme book and on social media as the sponsor of this item.

### Printing

#### Page in programme booklet (10 available) - £1000

The sponsor will have the opportunity to provide a full page advertisement, which will be displayed at the front of the programme booklet.

#### Pocket programme (exclusive item) £2000

A pocket programme will be inserted behind all name badges and will therefore be seen by all delegates. The sponsor's logo and name will appear on the front cover of this item.

### Lectures and Prizes

#### Lunch Symposia (exclusive item) £2000

There is one lunch time symposium to be held in St Georges Church. The sponsor will have the opportunity to select a speaker and theme of the session. The name and logo of the sponsor will be on the podium throughout the session. The programme booklet will also mention the name of the symposia sponsor.

#### Keynote lecture -Ncoza Dlova - £4000

The logo of the sponsor will be on the podium throughout the session, and the programme booklet will mention the name of the keynote sponsor.

#### Keynote lecture -Mirna Perez Moreno - £4000

The logo of the sponsor will be on the podium throughout the session, and the programme booklet will mention the name of the keynote sponsor.

#### Trainee Breakfast (exclusive item) £8000

This trainee breakfast will be held on Thursday 15<sup>th</sup> June from 7.45-8.45am in The Diamond. Early Career Investigators will be invited to attend and there will be 3 talks (how to...set up a clinic, ...set up lab, ...start in industry) along with a panel discussion over breakfast.

### Poster Prizes (exclusive) - £3000

The sponsor of this item will cover the cash prizes for the best clinical and basic science presentations. The sponsor will be recognised in the programme book, at the awards ceremony, and on the award certificate.

### Travel Grant sponsorship (exclusive) - £10000

The sponsor of this item will cover travel Grants and conference registration for students and trainees. The sponsor will be recognised in the Grants Notice, and the programme book along with the grant winner names. The Sponsors logo will also be on Travel Grant certificates given to each awardee.

### Best clinical presentation £3000

The sponsor of this item will cover the cash prize for the best clinical presentation. The sponsor will be recognised in the programme book, at the awards ceremony, and on the award certificate.

### Venue related items

#### Wireless Network Provision (exclusive) £3000

Delegates wishing to access the internet on their own laptop may do so using the Conference WiFi. The sponsor of this item will have their logo on the award with the login and password details for wireless network provision, which will be distributed at the registration desk. Wireless sponsorship and the sponsor will also be noted in the programme book.

#### Audio Visual provision throughout (exclusive) £5000

The sponsoring company's logo will appear on a holding slide during all breaks.

#### Poster session (exclusive) £5000

Posters can be submitted to the EHRS2023 as PDFs, and the conference organising team will arrange printing and set up of all posters prior to the meeting (at no charge to the delegate). The sponsor of this item will be recognised as a sponsor with their logo in the conference programme and on the website. A sign with the sponsors name will also be at the entrance to the poster session.

### Catering items

#### Tea/coffee breaks (3 remaining) £2000 each

There are 4 catering breaks scheduled in the programme. Sponsors will have their logo displayed at the catering points for one break.

### Gala Dinner (exclusive) £20000

One of the highlights of the EHRS2023 is the dinner at the Cathedral on Thursday 15th June. The sponsor's logo will appear on the Congress website next to details of the dinner, in the final programme, on tickets for the event and on dinner menus.

### Welcome Reception (exclusive) £10000

The Welcome Reception, with drinks and entertainment will take place on Wednesday 14<sup>th</sup> June at The Winter Gardens. The sponsoring company's logo will appear on the website next to details of the Reception, in the programme and on tickets for the event.

### Speakers Dinner (exclusive) £3000

The Speakers Dinner will be held on Wednesday 14<sup>th</sup> June. The sponsoring company can provide gift bags with their logo and products to attendees if they wish. The sponsoring company will get two complementary places at the dinner.

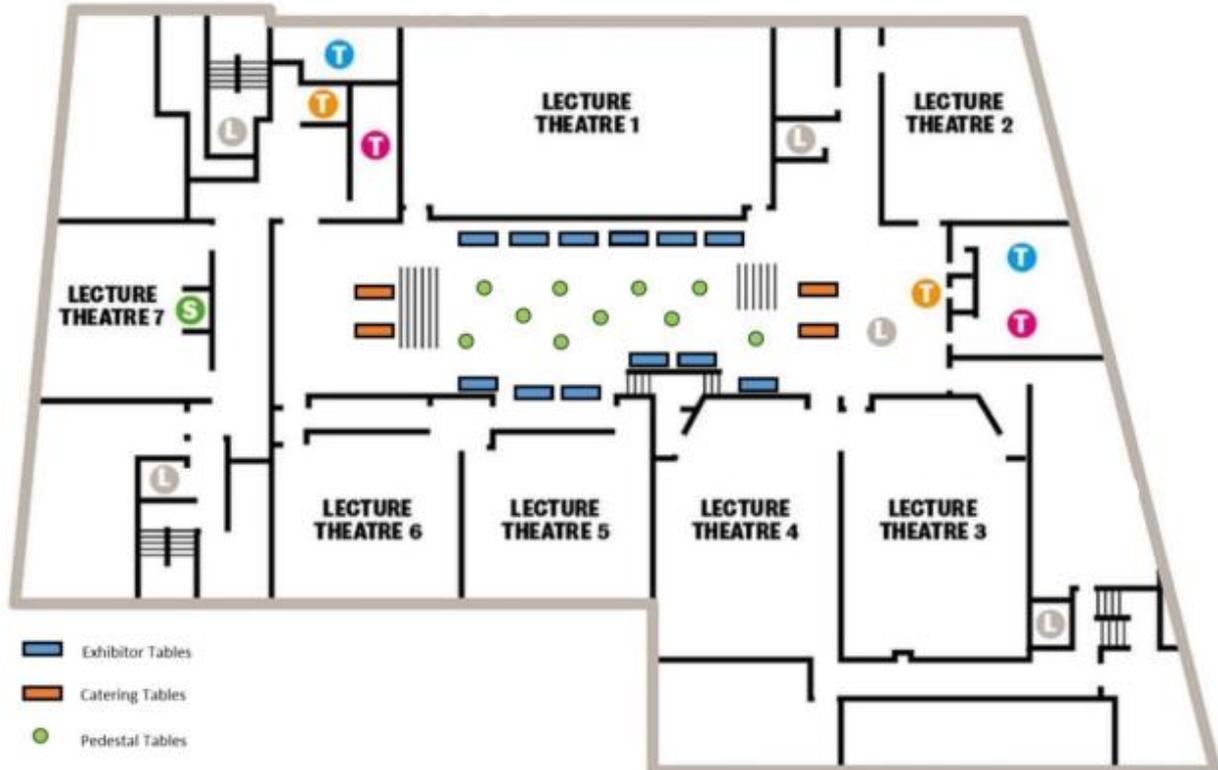
## Exhibition information

The Congress Exhibition will take place in the foyer area of The Diamond, directly adjacent to the lecture theatres. This will provide an excellent opportunity for delegates to interact with industry and familiarise themselves with the latest advances in technology and research.

The Congress Exhibition will be held during both the EHRS2023 and British Association of Hair Restoration Surgery (BAHRS) meeting, which is being held in The Diamond on the 13<sup>th</sup> June 2023, directly before the EHRS2023. **The costs includes exhibition at both meetings.**

At the EHRS meeting coffee and tea breaks will be in the exhibition area, with pedestal tables incorporated directly adjacent to exhibitors. There are four refreshment breaks during the EHRS conference, at which point delegates will be encouraged specifically to attend the exhibition. Note these coffee breaks are separate from the poster sessions to encourage exhibition interaction.

## EHRS 2023 FLOOR PLAN



The Exhibition is being organised in collaboration with the BAHRS meeting being held on Tuesday 13<sup>th</sup> June. Exhibition spaces are for exhibiting at both the BAHRS and EHRS meetings.

#### Provisional Exhibition Hours

Monday 12<sup>th</sup> June

Exhibition space build 17:00-20:00

Tuesday 13<sup>th</sup> June – Thursday 15<sup>th</sup> June

Exhibition open 08:00-18:00

Friday 16<sup>th</sup> June

Exhibition open 08:00-14:00

Exhibition break down 14:00-18:00

#### Payment Schedule and Cancellation

**Deposit:** 25% non-refundable deposit at time of booking will secure your package. 2nd Instalment: 35% payable by 1st January 2023. 3rd Instalment: 40% payable by 1st March 2023.

**Cancellation:** Cancellations received before 1<sup>st</sup> March 2023 – 50% of the total amount will be retained. After this date the full amount will be retained unless the package is resold

#### Networking Opportunities with Exhibition Hall

- Refreshments/Exhibition
- Poster Sessions

#### Exhibition Space Costs (includes both BAHRS and EHRS meetings)

There are 12 exhibition tables available for purchase within the foyer of The Diamond.

Exhibition space will be sold in two tiers based on date:

Tier 1 – early-bird rate until 31st Dec 2022 - **£2250**

Tier 2 - 1st Jan 2023 onwards - **£3000**

#### Costs include

- Space to include a 6ft table, with 2 associated chairs and a power strip
- Tea/coffee for two persons
- Company name badge for two persons
- Two tickets to EHRS welcome reception

#### Other advantages include

- Well-targeted delegate profile
- Excellent networking opportunities
- Opportunity to partake in social events – exhibitors will have to opportunity to purchase tickets to the EHRS Gala Dinner

## Sponsorship and Exhibition Booking Form

Organisation: (to be printed in the programme)

Address: (for invoices)

Telephone:

Fax:

Email:

Contact Name:

## Packages Available\*

Platinum Sponsor	£30,000	£ _____
Gold Sponsor	£25,000	£ _____
Silver Sponsor	£20,000	£ _____
Bronze Sponsor	£15,000	£ _____
Congress Exhibition		£ _____

Preferred shopping list items\*

\_\_\_\_\_

Additional shopping list items\*

\_\_\_\_\_ £ \_\_\_\_\_

\_\_\_\_\_ £ \_\_\_\_\_

Total Cost £ \_\_\_\_\_

\*Items will be distributed on a first come first served basis

Payments must be in POUNDS Sterling.

I agree to the terms and conditions in the prospectus brochure. [ ] (please mark)

Signature:

Name:

Date:

Please return this booking form to the email addresses below as soon as possible.

Claire Higgins

Email: [c.higgins@imperial.ac.uk](mailto:c.higgins@imperial.ac.uk)

Kate Stephenson

Email: [katestephenson@eventmanagementdirect.co.uk](mailto:katestephenson@eventmanagementdirect.co.uk)