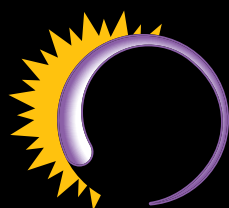


# CORPORATE SUPPORT PROSPECTUS

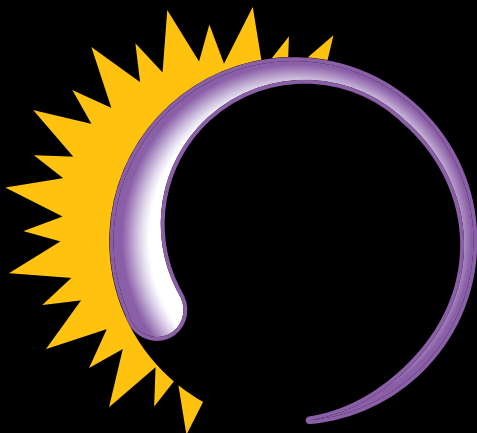
You are invited  
to participate in this  
pinnacle event.



## 13TH WORLD CONGRESS FOR HAIR RESEARCH

Be Enlightened by the Total Eclipse of Hair Science  
DALLAS, TEXAS, USA • APRIL 6-9, 2024

[www.hair2024.org](http://www.hair2024.org)



# WCHR2024

## 13TH WORLD CONGRESS FOR HAIR RESEARCH

**Be Enlightened by the Total Eclipse of Hair Science**

DALLAS, TEXAS, USA • APRIL 6-9, 2024

[www.hair2024.org](http://www.hair2024.org)



A. Christiano



J. Seykora



M. Hordinsky



A. Tosti



W. Bergfeld



I. Doche

*We invite companies who share in our mission to join us in Dallas and be enlightened by the TOTAL ECLIPSE of hair science.*

*With continuing the tradition set by the international hair research societies, the Congress will be a comprehensive, international hair research meeting for the advancement of knowledge in hair growth, hair and scalp disease, and clinical care.*

### SCIENTIFIC CO-CHAIRS

Angela Christiano, PhD and John Seykora, MD, PhD

### CLINICAL CO-CHAIRS

Maria Hordinsky, MD and Antonella Tosti, MD

### ASSOCIATE CO-CHAIRS

Wilma Bergfeld, MD and Isabella Doche, MD, PhD

### SCIENTIFIC COMMITTEE MEMBERS

Sarah Millar, PhD

Cheng-Ming Chuong, MD, PhD

Michael Rendl, MD



## CONGRESS INFORMATION

### INTERNATIONAL ADVISORY COMMITTEE

Samantha Eisman, MBChB  
Weixin Fan, MD  
Claire Higgins, PhD  
Chang-Hun Huh, MD, PhD  
Leslie Jones, MSc, PhD  
Kuzma Khobzey, MD  
Moon Bum Kim, MD  
Misaki Kinoshita-Ise, MD  
Ohsang Kwon, MD  
Manabu Ohya, MD, PhD  
Yuliya Ovcherenko, MD, PhD  
Andrey Panteleyev, MD  
Bianca Maria Piraccini, MD  
Yutaka Shimomura, MD  
Tatiana Siliuk, MD  
Rodney D. Sinclair, MBBS, MD  
Sergio Vañó Galvan, MD, PhD  
Gillian E. Westgate, PhD  
Jianzhong Zhang, MD  
Xingqi Zhang, MD  
Cheng Zhou, MD

### FUNDRAISING COMMITTEE

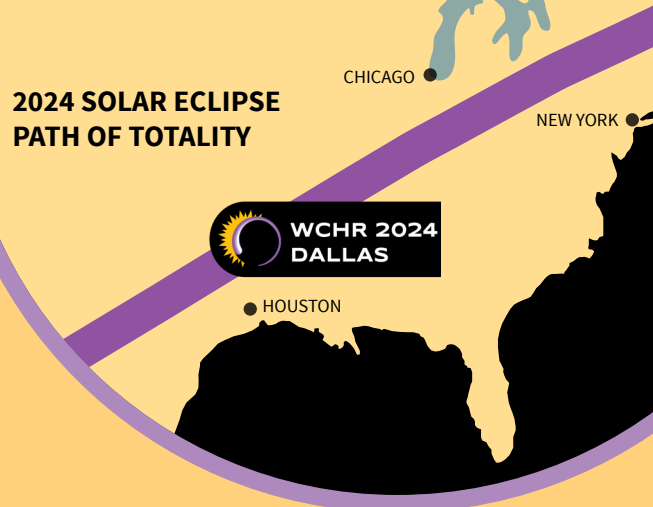
Wilma Bergfeld, MD, Co-Chair  
Neil Sadick, MD, Co-Chair  
Valerie Callender, MD  
Jeffrey Donovan, MD, PhD  
Maria Fernanda Gavazzoni Dias, MD, PhD  
Maria Hordinsky, MD  
Natasha Mesinkovska, MD, PhD  
Amy McMichael, MD  
Elise Olsen, MD  
Ricardo Romiti, MD, PhD  
Maryanne Senna, MD  
Jerry Shapiro, MD  
Antonella Tosti, MD  
Ken Washenik, MD, PhD

### INTERNATIONAL FEDERATION OF HAIR RESEARCH SOCIETIES

American Hair Research Society  
Australasian Hair and Wool Research Society  
Chinese Hair Research Society  
European Hair Research Society  
Korean Hair Research Society  
Russian Hair Research Society  
Society for Hair Science and Research  
Ukrainian Hair Research Society



## 2024 SOLAR ECLIPSE PATH OF TOTALITY



### HISTORY OF THE WCHR

The first congress occurred in 1995 and takes place every 2-3 years, rotating the globe, hosted by one of the member societies of the International Federation of Hair Research Societies.

### DATES

Saturday-Tuesday  
April 6-9, 2024

### LOCATION

The Fairmont Hotel  
Dallas, Texas, USA

### ATTENDEES

We anticipate 500-600+ clinicians, scientists, and hair researchers.

### DEMOGRAPHICS

Regional geographic breakdown, based on historical

North America	37%
South & Central America	23%
Europe	21%
Asia	17%
Middle East	1%
Oceania	1%
Africa	<1%

### EXHIBITING COMPANIES

We anticipate 35-50 companies.

### A UNIQUE EXPERIENCE

This special location on these specific dates was selected to coincide with the total solar eclipse that will occur on April 8, 2024, across the Americas.

To view first hand a total solar eclipse is a special and unique experience. Dallas, Texas, is one of the major cities in the path of totality, with the eclipse to occur around lunch time, and will have one of the longest totality durations of all cities with 3 minutes and 46 seconds of totality.

We have selected an amazing viewing area at an excellent venue so we may all experience this moment together!





## COMMERCIAL SUPPORT LEVELS

BENEFITS & RECOGNITION	DIAMOND \$500,000+	PLATINUM \$250,000	GOLD \$100,000	SILVER \$75,000	COPPER \$50,000	BRONZE \$25,000	NICKEL \$10,000	CONTRIBUTOR \$5,000
Translational Research Satellite Symposium (3.5 hours)	●							
Satellite Symposium (1 hour)	●	●						
Support of a coffee break with signage at event	●	●						
Opportunity for company representative to address the audience for 5 minutes during the opening session	●	●	●					
Personalized verbal recognition by AHRS leadership at the podium during opening session	●	●	●					
Flyer provided by sponsor, inserted in tote bags	Up to 6 pages	Up to 4 pages	Up to 2 pages	1 page				
Eblast sent out by Congress Secretariat to all registrants and AHRS members	4	3	2	1				
Advertisement in Final Program Guide	full-page	full-page	full-page	half-page	half-page			
Industry badge meeting registration	8	6	5	4	2			
Social media recognition	4	4	3	2	1			
Congress Dinner Tickets	8	6	5	4	3	2		
Delegate list	Pre & Post Congress	Pre & Post Congress	Pre & Post Congress	Pre & Post Congress	Pre & Post Congress	Pre Congress	Pre Congress	
General recognition during opening session	●	●	●	●	●	●	●	●
Listing in program	●	●	●	●	●	●	●	●
Listing on meeting website with company logo	●	●	●	●	●	●	●	●
Hyperlink to company's main homepage from company logo displayed on meeting website	●	●	●	●	●	●	●	●
Recognition as a sponsor in the app	●	●	●	●	●	●	●	●
Recognition on break slides	●	●	●	●	●	●	●	●
Recognition on marketing ebasts if sponsorship received in time	●	●	●	●	●	●	●	●

Amounts listed in USD

\$2,500 – Minimum contribution level for non-profit organizations, foundations, or individuals, to be listed.

TO CONFIRM YOUR  
SUPPORT OR FOR  
QUESTIONS, PLEASE  
CONTACT:

Lori Skurka, M.Ed., Fundraising Manager  
lskurka@americanhairresearchsociety.org  
MOBILE/WHATSAPP +1-312-543-7562  
HQ TEL +1-630-578-3991

## ALA CARTE SPONSORSHIP OPPORTUNITIES

### NETWORKING FUNCTIONS

<b>Faculty Dinner</b>	\$75,000 exclusive • INCLUDES 10 TICKETS \$45,000 shared • INCLUDES 4 TICKETS
<b>Congress Dinner</b>	\$100,000 exclusive • INCLUDES 10 TICKETS \$55,000 shared • INCLUDES 4 TICKETS
<b>Welcome Reception</b>	\$75,000 exclusive \$45,000 shared
<b>Total Eclipse Viewing with Lunch</b>	\$75,000 exclusive \$45,000 shared
<b>Journal Supplement</b>	\$65,000

### NON-PROFIT ORGANIZATIONS RESOURCE AREA

<b>Table</b>	\$500 – per table top
For non-profit, related organizations. Comes with 2 exhibit personnel badges.	

### SATELLITE SYMPOSIA

<b>Satellite Symposium Fee</b>	\$25,000
<p><b>The Scientific Committee especially encourages Satellite Symposia that highlight the most recent advances in the field of hair.</b></p> <p>There are limited slots. Symposia will be issued on a first-come, first-served basis, with priority to highest-level sponsors.</p> <p>The cost of the Satellite Symposium includes the basics audiovisual equipment in the lecture room including 1 A/V tech.</p> <p>The company is expected to pay for the cost of the meal associated with the Satellite Symposium slot.</p> <p>The moderator and speakers must be registered for the Congress. Costs of any extras, e.g., extra audiovisual equipment, food and beverage, translation, extra furniture, change of room set, etc., must be paid by the company.</p> <p>The company must supply the following details for the program:</p> <ul style="list-style-type: none"> <li>• Title of the symposium</li> <li>• Names of the moderator(s)</li> <li>• Title of each speaker presentation with presentation duration</li> <li>• Contact information for each moderator and speaker</li> </ul> <p>Speaker travel expenses, hotel accommodation, and congress registration are not included in the Satellite Symposium fee.</p>	

### EXHIBITS

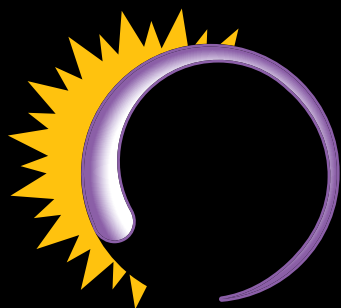
<b>Booth</b>	\$3,750 per 8-ft by 10-ft exhibit booth • INCLUDES 2 EXHIBIT PERSONNEL BADGES • ADDITIONAL BOOTH BADGES \$500 EACH
Exhibit booths are separate than Corporate Support Levels and recognitions. A support level is not required for a company to choose to apply to exhibit. See Exhibit Prospectus for details.	

### ADVERTISEMENTS IN FINAL PROGRAM GUIDE

<b>half-page, full color</b>	\$1,500
<b>full page, full color</b>	\$2,500
<b>inside back cover, full color</b>	\$5,000
<b>back cover, full color</b>	\$8,000

### ROOM DROPS

<b>EXHIBITING COMPANY PRICES</b>	
<b>1 page</b>	\$1,500
<b>1 small item</b>	\$2,000
<b>1 larger item</b>	\$2,500
<b>NON-EXHIBITING COMPANY PRICES</b>	
<b>1 page</b>	\$2,500
<b>1 small item</b>	\$3,000
<b>1 larger item</b>	\$3,500
<p><b>Take advantage of the opportunity to catch the attention of the meeting attendees by organizing a room drop.</b></p> <p>Room drop items are delivered directly to each attendee's hotel room at the official meeting hotel. 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 WCHR.</p> <p>In addition to the above fee, the company is responsible for producing its own room drop materials and delivering them to the hotel by the date required in a ready-to-deliver state. The company is also required to pay the hotel's room drop fees and any receiving/handling fees the items may incur at the hotel.</p>	



# WCHR2024

## 13TH WORLD CONGRESS FOR HAIR RESEARCH

[www.hair2024.org](http://www.hair2024.org)

**Be Enlightened  
by the Total Eclipse of Hair Science**

### PREVIEW OF SESSION TOPICS

- Cutting Edge Hair Research Technologies
- Male Pattern Hair Loss
- Hair Follicle Stem Cells
- Alopecia Areata and Immunobiology
- Imaging and Trichoscopy Advances
- Hair Restoration Surgery
- Great Cases from Around the World
- Single Cell Analysis of the Hair Follicle
- Scarring Alopecias
- Hair Follicle Morphogenesis and Dermal Papilla
- Hair Care and Aesthetics
- Regenerative Medicine and Biologic Therapies
- Female Hair Loss, Hormones, and Aging
- Hair Follicle Microenvironment
- Photobiomodulation and Lasers
- Hair Follicle Pigmentation, Cycling, and Senescence
- Hair Care in Transgender Patients
- Biology and Biophysics of Textured Hair
- Genetics, Epigenetics, and Gene Discovery
- JAK Inhibitors in the Treatment of Hair Loss
- Psychosocial Burden of Hair Disorders & Outcome Measures
- Genodermatose & Pediatric Hair Loss

### SPECIAL SESSIONS

- Solar Eclipse and Space Keynote
- Translational Research Symposium
- 2 Pre-Congress Workshops
- Daily Plenary Sessions
- Live Patient Viewing
- Curbside Consults
- Methods Matchmaking
- Coffee with the Experts
- Closing Ceremony & Brunch
- Satellite Symposia
- 2 Post-Congress Workshops



	SATURDAY • APRIL 6				
	GOLD ROOM	PARISIAN ROOM	PAVILION ROOM	INTERNATIONAL BALLROOM	REGENCY BALLROOM & FOYER
6:30AM					
7:00AM					
7:30AM					
8:00AM					
8:30AM					
9:00AM					
9:30AM					
10:00AM					
10:30AM					
11:00AM					
11:30AM					
12:00PM					
12:30PM					
1:00PM	SATELLITE SYMP Translational Research	PRE-CONGRESS WORKSHOP 1 Clinical Topic TBD	PRE-CONGRESS WORKSHOP 2 Basic Science Topic TBD		Exhibit Hall and Poster Set Up
1:30PM					
2:00PM					
2:30PM					
3:00PM					
3:30PM					
4:00PM					
4:30PM					Exhibits and Posters
5:00PM				SESSION 1 Opening Ceremony and Plenary Topic TBD	
5:30PM					
6:00PM				SESSION 2 Keynote Speaker Topic TBD	
6:30PM					
7:00PM					WELCOME RECEPTION EXHIBIT HALL 7:00-8:30PM
7:30PM					
8:00PM					

Preliminary and subject to change, 5/15/23

# PROGRAM AT-A-GLANCE

	SUNDAY • APRIL 7				MONDAY • APRIL 8					TUESDAY • APRIL 9				
	INTERNATIONAL BALLROOM	VENETIAN ROOM	GOLD ROOM	REGENCY BALLROOM & FOYER	POOL TERRACE & PAVILION ROOM	INTERNATIONAL BALLROOM	VENETIAN ROOM	GOLD ROOM	REGENCY BALLROOM & FOYER	INTERNATIONAL BALLROOM	VENETIAN ROOM	GOLD ROOM		
6:30AM													6:30AM	
6:00AM													7:00AM	
7:30AM	SATELLITE SYMP 1 with Breakfast									SATELLITE SYMP 6 with Breakfast			7:30AM	
7:00AM										Exhibits and Posters	Coffee with the Experts		8:00AM	
8:30AM				Exhibits and Posters									8:30AM	
9:00AM	SESSION 3 Plenary - Cutting Edge Hair Research Technologies										SESSION 23 Plenary Session		9:00AM	
9:30AM													9:30AM	
10:00AM											SESSION 24 Keynote		10:00AM	
10:30AM	Coffee Break EXHIBIT HALL		Live Patient Viewing								SESSION 25 Biology and Biophysics of Textured Hair	SESSION 26 Genetics, Epigenetics, and Gene Discovery	10:30AM	
11:00AM	SESSION 4 Male Pattern Hair Loss	SESSION 5 Hair Follicle Stem Cells											11:00AM	
11:30AM														
12:00PM											SESSION 27 JAK Inhibitors in the Treatment of Hair Loss	SESSION 28 Psychosocial Burden of Hair Disorders & Outcome Measures	SESSION 29 Genodermatose & Pediatric Hair Loss	11:30AM
12:30PM				Lunch							SESSION 30 Closing Ceremony & Brunch			12:00PM
1:00PM	SATELLITE SYMP 2 with Lunch												12:30PM	
1:30PM													1:00PM	
2:00PM	SESSION 6 Alopecia Areata and Immunobiology	SESSION 7 Imaging and Trichoscopy Advances	SESSION 8 Live Patient Viewing Discussion & Devices (Trichoscopy)	Exhibits and Posters								POST-CONGRESS WORKSHOP 1 Clinical Topic TBD	POST-CONGRESS WORKSHOP 2 Basic Science Topic TBD	1:30PM
2:30PM														2:00PM
3:00PM														2:30PM
3:30PM	Coffee Break EXHIBIT HALL													3:00PM
4:00PM	SESSION 9 Hair Restoration Surgery	SESSION 10 Great Cases from Around the World	SESSION 11 Single Cell Analysis of the Hair Follicle											3:30PM
4:30PM														4:00PM
5:00PM														4:30PM
5:30PM		Curbside Consults	Methods Matchmaking											5:00PM
6:00PM	SATELLITE SYMP 3 Happy Hour													5:30PM
6:30PM														6:00PM
7:00PM				FACULTY DINNER OFFSITE 7:00-9:00PM										6:30PM
7:30PM														7:00PM
8:00PM														7:30PM
														8:00PM







L to R: Amy McMichael, MD, Rodney Sinclair, MBBS, MD, Ken Washenik, MD, PhD, Jerry Shapiro, MD, Isaac Brownell, MD, PhD, Maria Hordinsky, MD, Wilma Bergfeld, MD, Elise Olsen, MD, Lynn Drake, MD, George Cotsarelis, MD, Dow Stough, MD, Maryanne Senna, MD, Victoria Ceh, MPA, Ronda Farah, MD. Photo credit: Jed Smith Photography – Canfield Scientific, Inc.



The American Hair Research Society (AHRS) is a non-profit, 501(c)(3) organization of 300 clinical and basic science researchers who are committed to unraveling the biochemical

mechanisms of hair growth and hair loss as well as developing effective treatments for hair related disorders.

The Society was founded in 1989 by a group of dermatologists dedicated to furthering research in the field of hair. In 2018, the Society expanded its scope from North America to Central and South America. Currently, the Society is a well-established, non-profit organization composed of basic scientists, physicians and industry partners with the expressed mission of promoting and advancing the knowledge of hair biology and to find appropriate therapies for hair disorders. A critical component of AHRS' vision is the need to serve as an educational resource or translational communicator between the lay public and scientists, physicians and industry on the interplay of hair biology, pathophysiology, and treatment.

Its mission includes:

- Promote dissemination of state-of-the-art knowledge on hair biology and medical hair disorders
- Promote interdisciplinary interaction between basic scientists and clinicians through regular meetings, publications, and innovative communication
- Educate both our colleagues and the public on hair biology, pathophysiology, and treatment of hair-related conditions

AHRS members include **key opinion leaders** from the **most prestigious labs and academic institutions** in the field of hair disease and hair loss treatments.

AHRS activities includes annual meetings at the major dermatology meetings in the Americas including AAD, SID, RADLA and CILAD, as well as meetings at the World Congress of Dermatology and International Investigative Dermatology Meeting. The AHRS holds its own AHRS Summit every few years with the first one in 2018 as the inaugural launch with celebration of its expansion to Central and South America. The AHRS is founding member of the International Federation of Hair Research Societies and rotates in hosting the prestigious World Congress for Hair Research. In addition to its scientific meetings, the AHRS has a popular Mentorship Program for young investigators and a stringent Seal of Recognition Program for companies who wish to elevate their products with a recognition by the Society.

<https://www.americanhairresearchsociety.org/>

## AHRS BOARD OF DIRECTORS

### PRESIDENT

Angela M. Christiano, PhD

### SECRETARY-TREASURER

John T. Seykora, MD, PhD

### IMMEDIATE PAST PRESIDENT

Antonella Tosti, MD

### BOARD MEMBER 2023-2026

Daniel Asz-Sigall, MD

### BOARD MEMBER

Isabella Doche, MD, PhD

### BOARD MEMBER

Natasha Mesinkovska, MD, PhD

### BOARD MEMBER 2020-2023

Neil S. Sadick, MD

### BOARD MEMBER

Maryanne Senna, MD

### HONORARY, NON-VOTING

Wilma F. Bergfeld, MD

### HONORARY, NON-VOTING

Maria K. Hordinsky, MD

## AHRS/CONGRESS STAFF

Victoria Ceh, MPA, *Executive Director*

Melanie Stancampiano, *Program Director*

Katie Masini, *Registration and Project Manager*

Jeffrey Miller, *Registration, Database & IT*

Rachel Ross, *Meeting Manager*

Jule Uddfolk, *Exhibits Manager*

Rita Kaufman, *Project Manager*

Lori Skurka, *Project Manager*

Cheryl Duckler, *Project Manager*

Emily Middag, *Project Manager*

Blanca Mejia, *Marketing Manager*

Josh Ceh, *Marketing Support*

Dawn Holler-Wisher, *Graphic Design*

Melinda Urbas, *Accountant*

Sue Reed, *Bookkeeper*

## CONGRESS SECRETARIAT

### American Hair Research Society

1932 S. Halsted St., Suite 413

Chicago, IL 60608, USA

+1-630-578-3991

info@americanhairresearchsociety.org