

13th World Congress for Hair Research
April 6-9, 2024
Fairmont Dallas
Dallas, TX, USA



EXHIBITOR INFORMATION AT-A-GLANCE

► WHO PROVIDES WHAT?

#1: Alliance Nationwide Exposition – Expo Services & Freight Handling:

Alliance Nationwide Exposition is the official and **exclusive** exposition service contractor for this meeting. Alliance Nationwide Exposition is the **sole provider** of the following services:

- trade show rental equipment & furnishings
- carpet rental (note the exhibit area is carpeted)
- exhibit labor for installation & dismantling
- in-booth cleaning
- freight handling/drayage

Alliance also offers full-service door to door shipping (they are not the exclusive shipper). An Alliance Transportation & Logistics representative can assist you with a competitive quote at 1-888-528-2011 or by email at logistics@alliance-exposition.com.

IMPORTANT: Regarding the shipping & handling of your exhibit freight: It is highly recommended to ship all exhibit materials to Alliance’s advance warehouse. Any shipments sent directly to the meeting venue, Fairmont Dallas, will be required to be handled by Alliance. Alliance’s prevailing warehouse material handling rate plus a 20% minimum surcharge will be added to all shipments sent directly to Fairmont Dallas.

KEY FREIGHT DATES/DEADLINES	
March 7, 2024	ADVANCE SHIPMENT RECEIVING First day warehouse will begin receiving advance shipments without surcharges
March 8, 2024	ADVANCE ORDER DISCOUNT DEADLINE All orders must be received with payment in full by this date to receive discounted pricing.
March 15, 2024	ADVANCE ORDER DEADLINE All orders must be received with payment in full by this date to guarantee production of the order for the show. Custom Graphics & Custom Table Throws will not be available to order after the deadline date.
April 1, 2024	ADVANCE SHIPMENT DEADLINE Last day for advance shipments to arrive at warehouse without surcharges.

View the full details and place your order for expo services & materials handling on Alliance’s exhibitor service portal:

<https://alliance-exposition.boomerecommerce.com/>

If you have **questions**, you may contact Alliance at:

Phone: 1-888-528-2011

E-mail: ExhibitorAssistance@alliance-exposition.com

Online Ordering: <https://alliance-exposition.boomerecommerce.com/>

#2: Audio-Visual Equipment, Electrical & Internet:

These services will be provided by Encore, the in-house provider at Fairmont Dallas. Their ordering portal can be found within the Alliance portal, or you may enter Encore’s portal directly at:

https://eventnow.encoreglobal.com/myevents/result/index/show_id/2a17c76e-988f-ee11-8178-000d3a8aba00/

Note that complimentary wireless internet is provided for all attendees and exhibitors in our meeting space. However, if you require a dedicated line for assured connection, you will want to order a dedicated line through Encore at your own cost.

Encore’s discount deadline is March 23, 2024

If you have **questions**, you may contact Encore at:

Phone: 1-800-966-4498

E-mail: eventnowsupport@encoreglobalmail.com

Encore Ordering Portal: https://eventnow.encoreglobal.com/myevents/result/index/show_id/2a17c76e-988f-ee11-8178-000d3a8aba00/

► Location of the Exhibition:

Exhibits are located in the Regency Ballroom & Foyer, located on the second floor of Fairmont Dallas. This location is one floor directly above two of the session rooms, the International Ballroom and the Venetian Room (the floors are connected by escalators) and down the hall from the third session, which is the Gold Room. Poster viewing is also located in the Regency Ballroom, alongside the exhibit booths. Two premium booths will be placed in the registration room. These booths are only available with premium sponsorship. Please inquire for further information. Click here to view the [Exhibit Floor Plan](#).

► Exhibit Space Dimensions & Details:

The fee for each exhibit booth includes---

- One 8-foot deep x 10-foot wide exhibit booth (black pipe & drape structure)
- A basic ID sign displaying company name, city, state/province & country, and exhibit booth number
- Janitorial service for aisles only of the exhibit area (not inside of booth cleaning)
- Two (2) exhibit representative badges (additional badges up to a maximum of 4 per booth may be purchased at \$500 USD each)
- Food & Beverage for exhibit personnel, consisting of the Welcome Reception, coffee breaks, and lunches on Sunday and Monday.
- Listing in the Final Program Guide
- Listing on the www.hair2024.org congress website
- Listing in the AHRS conference app

NOTE: Tickets to the Friday Congress Dinner at Gilley’s Dallas may be purchased via the [Exhibitor Information Form](#) provided with your confirmation.

The booths are unfurnished. You may order furnishings and other items/service that you require through Alliance Nationwide Exposition, at your own expense, through their portal: <https://eventnow.encoreglobal.com>

► Exhibit Area Carpeting:

The exhibit area is carpeted. You are not required to rent carpeting for your booth unless you require a specific color.

► Show Schedule:

EXHIBITORS SET-UP:

Saturday/April 6, 2024 1:00PM-4:30PM

SHOW HOURS:

Saturday/April 6, 2024 4:30PM-8:30PM

Welcome Reception in Exhibit Area: 7:00PM-8:30PM

Sunday/April 7, 2024 8:30AM-4:30PM

Monday/April 8, 2024 8:00AM-12:30PM & 2:00PM-5:00PM

DISMANTLE:

Monday/April 8, 2024 5:00PM-7:00PM

Exhibits must NOT be disturbed, dismantled, or removed before 5:00PM, Monday, April 8, 2024. All exhibit materials must be removed from the exhibit area by 7:00PM on Monday, April 8, 2024.

► **Hotel Reservations:**

Make your reservations as soon as possible as the WCHR group room block is limited. The WCHR group room rate at Fairmont Dallas is USD \$210 single/double plus tax. WCHR group block rooms are available until March 14, 2024, or while availability lasts.

Each registered exhibiting company will receive the hotel WCHR reservation link directly as guestrooms in Dallas are in high demand due to the eclipse, so our room block is tightly controlled. If you are a registered exhibitor and did not directly receive the hotel reservation link, please contact Jule Uddfolk at juddfolk@americanhairresearchsociety.org.

QUESTIONS:

If you have questions regarding exhibiting, please contact:

Jule Uddfolk, CMP

AHRS/WCHR Meetings & Exhibits Manager

Direct Phone: 1-773-883-1236

juddfolk@americanhairresearchsociety.org