



# BERLIN UNITY 2025

33rd World Congress Oct 23-25

Live Surgery Workshop Oct 26

## SPONSORSHIP OPPORTUNITIES

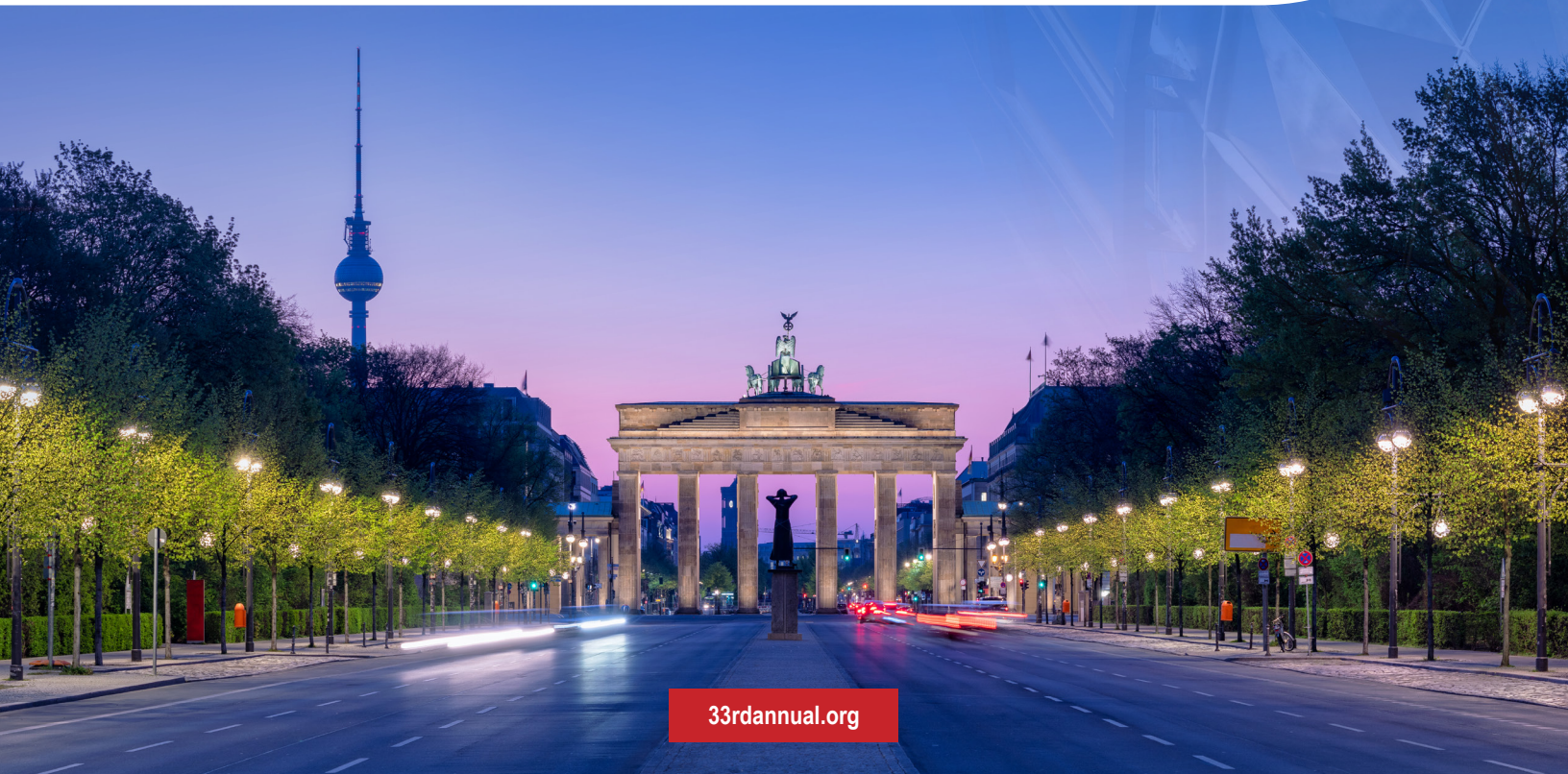
### ABOUT OUR MEETING

The 2025 World Congress will take place at the Intercontinental Berlin in Berlin, Germany. Our in-person program is going to be focused on practical education for the intermediate-to-advanced hair restoration surgeon, with an intentional infusion of fun.

**ISHRS 33rd World Congress | October 23-25, 2025**  
Berlin, Germany

**ISHRS Europe Live Surgery Workshop: Potsdam | October 26, 2025**  
Potsdam, Germany

**Recorded Meeting Available**  
November 18, 2025 – February 18, 2026



[33rdannual.org](http://33rdannual.org)

## ABOUT THE ISHRS

The International Society of Hair Restoration Surgery (ISHRS) is a global non-profit medical association and a leading, unbiased authority in medical and surgical hair restoration with more than 1,200 members throughout 80 countries. Founded in 1993, it was the first, and is now the largest, international society to promote continuing quality improvement and education for professionals in the field of hair restoration surgery. Members have backgrounds in varying medical specialties including dermatology, plastic surgery, general surgery, general surgery, and more.



The cornerstone of the ISHRS continues to be the annual world congress and the Forum publication. Both provide an accepted international forum for information exchange and rapid diffusion of new and innovative surgical techniques and instrumentation technology.

The ISHRS is accredited by the Accreditation Council for Continuing Medical Education (ACCME), which is the agency responsible for sanctioning medical education for physician licensure in the United States. The ISHRS holds a seat in the American Medical Association House of Delegates, which is considered "the House of Medicine" in the United States and one of the most important groups to effect standards and legislation. The ISHRS is a liaison organization member of the Comité Européen de Normalisation (CEN) [European Committee for Standardization] task force 403 "Aesthetic Surgery Services" where it assists with developing standards for hair transplantation among countries within the European Union.

**Above all, the ISHRS is dedicated to achieving excellence in medical and surgical outcomes by promoting member education, international collegiality, research, ethics, and public awareness.**

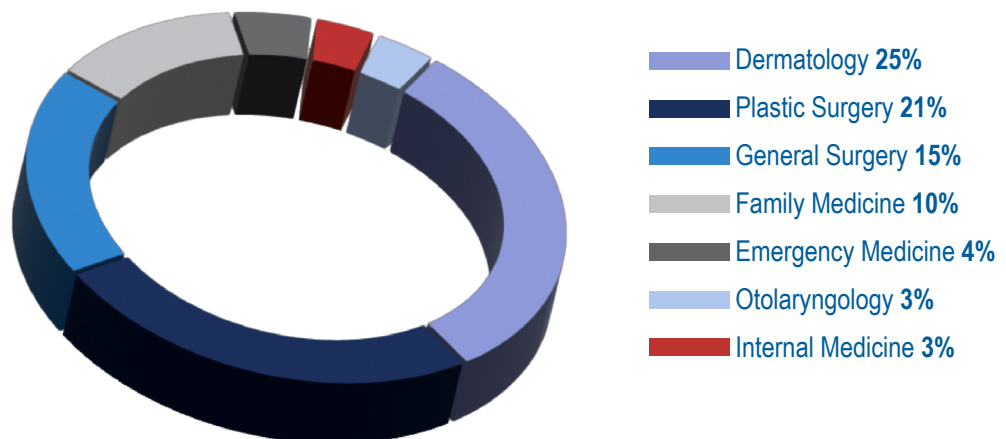
The ISHRS is a member of and leads the Global Council of Hair Restoration Surgery Societies which is comprised of 23 national and regional societies. Numerous countries' Ministries of Health have contacted the ISHRS in the past for expert information on industry standards.

The ISHRS is the leader in hair restoration surgical statistics and trend data. See its 2025 Practice Census Survey results. The ISHRS has been cited in numerous major news outlets, publications, and receives much press since it is the most trusted source for unbiased information and the best education in the field of hair restoration surgery.

A large part of the ISHRS's effort is dedicated to ensuring the safety of patients and developing methods to minimize risks to patients while meeting the expectations of patients. The ISHRS has published and maintains FUE Clinical Practice Guidelines, FUT Clinical Practice Guidelines, Core Curriculum in Hair Restoration Surgery, and Core Competencies in Hair Restoration Surgery.

The ISHRS is dedicated to facilitating the training of physicians. The ISHRS has a Fellowship Training Program, Preceptorship Program, enduring educational materials and online resources, and offers numerous meetings that include lectures and surgical workshops. The ISHRS holds its biggest event, the annual ISHRS World Congress, around the world. Several of the countries in which it has organized meetings and live workshops include: United States, Australia, United Kingdom, Greece, Japan, South Korea, United Arab Emirates, Canada, Mexico, Malaysia, Thailand, The Netherlands, Czech Republic, Belgium, Poland, Spain, Italy, Panama, and India. Its faculty are world-renowned and the top experts, innovators, and pioneers in the field. The faculty and leadership are those physicians who write the textbooks in the field and author the most important journal articles. The majority of faculty have been in the field for 20+ years.

## PHYSICIAN BACKGROUND SPECIALTIES



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# BERLIN EXHIBIT HALL QUEST

Join us as an exhibitor at the ISHRS 2025 World Congress and be part of a thrilling Berlin Exhibit Hall Quest that will drive significant traffic to your booth! Each attendee will receive a coupon book at registration, featuring up to 4 vouchers—each redeemable for a unique gift at select exhibitor booths.

This creates an exciting incentive for attendees to visit your booth, interact with your team, and collect your German-themed gift. Not only will your booth be a focal point of the event, but you'll also have the opportunity to engage with potential customers in a fun and memorable way. As attendees collect their prizes, they'll remember your brand, increasing exposure and long-term connection.

Don't miss out on this fantastic opportunity to make a lasting impression!

## BERLIN QUEST VOUCHER #1

### Unity Hat

**\$3,500 USD** (1 Available)

**Deadline: August 1, 2025**

A quantity of 600 hats will be ordered to be distributed at the sponsoring company's exhibit booth.

The sponsoring company's website will be displayed inside of the hat (see image).

Sponsor website will be placed where you see [ishrs.org](https://ishrs.org) printed.



## COMPANIES THAT PARTICIPATE IN THE BERLIN EXHIBIT HALL QUEST WILL RECEIVE THE FOLLOWING:

- ISHRS will provide your voucher in all attendee bags. Each voucher will contain the company logo.
- Single page handout placed inside the attendee bags. Sponsor to provide the handout and responsible for shipping handout to ISHRS headquarters by stated deadline.
- Recognition on the conference website and final program guide as a sponsor of the Berlin Exhibit Hall Quest.
- Post-event recognition in the December issue of ISHRS News, the ISHRS's exclusive monthly e-newsletter.
- Two push notifications in the conference app reminding guests to redeem their vouchers for great gifts!



# BERLIN EXHIBIT HALL QUEST

## BERLIN QUEST VOUCHER #2

### Berlin Bear Pin

**\$2,000 USD** (1 Available)

**Deadline: August 1, 2025**

A quantity of 800 lapel/badge pins featuring the famous Berlin Bear will be provided for distribution at the sponsoring company's exhibit booth.



## BERLIN QUEST VOUCHER #3

### German Gummy Bears

**\$1,600 USD** (1 Available)

**Deadline: August 1, 2025**

A quantity of 800 mini bags of German-produced gummy bears will be provided for distribution at the sponsoring company's exhibit booth.



## BERLIN QUEST VOUCHER #4

### Popcorn

**\$1,600 USD** (1 Available)

**Deadline: September 1, 2025**

A quantity of 800 bags of local popcorn will be provided for distribution at the sponsoring company's exhibit booth.



**HAVE AN IDEA OF SOMETHING  
ELSE YOU'D LIKE THE ISHRS  
TO INCLUDE FOR THE BERLIN  
EXHIBIT HALL QUEST?**

Contact Rachel Ross with your ideas: [ross@ishrs.org](mailto:ross@ishrs.org)

# OKTOBERFEST WELCOME RECEPTION SPONSORSHIPS

Kick off the week in true German style by sponsoring the Oktoberfest Welcome Reception, the highly anticipated opening event. With attendees eager to embrace the festive atmosphere, your brand will be front and center, engaging with guests as they immerse themselves in the culture, enjoy traditional drinks, and make lasting connections.

Sponsorship offers a unique opportunity to showcase your brand to a captivated audience, ensuring maximum visibility during this unforgettable celebration. Don't miss out on the chance to be part of the excitement and start the week on a high note.

## German-Style Beer Stein Mugs

**\$6,000 USD** (1 Available)

**Deadline: July 18, 2025**

A quantity of 800 German Beer Steins will be ordered with both ISHRS & sponsoring company branding. The beer at all bars will be poured into these glasses (estimated 600 glasses). We will also provide a quantity of 200 steins to the sponsoring company's exhibit booth for direct distribution to Welcome Reception attendees. We will do our best to place your booth near to a bar during the Oktoberfest Welcome Reception, ensuring high traffic as guests stop by to receive their beer stein before heading to the bar for a refreshing pour of authentic German beer.

- World Congress logo & Company logo on each stein. Exact location of company logo to be confirmed.
- Guests can take the steins home with them.
- Logo sign placed on beer tap bars.
- Featured in the Welcome Reception advertisement in the Final Program Guide.
- Recognition on the conference website and in the final program guide as Welcome Reception sponsor.
- Post-event recognition in the December issue of ISHRS News, the ISHRS's exclusive monthly e-newsletter.



## Oktoberfest Hats

**\$3,000 USD** (1 Available)

**Deadline: August 1, 2025**

Sponsorship includes 800 Oktoberfest-style hats to encourage attendees to get into the spirit of the reception. Hats to be distributed to attendees at the sponsoring company's booth during the Welcome Reception.

- This item will not have custom branding for the ISHRS or the sponsoring company.
- Company may apply a sticker for custom branding, if they choose. Company responsible for purchasing the stickers and applying them to the hats. Final sticker design to be reviewed and approved by the ISHRS.
- Featured in the Welcome Reception advertisement in the Final Program Guide.



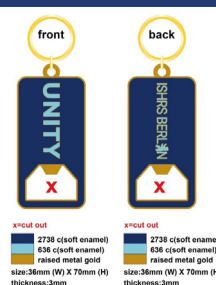
## Key Chain/Bottle Opener

**\$2,400 USD** (1 Available)

**Deadline: August 1, 2025**

Sponsorship includes 800 key chains with bottle openers to be distributed to attendees at the exhibitor's booth during the Welcome Reception.

- Featured in the Welcome Reception advertisement in the Final Program Guide.
- This item will not have custom branding for the sponsoring company.
- The sponsoring company can add a little ball chain with their own logo keychain to the ring, at their own expense and labor, if you choose.



# PHOTO BOOTH SPONSORSHIP

## Still Photo Booth in the Exhibit Hall on Thursday/October 23

**\$2,000 USD** (1 Available)

**Deadline: September 1, 2025**

Enhance your brand visibility by sponsoring a still photo booth in our exhibit hall, where a photographer will capture attendees in front of a beautiful background with elements of the meeting location (Berlin/Germany), with ISHRS congress branding and a sign that says "Photo booth sponsored by: (Sponsoring company logo)".

Photos will be delivered digitally for immediate sharing on social media.

This unique opportunity provides lasting exposure while creating memorable experiences for event participants! The photo booth will be placed in Potsdam foyer, so companies interested in this opportunity are strongly encouraged to apply for booth space in Potsdam foyer.

- Background designed by the ISHRS to include a sign that says: "Photo booth sponsored by: (Sponsoring company logo)"
- Photo props printed with company/product name and/or logo.
- Company's sponsorship & information about the photobooth acknowledged in the Final Program Guide.
- Post-event recognition in the December issue of ISHRS News, the ISHRS's exclusive monthly e-newsletter.

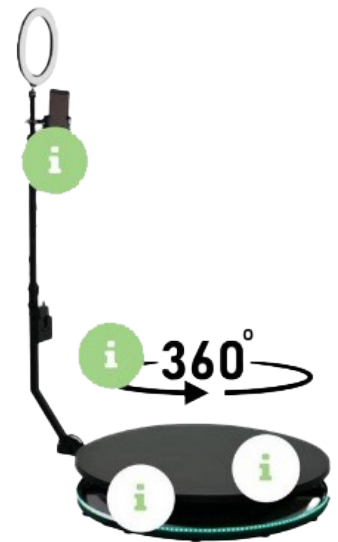
## 360 Photo/Video Booth in the Exhibit Hall on Friday/October 24

**\$2,000 USD** (1 Available)

**Deadline: September 1, 2025**

Enhance your brand visibility by sponsoring a fun, interactive, 360 photo/video booth in our exhibit hall, where attendees can create a fun video, with your company name and/or logo on props to be included in the digital video. This unique opportunity provides lasting exposure while creating memorable experiences for event participants! The 360 photo/video booth will be placed in Potsdam foyer, so companies interested in this opportunity are strongly encouraged to apply for booth space in Potsdam foyer.

- Company name/logo on props to be included in digital video attendees receive after recording in 360 photo booth.
- Company's sponsorship & information about the photo booth acknowledged in the Final Program Guide.
- Post-event recognition in the December issue of ISHRS News, the ISHRS's exclusive monthly e-newsletter.





# GALA DINNER SPONSORSHIP

**Date:** Friday | October 24, 2025

**Time:** 6:30PM-12:00AM

**Location:** Tipi am Kanzleramt, Große Querallee,  
10557 Berlin, Germany

The Gala Dinner is the highlight of the World Congress, and this year will be no exception. We will bring our cabaret-style gala to Tipi am Kanzleramt, the circus tent near the Chancellery in Berlin. On Friday/October 24, this event will bring together industry leaders for an unforgettable evening. As a sponsor, you'll have the exclusive opportunity to showcase your brand to a highly engaged audience, creating lasting connections and increasing your visibility among key decision-makers.

By sponsoring this prestigious event, your brand will be prominently featured during the evening, ensuring maximum exposure and a chance to shine in front of your target audience.

After dinner and awards, we will create several gathering places inside of Tipi for attendees to enjoy the evening. A dance party will take place inside the circus tent, the foyer will be transformed into a lounge, and there will be two dedicated spaces available for sponsors to create a custom after-dinner cocktail lounge and cigar lounge. The cigar lounge and after-dinner cocktail lounge will take place in each of their two upstairs lounge spaces.

## Gala Dinner STAR Sponsor

**\$12,000 USD** (1 Available)

(STAR = *Something They'll Always Remember*)

**Deadline:** July 1, 2025

- **Named as the STAR sponsor of the surprise entertainment of the evening.** This awe-inspiring STAR moment will take place immediately following the awards, at approximately 9:45PM. The STAR moment is a thrilling surprise we're keeping under wraps for now. If you're intrigued and want to know more, we'd be happy to share the details, but we promise, it's worth the mystery!
- **Dedicated After-Dinner Cocktail Lounge** will be in one of the two upstairs lounges. The lounge will be open from 10:00PM-11:45PM. This inviting space will be branded with a sign with your company logo and comes with standard furniture provided by the venue. Gala attendees will come to the lounge to enjoy two specialty after-dinner cocktails only available in the lounge.
  - Cocktail name(s) to be selected by sponsor, with approval by the ISHRS.
  - Company logo on dinner menu card as sponsor and logo napkins placed at the bars.
  - Logo sign placed on bars.
  - 800 Ostrich feathers will be given to the sponsoring company during the day on Friday/October 24 to pass out at their booth to build excitement for the Gala.
  - Half-page acknowledgement in the Final Program Guide as Gala Dinner STAR Sponsor.
  - One reserved table at the Gala, with six Gala tickets.





# GALA DINNER SPONSORSHIP

## Cigar Lounge

**\$5,000 USD** (1 Available)

**Deadline: July 1, 2025**

- Cigar lounge will be open from 10:00PM-11:45PM.
- Company name on cigar ash trays.
- 2 Cigar cutters with logo or company name (depends on logo).
- Signage in the room.
- 2 Gala tickets for company reps.
- Blurb for the cigar lounge included on the Final Program Guide Gala page.

**Note:** The ISHRS will provide cutters, ash trays, and 40 cigars.

## Signature Slippers

**\$2,400 USD** (1 Available)

**Deadline: August 1, 2025**



After a long night of dancing, guests will appreciate slipping into your branded slippers, giving your brand lasting visibility and a memorable touch.

- A table of 500 pairs of custom slippers will be available to gala attendees.
- Company logo on the slippers where you see "Unity" in the above photo.
- Blurb in Final Program Guide about signature slippers at the event.
- Post-event recognition in the December issue of ISHRS News, the ISHRS's exclusive monthly e-newsletter.

**Note:** The ISHRS will provide the slippers.





# LIVE SURGERY WORKSHOP TABLETOP EXHIBIT

## Tabletop Exhibit

**\$1,250 USD** (4 Available)

**Deadline: August 1, 2025**

The ISHRS will hold a Live Surgery Workshop on the Sunday following the World Congress. This educational format is very popular, and we expect it to sell out. Exhibiting companies have an exclusive opportunity to reach attendees at this workshop by purchasing a tabletop exhibit at the Live Surgery Workshop. This is a very limited opportunity, so you will want to act quickly.

**Date:** Sunday, October 26, 2025

(Set-up will take place the evening of Saturday/October 25, following the ISHRS World Congress)

**Location:** Haut + Laserzentrum | Potsdam, Kurfürstenstraße 40, 14467 Potsdam (Approx. 45 minutes from the congress hotel. Transportation will be provided from the Intercontinental Berlin hotel.)

**Expected attendance:** 40 participants + Faculty

**Tabletop Exhibit Includes:** 1 table, 2 chairs, 2 representative badges, lunch on day of workshop.

Additional information will be sent to companies that purchase this opportunity. All policies, terms, and conditions of the World Congress Exhibit Prospectus pertain to this opportunity, as applicable.





# ADVERTISING

## Advertisement in the 2025 Final Program Guide Pricing Varies

**Deadline: September 1, 2025**

Your company will benefit from the increased visibility that serves to reinforce your brand. First-come, first-served.

- Half-page Advertisement: \$1,600 USD.
- Full-Page Advertisement: \$2,600 USD.
- Back Inside Cover: \$5,500 USD.
- Back Cover: \$7,500 USD.

## Dedicated Email Blast (1 per month available)

The ISHRS offers a dedicated email blast to its membership. Submitted artwork must be reviewed and approved. The list includes a single email blast to ISHRS members (approximately 1,100) and a resend three days later to non-openers. Companies will not receive email addresses or contact information directly.

**FOR MORE INFORMATION  
ABOUT PRINT  
ADVERTISING, CLICK HERE**

For more information, contact Cheryl Duckler:  
ishrsduckler@gmail.com



# ADDITIONAL WORLD CONGRESS SPONSORSHIPS & MARKETING OPPORTUNITIES

## Hotel Room Drop/Sponsor Gift Delivered to Guestrooms

**Deadline: October 1, 2025**

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

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

Take advantage of the opportunity to catch the attention of the ISHRS meeting 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 Berlin. 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 ISHRS.

### HOW IT WORKS:

The room drops will be delivered to all ISHRS room block guests at the Intercontinental Berlin Hotel only and will occur on one day only, **Thursday, October 23, 2025**. This is not an exclusive offer – all ISHRS room drops will be made on that day. The drop will go to ALL rooms in our ISHRS block at the Intercontinental Berlin Hotel, which will be approximately **330 guest rooms**, dependent upon final attendance.

*\*In addition to the above fee, you will be responsible for producing your own room drop materials and delivering them to the hotel by the date required in a ready to deliver state. You will also be required to pay the Intercontinental Berlin Hotel's room drop fees, which are currently €13 EUR per room for a single page flyer. Items larger than that will be individually quoted by the hotel. After your Room Drop Agreement is accepted by the ISHRS, the ISHRS will provide information on how to proceed.*

# ADDITIONAL WORLD CONGRESS SPONSORSHIPS & MARKETING OPPORTUNITIES

## Break in Exhibit Hall

**\$5,000 USD** (4 Available)

**Deadline: September 1, 2025**

Convey a sense of generosity and hospitality, enhancing the overall perception of the sponsor's brand.

- Signage with your name and logo displayed at the beverage service stations during the corresponding break time.
- Company logo napkins placed at the stations.
- Company's sponsorship acknowledged in Final Program Guide at corresponding break time.

**Note:** The ISHRS will provide the logo napkins.

## Conference Notepads

**\$5,000 USD** (1 Available)

**Deadline: July 1, 2025**

Your logo, alongside the ISHRS logo, will be featured on notepads distributed to all attendees, ensuring your brand is front and center as they take notes throughout the event.

- Notepads imprinted with your company logo alongside the ISHRS logo.
- Notepads distributed to all attendees.
- Notepads placed at each seat during the ISHRS Board of Governors meeting on Wednesday/October 22.

**Note:** The ISHRS will provide the notepads.

## WISHRS Session

**\$1,500 USD** (4 Available)

**Deadline: September 1, 2025**

Since 2022, the Women in ISHRS (WISHRS) Task Force organizes an annual WISHRS Session to address issues specific to women surgeons, including topics of inspiration, education, paths to success, and to foster friendships and connections. Show your support for the WISHRS by sponsoring this session and position your company as a progressive and socially responsible organization that values diversity.

- Single-page flyer will be placed on all tables during the lunch (center of the table).
- Company logo printed on the admission ticket to the session.
- Dedicated signage outside the meeting room with your company name & logo.
- Recognition on the conference app & Final Program Guide as a sponsor of this session.
- Post-event recognition in the December issue of ISHRS News, the ISHRS's exclusive monthly e-newsletter.

**Note:** Sponsor is responsible for printing and shipping of the printed single-page flyer.

## Conference Wi-Fi

**\$9,000 USD** (1 Available)

**Deadline: September 1, 2025**

- Recognition as a commercial supporter on the Wi-Fi signage.
- Recognition in the Final Program Guide.
- Company choice of the password for Wi-Fi login (restrictions may apply), with ISHRS approval.





# CUSTOM SOLUTIONS

## Custom Sponsorship Solutions

Collaborate with us to develop a bespoke sponsorship package designed just for you. We can tailor options for every sponsorship level. Contact Rachel Ross, ISHRS Meeting Planner, for additional details: [ross@ishrs.org](mailto:ross@ishrs.org). All sponsorship opportunities are subject to approval by the ISHRS Exhibits and Advertising Review Committee.

### Disclaimer:

The ISHRS reserves the right to approve/deny at its discretion, including requests for multiple placements. All advertisements, content, and acceptances of provisions for additional opportunities must be in harmony with the ISHRS's mission and educational purpose of its World Congress, including compliance with ISHRS policies and positions statements.



# PRICING SUMMARY

Item	Sponsorship Price
<b>Berlin Exhibit Hall Quest</b>	
Unity Hat	\$3,500
Berlin Bear Pin	\$2,000
Gummy Bears	\$1,600
Popcorn	\$1,600
<b>Photo Booth</b>	
Still Photo Booth	\$2,000
360 Photo/Video Booth	\$2,000
<b>Oktoberfest Welcome Reception</b>	
Beer Stein Mugs	\$6,000
Oktoberfest Hats	\$3,000
Key Chain/Bottle Opener	\$2,400
<b>Gala Dinner</b>	
STAR Sponsor	\$12,000
Cigar Lounge	\$5,000
Signature Slippers	\$2,400
<b>Live Surgery Workshop</b>	
Tabletop Exhibit	\$1,250
<b>Advertising</b>	
Dedicated Email Blast	\$2,500
Final Program Guide Back Cover	\$7,500
Final Program Guide Back Inside Cover	\$5,500
Full Page	\$2,600
Half Page	\$1,600
<b>Additional Congress Opportunities</b>	
Hotel Room Drop/Sponsor Gift	\$1,500 - \$2,500 + Hotel fees
Break in Exhibit Hall	\$5,000
Conference Notepads	\$5,000
Conference Wi-Fi	\$9,000
WISHRS Lunch Sponsorship	\$1,500

\*All prices are listed in US Dollars (USD).

For more information contact:  
 Rachel Ross, ISHRS Meeting Planner  
[rross@ishrs.org](mailto:rross@ishrs.org)  
[33rdannual.org](http://33rdannual.org)

Sponsorships may be purchase by visiting: <https://33rdannual.org/sponsorship/>