

Advertisers and Sponsors

Reykjavik October 12th 2004

Dear Sir / Madam,

The 28th Congress of the Scandinavian Society of Anaesthesiology and Intensive Care Medicine (SSAI 2005) will be held in Nordica Hotel, Reykjavik, Iceland.

We offer an opportunity to advertise in the

- **Final Announcement** (January 2005),
- **Programme Book** (Final Programme, June 2005) and
- **Abstract Book** (June 2005) and to have
- **Inserts in the Congress Bags** (June 2005).

Please find more details of these marketing options below.

All reservations will be made on "first come, first served" basis.

Final Announcement

- | | | | | | | | |
|--|---|--------------------|--------------------|-------------------|--------------------|------------------|-------------------|
| • Contents: | Preliminary scientific programme and congress information | | | | | | |
| • Format: | A5, 4-colour, PDF / Quark XPress / Free Hand, 300 dpi | | | | | | |
| • Estimated number of copies: | 1.500 copies | | | | | | |
| • Distribution: | Sent by mail to members of SSAI and those who have sent in their address on our website. It will also be distributed on other International Anaesthesiology and Intensive Care Congresses such as PGA in NY, CCMS, Brussels, IARS, ESA. And it will appear on our website as a pdf file. | | | | | | |
| • Advertising prices: | <table border="0"> <tr> <td>Outside back cover</td> <td style="text-align: right;">ISK 175.000</td> </tr> <tr> <td>Inside back cover</td> <td style="text-align: right;">ISK 131.000</td> </tr> <tr> <td>Full inside page</td> <td style="text-align: right;">ISK 87.500</td> </tr> </table> | Outside back cover | ISK 175.000 | Inside back cover | ISK 131.000 | Full inside page | ISK 87.500 |
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| Inside back cover | ISK 131.000 | | | | | | |
| Full inside page | ISK 87.500 | | | | | | |
| • Reservation and submission deadline | 30 November 2004 | | | | | | |
| • Full payment completed by: | 10 December 2004 | | | | | | |

Final Programme

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|---|---|--------------------|--------------------|----------|---------------------|--------------------|----------|------------------|-------------------|--|
| • Contents: | Final scientific programme and congress information | | | | | | | | | |
| • Format: | A4, 4-colour, PDF / Quark XPress / Free Hand, 300 dpi | | | | | | | | | |
| • Estimated number of copies: | 1 500 copies | | | | | | | | | |
| • Distribution: | Onsite during SSAI 2005 Congress: 1000-1200 copies it will appear on our website as a pdf file. | | | | | | | | | |
| • Advertising prices: | <table border="0"> <tr> <td>Outside back cover</td> <td style="text-align: right;">ISK 175.000</td> <td style="text-align: right;">2</td> </tr> <tr> <td>• Inside back cover</td> <td style="text-align: right;">ISK 131.000</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Full inside page</td> <td style="text-align: right;">ISK 87.500</td> <td></td> </tr> </table> | Outside back cover | ISK 175.000 | 2 | • Inside back cover | ISK 131.000 | 1 | Full inside page | ISK 87.500 | |
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| • Inside back cover | ISK 131.000 | 1 | | | | | | | | |
| Full inside page | ISK 87.500 | | | | | | | | | |
| • Reservation and submission deadline: | 31 May 2005 | | | | | | | | | |
| • Full payment completed by: | 10 June 2005 | | | | | | | | | |

Congress President: Gisli H Sigurdsson, MD, PhD, Professor – gislihs@lsh.is

Secretary General: Alma Möller, MD, PhD, DEAA – alman@lsh.is

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Congress Website: www.meetingiceland.com/ssai2005

Abstract Book

- **Contents:** Congress abstracts of refresher course lectures, symposia and free papers/posters.
- **Format:** 210 mm x 280 mm, 4-colour, PDF / Quark XPress, 300 dpi
- **Estimated number of copies:** 5500 copies
- **Distribution:** Onsite during SSAI 2003 Congress: 1000 - 1200 copies
As supplement of Acta Anaesthesiologica Scandinavica: 5.500 copies
- **Advertising prices:**

Outside back cover	ISK 175.000
Inside front cover	ISK 131.000
Inside back cover	ISK 131.000
Full inside page	ISK 87.500
- **Reservation and submission deadline** 31 May 2005
- **Full payment completed by:** 10 June 2005

Congress Bag Inserts

- **Format:** Maximum size A4, maximum weight 50 grams
- **Distribution:** Congress bag, 800-1200 copies
- **Price:** ISK 88.500
- **Reservation and submission deadline:** 10 June, 2005
- **Full payment completed by:** 10 June, 2005

Other Promotional Opportunities

- **Sponsoring of the Opening Ceremony - Wednesday night 29 June 2005.**
- **Sponsoring of the Get-together Party – Thursday night 30 June 2005.**
- **Sponsoring of the Gala Dinner – Saturday night 2 July 2005.**
- **Provider of Congress Bags.**

Exchange rate in October 2004: 1 Euro = ISK 87.31

For reservations and further information please contact our Congress Secretariat:

Ms Unnur B. Gudmundsdottir and Ms Thorunn Ingolfsdottir

Meeting Iceland

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