



*The Scandinavian Society of Anaesthesiology
and Intensive Care Medicine*

Reykjavík, October 12th 2004

Invitation to Exhibitors

Dear Madam/Sir,

The 28th Congress of the Scandinavian Society of Anaesthesiology and Intensive Care Medicine - SSAI 2005 - will be held in Reykjavik, Iceland on June 29th – July 3rd 2005.

Your company is invited to participate in the exhibition. The congress as well as the exhibition will be held at the new Nordica Hotel in Reykjavik and the exhibition areas are located next to the congress halls on 1st and 2nd floor where coffee & lunch will also be served.

The SSAI Congress has been held in Reykjavik three times before and always been a great success. In 1995 there were about 600 active participants. Because Iceland is an “exotic” country to visit, many brought their families along for a holiday. Since 1995 Iceland has become a very popular country to visit with 10-20% increase in tourism every year.

A number of prominent European and N.A professionals have expressed their interest in active participation in the congress. We have already advertised the SSAI 2005 Congress at several Scandinavian, European and North American congresses with participants exceeding 15.000 doctors 6.000 copies of the 1st announcement have been handed out and the second announcement in 15.000 copies at congresses attended by about 50.000 doctors in the next 8 months.

We expect at least 700 participants to the SSAI 2005 from all the Scandinavian countries as well as from other parts of the World, mainly Western Europe and North America. In addition, a high percentage of the so-called “decision makers” in large and small Scandinavian anaesthesiology and intensive care departments attend the SSAI meetings.

The scientific program will start with refresher courses on Wednesday June 29th, followed on Thursday to Saturday by symposia, plenary lectures, free paper lectures, poster sessions, workshops and interactive sessions. The program will cover all main areas of the specialty – emergency medicine, anaesthesia, intensive care medicine and pain. For further information on the congress and the program see our website: www.meetingiceland.com/ssai2005.

We would be delighted to be of assistance to you in any way and are looking forward to welcome you to the SSAI Congress in Reykjavik. Please contact Meeting Iceland for further information.

Yours sincerely,
On behalf of SSAI committee

Meeting Iceland