



IARS

International Anesthesia Research Society

2010 IARS Annual Meeting

March 20-23, 2010

Hilton Hawaiian Village • Honolulu, Hawaii

Promotional Support and Advertising Opportunities

Promotional Support

Computer Center\$7,500

This highly visible support opportunity provides attendees with all of the 2010 IARS Annual Meeting electronic services in one place. Computers will be placed in a high traffic area and will include e-mail access.

- Supporter may provide screen savers, monitor wraps/toppers, mouse pads
- Supporter may conduct on-line survey with give-away for an additional \$1,500 (as long as survey is optional only)

Turn Down Service and Amenity*\$3,000 (Per night, plus direct costs)

Guarantee that your information gets into the hotel room and the hands of all the hotel's / Annual Meeting guests. End the day with a recap and reminder of your products or get a jump start on the next day with new information. *Limited to three companies.

Hotel Key Cards\$3,000 (Plus direct costs)

A 'key' opportunity and an excellent way to promote your organization's name and logo to attendees from the moment they check-into the meeting.

Attendee Coffee/Energy Breaks\$3,000 (Per day, two breaks each day)

Your company can take full credit for 'energizing' the Annual Meeting attendees by supporting a "coffee and energy break" during the meeting.

Room Locator\$5,000

The Room Locator is handed out to all meeting attendees with their registration materials. This constant on-site guide will display your organization name, product listing, and tabletop location to attendees as they navigate the meeting.

Attendee Bag Insert*\$1,000

An easy and convenient way to put your message in the hands of all attendees. Your insert will be included in the registration bags given to all attendees at the start of the meeting. *One per company, piece must be approved by the IARS.

Advertising Opportunities

Preliminary Program

Generate early recognition within the meeting's first promotional piece. This piece will announce the meeting's educational programming. (Deadline: September 4)

DISTRIBUTION

- IARS booth and the future meetings kiosk at the ASA 2009 Annual Meeting
- Posted to the IARS website as a PDF in October 2009
- Polybagged with Anesthesia & Analgesia in November 2009

Exclusive (back, inside front and inside back covers) \$7,500

Full page / 4 color back cover \$3,000

Full page / 4 color inside front cover \$2,500

Full page / 4 color inside back cover \$2,500

Full page / black/white inside pages \$1,000

On-Site Final Program

Provided to all attendees with their registration packet and meeting materials, uploaded to the Meeting Flash Drive and posted to the IARS website. The On-Site Final Program is a tool that is used daily at the 2010 IARS Annual Meeting and well after the IARS Attendees return to their practice.

Exclusive (back, inside front and inside back covers) \$6,500

Full page / 4 color back cover \$3,000

Full page / 4 color inside front cover \$2,000

Full page / 4 color inside back cover \$2,000

Full page / black/white inside pages \$1,000

Bellyband \$3,000

Company logo (black/white) \$ 500

Company description boxed for call out \$ 500

Contact IARS Support/Exhibits today at: exhibits@iars.org or support@iars.org

Questions? Call James McGowan at 856-232-2322, Ext. 18.