



# IARS

International Anesthesia Research Society

## IARS 2012 Annual Meeting • May 18-21 Marriott Hotel Copley Place • Boston, Massachusetts

### Promotional Support and Advertising Opportunities

#### Promotional Support

##### **Computer Center ..... \$7,500**

This highly visible support opportunity provides attendees with all of the 2012 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 conduct on-line (optional) survey with give-away for an additional \$1,500
- Supporter may provide screen savers, monitor wraps/toppers, mouse pads

##### **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 Breakfast and Two Breaks ..... \$3,000 (per 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 ..... \$3,000**

The Room Locator, provided for all meeting attendees with their registration materials, is a constant on-site guide. Your organization's name, product listing, and tabletop location will be in the hands of the attendees as they navigate the meeting.

##### **Attendee Bag Insert\* ..... \$750**

An easy and convenient way to put your message in front 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

##### **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 2012 IARS Annual Meeting and well after the IARS Attendees return to their practice.

*(Materials Deadline: March 30, 2012)*

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 the IARS today at:  
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Questions? Call Darline Daley,  
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