The Association of Anaesthetists of Great Britain and Ireland (AAGBI) has run WSM London for over a decade and is London’s leading meeting for scientific and clinical anaesthesia. The 2011 programme will cover: scientific sessions including; bariatrics, disasters, emergencies and intensive care; workshops; guest keynote speakers and the winter dinner and dance.

Sponsoring or exhibiting at the 2011 WSM London provides an excellent opportunity for your company to raise its profile and put your products or services in front of the people that really matter.

**Satellite Symposia**

Satellite Symposia is an ideal opportunity for your company to showcase a product or service and to network with anaesthetists on an educational level. Satellites are a great platform to identify key areas of interest or to generate marketing ideas.

**Package includes:**

- Up to 1½ hours to showcase a product or service (including a standard audio visual package)
- Listing in the WSM event literature including the conference programme and pocket guide
- Registration form sent to all delegates prior to event
- Permission to provide literature to all attending delegates
- An acknowledgement & logo on the AAGBI website
- A list of all delegates attending the Satellite
- An insert in the delegate bags
- Priority stand booking.

**Costs:**

- Evening Session £14,000 + VAT
- Lunchtime session £7,000 + VAT (1 hr slot)
- Breakfast Session £10,000 + VAT

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**Keynote Lecture**

The keynote speaker is traditionally a high-profile speaker or an expert in the field invited by the AAGBI and approved by the sponsoring company. Speaker selection and topics of interest can be suggested by the sponsoring company.

**Package includes:**

- Acknowledgement as an integral part of the WSM and recorded in the AAGBI archives
- Recognition of industry support by high-profile speaker within their presentation
- Presentation to speaker by a representative from the sponsoring company at plenary session with photo opportunity
- Recognition in the registration booklet and final conference programme as the keynote lecture sponsor
- Priority stand booking.

**Cost:** £7000 + VAT per year for a minimum of three years GE Healthcare, Intavent Direct and Dräger Medical all currently sponsor a principal lecture at our main scientific meetings.
## Sponsorship Opportunities
for the AAGBI Winter Scientific Meeting (WSM)

### Delegate Bags and Speaker Abstract CD-ROM
A CD-ROM is produced for all delegates and contains speaker abstracts, key references and PowerPoint presentations. The CD-ROM is a valuable resource for not only delegates attending the meeting but for members who are unable to attend.

**Package includes:**
- A logo on the front of each bag. Bags are issued to every delegate upon arrival at the conference
- An insert in the delegate bag
- A logo on the front cover of the CD-ROM
- Banner on the CD-ROM home-page with a hyperlink to sponsor’s website
- Up to five pages of educational content included on the CD-ROM
- An acknowledgement & logo on the AAGBI website

**Cost:** £2,500 + VAT

### Branded pads and pens
The sponsor to provide branded pens and pads (Max A4) into the delegate bags issued to every delegate.

**Cost:** £250 + VAT

### Inserts
Insert printed information (up to double-sided A4) into the delegate bags issued to every delegate.

**Cost:** £750 + VAT

### Workshops
Sponsor one of our hands-on workshops.

**Package includes:**
- Acknowledgement and logo on the AAGBI website
- Workshop session branded with sponsors logo in the conference programme
- Sponsors logo on all signage relating to the workshop during the conference
- Free insert into each delegate bag
- Active promotion through either hands-on use of equipment or with a display to promote products
- Handout literature to delegates attending workshops.

**Cost:** £2,500 + VAT

### Lanyards
Print your company logo on every delegate lanyard.

**Package includes:**
- A colour logo printed on the badge lanyards issued to every delegate on arrival at the conference
- An acknowledgement & logo in the conference programme and on the AAGBI website
- Priority stand booking.

**Cost:** £1,500 + VAT

### Advertising
Advertise in the glossy conference programme. This programme is given to every delegate on the day of the event. It is an ideal way to promote your products, as delegates will refer to the programme during and after the meeting.

**Costs:**
- Inside front/back cover: £1,100 + VAT
- Full page: £715 + VAT
- Half page: £418 + VAT

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For more information please contact Nicole Seeff, Marketing and Communications Manager, AAGBI

**Telephone:** 020 7631 8854

**Email:** nicoleseeff@aagbi.org

We can tailor sponsorship packages to suit your needs and welcome the opportunity to discuss how we can help raise the profile of your company.