



Application form for airway equipment advertisement on DAS website

The airway equipment advertisement pages allows you to advertise your airway product on the DAS website (www.das.uk.com) for a nominal fee. With over 10,000 visits every month from airway enthusiasts around the globe, DAS website serves as an ideal platform to advertise airway products. Advertising your product on DAS website gives you:

1. **Perfect target audience :** Adverts will be viewed by our website visitors, majority of whom are airway enthusiast involved in the decision making regarding equipment purchase in their respective hospitals.
2. **Unique url:** Your advert will get a separate page on the DAS website with a unique URL which can be included in your product brochures.
3. **Equipment section:** Visitors can also navigate to your advert through links in the DAS website to the equipment section.
4. **Promotion on home page:** We will promote the adverts by including a 'block' on the home page (and other pages) with name and thumbnail of your equipment. This will be randomly cycled through all of the adverts.
5. It will be available 24 x 7 x 365.

With upgrade to this section you can now display more content which may include up to five photographs, video and other educational content as you see appropriate. This will increase user engagement and better returns. Our members also stand to benefit from the content.

We have simplified the procedure to start advertising your products including facility to make online payments. Please fill in the application form below and email it to das@aagbi.org. You are also required to send us a hard copy to DAS office. Payment is by direct debit which can be easily set up online. See our website for more details.

Please also avail our discount offer when you advertise multiple products. We offer 5% discounts on 5 or more products and 10% discount on 10 or more products.



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Please complete this application and return it to das@aagbi.org by email. This form can be electronically filled. You are also required to send us a signed copy of the application form with terms and conditions by post to the address below. Once your application is approved you will receive confirmation and a link for payment via email.

Separate application form is required for each product you wish to advertise.

Name of Product	
Category of product	
Name of Manufacturer	
Full address of the Manufacturer	
Contact person	
Telephone and email	

I have read the [terms and conditions](#) (see below) of placing our product advertisement on DAS website (www.das.uk.com) and agree to the same.

I / We agree to set up payment with DAS by direct debit (online through GoCardless).

Signed

Date

Email to das@aagbi.org. Hard copy to DAS, AAGBI, 21 Portland Place, London, W1B 1PY, UK



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ADVERTISING TERMS AND CONDITIONS

The terms and conditions set out below apply to the contract between us for any advertising agreed by the Difficult Airway Society ('DAS') to be shown on the designated web page at www.das.uk.com ('Site'). Please read these Terms carefully and make sure that you understand them, before submitting your advertising application. It is a condition of your advertising application that you agree to be bound by these terms and conditions which we intend to be legally binding.

Information About Us

DAS operate the Site. DAS is a charity registered with the Charity Commission under registered number 1071732 and our main trading address is 21 Portland Place, London, W1B1PY.

1 All Application for Advertising at the Discretion of DAS

- 1.1 DAS in its absolute discretion reserves the right to refuse to accept any application (including without limitation renewal applications) for advertising on the Site submitted by any DAS member or any third party.
- 1.2 Successful applications will be notified by DAS.
- 1.3 DAS shall not be obliged to give reasons for the acceptance or refusal of any application for advertising space on the Site and no member, nor any third party, shall have any right of appeal against the decision of DAS over the refusal of any application for Site advertising.

2 Application Process

- 2.1 All applications shall be submitted to DAS using the application form on the website.
- 2.2 Once an application for advertising has been received the members of the DAS committee shall either approve or decline the application. DAS shall notify the applicant as to whether the application has either been approved or declined.
- 2.3 If an application for advertising has been successful the applicant must pay the advertising fee in advance at the rates specified on the Site for the relevant advertising period.
- 2.4 DAS shall not be obliged to post any advert onto the Site which has been accepted by DAS unless the appropriate payment has been received in full.

3 Renewals

- 3.1 If the applicant wishes to continue to advertise on the website at the end of the period for which payment has been made the applicant must resubmit an application for approval by DAS. If the renewal is approved payment of the advertising fee must be paid in full at the current rate before the application is renewed.
- 3.2 DAS shall be entitled to remove any advert from the Site without notice if payment is overdue or has not been made in full at the current rates.

4 Right to Remove Adverts

- 4.1 DAS reserves the right to remove or temporarily suspend any advertising on the Site for any reason either with or without notice.
- 4.2 Refunds or credits of any fee paid to DAS for adverts which have been removed or suspended shall be at the entire discretion of DAS. There shall be no right of appeal against any decision of DAS to remove or suspend any advertising.

5 Cancellation

- 5.1 You may cancel any advert without giving any reason and request that DAS remove the advert at any time by giving to DAS 1 months' notice in writing.
- 5.2 Refund or partial refunds of the advertising fee for any advert that has been cancelled by you shall be at the entire discretion of DAS.

6 Intellectual Property Rights and Indemnity

- 6.1 By placing an advert on the website the applicant hereby warrants and represents that at the time of the application



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for advertising, in any jurisdiction whatsoever:

- 6.1.1 there is no ownership or other intellectual property related dispute which relates in any way to the product;
- 6.1.2 there is no ownership or other intellectual property related dispute which relates in any way to the product or any logo, get up or design used to describe the product which is the subject of the advert in any legal jurisdiction whatsoever; and
- 6.1.3 the applicant is not aware of any circumstances which may give rise to any such disputes.

6.2 By placing an advert on the website the applicant hereby agrees to indemnify, keep indemnified and hold harmless DAS and all committee members of DAS against any disputes, claims, proceedings, costs or expenses that DAS or its committee members may suffer or incur which arise out of or in connection with any intellectual property or other dispute over the products and content of the advert placed by applicant on the Site.

7 Use of Our Site

- 7.1 DAS may revise these terms of use at any time by amending the relevant web page on the site. Any such changes will be binding on you.
- 7.2 DAS may update the Site from time to time, and may change the layout and content of the advertising web page at any time.
- 7.3 DAS do not guarantee that the website, or any content on it, will be free from errors, omissions, bugs or viruses.
- 7.4 DAS do not guarantee that the website, or any content on it, will always be available or be its use uninterrupted. DAS may suspend, withdraw, discontinue or change all or any part of the website without notice. DAS shall not be liable to you if for any reason the website is unavailable at any time or for any period.
- 7.5 DAS is the owner or the licensee of all intellectual property rights in the website, and in the material published on it (save for the advert). Those works are protected by copyright laws and treaties around the world. All such rights are reserved.

8 Limitation of Our Liability

- 8.1 Nothing in these terms of use excludes or limits the liability of DAS for death or personal injury arising from DAS negligence, fraud or fraudulent misrepresentation, or any other liability that cannot be excluded or limited by English law.
- 8.2 To the extent permitted by law, DAS exclude all conditions, warranties, representations or other terms which may apply to the Site or any content on it, whether express or implied.
- 8.3 DAS will not be liable to any user for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with:
 - 8.3.1 the use of, or inability to use, the website; or
 - 8.3.2 the acceptance or refusal of any application to advertise on the website;
 - 8.3.3 loss of profits, sales, business, or revenue;
 - 8.3.4 loss of business opportunity, goodwill or reputation; or
 - 8.3.5 any indirect or consequential loss or damage.

8.4 DAS reserve the right to disclose your identity to any third party who is claiming that your advert or the content of any advert constitutes a violation of their intellectual property rights.

9 Applicable Law

These terms are governed by the laws of England and Wales and the courts of England and Wales will have exclusive jurisdiction to deal with any disputes in connection with these terms.

Signed

Date



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Instructions for sending the content for your advert:

1. Once your application is approved (by email) please send us your content text and images by email to support@das.uk.com.
2. You may include upto 5 images.
3. Images are preferably in 16:9 aspect ratio (e.g., 1920 x1080 / 1280 x 720 / 800 x 450)
4. Content of the image can be sent as word document / pdf / open office document.
5. You may include links to content from your website (e.g., instructional video, user manual evidence base etc.,)

This image below is to illustrate how the content will appear in the website.

The screenshot shows a website layout for the Difficult Airway Society (DAS). The top navigation bar includes links for HOME, PUBLICATIONS, PROJECTS, EDUCATION & RESEARCH, PATIENT INFORMATION, MEETINGS, COURSES, and MEMBERS. A search bar is also present. The main content area features a dark header with 'Home' and 'Example video laryngoscope'. Below this is a large image of a video laryngoscope blade. To the right of the image are two sections: 'Manufacturer Details' (listing Example company, Example Company, Example road, Kent, UK, CTX X234, and contact@examplecompany.com) and 'Website' (linking to http://wwwexamplecompany.com). At the bottom left is a 'Product Details' section containing a large block of Latin placeholder text (Lorem ipsum). The bottom navigation bar includes links for HOME, PUBLICATIONS, PROJECTS, EDUCATION & RESEARCH, PATIENT INFORMATION, MEETINGS, COURSES, MEMBERS, and SUPPORT.