

**Subject:** Misc.

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Dear Vasif,

Thank you for the revised budget received yesterday.

The exhibition is not a trade show and we agree that there will not be any possibilities of making direct marketing in the exhibition space. I will disappoint some Danish AJ producers but agree with you!

Besides being mentioned as sole sponsor on invitations, wall city display boards etc. Novo Nordisk will be satisfied to be mentioned in the exhibition material as out-lined in your message. Feel free to ask for information, photos etc. related to the relationship between Novo Nordisk and Arne Jacobsen from DDC or this office.

Please be advised that DDC has developed invitation cards that we can buy at USD 0,30/pcs. If we wish to print a text on the card we have to add a limited amount. I have asked International Kultursekretariat to forward some to this office.

Is there any possibility that normal posters can be developed to be placed in cafes, restaurants, bars etc.? Do you know how many we may expect to distribute and the related cost?

I would like to make a folder to be handed out to visitors free of charge at the entrance to the exhibition. The folder shall introduce the visitor to

Arne Jacobsen and a limited selection of his work. In the folder the producers of Arne Jacobsen products, i.e. for instance Stelton and Vola, will have the possibility of buying an advertisement. The advertisements will only be allowed in a discreet and tasteful manner. The cost of the advertisement shall cover the cost of the folder. Can you accept this?

The Arne Jacobsen group should like to meet you Tuesday April 2nd at 14:30 in Mozaik in Ortaköy in order to settle the budget and make a plan for the further process. Please confirm your availability.

Have a pleasant weekend.

Best regards

Peter