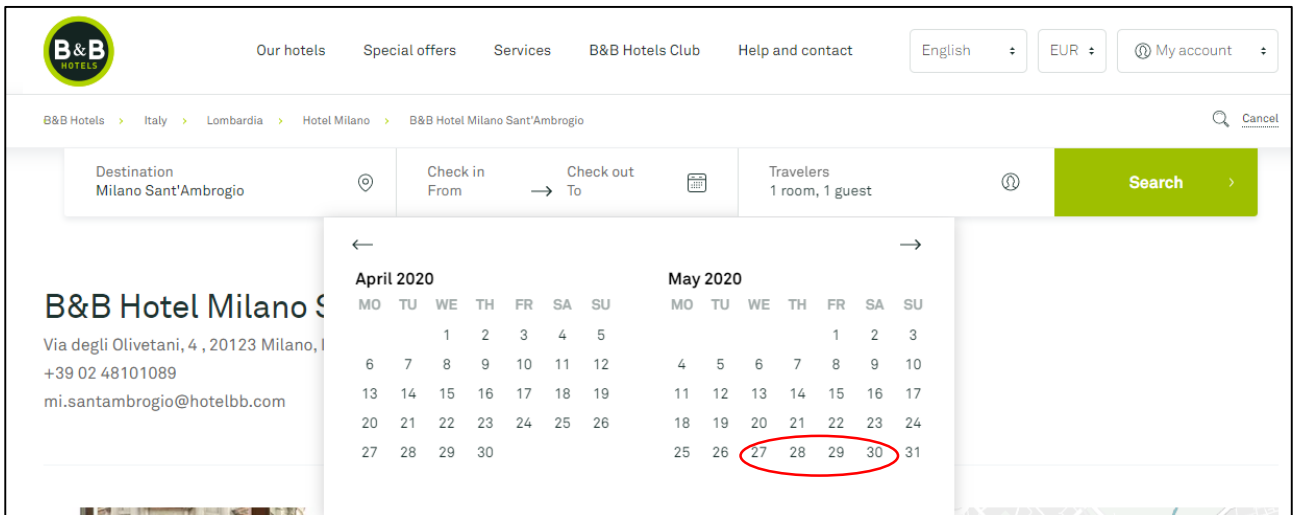


The SSEA Thematic conference in Milan offers to the attendees the opportunity to book a discounted room in the **B&B Hotel Milano Sant'Ambrogio**, a hotel that is 6 minutes walking from the conference venue. Number of available rooms is limited, so book your room as soon as possible. To reserve a room, follow these steps:

1. Go to this website: www.hotel-bb.com/en/hotel/milano-sant-ambrogio
2. Select the period of your staying in Milan and the number of travelers:



3. Select the room you prefer. You should find a 10% discount special offer for most of the available options:

Double Room 1 double bed (160x200 cm), non-smoking room, max. 2 adults	Deals	Price for 1 night	Room selection
<ul style="list-style-type: none"> ✓ 1 double bed (160x200 cm) ✓ Non-smoking room ✓ Max. 2 adults ✓ Free WiFi ✓ Air conditioning / Heating ✓ Private bathroom ✓ Hair dryer ✓ Desk and wardrobe <p>View the complete room description</p>	<p>10% DISCOUNT</p> <p>SPECIAL OFFER</p> <p>Online instant payment</p> <p><u>Non flexible cancellation policy</u></p>	<p>116,00 € per night ⓘ</p> <p>116,00€</p> <p>instead of 129.00€</p> <hr/> <p>For 1 person</p>	<input type="text" value="0"/> ⓘ
	<p>FLEXI</p> <p>STANDARD OFFER</p> <p><u>Cancellable, changeable</u></p>	<p>129,00 € per night ⓘ</p> <p>129,00€</p> <hr/> <p>For 1 person</p>	<input type="text" value="0"/> ⓘ

4. Click on “book now”:

10% DISCOUNT
SPECIAL OFFER

Online instant payment
Non flexible
cancellation policy

1 night | 1 room | 1 guest
116,00 €

Book now >

5. Select your options (e.g., breakfast) and add your personal details through steps 2 and 3:

< **B&B** HOTELS Your booking

1 2 3 4 ✓

Rooms and prices Options Personal details Payment Confirmation

Select your options

Adult Breakfast (+7.90€ Per night)

Unlimited buffet with cakes and pastries, jam, fresh fruit and Lavazza coffee, ham, eggs and much more!

+ Learn more

6. When you reach step 4, click on “Enter your discount code”:

The screenshot shows the B&B Hotels booking interface. At the top, there is a back arrow, the B&B Hotels logo, and the text "Your booking". Below this is a progress bar with five steps: 1. Rooms and prices, 2. Options, 3. Personal details, 4. Payment (highlighted in green), and 5. Confirmation (with a checkmark). The main content area is titled "Summary and payment" and includes a "View details" link. A white box contains a text input field labeled "Enter your discount code" and a toggle switch, which is circled in red. Below the input field, the "Total price" is displayed as 116,00€.

7. Write “SSEA2020” (capital letters) as promotional code to get a further 5% discount and click on “apply the code”. Then conclude the payment.

This screenshot shows the same booking interface as the previous one, but with the discount code applied. The toggle switch is now turned on (green). Below the "Enter your discount code" field, there is a section for promotional codes. The first field is labeled "ENTER YOUR PROMOTIONAL CODE" and contains the text "SSEA2020" with a red dashed underline. To its right is a green button labeled "Apply the code" with a right-pointing arrow. Below this, there is a second field labeled "ENTER YOUR VOUCHER CODE" containing the placeholder text "Your code", with a grey button labeled "Apply the code" to its right. The "Total price" at the bottom right remains 116,00€.