



# **The 22nd International AIDS Conference (AIDS 2018)**

**Amsterdam,  
the Netherlands  
23-27 July 2018**

**Media guide  
(July 2018)**



Dear media,

This document serves as your resources guide for your media experience at the 22nd International AIDS Conference (AIDS 2018).

To support your reporting abilities, an on-site, state-of-the-art media centre will be available for all registered journalists. The IAS communications staff will be available to assist journalists with editorial, technical and logistical support onsite in the media centre.

Please refer to the following for all media related questions, including abstract access, embargo policies, programme access, onsite press activities, online resources and more.

The full press conference programme is available [here](#) and all official AIDS 2018 press conferences will be live-streamed at <http://www.aids2018.org/Live>.

We look forward to supporting your work in Amsterdam and facilitating your coverage remotely. If we can be of assistance, please contact us at [media@aids2018.org](mailto:media@aids2018.org).

Kind regards

Mandy Sugrue  
Director, Communications, AIDS 2018



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## Press conference programme

The full press conference programme includes official AIDS 2018 and third-party organized press conferences. It is available for download [here](#).

## Media registration

### **Conference location**

RAI Exhibition and Convention Centre.

Europaplein 24

1078 GZ Amsterdam

The Netherlands

<https://www.rai.nl/en/>

### **On-site media registration opening hours**

The registration area is located in Hall 2, Entrance K.

Friday, 20 July	14:00 – 18:00
Saturday, 21 July – Sunday, 22 July	07:00 – 18:00
Monday, 23 July	06:00 – 20:00
Tuesday, 24 July – Thursday, 26 July	06:00 – 18:30
Friday, 27 July	06:00 – 14:30

### **Registration process**

Please check your registration status and then follow the relevant process listed below.

#### ***Received an invoice/registration confirmation by email***

If you have received your media confirmation by email, please print your invoice/registration and bring it with you to the conference. This confirmation includes a QR code that allows you to go directly to the badge printing terminals located in the registration area and print your name badge without queuing at the registration counters.

Please remember to bring your invoice/registration with you.

After printing your name badge, please go to the material pick-up counters where you will receive your conference bag, lanyard and pocket programme.

#### ***Submitted a media registration but not received your invoice/registration email***

If you have submitted a media registration but not received your invoice/registration confirmation, you should go to one of the registered media counters in the registration area to complete your media registration. Any missing media credentials must be provided and approved by the IAS Secretariat before your media registration can be completed. Please note that we cannot guarantee approval of pending media registrations on site.



### ***Not yet submitted your media registration***

If you have not yet submitted a media registration, you should go to one of the media counters in the registration area to register for the conference. You need to provide the required media credentials when registering, and they must be approved by the IAS Secretariat before your media registration can be completed. Please note that we cannot guarantee approval of media registrations on site.

### **Media eligibility requirements**

Please read the following, as media eligibility requirements has recently changed.

All participants will be required to pass through a badge check whenever entering the conference venue. Access will be restricted to those wearing AIDS 2018 badges. Members of the media must be accredited in order to receive press badges (find more on accreditation below).

Media access is considered for the following two types of media delegate categories. If you do not meet the media registration requirements for either category listed below, we encourage you to register as a regular delegate. Please note that we cannot accept applications for media credentials from representatives of media outlets that are not directly involved in journalism.

***Journalists, photographers, videographers and community educators*** who are either employees of or on assignment for a recognized print, radio, broadcast or online consumer, medical, community-based or AIDS service organization-sponsored media outlet are eligible to apply for complementary media registration. Please note that for the purpose of media accreditation, the term, “community educator”, refers to anyone doing journalism for AIDS service organizations (ASOs) or other community-based media outlets.

***Communications support professionals*** attached to a recognized HIV research, advocacy or policy organization, whose work is directly related to supporting media coverage of presentations at AIDS 2018, may submit a request for media accreditation after registering as a regular delegate. Media accreditation for this category is not guaranteed, but is granted on a case-by-case basis. A maximum of two qualified communications support professionals from one organization may receive media credentials, but must pay the regular delegate registration fee and any related fees.

### ***Supporting documents for journalists, photographers, videographers or community educators***

Applicants must submit each of the following:

- Proof of employment by or assignment by a qualifying media organization (for example, a copy of your publication masthead or letter of assignment from the assigning editor)
- Two recent bylined or otherwise credited articles, radio, TV or video pieces demonstrating the applicant’s capacity to report on the types of issues to be presented at the conference. Please note: MS Word documents will not be accepted. We require copies of the original published article or the complete URL for articles published online.
- A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.



### **Supporting documents for communications support professionals**

Applicants must submit each of the following:

- Proof of employment by or assignment by a qualifying HIV research, policy or advocacy organization
- The specific nature of your assignment at AIDS 2018 and why media centre access is required, including the expected outputs of your assignment.

## **Media access**

The registration for media representatives includes entry to all conference sessions, the exhibition and poster area, the opening and closing sessions and the media centre. At no time may any media delegates share their passes with other delegates. Identification checks will be done on entry to the media centre to prevent the sharing of passes.

A conference bag and conference materials are also included. All conference bags and conference materials will be distributed on site. Conference bags and conference materials will not be mailed to media representatives.

At certain times, access to some parts of the conference may be restricted because of space or security considerations. Coverage of restricted areas will then be arranged on a “pool” basis, and conference staff will escort selected journalists. Conference secretariat offices are not accessible to journalists.

Journalists may be asked to respect the anonymity of speakers at a small number of sessions that participants deem to be of an extremely personal nature or when the speaker is a minor. No photos or filming will be allowed on these occasions. These sessions will be noted for journalists as soon as this information becomes available.

### **Video and photography guidelines**

In all conference sessions, you may film (video or photograph) all presenters at the session. If you film any individuals in the audience, including those who stand to ask questions, you must obtain their permission to broadcast/publish this information *before* it is broadcast/published. Session chairs may impose further restrictions regarding visual recording at their discretion.

### **Restricted access to Positive Lounge**

The Positive Lounge (lounge for delegates who are living with HIV) is off limits to journalists, except those who are living with HIV. In those cases, the person entering the lounge does so as a person living with HIV and not as a journalist, and is expected to respect the privacy of the Positive Lounge. If you wish to interview a person living with HIV, please speak with the information desk at the media centre. We will liaise with NGOs to set up interviews for you.

## **Conference embargo policy**



As is the case with most scientific/medical conferences, abstracts from AIDS 2018 are released to delegates and media under a strict embargo policy. A detailed breakdown of the embargo policies for different types of abstracts is available below. All conference delegates, presenters and media agree to respect this policy.

- **Oral abstracts**

Information about oral abstracts may not be published or presented before the start of the session in which the abstract is presented. If an abstract is included in an official AIDS 2018 press conference or media roundtable, the embargo on that abstract lifts at the start of the official press conference or media roundtable in which the abstract is featured or the start of the scientific session in which the abstract is presented – whichever is earlier.

- **Oral poster discussion abstracts and poster exhibition abstracts**

Information about the oral poster discussion and poster exhibition abstracts may not be published or presented before 10:00 (CEST – Central European Summer Time) on Tuesday, 24 July 2018. If a poster presentation is part of an official AIDS 2018 press conference or media roundtable that occurs before that time, the embargo on that abstract lifts at the start of the official press conference or media roundtable.

### **Embargo breaks for presenters**

Any potential cases of embargo breaks by presenters will be reviewed by a conference committee. Embargo breaks by conference presenters may result in the removal of the abstract in question from the conference programme. This includes publication of the abstract data in a journal or public outlet prior to the presentation in the conference.

Please direct any questions or concerns about the conference embargo policy for presenters to the AIDS 2018 Programme team at [programme@ aids2018.org](mailto:programme@ aids2018.org).

### **Embargo breaks for media**

Journalists who receive embargoed information related to studies to be presented at AIDS 2018 agree not to publish that information prior to the lifting of the conference media embargo regardless of the source or format of the information (slides, press release, abstract, interview). A reporter's violation of the embargo policy will lead to one or more of the following measures:

- Suspension of the reporter's media conference credentials
- Barring of the reporter from the meeting premises
- Removal of the reporter's name from the IAS media distribution list for two years
- Refusal of media credentials for upcoming IAS conferences.

Please direct any questions or concerns about the conference media embargo policy to the AIDS 2018 Communications team at [media@ aids2018.org](mailto:media@ aids2018.org).





### **Access to abstracts**

A login and password will be available in the media centre to allow you access to the abstracts through the online conference programme. Please note that as a registered media delegate, you have agreed to the AIDS 2018 embargo policy; any action that breaks this policy will lead to immediate termination of media access to AIDS 2018 and future conferences.

### **Access to speakers' slides**

Media delegates will also be given access to speakers' presentation files, provided that consent has been given. The login and password will also be communicated to you in the media centre. Information in speakers' slides cannot be specifically referenced or published before the start of the presentation.

## **On-site media centre**

The media centre will serve the needs of an estimated 800 print, radio and broadcast journalists covering AIDS 2018. Services provided to accredited journalists include computer workstations, Internet connections, ISDN lines, printers, fax and photocopying machines (offering a limited number of photocopies). Approximately 42 laptop workstations will be available. However, media delegates are strongly advised to bring their own laptop.

### **Location**

Media centre: Located on Level 0, in Europe Foyer 1

Press conference room 1 (PCR1): Located on Level 1, room number G106-107

Press conference room 2 (PCR2): Located on Level 1, room number G109

Maps of the media centre and the press conference rooms can be downloaded [here](#) and [here](#).

### **Media centre opening hours**

Saturday, 21 July – Thursday, 26 July	7:00 – 19:30
Friday, 27 July	7:00 – 18:00

The media centre will be staffed from 8:00 each day.

### **Working area for journalists**

The media centre will be equipped with a wireless network and approximately 70 seats. Tables for filing via personal laptops will be available. In this same area, 24 networked computers will be available. As a courtesy to your fellow journalists, we ask you to limit time on each computer to 30 minutes.

For international calls, journalists are advised to use telephone charge cards, available throughout the city. Local calls are free of charge. We urge journalists to bring universal adapters to charge mobile phones, computers or other equipment. The standard electric current in the Netherlands is 230 volts AC. The media centre will not be able to provide adapters.



### **Interview rooms**

There will be three interview rooms available for use throughout the conference. Journalists will be able to reserve rooms on site at the media centre information desk or request a reservation via email at [media@aids2018.org](mailto:media@aids2018.org). Note: reservations will be honoured on a first-come, first-served basis.

### **Broadcast facilities**

AIDS 2018 will support coverage by electronic media (radio, television, broadband) by providing, on a first-come, first-served basis, furnished, lockable workspaces, each measuring approximately 2m x 3m. Each workspace comes with power and basic furniture, and Internet access through the media centre.

For inquiries about broadcast services and work spaces, please contact Pierre Peyrot at [pierre@mondopop.com](mailto:pierre@mondopop.com).

### **Shipping documents to the media centre**

Due to the costs associated with accepting the delivery of shipments and moving these around the convention centre, we are unable to accept shipments of materials that will be distributed at your press conference. If you have reports or publications that you plan to distribute at your press conference, we suggest that you ship these to your hotel and bring them in person to the convention centre.

## **Online resources**

### **Media kit**

The online media centre, available through the AIDS 2018 website at <http://www.aids2018.org/Media-Centre>, will provide access to recordings of conference sessions, as well as presentation slides, speeches, statements and press releases. Kindly note that while every effort is made to have these statements available to you in good time, delays are sometimes unavoidable, and we ask for your patience in these cases.

### **Official conference photos**

Photographic coverage of the conference proceedings will be provided. High-resolution photographs will be available for download on the online media centre page of the AIDS 2018 website.

All photos are available free of charge but will remain the property of the International AIDS Society. When used by third parties, the caption must credit the owner and photographer as follows: "Photo©: International AIDS Society/ [photographer's name]".

The AIDS 2018 photographic gallery is available here: <http://aids2018.smugmug.com/>.

### **Session recordings**

All sessions will be recorded and available via the AIDS 2018 YouTube channel and the [online conference programme](#) within 48 hours. Please note that some content might not be available based on speaker consent.



### Live streaming

All official AIDS 2018 press conferences, plenary sessions, special sessions, and the opening and closing sessions will be live streamed via the AIDS 2018 YouTube channel. All live streamed content, will be available at <http://www.aids2018.org/Live>.

### Follow #AIDS2018

Media representatives are encouraged to get the latest conference updates and share news through the conference social media channels.

Facebook: [www.facebook.com/InternationalAIDSConference/](http://www.facebook.com/InternationalAIDSConference/)

Twitter: [@aids\\_conference](https://twitter.com/aids_conference)

Instagram: [@aids\\_conference](https://www.instagram.com/aids_conference)

YouTube: <https://www.youtube.com/user/iasaidsconference>

Mobile app: The AIDS 2018 mobile app is available for download from the App Store and Google Play.

Conference hashtags: #AIDS2018 and #AIDS2018Live

### The conference programme

#### Opening and closing session

AIDS 2018 will begin with an opening session on Monday, 23 July, at 19:30 and the closing session will take place on Friday, 27 July, at 14:20.

#### Abstract sessions

The abstract sessions will present the latest HIV research across four conference tracks:

- **Track A:** Basic and translational research
- **Track B:** Clinical research
- **Track C:** Epidemiology and prevention research
- **Track D:** Social and political research, law, policy and human rights
- **Track E:** Implementation research, economics, systems, and synergies, with other health and development sectors

The abstract sessions will be divided into oral abstract sessions, poster discussion sessions and poster exhibition. Late-breaker abstracts will be presented orally in sessions throughout the week or presented as posters.

#### Invited speaker sessions

In addition to abstract sessions, the conference will offer invited speaker sessions, which will address a variety of current viewpoints and issues. Invited speaker sessions will include workshops, symposia and bridging and special sessions that offer an interdisciplinary review and discussion of specific topics.



### **Plenary sessions**

Each morning, a panel of experts will address all delegates as part of the morning plenary session. The daily plenary sessions feature some of the world's most distinguished HIV scientists, policy specialists and community leaders. The plenary programme can be found here: <http://www.aids2018.org/Programme/Conference-Programme/Plenary-line-up>

### **Special sessions**

Each day, a one hour special session will take place from 12:00 – 13:00 with high-level speakers talking in depth in a variety of formats about key topics. The special session programme can be found here: <http://www.aids2018.org/Programme/Conference-Programme/Special-sessions-and-presentations>

### **Background overview**

The International AIDS Conference is the largest global conference on HIV and AIDS. It is organized by the International AIDS Society (IAS) in partnership with a number of [international bodies and local partners](#). This biennial gathering convenes a broad cross-section of more than 15,000 professionals and 800 journalists from around the world to examine the latest innovations in HIV treatment, cure and prevention and the latest on-the-ground strategies to address inequities in the HIV response. First convened during the peak of the AIDS epidemic in 1985, it continues to provide a unique forum for the intersection of science, advocacy, and human rights. The 22nd International AIDS Conference (AIDS 2018) is taking place from 23-27 July 2018 under the theme *Building Bridges Breaking Barriers*. More information can be found at [www.aids2018.org](http://www.aids2018.org)

### **AIDS 2018 communications team contact information**

The latest updated contact details will be available at: <http://www.aids2018.org/Media-Centre>

Leila Darabi – AIDS 2018 US Media Relations

Email: [leila.darabi@unlimitedgroup.com](mailto:leila.darabi@unlimitedgroup.com)

Michael Kessler – AIDS 2018 International Media Relations

Email: [michael.kessler@inton-media.com](mailto:michael.kessler@inton-media.com)

Pierre Peyrot - AIDS 2018 Broadcast Services

Email: [pierre@mondopop.com](mailto:pierre@mondopop.com)

Philip Clapham - AIDS 2018 Media Centre Support

Email: [philip.clapham@iasociety.org](mailto:philip.clapham@iasociety.org)