



**AIDS** 22<sup>ND</sup> INTERNATIONAL AIDS CONFERENCE  
**2018** AMSTERDAM, NETHERLANDS  
**23-27 JULY 2018**

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**BREAKING BARRIERS • BUILDING BRIDGES**

# **SPONSORSHIP ITEMS**

### Overview - Details on following pages

Items	Fee (USD)
<b>Exclusive Items</b>	
Delegate Bags	\$ 80,000
Positive Lounge	\$ 80,000 <b>SOLD!</b>
Lanyards	\$ 65,000 <b>SOLD!</b>
Youth Pavilion	\$ 65,000
Wireless Internet Access	\$ 60,000 <b>NEW!</b>
Mobile App	\$ 60,000 <b>SOLD!</b>
Business Centre	\$ 50,000
Media Centre	\$ 50,000
IAS Members Reception	\$ 40,000
AIDS 2018 Marketing Communication	\$ 35,000
Conference Theme	\$ 30,000
Daily Conference Review	\$ 30,000
Ad on Pocket Programme Back Cover	\$ 20,000 <b>SOLD!</b>
Engagement Tour	\$ 15,000
Prizes during Special Session	\$ 10,000 (+ cost of prize)
<b>Non-Exclusive Items</b>	
Gifts (Pads, Pens, Bookmarks etc.) in Delegate Bag	\$ 12,500 (+ production and delivery)
Ad in Pocket Programme (inside page)	\$ 12,000
On-site Advertisement (banners, pillar wraps, etc.)	Price on request
Flyer in Delegate Bag	\$ 12,500 (+ production and delivery)
Flyers at Plenary Sessions	\$ 5,000 (+ production and delivery)

**NB: For any items purchased by pharmaceutical companies, only corporate branding is allowed for reasons of compliance with codes and regulations.**

## Exclusive Items

### Delegate Bags

**US\$ 80,000**

*Included: production + delivery costs*

The delegate bag is a popular collectible at the conference: Sponsorship of the delegate bag provides the sponsor with an excellent marketing opportunity during the conference week and extended exposure for years beyond. Ca. 14,000 bags will be produced for AIDS 2018.

Sponsor recognition through placement of logo on the bag.



*Example : AIDS 2016 Delegate Bag*

### Youth Pavilion

**US\$ 65,000**

The Youth Pavilion is the main networking space for young people at AIDS 2018. Situated in the Global Village, it is a space that will host sessions, performances, meetings and forums. Sponsorship of the Youth Pavilion presents an excellent opportunity for visibility particularly among a young audience.

Recognition as the official sponsor for the Youth Pavilion space for AIDS 2018 on the conference website, in key conference publications, as well as visibility in the pavilion area and during sessions (use of logo on signage).

### Wireless Internet Access

**US\$ 60,000**

Internet access at the conference will be offered free of charge. Infrastructure, setup and maintenance are included in the sponsorship fee. Most delegates are expected to use the Wi-Fi network during the conference week.

Sponsor will be recognized by having his name as the Wi-Fi password throughout the conference.

### Business Centre

**US\$ 50,000**

Located either in the exhibition area or in another area with high delegate traffic, the Business Centre will feature computers with internet access as well as plug-ins for laptop connections. The Business Centre is much appreciated and highly visible, as many delegates without access to private offices use it regularly. Hiring costs of computers, IT support, network hardware, and infrastructure are included in the sponsorship fee.

The sponsor of the Business Centre will receive exposure through:

- Screensavers on each computer, which could feature the company's logo and/or specific information (on satellite sessions, exhibitions etc.).
- A landing page designed by the sponsor on desktop computers (as approved by IAS).



- Placement of logo on signage at the Business Centre.
- Opportunities to distribute promotional material.

### **Media Centre**

**US\$ 50,000**

Approximately 1,200 media representatives from all around the world are expected to attend the conference, including strong representation of major international news outlets. The media centre provides interview spaces and meeting rooms, information and publication areas, and AV broadcast booths and thus serves as the hub for all participating media. As the media centre leads to the press conference room where all media briefings will be held, it will also be visited by high level speakers and conference spokespeople.

The exclusive sponsor of the media centre will receive high-profile exposure through:

- Screensavers on each computer featuring the sponsor's logo.
- Sponsor recognition on signage at the entrance and throughout the Media Centre.
- Sponsor recognition at the Media Centre information desk, featuring the sponsor's name and logo.
- Recognition as the official sponsor of the Media Centre on the conference website and in key conference publications.

### **IAS Members Reception**

**US\$ 40,000**

The IAS is the world's leading independent association of HIV professionals with over 10,000 members from more than 180 countries working at all levels of the global response to AIDS. IAS members include researchers from all disciplines, clinicians, public health and community practitioners on the frontlines of the epidemic, as well as policy and programme planners. In conjunction with the annual members' meeting which regularly draws 400 attendees, a reception will be organized during the conference allowing IAS members to meet and network.

Sponsor recognition through placement of logo on signage at the entrance to the reception, and placement of logo on napkins, etc.

### **AIDS 2018 Marketing Communication\***

**US\$ 35,000**

To publicize the conference and attract participation, an email outreach campaign will be undertaken leading up to the conference. Approximately 10 messages will be sent over the course of February to July 2018 to a distribution list of ca. 20,000 people which includes individuals who have attended any of the last four conferences, registered AIDS 2018 conference delegates, and the general public who sign up to receive conference news. The email updates will take a variety of formats and feature different types of content, including conference updates, deadline reminders, and guest authors sharing research results and other news.

The sponsor will be acknowledged in the message header as follows: "This AIDS 2018 update is brought to you by XXX", as well as with the logo and a hyperlink to the sponsor's corporate website in the footer of the message.

\* This sponsorship item is not available for pharmaceutical companies for reasons of compliance with codes and regulations.



### **Conference Theme**

**US\$ 30,000**

Individual programme sessions will focus on the latest issues in HIV science, policy and practice and include abstract-driven sessions, daily plenaries, a variety of symposia sessions, professional development workshops, and independently organized satellite sessions. As the programme is developed key themes will emerge, e.g. key populations, pediatrics, biomedical prevention or more specific areas of focus such as PReP or vaccine development etc. The sponsor will choose a specific theme with which to associate support. The sponsor will, however, not be able to influence the conference programme in any way.

Sponsor recognition through placement of logo on pop-up banners in high-traffic areas of the convention centre.

### **Daily Conference Review\***

**US\$ 30,000** (July 23-27 2018)

AIDS 2018 will publish a daily official conference summary by email every morning between 23 and 27 July. The summary will provide an overview of conference highlights, key updates, and links to relevant news articles from AIDS 2018 media partners. This email will be distributed to all conference delegates, as well as the conference marketing list, reaching an estimated 45,000 individuals. Sponsorship covers the full set of five Daily Conference Reviews.

The sponsor will be acknowledged in the message header as follows: "The Daily AIDS 2018 Review is brought to you by XXX", as well as with the logo and a hyperlink to the sponsor's corporate website in the footer of the message.

\* This sponsorship item is not available for pharmaceutical companies for reasons of compliance with codes and regulations.

### **Engagement Tour**

**US\$ 15,000**

*Additional fees: signage cost*

During the conference, engagement tours provide delegates with unique learning experiences through interactive site visits to local community-based organizations. The goal is to exchange knowledge, best practices, successes, challenges, and innovative solutions through dialogue and hands-on activities. The sponsor supports one specific engagement tour that will be offered twice during the conference.

The sponsor will be recognized through logo placement on the coaches transporting delegates, on signage at the engagement tour meeting point and on the engagement tours page on the conference website.

### **Prizes during Special Session**

**US\$ 10,000**

*Additional fees: design & production of prize*

The sponsor is given the opportunity to create a prize to be awarded during an AIDS 2018 special session. This prize could, for instance, recognize the achievements of individuals who demonstrate a long history of leadership and excellence as pioneers or advocates at the forefront of the response to HIV and AIDS. It could also reward promising young or established scientists who are doing outstanding work in HIV and AIDS research.

A representative of the sponsor will award the prize during a special session, which will give high visibility. Special sessions feature presentations by some of the world's key research leaders, international AIDS Ambassadors and policy specialists. These 60-minute lunchtime sessions are highly engaging for delegates.

## Non-Exclusive Items

### **Gifts (Pads, Pens, Bookmarks etc.) in Delegate Bag\***

**US\$ 12,500**

*Included: distribution and logistics onsite*

*Sponsors are welcome to suggest alternative items.*

Pads, pens and bookmarks are essential for all delegates, as well as being popular collectibles at the conference. The gift must be relevant to the conference and approved by the conference organizers.

\* Gifts other than basic conference materials (pads, pens or bookmarks) are not available for pharmaceutical companies for reasons of compliance with codes and regulations.

### **Ad in the Pocket Programme (inside page)**

**US\$ 12,000**

*Included: four-colour artwork to be supplied by the sponsor according to design specifications*

The pocket programme is an indispensable quick and easy reference guide for all conference delegates. Provided to each delegate at registration, the pocket programme contains colour-coded information regarding times and session halls for the numerous topics, together with a map of the conference centre. It also includes information about services offered at the conference.

### **Flyer in Delegate Bag**

**US\$ 12,500**

*Included: distribution and logistics onsite*

The flyer must be relevant to the conference and approved by the conference organizers. The flyer can feature the sponsor's logo and could, for example, provide information on satellites or activities in the exhibition area.

### **Flyers at Plenary Sessions**

**US\$ 5,000 per day, plus production and delivery costs**

*Included: distribution onsite by volunteers*

Flyers will be distributed at the entrance to the plenary hall at the start of each day. These flyers could be used, for example, to advertise a satellite symposium or exhibition booth. The flyer must be relevant to the conference and approved by the conference organizers.