



Sponsorship Opportunities

Benefits	Platinum Business Partner US\$ 100,000	Gold Business Partner US\$ 50,000	Silver Business Partner US\$ 25,000	Bronze Business Partner US\$ 10,000 ¹
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Commercial Involvement

Complimentary exhibit booth	18 sqm	18 sqm	9 sqm	9 sqm (space only)
Discount on additional exhibition space	15%	5%		
Discount on delegate bag insert	50%	25%	10%	
Opportunity for press conference	✓			
Sponsored content on conference website and social media channels	✓			

Acknowledgement

Logo in conference programme and on conference website	Platinum Level Recognition	Gold Level Recognition	Silver Level Recognition	Bronze Level Recognition
Recognition in pre-conference publications	Platinum Level Recognition	Gold Level Recognition	Silver Level Recognition	Bronze Level Recognition
On-site signage/recognition for sponsorship items and/or activities	Platinum Level Recognition	Gold Level Recognition	Silver Level Recognition	Bronze Level Recognition
Right to use IAS 2017 logo as approved by conference secretariat	✓	✓	✓	✓

Delegate Registrations

Complimentary conference registrations, including VIP tickets to opening and closing sessions	8	6	4	2
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¹ In compliance with French VAT regulations, Switzerland-based sponsors will be charged 8% VAT on bronze-level sponsorships.

Overview of IAS 2017 Sponsorship Opportunities

Items	Fee (USD)
Exclusive Items	
Lanyards	\$ 55,000
Delegate Bags	\$ 50,000
Internet Café	\$ 45,000
Wireless Internet Access	\$ 30,000
Daily Conference Review	\$ 30,000
Positive Lounge	\$ 25,000
Prizes during Special Session	\$ 10,000 (+ cost of prize)
Engagement Tour	\$ 15,000
Non-Exclusive Items	
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)
Gifts (Pads, Pens, Bookmarks etc.) in Delegate Bag	\$ 12,500 (+ production and delivery)
Flyers at Plenary Sessions	\$ 5,000 (+ production and delivery)
Rapporteur Support	\$ 5,000 per rapporteur
Speaker Support	\$ 5,000 per speaker

Exclusive Items

Lanyards

USD 55,000

The lanyard attached to the name badge is a highly visible item worn by every participant, with over 7,000 being produced and distributed. The secretariat will handle distribution and coordination of lanyards onsite.

Sponsor recognition through placement of name and logo on the cord. The colour of the cord and logo placement will be proposed by the conference organizers for approval by the sponsor.

Delegate Bags

USD 50,000

Included: production + delivery fees

The delegate bag is a popular “collectible” at 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. 5,000 bags will be produced for IAS 2017.

Sponsor recognition through placement of logo next to the conference logo on the front of the bag.

Internet Café

USD 45,000

Located either in the exhibition area or in another area with high delegate traffic, the Internet Café will feature computers with internet access as well as plug-ins for laptop connections. The Internet Café is much appreciated and highly visible, as many delegates without access to private offices use it regularly. If ordered in time, the Internet Café can be built as part of the sponsor booth. Hiring costs of computers, IT support, networking hardware, and infrastructure are included in the sponsorship fee.

The sponsor of the Internet Café 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
- Placement of logo on signage at the Internet Café
- Opportunities to distribute promotional material

Wireless Internet Access

USD 30,000

Included: infrastructure, setup and maintenance

Internet access at the conference will be offered free of charge to conference delegates. Offering excellent exposure, the sponsor can either create a specific landing page or the sponsor’s website will be the start page for anyone connecting to the wireless network during the conference.

Daily Conference Review

USD 30,000 (July 23-26 2017)

IAS 2017 will publish a daily official conference summary for distribution by email every morning between 23 and 26 July. The summary will provide an overview of conference highlights, key updates, and links to relevant news articles from IAS 2017 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 IAS 2017 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.

Positive Lounge

USD 25,000

The Positive Lounge is designed as a place of rest, support and networking exclusively for HIV-positive conference delegates. It provides an opportunity to meet and talk with other people living with HIV from across the globe in a relaxed and nurturing environment. Limited complimentary snacks, spaces for informal meetings and private facilities for taking medication are provided. Additional activities, such as yoga sessions and massages may be organized. By supporting the Positive Lounge, the sponsor demonstrates commitment to HIV-positive people by providing a high level of comfort to the delegates using it.

Sponsor recognition will be made through placement of the sponsor’s logo on a sign at the entrance of the lounge and in key conference publications.

Engagement Tour

USD 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 throughout the city. 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

USD 10,000

Additional fees: design & production of prize

The sponsor is given the opportunity to create a prize to be awarded during an IAS 2017 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

Ad in the Pocket Programme

Inside Page: USD 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

USD 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, satellites or exhibitions.

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

USD 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.

Flyers at Plenary Sessions

USD 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.

Rapporteur Support

US\$ 5,000 per rapporteur

A team of around 20 rapporteurs captures the content of all sessions and develops these into reports, ensuring that major findings and outcomes of discussions are disseminated to a wider audience. While rapporteurs volunteer their time for this task, support including travel, accommodation, per diem and conference registration is provided at a cost of ca. US\$ 5,000 per rapporteur.

Sponsor recognition will be made through the placement of the sponsor's logo on the sign at the entrance of the rapporteur room and in all email correspondence with the rapporteurs.

Speaker Support

USD 5,000 per speaker

By supporting conference speakers, sponsors will ensure that panels during sessions are of the highest possible quality, and are as diverse and equitable as possible in regards to gender, HIV status, age, ethno-cultural background, geographic and regional representation. Support including travel, accommodation, per diem and conference registration is estimated at US\$ 5,000 per speaker. Not all speakers are supported by the organizers, with funds being granted on a case-by-case basis reflecting the individual need of the speaker. The sponsor will not be able to influence the programme, speaker selection or the contents of the speaker's presentation.

Sponsor acknowledgement will be made on all correspondence with speakers.