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# **WORLD STI & HIV 2015 CONGRESS**

**BRISBANE AUSTRALIA**  
13 – 16 SEPTEMBER

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## **SPONSORSHIP PROSPECTUS**

[www.worldsti2015.com](http://www.worldsti2015.com)



# Overview of Benefits

## An opportunity for you to:



**Access and Engage** healthcare professionals working in Sexual Health, HIV and related diseases both face-to-face and over a nine month period



**Create Awareness and Understanding** for your brand and organisation with an opportunity to showcase your latest product developments and updates in new technologies that differentiate you from your competitors



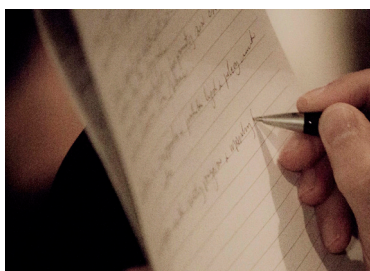
**Build and Improve Relationships** with current and potential clients throughout the Conference program and continue to build your reputation as a leader in the field



**Enhance Your Credibility and Corporate Social Responsibility** by participating in the Congress run by the peak global associations for healthcare professionals in Sexual Health, STIs and HIV.

We advise you to secure your participation early in order to gain longer-term exposure.

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# About World STI & HIV Congress 2015

For the first time in its 40 year history, the International Society for STD Research (ISSTD) is holding its biennial meeting below the equator, not to mention the eastern hemisphere.

Once again the meeting is being held in conjunction with the International Union against STIs (IUSTI, [www.iusti.org](http://www.iusti.org)), ensuring a vibrant event with delegates from around the world. The ISSTD and IUSTI are the preeminent global bodies dedicated to research into STIs, HIV and sexual health, from basic science through to population health.

The host organisations are the Australasian Sexual Health Alliance (ASHA) and the Australasian Society for HIV Medicine (ASHM). The meeting will be held back-to-back with the Annual Australasian HIV & AIDS Conference, 16-18 September, and discounted combined registration will be available.

Aims of the Congress are to:

- Promote up-and-coming new and outstanding international researchers
- Ensure a strong basic science track
- Highlight the research that is coming from the Asia-Pacific Region
- Promote research into the sexual health of vulnerable populations; including Indigenous people, ethnic minorities, and sexual/gender minorities
- Attract future researchers to witness the best science in the field of STIs, HIV and sexual health

Emerging themes include:

- Challenges and opportunities for STI control programs
- Antimicrobial resistance
- Multipurpose technologies – strategies that simultaneously prevent multiple reproductive health risks; including unwanted pregnancies, STIs and HIV infection
- Rapid diagnostics, point-of-care and home tests
- STIs and maternal-child health outcomes
- Cancer, infection and vaccination
- Research translation into policy and practice

The Brisbane Convention and Exhibition Centre will host the event. Brisbane is a sophisticated international destination with direct flights to many countries and the gateway to many of the region's attractions including the Great Barrier Reef and Australia's Red Centre.

We cordially invite you to take part in the Congress and offer a large range of sponsor packages. In addition, we also offer the possibility of organising a company satellite symposium during the conference.



## **Congress Chair and ISSTD President**

Professor Basil Donovan  
Head, Sexual Health Program, Kirby Institute for infection and immunity in society,  
University of New South Wales, Sydney, Australia



## **Congress Co-chair and IUSTI President**

Professor David A Lewis  
Director, Western Sydney Sexual Health Centre, Sydney, Australia

## International Society for STD Research (ISSTD)

President and Board Members, [www.isstd.org](http://www.isstd.org)

## International Union against Sexually Transmitted Infections (IUSTI)

President and World Executive Committee Members, [www.iusti.org](http://www.iusti.org)

## International Scientific Committee

First Name	Last Name	Institute	Country
Jeff	Klausner (Co-Chair)	University of California Los Angeles	United States of America
Nicola	Low (Co-Chair)	University of Bern	Switzerland
Jason	Bell	University of Michigan	United States of America
Catriona	Bradshaw	Melbourne Sexual Health Centre	Australia
Becky	Brotman	Johns Hopkins University	United States of America
Carlos	Caceres	Cayetano Heredia University	Peru
Caroline	Cameron	University of Victoria	Canada
Craig	Cohen	University of California San Francisco	United States of America
Tony	Cunningham	University of Sydney	Australia
Udi	Davidovich	Amsterdam Public Health Service	Netherlands
Henry	de Vries	University of Amsterdam	Netherlands
Basil	Donovan	University of New South Wales	Australia
Angélica	Espinosa Miranda	Federal University of Espírito Santo	Brazil
Patty	Garcia	Cayetano Heredia University	Peru
Khalil	Ghanem	Johns Hopkins University	United States of America
Rebecca	Guy	University of New South Wales	Australia
Ali-Akbar	Haghdoost	Kerman University of Medical Sciences	Iran
Sarah	Hawkes	University College London	United Kingdom
Jacky	Jennings	Johns Hopkins University	United States of America
Jim	Kahn	University of California	United States of America
Rupert	Kaul	University of Toronto	Canada
Eszter	Kismodi	World Health Organization	Switzerland
Jami	Leichliter	Centers for Disease Control	United States of America
David	Lewis	University of Sydney	Australia
Purnima	Madhivanan	Florida International University	United States of America
Scott	McClelland	University of Washington	United States of America
Bill	Miller	University of North Carolina	United States of America
Nelly	Mugo	Kenya Medical Research Institute	Kenya
Landon	Myer	University of Cape Town	South Africa
Jo-Ann	Passmore	University of Cape Town	South Africa
Sam	Phiri	Lighthouse Clinic	Malawi
Jacques	Ravel	University of Maryland	United States of America
Peter	Timms	University of Queensland	Australia
Magnus	Unemo	University of Örebro	Sweden

## International Scientific Committee continued...

First Name	Last Name	Institute	Country
Janneke	van de Wijgert	University of Liverpool	United Kingdom
Helen	Ward	Imperial College London	United Kingdom
Harold	Weisenfeld	University of Pittsburgh	United States of America
David	Whiley	University of Queensland	Australia
David	Wilson	University of New South Wales	Australia

## World STI & HIV Congress Local Organising Committee

Basil	Donovan	Professor and Program Head, The Kirby Institute, University of NSW, Sydney, Australia
David	Lewis	Professor and Director, Western Sydney Sexual Health Centre, Sydney, Australia
Tony	Cunningham AO	Professor and Executive Director, Westmead Millennium Institute, the Centre for Virus Research, Professor of Research Medicine and Sub-Dean (research) Westmead Clinical School, the University of Sydney, Australia
Suzanne	Garland	Professor and Director of Clinical Microbiology at the Royal Women's Hospital, Melbourne
Darren	Russell	Director of Sexual Health at Cairns Base Hospital, Adjunct Associate Professor at James Cook University School of Medicine and Clinical Associate Professor in Population Health at the University of Melbourne, Australia
Catriona	Bradshaw	Doctor, Melbourne Sexual Health Centre, Melbourne School of Population and Global Health, The University of Melbourne, Australia
Richard	Hillman	Associate Professor and Director of Medicine, Westmead Clinical School, University of Sydney, Australia
Ian	Frazer AC	CEO and Director of Research, Translational Research Institute, Brisbane, Australia
David	Cooper AO	Professor and Director of Clinical Research, The Kirby Institute, University of NSW, Sydney, Australia
John	Kaldor	Professor and Program Head, The Kirby Institute, University of NSW, Sydney, Australia
Christopher (Kit)	Fairley	Professor of Sexual Health & Director, Melbourne Sexual Health Centre, Melbourne School of Population and Global Health, The University of Melbourne, Australia
Andrew	Grulich	Professor and Program Head, The Kirby Institute, University of NSW, Sydney, Australia
Rebecca	Guy	Associate Professor, University of NSW, Sydney, Australia
Hammid	Ali	Lecturer, The Kirby Institute, University of NSW, Sydney, Australia

# Conference Overview



<b>The Conference</b>	The challenge of Sexually Transmitted Infections (STIs) and HIV is common to every country in the world. Every year, over 19 million people are infected with STIs and the growing resistance to treatment is a problem in both STIs and HIV. Even though progress has been made in prevention programs, they still remain under-resourced. HIV therapy and its dissemination into the developing world has been a huge success. Improvements in disease prevention and diagnosis are provided by improved laboratory diagnostics and new HPV vaccines. The STI & HIV World Congress 2015 will bring together researchers, clinicians and experts from around the world to share their experience and newest developments.
<b>Dates</b>	Sunday 13 to Wednesday 16 September 2015
<b>Location</b>	Brisbane, Australia
<b>Venue:</b>	Congress and Exhibition Brisbane Convention & Exhibition Centre Merivale Street South Brisbane Australia
<b>Delegate Categories:</b>	Physicians, General Practitioners, Nurses, Social Workers, Community Workers, Educators, Pharmaceutical Company Representatives, Basic Scientists, Immunologists, Infectious Disease Specialists, Researchers, International and National/State & Territory Government Agency Personnel, Non-Government organisations, Global and Regional/Area Health Personnel, People Living with HIV/AIDS/HCV, Healthcare Professionals, Viral Hepatitis Specialists, Student Researchers and Junior Graduates
<b>Delegate Profile:</b>	Large international community of clinicians, epidemiologists, microbiologists and other professional confronted with the STI and HIV research areas.
<b>Expected Number of Delegates:</b>	1500+
<b>Congress History</b>	Seattle 2007 – 1300+ London 2009 – 1300+ Quebec 2011 – 1300+ Vienna 2013 – 1300+
<b>Congress Contact</b>	Primary: Catherine Pooley – Senior Project Officer ASHM Phone: +61 2 8204 0770 Fax: +61 9212 4670 Email: Catherine.pooley@ashm.org.au

# Creating Awareness and Understanding

By taking this opportunity, you can achieve your business objectives by promoting greater brand awareness and brand image amongst your current and prospective clients to differentiate your brand from your competitors. The opportunity promotes awareness and understanding of your organisation throughout a one year period.

## Pre Conference:

A detailed and comprehensive marketing strategy has been put in place to promote the Conference. Recognition can be made in the following areas:

### Online and Social Marketing

- Through listing on the Conference website, Conference promotion websites, and links on partner organisation sites.
- Email Alerts sent to an established database of past delegates and sector contacts built over the Conference's history.
- Recognition through our Social Media initiative Twitter.

### Direct Marketing

- Public Relations and contact with media organisations globally regarding launches and breaking news
- Further marketing and promotions at related Conferences, selected Industry Publications and Trade Journals
- Recognition through ASHM News – an online sector newsletter produced by ASHM and distributed to ASHM members
- Marketing materials including a Registration Brochure that is distributed to thousands of potential delegates and affiliated organisations

## Onsite:

A variety of opportunities exist to maximise exposure with your target audience dependent on the package you select. These include:

- Hosting an **Educational Satellite Symposium**
- Recognition during the **Poster Viewing** session
- **Prime Positioned Booth** in the Exhibition Hall allowing delegates to get detailed information and understanding of your organisation and products
- Recognition in the **Conference Handbook**
- **Verbal Acknowledgement** of support made during the Conference
  - Your Logo Displayed on Screen at the commencement and conclusion of sessions at the Conference
  - Provision of items for the Promotional Table set up in a prominent position in the Conference Centre.

## Post Conference:

- Thank you to sponsors on **Conference Website** for up to 3 months following the conference
- Formal acknowledgement in the delegate thank you email
- And of course the large number of business cards you collected throughout the Conference.

## Building Relationships



These packages have been developed to maximise your exposure and networking opportunities and is structured to ensure your organisation gains the most value from its investment. By enhancing your existing relationships and creating new ones you have the opportunity to continue to build on your reputation as a leader in the field.

As a supporter of the Conference, you will have:

- The opportunity to host an **Educational Satellite Symposium** allowing the Conference delegates the chance to absorb content put together by your organisation
- Interaction with your target audience during the educational **Poster Viewing** session where over 100 presenters will be standing by their posters for a Q&A session
- Unlimited **Registration discounts** to the Conference giving your staff peer-to-peer interaction with delegates
- A chance to **Reward** your sales **Staff** to experience the latest updates in their field
- A **Prime Positioned Booth** in the Exhibition Hall
- Access to **Leads & Contacts** that otherwise may not have been part of your original marketing strategy

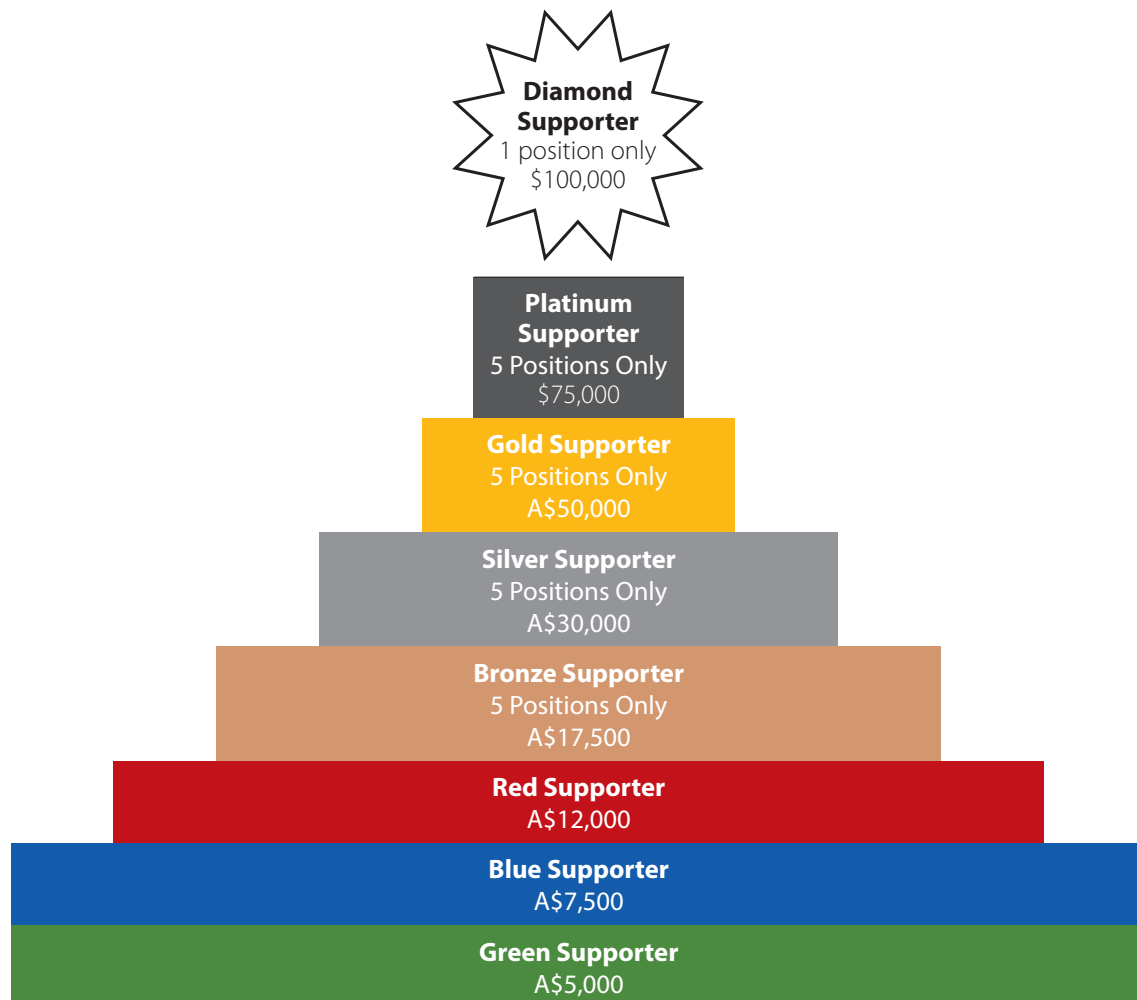
## Credibility and Corporate Social Responsibility

By supporting the Conference you are also supplying **Ethical Support** to the sector where it is required most. You can:

- Align your Corporate Social Responsibility with **Scholarships** from the **ISSTDR Fund** to allow students, Aboriginal and Torres Strait Islanders, Regional, and International healthcare providers the opportunity to participate in a range of ASHM educational activities
- **Boost your credentials** with some of the brightest upcoming presenters in the sector. Prizes are awarded to **promote new research** and entry into the sector, providing the sponsor with a **unique opportunity** to establish relationships with new researchers whilst benefiting the sector in a memorable way
- Be considered as supporting the general **aims of the conference collaborators** and assisting them toward their **Purpose, Vision, and Mission**.

# Package Availability

Following feedback from previous year's Conferences, we are pleased to offer the following key supporter positions, upgrades and bolt-ons, please note these prices are GST inclusive:



As Diamond, Platinum, Gold, Silver and Bronze supporters you will be entitled to a number of credits as noted on the next page.

CONTRIBUTING FACTORS AND BENEFITS OF KEY SUPPORTER PACKAGES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>“Promote greater company awareness and image”</b> <ul style="list-style-type: none"> <li>● Your logo printed in the Conference registration brochure distributed to thousands of potential delegates</li> <li>● Support of the Conference Scholarships and acknowledgement as such</li> <li>● Email marketing of the Conference acknowledging your involvement to approximately 5000 contacts</li> <li>● Link to company website – a link from your logo will be set up from the Conference website to the website of your choice</li> </ul>	✓	✓	✓		
<b>“Direct face-to-face interaction with prescribers and healthcare professionals”</b> <b>On-site acknowledgment</b> <ul style="list-style-type: none"> <li>● Opportunity to host an Educational Satellite Symposium within the Conference program</li> <li>● Logo on conference banner located at registration area (size varies by level of support)</li> <li>● Booth(s) or floor space in a prime position in the Exhibition Hall</li> <li>● <b>One</b> advertisement in colour in the Conference Abstract Handbook (artwork to be provided by sponsor)</li> <li>● Your Logo/Name will be displayed on a PowerPoint slide at the commencement and conclusion of every session at the Conference</li> <li>● Your Logo will be printed on the <i>inside front cover</i> of the Conference Handbook (size varies on level of support)</li> <li>● Verbal acknowledgement of support made during the Conference in plenary sessions</li> <li>● Opportunity to provide items for inclusion on the promotional table set up in a prominent position</li> <li>● Satchel Insert - needs to be about educational satellite</li> </ul>	✓   ✓ x4 ✓ Full page ✓ ✓ ✓ ✓ unlimited ✓ x1	✓   ✓ x2 ✓ Full page ✓ ✓ ✓ unlimited ✓ x1	✓   ✓ x2 ✓ Full page ✓ ✓ ✓ unlimited unlimited	✓   ✓ x1 ✓ ✓ ✓ 2 items unlimited	✓   ✓ ✓ ✓ 1 item unlimited
<b>“Enhance existing relationships and create new alliances”</b> <b>Conference and social benefits</b> <ul style="list-style-type: none"> <li>● Opportunity to purchase registrations at discounted rate</li> <li>● Opportunity to value add to your package - see red, blue, green packages</li> <li>● 2 tickets to the exclusive President’s Dinner</li> </ul>	✓ 6 credits ✓	✓ 4 credits ✓	✓ 3 credits 	✓ 2 credits 	✓ 1 credits 
<b>“Continue to build your reputation as a leading provider in the sector”</b> <b>Post-conference marketing</b> <ul style="list-style-type: none"> <li>● Formal acknowledgement of sponsorship in post Conference thank you email sent to all delegates (size varies on level of support)</li> <li>● Thank you to sponsors on Conference website for a period of three months</li> </ul>	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✓

\*\*All logos need to be company not product related

# Exclusive to Diamond and Platinum Supporters

Diamond and Platinum Supporters have the exclusive opportunity to host an **Educational Satellite Symposium** within the Conference program. The session will allow you to fully engage your target audience with content put together by your organisation.

## **Additional features contained within the upgrade include:**

- Notifications of the Symposium in the electronic marketing of the Conference program through **Email Alerts** and **Online Marketing**
- Listing of the Symposium in the **Conference Program** and associated events section of the Conference handbook
- Flyer advertising the Satellite Symposium in Conference satchel bags (to be provided by sponsor)
- **Room Signage and Setup**, along with the **Educational Content**, driven by the sponsor
- Free **Room Hire/Basic Audiovisual** equipment and assistance with logistics

The content of the symposia will be entirely the responsibility of the sponsor and can in no way be seen to be endorsed by any of the committee. Costs incurred above the room hire and basic audiovisual are at the sponsors' expense. Please note catering is not included in this cost.

For maximum exposure and attendance it is recommended that the content of your symposia be developed prior to communications regarding the earlybird registration deadline.

## Red Supporters – \$12,000 or 3 credits each

<b>Internet Hub and WiFi Supporter</b> <b>Exclusive Opportunity</b>	<b>Moving with Technology</b> Increase your interaction time with delegates as they flock to your stand for the only free universal access to internet and printing facilities at the Conference breaks
<p>This area will be available for the educational benefits of delegates for them to print attendance certificates, search the abstract database and view work emails.</p> <p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>One shell booth or floor space (alone or as an extension to your booth)</li> <li>A minimum of 4 x computers or iPads, 1 x printer and Internet connection will be provided</li> <li>Company logo on screen saver on computers in Internet Hub area</li> <li>Company logo on WiFi access cards given to delegates</li> <li>Website link from computers in Internet Hub area to your company website</li> <li>Acknowledgement in the general information section of the Conference Handbook where the Internet Hub area is mentioned</li> </ul> <p>Note: To maximise your exposure we suggest combining this package with a coffee stand near your booth, hiring furniture and supplying company branded coffee cups that compliment your brand is a nice touch and a great way to stay top of mind with delegates.</p> <p>Note: Expressions of interest for this opportunity need to be received prior to <b>27 March 2015</b>.</p>	
<b>Juice Bar Provider</b> <b>Exclusive Opportunity</b>	<b>The Healthy Choice</b> Health is a high priority and your brand will be associated with enhancing personal wellbeing for all delegates
<p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>One shell scheme or floor space booth (stand alone or as an extension to your booth)</li> <li>Service staff, juice machine hire and equipment for the morning tea, lunch and afternoon tea breaks</li> <li>Acknowledgement in the general information section of the Conference Handbook where the Juice Bar is mentioned</li> </ul> <p>Note: The Juice Bar sponsor can hire furniture for the Juice Bar that suits their booth or a skirted trestle table will be provided.</p> <p>To maximise your exposure we suggest supplying company branded juice cups</p> <p>Note: Expressions of interest in this opportunity need to be received prior to <b>27 March 2015</b>.</p>	
<b>USB Handbook Supporter</b> <b>Exclusive Opportunity</b>	<b>A Lasting Impression</b> Enhance the longevity and value for money of your company's awareness by being top of mind for delegates and the wider healthcare community long into the future
<p>A USB Handbook will be given to <b>every delegate</b> at the Conference</p> <p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>Company logo printed on USB</li> <li>Company logo will appear upon loading of the USB handbook</li> </ul> <p>Note: Expressions of interest in this opportunity need to be received prior to <b>27 March 2015</b>.</p>	

## Blue Supporters – \$7,500 or 2 credits each

<b>Satchel Supporter Exclusive Opportunity</b>	<b>Be Seen</b>
<p>Distributed to every conference delegate upon registration, satchels are used by delegates throughout the conference to carry their notes and belongings and are often retained as a memento after the event. Sponsorship of the conference satchels offers a prime promotional opportunity, as the sponsor will be a constant presence for the duration of the event and beyond.</p> <p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>Company logo attached to the satchel on a removable tag/label (approx size of logo 60mm x 40mm) in one colour. Tag will be disposable as per Medicines Australia guidelines</li> <li>Sponsor materials placed in the satchel -1 item</li> </ul> <p>Note: The conference bag chosen will be low-cost in order to devote funds to the educational content of the conference</p> <p>Note: Expressions of interest in this opportunity need to be received prior to <b>27 March 2015</b>.</p>	
<b>Conference Abstract Handbook Supporter Exclusive Opportunity</b>	<b>Top of Mind</b>
<p>Distributed to those who request a copy, the Conference handbooks are used by delegates throughout the Conference as an educational resource and are often retained as a memento and reference source after the event.</p> <p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>Your company will be listed as the sponsor of the Conference abstract handbook with your company logo (not product logo) displayed prominently on the front cover</li> <li>Sponsor logo will be printed in the conference handbook along with a small blurb (150 words) about your company</li> <li>You will be given the opportunity to have a full page ad in the Conference abstract handbook (The advertisement will appear in colour and will be placed within the handbook at the discretion of the Conference organiser).</li> </ul> <p>Note: Expressions of interest in this opportunity need to be received prior to <b>27 March 2015</b>.</p>	
<b>Joint Conference Pocket Program Supporter Exclusive Opportunity</b>	<b>Mini Price – Maximum Exposure</b>
<p>The Pocket Program will note all important program and venue information. Designed to be inserted into the delegate name badge holder, it will be the quick reference guide to have with delegates at all times during the Conference.</p> <p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>Your company will be listed as the sponsor of the pocket program with your company logo displayed prominently on the front cover</li> </ul> <p>Note: Expressions of interest in this opportunity need to be received prior to <b>27 March 2015</b>.</p>	
<b>Hospitality Supporter</b>	<b>Be seen during catering breaks</b>
<p>Opportunity to support the morning tea, lunch and afternoon tea catering breaks in the Exhibition area for <b>one day</b> during the conference.</p> <p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>Logo printed in conference handbook on an associated events page</li> <li>Company Logo shown on menus at buffet stations</li> <li>Signage (supplied by sponsor) displayed during the day</li> </ul> <p>Note: Company logo on napkins can be provided at the Supporters own expense</p> <p>Note: Expressions of interest in this opportunity need to be received prior to <b>27 March 2015</b>.</p>	
<b>Reception Supporter</b>	<b>Golden Networking Opportunity</b>
<p>In previous years, 90% of delegates attended this popular event where substantial food and beverages were served in line with Medicines Australia. The evening will be an excellent networking opportunity.</p> <p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>Logo printed in conference handbook on an associated events page</li> <li>Signage (supplied by sponsor) displayed during the evening</li> </ul> <p>Note: Company logo on napkins can be provided at the Supporters own expense</p>	

## Green Supporters – \$5,000 or 1 credit each

<b>Meeting Space Supporters</b>	<b>Valuable onsite space available</b>
<p>Meeting Room provided for <b>one day</b> onsite during the conference. The room will be set for 20 people, boardroom style and will be available from 7am to 7pm. Notepads, pens and water will be provided. Audio visual and catering requirements are not included.</p> <p><b>Additional features include:</b></p> <ul style="list-style-type: none"> <li>● Your company logo will be shown outside of the meeting room.</li> <li>● Opportunity to provide a company banner outside the meeting room</li> </ul> <p>Note: Expressions of interest in this opportunity need to be received prior to <b>27 March 2015</b></p> <p>Package subject to room availability. One room is available each day of the conference.</p>	
<b>Conference Scholarship Support</b>	<b>Ethical Support</b>
<p>The Conference Scholarship Program assists individuals to attend the Conference. Scholarships will be granted to individuals facing financial hardship. The assessment and eligibility criteria are available on request from the Conference secretariat and will be available on the Conference website.</p> <p>Note: Donations are an unconditional grant. The donor has no control over content, tone, emphasis, allocation of funds or selection of recipients.</p>	
<b>Advertisements in Handbook</b>	<b>Be Seen</b>
<p>Long lasting promotional opportunity for your company</p> <p>Distributed to all delegates in the Conference satchels, the Conference (Abstract Book) Handbook is a valuable resource for the delegate to use during the Conference. Delegates constantly refer to the Conference Handbook for general information, program information and information about abstracts for sessions during the Conference. The advertisement will feature in the printed handbook and within the USB (if produced).</p> <p>The advertisement will appear in colour and will be placed within the handbook at the discretion of the Conference organiser. The deadline for booking artwork is <b>27 March 2015</b>.</p>	
<b>Promotional Table</b>	<b>Something Extra</b>
<p>A table will be placed in a prominent position within the Conference Centre for the display of promotional items. The table will be restocked with these items as necessary by Conference staff.</p> <p>There will be limited satchel inserts; limited to only the Satchel Sponsors material, the Organisers material including Conference handbooks and stationery items therefore this is a valuable promotional opportunity.</p>	
<b>Stationery Provider</b>	<b>Something Extra</b>
<p>Inserted into every Conference satchel, stationery items are constantly used by delegates throughout the Conference. This sponsorship offers excellent exposure, as the sponsor will be a constant presence for the duration of the event and beyond. Each stationery sponsor is entitled to insert <b>two items</b> into each satchel. Stationery items required include Note Pads, Pens, Post-it Notes, Highlighters and Flags. The secretariat reserves the right to include a number of each item but may also refuse the sponsorship of a particular item if too many are pledged. ASHM understand that Medicines Australia guidelines allow pads and pens only, however companies not governed by these guidelines can provide other items, with prior approval by the Conference Secretariat.</p> <p><b>Sponsorship benefits include:</b></p> <ul style="list-style-type: none"> <li>● Opportunity to <b>supply</b> to the Conference two stationery items with company logo for inclusion in satchels</li> </ul>	

# Timeline



## October 2014

- Agreements signed and exchanged
- Full payment required
- Logo, website links and 50 word company profile supplied to the Conference Organiser

## November 2014

- Marketing materials and Registration Brochure to print containing sponsor logos (where applicable)

## December 2014

- Marketing campaign acknowledging key sponsors and collaborating organisations
- Deadline for expression of interest for all packages

## January–May 2015

- Follow up of marketing and progress monitoring
- Choice of exhibition spaces made
- Non-Commercial session sponsors to provide full session details

## July 2015

- Earlybird registration deadline communication containing sponsor acknowledgement (where applicable)
- Exhibition Manual to be sent out to all exhibitors
- Proof of public liability insurance or a signed indemnity form to exhibit provided to ASHM
- Update of program and floor plan provided to sponsors
- Handbook production containing sponsor logos (where applicable)

## August 2015

- Final program, floor plan and itineraries supplied to sponsors
- Current delegate lists supplied
- Conference registration deadline communication containing sponsor acknowledgement (where applicable)
- Abstracts accessible online

## September 2015

- Event begins
- Onsite face-to-face meeting between all sponsors and Conference organisers

## October–November 2015

- Debrief and evaluation
- Thank you letter sent to delegates containing acknowledgement of sponsors
- Webcasting available online (if applicable)

# Exhibition Overview



Sponsors, Companies and Organisations are invited to exhibit at the Congress to network and showcase their products/services to their target organisations.

## Venue:

Congress and Exhibition  
Brisbane Convention & Exhibition Centre  
Merivale Street  
South Brisbane  
AUSTRALIA

## Exhibition Details:

Timings will be reconfirmed closer to the date for all exhibitors via the Exhibitors' Manual.

Joint World STI & HIV Congress & ASHM Conference Exhibition Mark Up	Sunday 13 September – 7.00am–9.00am
Joint World STI & HIV Congress & ASHM Conference Exhibition Build	Sunday 13 September – 9.00am–5.00pm
World STI & HIV Congress Only Stand Build	Sunday 13 September – 9.00am–5.00pm
Custom Stand Build	Sunday 13 September – 9.00am–5.00pm
Joint World STI & HIV Congress and ASHM Conference Exhibitors Set Up	Sunday 13 September – 5.00pm–7.00pm
World STI & HIV Congress only Exhibitors set up	Sunday 13 September – 5.00pm–7.00pm
World STI & HIV Congress Exhibition Opening times	Monday 14 September – 9.00am–6.00pm Tuesday 15 September – 9.00am–7.00pm Wednesday 16 September – 9.00am–4.00pm
World STI & HIV Congress only Exhibitor Pack Up	Wednesday 16 September – 4.00pm–6.00pm
World STI & HIV Congress only Exhibition Dismantle	Wednesday 16 September – 6.00pm–11.00pm

# Exhibition Space and Costs

Supporter rates are applicable to any company taking up Silver, Bronze, Red, Blue or Green Supporter packages. Payment must be received prior to booth allocation.

## **3m x 3m Floor Space only (Supporter rates)**

A\$3,000 (inc GST) – World STI & HIV Congress Conference Only

A\$4,000 (inc GST) – World STI & HIV Congress and HIV&AIDS Conference

## **(Non - Supporter rates)**

A\$4,000 (inc GST) – World STI & HIV Congress Conference Only

A\$5,000 (inc GST) – World STI & HIV Congress and HIV&AIDS Conference

## **3m x 3m Shell Scheme Booth (Supporter rates)**

A\$4,000 (inc GST) – World STI & HIV Congress Conference Only

A\$5,000 (inc GST) – World STI & HIV Congress and HIV&AIDS Conference

## **(Non - Supporter rates)**

A\$5,000 (inc GST) – World STI & HIV Congress Conference Only

A\$6,000 (inc GST) – World STI & HIV Congress and HIV&AIDS Conference

## **Shell Scheme Booth cost includes:**

- Stand:** 3m x 3m with walls covered in velcro compatible frontrunner  
(size and colour ultimately dependent on contracted exhibition company's stock)
- Fascia:** 1 x Company Name sign in black and white  
(with a maximum number of letters to be determined)
- Lighting:** 2 x 150 watt track lights per booth
- Power:** 1 x single power point (4 amp) per booth
- Flooring:** The venue has concrete flooring – please note carpet will not be supplied
- Furniture:** At the exhibitor's own expense.  
Please note: Any additional requirements are at the exhibitor's expense

## **Both exhibition packages will include the following benefits:**

- Access to discounted registration rates
- A company profile included in the exhibition section of the Conference Handbook distributed at the Conference

**To book space**, please complete the Sponsorship/Exhibitor application form **by Friday 27 March 2015**. Booth allocation will occur shortly after this date. Sponsors, particularly the Gold Sponsors, will have first option. Following this, the exhibition space allocations will be based on the order in which bookings are received.

# Terms and Conditions

In order to confirm your participation, we will require the completed Sponsorship/Exhibitor Application Form and full payment. The sponsorship cannot be confirmed, and therefore no benefits will be given, until full payment is received. Payment must be received at time of confirmation.

Terms of participation include:

- The payment is offered as an unconditional grant. The sponsor has no control over content, tone or emphasis of the Conference, allocation of funds or selection of recipients
- There will be no opportunity for the company to control the curriculum of educational initiatives of the Conference
- The company will have no right or access to use the Conference logo unless authorised by the Conference Secretariat
- The Conference partners do not endorse or promote any health-care related products
- Companies cannot claim any relationship, endorsement or support from the Conference collaborators

If any exhibit does not meet the standards required or expected the organisers reserve the right to prohibit an exhibit. The design of all structures is subject to the approval of the organisers. This applies to displays, custom stands, literature, advertising material, souvenirs and conduct of persons.

Whilst every care will be taken by the venue and organising personnel, the organisers will not be responsible for any loss or damage to property, including brochure materials of any exhibiting company or any other person, by theft or fire or any other cause. The Conference secretariat will require all exhibitors to give evidence of their public liability insurance to cover the display or provide a signed indemnity form in order to participate. This information will need to be provided to the Conference secretariat by **30 June 2015**.

The organisers reserve the right to change the program, revise the layout of the floor plan, to transfer an exhibiting company to an alternative site, or alter the shape or size of any booth. Any such change will be advised in writing by the organisers and an alternative provided. The contracted exhibition company will advise exhibitors of what equipment can be used with the stands. The venue itself stipulates that pins, nails, tape, velcro and other items are not to be used on the walls, ceilings or other fittings.

## Cancellation Policy

If cancellation of space is necessary after confirmation, the following penalties will apply:

- For cancellation notices received in writing before **27 March 2015** a cancellation penalty of 50% of the original package price (incl. GST) will apply
- Cancellation notices received after **27 March 2015** receive no refund

# WORLD STI&HIV CONGRESS 2015

## SUPPORTER/EXHIBITOR APPLICATION FORM – FAX TO: +61 2 9212 4670

Business or Company Name:					
Company Address:					
Contact Name:					
Position Held:					
Phone No:		Fax No:		Mobile No:	
E-mail:					

**We are interested in the following (please tick):**

### Key Supporter Positions:

<input type="checkbox"/> Diamond	A\$100,000
<input type="checkbox"/> Platinum	A\$75,000
<input type="checkbox"/> Gold	A\$50,000
<input type="checkbox"/> Silver	A\$30,000
<input type="checkbox"/> Bronze	A\$17,500

### Red Supporter

<input type="checkbox"/> Internet Hub and WiFi	A\$12,000
<input type="checkbox"/> Juice Bar Package	A\$12,000
<input type="checkbox"/> USB Handbook Supporter	A\$12,000

### Blue Supporter

<input type="checkbox"/> Satchel Supporter	A\$7,500
<input type="checkbox"/> Pocket Program Supporter	A\$7,500
<input type="checkbox"/> Conference Abstract Handbook Supporter	A\$7,500
<input type="checkbox"/> Hospitality Supporter	A\$7,500
<input type="checkbox"/> Reception Supporter	A\$7,500

### Green Supporter

<input type="checkbox"/> Meeting Space Supporter	A\$5,000
<input type="checkbox"/> Conference Scholarship Support	A\$5,000
<input type="checkbox"/> Advertisements in Handbook	A\$5,000
<input type="checkbox"/> Promotional Table	A\$5,000
<input type="checkbox"/> Stationery Provider	A\$5,000

### Exhibition Space: Floor Space Only

<input type="checkbox"/> Exhibitor (WORLD STI&HIV CONGRESS Only) - Supporter rate	A\$3,000
<input type="checkbox"/> Exhibitor (WORLD STI&HIV CONGRESS Only) - Non Supporter rate	A\$4,000
<input type="checkbox"/> Exhibitor (Joint Conferences) - Supporter rate	A\$5,000
<input type="checkbox"/> Exhibitor (Joint Conferences) - Non Supporter rate	A\$8,000

### Exhibition Space: Shell Scheme Booth

<input type="checkbox"/> Exhibitor (WORLD STI&HIV CONGRESS Only) - Supporter rate	A\$4,000
<input type="checkbox"/> Exhibitor (WORLD STI&HIV CONGRESS Only) - Non Supporter rate	A\$5,000
<input type="checkbox"/> Exhibitor (Joint Conferences) - Supporter rate	A\$6,000
<input type="checkbox"/> Exhibitor (Joint Conferences) - Non Supporter rate	A\$9,000

<b>Investment Total:</b>	\$
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A cheque for the total amount made payable to **"Conference Trust Account"** is attached / is following. Please provide a copy of your logo (as a high resolution >300dpi eps and jpg file in colour and black and white) for use in recognising sponsorship.

I,	agree to the terms and conditions
Signed	
Date	

Locked Mail Bag 5057, Darlinghurst NSW 1300 • Tel: (02) 8204 0770 • Fax: (02) 9212 4670 • **ABN 48 264 545 457**  
A Sponsorship contract and tax invoice will be provided upon receipt of this form.