

2019 HIV DIAGNOSTICS CONFERENCE



MARCH 25-28, 2019
ATLANTA, GA

SPONSOR AND EXHIBITOR PROSPECTUS

PRESENTED BY



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

You are invited to participate in the **2019 HIV Diagnostics Conference** to be held at the **Atlanta Marriott Marquis hotel in Atlanta, Georgia on March 25-28, 2019.**

OVERVIEW OF BENEFITS

An opportunity for you to:

- **Access and engage healthcare professionals** working in sexual health and HIV
- **Create awareness and understanding for your brand and organization** with an opportunity to showcase your latest product developments and updates in new technologies that differentiates you from your competitors
- **Build and improve relationships** with current and potential clients throughout the conference and continue to build your reputation as a leader in the field

DATES	Monday, March 25, 2019 to Thursday, March 28, 2019	
WHO ATTENDS	Public health officials, clinicians, laboratorians, HIV/STI/HCV testing program managers, surveillance coordinators and industry representatives	
EXPECTED ATTENDANCE	300	
VENUE	Atlanta Marriott Marquis 265 Peachtree Street Atlanta, GA 30303	
PRIMARY CONTACT	American Sexual Health Association info@ashsexualhealth.org	

BUILDING RELATIONSHIPS THROUGH SPONSORSHIP

These packages, developed to maximize your exposure and networking opportunities, are structured to ensure your organization gains the most value from its investment: all sessions, poster presentations and exhibit booths are in same room. As a sponsor of the conference, you will have:

- The opportunity to host an educational satellite symposium (Gold and Silver levels)
- Interaction with your target audience during the educational poster viewing session where over 50 presenters will be standing by their posters for a Q&A session
- Registration discounts to the conference, giving your staff peer-to-peer interaction with delegates
- A chance to reward your sales staff and allow them to experience the latest updates in their field
- A preferred position booth
- Access to leads and contacts that otherwise may not have been part of your original marketing strategy

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities offer a major showcase for your company or organization. Sponsors receive recognition across all conference communication channels including website, conference program, and on site with appropriate signage.

Sponsors will be treated on a first come, first served basis. Payment in full is due by February 1, 2019.

	Gold Sponsor	Silver Sponsors	Bronze Sponsors	Green Sponsors
Sponsorship fee	\$50,000	\$25,000	\$15,000	\$5,000
Satellite Symposium	Lunch	Breakfast	—	—
Conference Registrations	10	6	4	2
Exhibit spaces (exhibit fee included)	2 (10' X 10') Prime placement	2 (10' X 10') Preferred placement	1 (10' X 10')	1 (10' X 10')
Promotional items distributed on sponsor's behalf	3	2	1	1
Opportunity to email attendees pre- and post-conference*	Yes	Yes	Yes	Yes
Logo on website and in conference materials	Yes	Yes	Yes	Yes

*Coordinated through conference organizers

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Mix and Mingle Lounge (charge stations, sofas)	\$25,000 (one available)
Coffee cart (logo on cart with complimentary beverages)	\$20,000 per day (two available)
Networking reception	\$15,000 (two available)
Logo on conference lanyard	\$10,000 (one available)
Logo on conference bags	\$7,500 (one available)
Logo on hotel keycards	\$5,000 (one available)
Breakfast	\$3,000 per day (three available)
Logo on recycling bins	\$1,500 for three (one available)

EXHIBITOR OPPORTUNITIES

Sponsors, companies and organizations are invited to exhibit at the conference to network and showcase their products/services. The exhibit hall will be located **within** the same room where the general sessions occur, giving exhibitors maximum exposure. All sessions will occur in the main meeting room including the posters as well as food and beverage service. The hall will be open during the entire conference beginning with the opening sessions/workshops the evening of March 25th and concluding with the last session on March 28th.

Exhibit Hours

(times are tentative and will be confirmed closer to the date of the conference)

Monday, March 25

11:00 am – 3:00 pm

4:00 – 6:00 pm

Exhibitor Set up
Opening Sessions/
Workshops

Tuesday, March 26

Wednesday, March 27

7:00 am – 6:00 pm

Exhibits Open

Thursday, March 28

7:30 am – 12:00 pm

12:00 pm

1:00 – 6:00 pm

Exhibits Open
Exhibits Close
Exhibitor Break down

Exhibit Specifications & Benefits

Included with each 10' X 10' booth is:

- 8' high back wall
- 3' high side drape
- 8' draped table
- 2 side chairs
- Wastebasket
- One 7' X 44" organization identification sign
- Two complimentary full conference registrations (additional conference registrations available at a discounted rate, upon request.)

EXHIBITOR FEES

	Early Bird (Full payment received by December 14, 2018)	Regular (Full payment received between December 15, 2018 and February 1, 2019)	Late (Full payment received between February 2, 2019 and February 18, 2019)*
Business/Corporate	\$2,450	\$2,800	\$3,700
Government	\$1,350	\$1,700	\$2,200
Non-profit	\$1,350	\$1,700	\$2,200

*Late applications will not be accepted unless accompanied by full payment

Please see Exhibitor Terms and Conditions on the next page. Applications received after February 18, 2019 will be evaluated on a case-by-case basis. For more information contact info@ashasexualhealth.org.



HIV Diagnostics Conference exhibitors in previous years included:

- Abbot
- Alere
- bioLytical Laboratories
- Bio-Rad Laboratories
- Cepheid
- Chembio Diagnostic Systems
- Gilead
- Hologic
- Maxim Biomedical
- OraSure
- Ortho Clinical Diagnostics
- Oxford Diagnostic Laboratories
- Roche Diagnostics
- Siemens Healthcare Diagnostics
- Trinity Biotech USA

...and many other corporate, government, and nonprofit organizations.

TERMS AND CONDITIONS

All products and services must be related to HIV/AIDS, hepatitis C virus, or sexual health. Exhibits must present a positive point of view. The 2019 HIV Diagnostics Conference organizers shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated.

PAYMENT

Full payment must be received by February 18, 2019 (full payment must be made by December 14, 2018 to qualify for the "early bird" rate and by February 1, 2019 for the "regular" rate. Payments received after February 1, 2019 will be at the "late" rate). Sponsorship payments are due in full by February 1, 2019. If payment is not received by February 18, 2019, the exhibitor will forfeit the reservation and the space will be offered to those on the waiting list. The exhibit fee covers the exhibit space and all the benefits listed under "Exhibitor Specifications & Benefits." Additional services or equipment (e.g., electricity, telephone service, furniture) are not covered by the exhibit rental fee and must be purchased directly from the conference's official exhibit hall decorator.

LIABILITY

The sponsor, co-sponsors, Marriott Marquis and other partners of the 2019 HIV Diagnostics Conference and their staff have no liability to any exhibitor for any personal injury, death, or damage to property (including display area) occurring and/or arising from actions of the exhibitor, his/her employees, agents, or licensees. Each exhibitor, in making application to reserve booth space, agrees to protect, indemnify, and hold harmless the conference sponsor, co-sponsors, partners, and their staff, the Marriott Marquis and the exhibit hall decorator firm from any and all claims, liability, damages, or demands which may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

INSURANCE

It shall be the responsibility of each exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement, in such amounts as the exhibitor shall deem adequate. Insurance will not be provided by the 2019 HIV Diagnostics Conference, its sponsors, co-sponsors, or partners.

RESTRICTIONS

Nothing shall be posted, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Anything in connection therewith, necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor. The subletting, assignment, or apportionment of the whole or any part of the exhibitor's space, by an exhibitor, is prohibited. Any exhibitor selling or distributing food products is solely responsible to pay any concession fee, if deemed necessary. Exhibitor is responsible for notifying the hotel of any intention to distribute food products in advance of the event.

No one other than the exhibitor and his/her employees will be permitted to occupy the contracted space. Noise creating devices shall not be operated at a level which would interfere with other exhibitors or conference presentations. Exhibitors are expected to have their booths staffed during all hours the exhibit hall is open, beginning with the opening sessions/workshops on Monday, March 25, 2019 through the close of the exhibition hall at 12:00pm on Thursday, March 28, 2019. Arriving to the conference late or leaving early may impact an exhibitor's participation in future meetings.

SALES

Exhibitors may sell merchandise from booths during the exhibit hall hours of operation. Order taking will be permitted on the exhibitor floor. Exhibitor assumes entire responsibility for the collection of any applicable sales taxes.

**For more information, contact
info@ashasexualhealth.org**

SPONSOR/EXHIBITOR APPLICATION

2019 HIV Diagnostics Conference
March 25-28, 2019
Atlanta Marriot Marquis Hotel, Atlanta, GA

Company name _____
Street address _____
City _____ State _____ Zip code _____ Country _____
Contact person _____
Title _____
Phone _____ Fax _____
E-mail _____

SPONSORS

Please check desired sponsorship level. Exhibit booth space is complimentary with sponsorship. See Sponsorship Opportunities for more details.

- Gold Sponsorship (\$50,000 due by February 1, 2019)
- Silver Sponsorship (\$25,000 due by February 1, 2019)
- Bronze Sponsorship (\$15,000 due by February 1, 2019)
- Green Sponsorship (\$5,000 due by February 1, 2019)

EXHIBITORS

Booth space is available on a first come, first served basis. **Full payment is due by February 18, 2019 or exhibit space will be forfeited.**

	Early Bird (Full payment received by December 14, 2018)	Regular (Full payment received between December 15, 2018 and February 1, 2019)	Late (Full payment received between February 2, 2019 and February 18, 2019)*
Business/Corporate	\$2,450	\$2,800	\$3,700
Government Agencies	\$1,350	\$1,700	\$2,200
Nonprofit Agencies	\$1,350	\$1,700	\$2,200

*Late applications will not be accepted unless accompanied by full payment

AUTHORIZATION

I, _____, as a representative of the above listed organization, agree to abide by the terms and conditions listed herein.

Signature: _____ Date: _____

If form is received by e-mail, receipt of e-mail will constitute an electronic signature. Upon receipt of this application, a representative will be in touch with additional information. With the exception of premium booths reserved for sponsors, booth selection is on a first come, first served basis.

Return form to: HIV Diagnostics Conference
PO Box 12665
Research Triangle Park, NC 27709

Via e-mail: info@ashasexualhealth.org

SEE EXHIBITOR TERMS AND CONDITIONS IN EXHIBITOR/SPONSOR PROSPECTUS FOR MORE DETAILS.