



**The 9th IAS Conference on HIV Science
(IAS 2017)
Paris, France
23-26 July 2017**

**Media Guide
(June 2017)**





Dear editors and journalists,

As planning for the 9th IAS Conference on HIV Science (IAS 2017) concludes, the IAS 2017 Communications Team has prepared this guide to assist you with your planning and coverage of the conference.

This biennial gathering is the largest open scientific conference on HIV and AIDS related issues - bringing together a broad cross-section of more than 6,000 professionals from around the world to meet and examine the latest scientific developments in HIV-related research with a focus on moving science into practice and policy.

On site, a state-of-the-art media centre will serve the needs of print, broadcast and radio journalists covering IAS 2017. Communications staff will be available to assist journalists with editorial, technical and logistical support. Rooms will also be available for interviews and a press conference room will be used for official press conferences hosted by partners and sponsors of the conference. Media kits, including fact sheets on HIV epidemiology and science, programme highlights and speaker biographies, will be available on site and through the online media centre.

The IAS 2017 programme is now available [online](#).

The IAS 2017 mobile app is available for download from the App Store and Google Play.

Photographic coverage of the conference proceedings will be provided, with high-resolution photographs available for free download from the online media centre and <http://ias2017.smugmug.com/>. The majority of the sessions will also be filmed and recordings will be added to the online programme as they become available.

We look forward to supporting your work in Paris or facilitating your coverage remotely. If we can be of assistance, please contact us at media@ias2017.org.

Kind Regards,

Mandy Sugrue
Senior Communications Manager, IAS 2017



Table of Contents

IAS 2017 overview

- The organizers
- Conference location
- Restricted access
- Safety and security
- Smoking policy
- Principles and values for conference
- Video and photography guidelines

IAS 2017 conference programme

- Opening session
- Abstract sessions
- Invited speaker sessions
- Plenaries

IAS 2017 media registration

- Received an invoice/registration confirmation by email
- Submitted a media registration but not received your invoice/registration email
- Not yet submitted your registration
- On-site registration opening hours
- Media accreditation requirements

Media access

- Restricted access to Positive Lounge

Conference embargo policy

- Embargo breaks for media reporters
- Access to abstracts
- Access to speaker slides

On-site media centre

- Location
- Opening hours
- Media information desk
- Working area for journalists
- Press conference room
- Broadcast facilities
- Shipping documents to the media centre

Online media centre

- Media kit
- IAS 2017 app
- IAS 2017 photos
- YouTube channel
- Live streaming

IAS 2017 on social media

- Digital hub

IAS 2017 media team contact information





IAS 2017 Overview

The organizers

The 9th IAS Conference on HIV Science (IAS 2017) is organized by the International AIDS Society (IAS) in partnership with ANRS (the French national agency for research on AIDS and viral hepatitis).

Conference location

IAS 2017 will take place at the Palais des Congrès. For more information, please visit: <https://www.viparis.com/site/palais-des-congres-paris>.

Restricted access

All participants will be required to pass through a badge check whenever entering the conference venue. Access will be restricted to those wearing IAS 2017 badges. Members of the media must be accredited in order to receive press badges (more on accreditation below).

Safety and security

Providing a safe and secure environment for all delegates and the general public is one of the highest priorities for conference organizers.

Smoking policy

All internal areas of the Palais des Congrès are non-smoking. It is therefore prohibited to smoke in any indoor area of the convention centre.

Principles and values for conference

By attending IAS 2017, participants agree to comply with the [Principles and Values for Conference Participation](#). IAS 2017 endorses freedom of expression as an essential principle in the efforts against HIV and AIDS, and in promoting full participation in the conference. The combined efforts of all stakeholders in the public and private sectors and civil society are required to halt and reverse the HIV epidemic.

Peaceful protest has always been and continues to be a key element of participation at the conference. The conference opposes the destruction of property; the use or threat of physical force; and the disruption of conference sessions or satellite meetings that prevent dialogue and debate from taking place. Destructive or violent actions will be dealt with accordingly.

Video and photography guidelines

In all conference sessions, you may film (video or photograph) all presenters at the session. Should 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.



IAS 2017 conference programme

Opening session

IAS 2017 will begin with an opening session on Sunday, 23 July, at 19:30. This will be an opportunity for conference delegates to hear from conference organizers, local and international dignitaries and other key speakers. An opening press conference (featuring speakers from the opening session) will be held on Sunday, 23 July, at 18:00 in the press conference room located beside the media centre.

Abstract sessions

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

- **Track A:** Basic science
- **Track B:** Clinical science
- **Track C:** Prevention science
- **Track D:** Implementation science

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, bridging and special sessions that offer an interdisciplinary review and discussion of specific topics.

Plenaries

Each morning at 8:45, 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. If you would like to arrange an interview with any of the plenary speakers, simply reach out to IAS 2017 media staff and they will be happy to facilitate.

IAS 2017 media registration

Journalists are encouraged to register online before the conference to avoid long delays, which can last up to several hours when registering on site.

Received an invoice/registration confirmation by email

If you have received an invoice/registration confirmation by email, please print your invoice/registration and bring it with you to the conference. This confirmation includes a barcode which allows you to go directly to the self-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 need to 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 new media counters in the registration area to register for the conference. You need to provide the required media credentials when registering, and they need to 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.

On-site registration opening hours

Saturday 22 July	13:00 – 18:30
Sunday 23 July	7:30 – 20:00
Mon 24 July – Tues 25 July	6:30 – 18:30
Wednesday 26 July	6:30 – 16:30

The registration area is located on Level 0, next to the main entrance of the Palais des Congrès.

Media accreditation requirements

Due to capacity restrictions, preference will be given to traditional media and reputable online news sources. To be able to register as a media representative, you must be at least 18 years old. You may be asked to present an official identity card stating your age. There is no registration fee for accredited media representatives. However, to be accredited as a media representative, you must submit the following:



Print journalists - newspaper/magazine/HIV or scientific journals

1. A letter of assignment from your editor, producer or news director (on the official letterhead of your organization) stating that they support your application and providing details about your assignment role covering the conference.
2. Copies of two articles that have been published by a recognized media outlet that you have written, with your byline on the article. Documents containing the article text will not be accepted – we require scanned copies of the original published article. If these articles are published online, send the complete web address.
3. Website address of the media outlet.
4. A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.

Broadcast journalists and filmmakers

1. Letter of assignment from an editor, producer or news director of the outlet (on official letterhead) stating that he or she supports your application and providing details about your assignment role covering the conference.
2. A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.

Freelance journalists

1. Copies of three articles that have been published by a recognized media outlet that you have written, with your byline on the article, or audio or video files of three broadcast programmes to which you have contributed. You must upload a maximum of one minute of this file, which includes your credit on screen. If this file is published online, you may send the web address instead of the file.
2. A letter from an editor, producer or news director (on official letterhead) stating that he or she supports your application and that you have been assigned to cover the conference.
3. A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.

Online journalists (official news websites)

1. The complete web address of three articles you have written that have been published by a recognized media outlet, with your byline on the article.
2. A letter of assignment from an editor, producer or news director of the outlet (on official letterhead) stating that he or she supports your application and that you have been assigned to cover the conference.
3. A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.



Bloggers

This category will be assessed on the quality and relevance of material provided. Being published on a blog does not automatically grant media accreditation. Please submit:

1. The web addresses of three relevant HIV/AIDS or health blog posts that you have written in 2016/2017 with proof that you have an online following and that you have been re-blogged, syndicated by others or cited on other websites.

NGOs and community-based organizations

Applications from non-governmental organizations (NGOs) and community-based organizations seeking accreditation of their media or communications staff will be assessed on merit. If successful, **only one pass will be granted** to each organization as the media area space is limited in numbers. NGOs and community-based organizations must submit the following:

1. Letter of assignment from the organization (on official letterhead) stating that they support your application and providing details about your assignment role covering the conference.
2. Website address of the organization.

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 avert 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 are deemed by participants to be of an extremely personal nature or when the speaker is a minor. No photos or filming would be allowed on these occasions. These sessions will be noted for journalists as soon as this information becomes available.

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. Should 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 with most scientific or medical conferences, all conference abstracts for IAS 2017 are released to delegates and media under a strict embargo policy. A detailed breakdown of the embargo variations for different types of abstracts is available below. All regular delegates, presenters and media are asked to respect this policy.

- **Oral abstracts**

Information about the oral abstracts may not be published or presented before the start of the session in which the abstract is presented, with the exception of oral abstracts included in an official IAS 2017 press conference. The embargo on those abstracts lifts at the start time of the press conference in which the oral abstract is featured or the start time 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 Monday, 24 July 2017.

The entire embargo policy is available online at <http://www.ias2017.org/Conference-Embargo-Policy>.

Embargo breaks for media reporters

As well as having access to the materials detailed above, the media may also be given prior access to the speakers' slides. However, access is only granted to media on site at the conference and the same embargo rules apply, meaning the information in speakers' slides cannot be specifically referenced or published before the start of the presentation.

The breaking of the embargo policy by a media delegate will lead to one or more of the following measures:

- Immediate suspension of the delegate's conference credentials
- Immediate barring of the reporter from the conference premises
- Removal of the reporter's name from the IAS media distribution list for two years
- No access to the next International AIDS Conference or IAS Conference on HIV Science

Any breaches in the embargo by media will be brought to the attention of the media embargo committee. If you have questions, please contact the IAS 2017 communications team at media@ias2017.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 IAS 2017 embargo policy; any action that breaks this policy will lead to immediate termination of media access to IAS 2017 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 200 print, radio, and broadcast journalists covering IAS 2017. Services provided to accredited journalists include computer workstations, Internet connections, ISDN lines, printers, telephones, fax and photocopying machines (offering a limited number of photocopies). Approximately 24 laptop workstations will be available. However, media delegates are strongly advised to bring their own laptop.

Location

The media centre will be located in Room 352B on Level 3 of the Palais des Congrès.

Opening hours

The media centre will be open at the following times:

Saturday, 22 July	13:00 – 18:30
Sunday, 23 July	7:30 – 21:00
Monday, 24 July - Tuesday, 25 July	6:30 – 22:00
Wednesday, 26 July	6:30 – 19:00

The media centre will be staffed between 8:00 and 19:00 each day (except for Saturday, with staffing from 12:00 to 18:30).

Media information desk

An information desk at the entrance of the media centre will assist journalists with background information. Communications staff will be on hand to assist journalists with stories and to facilitate interviews with conference spokespeople before and during the event.

Working area for journalists

The Media Centre will be equipped with a wireless network (wi-fi). Approximately 70 seats and tables, and 30 Internet and telephone lines 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.

Two interview rooms will be available in the media centre. Journalists will be able to reserve interview rooms on site at the media centre information desk.

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 cell phones, computers or other equipment. Electric current in France is between 220 and 240 volts AC.

Press conference room

The IAS 2017 media centre will have one press conference room (PCR 1) that seats approximately 50 people. It will be equipped with four microphones for seated speakers (space for a maximum of six speakers). Basic A/V equipment is provided free of charge. PCR1 is located just next door to the media centre in Room 352A, on the third floor of the Palais des Congrès.

A banner with the IAS 2017 logo will be designed and used as backdrop at all press conferences. This signage may not be removed by third parties using the press conference room. In order to ensure a neutral and unbiased work space for journalists, additional signage and advertising is not permitted in the media centre. An initial schedule of the press conference room is available here: <http://www.ias2017.org/Media-Centre/Resources/Press-Conference-Programme>

Press conference updates will be posted in the media centre.

Only accredited members of the media and press conference speakers will be able to attend press conferences.

Broadcast facilities

IAS 2017 will support coverage by electronic media (radio, television, broadband) by providing 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.

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 which will be distributed at your press conference. If you have reports or publications that you plan to distribute at your press conference, we suggest you ship these to your hotel and bring them in person to the convention centre.



Online media centre

Media kit

The online media centre, available through the IAS 2017 website at <http://www.ias2017.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.

Access to other information, including conference abstracts, presentation slides, news reports and summaries of scientific sessions, will also be available through the [IAS 2017](#) homepage and through our media partners [Clinical Care Options](#) and [NAM](#).

IAS 2017 app

The IAS 2017 mobile app is available for download from the App Store and Google Play. The app allows you to browse the complete conference programme by day and session type, view detailed information on sessions, workshops, satellites, exhibitions and affiliated events and locate rooms on the floor plan. It will also allow you to create your own personal itinerary, search conference abstracts and share content with colleagues via email.

IAS 2017 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 IAS 2017 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 IAS 2017 photographic gallery is available here: <http://ias2017.smugmug.com/>.

YouTube channel

YouTube channel videos featuring conference highlights, interviews with key speakers and delegates will be available on the conference [YouTube Channel](#). All recorded sessions will be available via the [online conference programme](#) within 48 hours.

Live streaming

This year IAS 2017 is offering a more interactive experience of the conference programme with access to live streaming of key events. Through the conference YouTube channel, IAS 2017 website and the IAS 2017 online programme you can access live coverage of the opening and





closing sessions as well as the plenary sessions and press conferences. Please note that some content might not be available based on speaker consent.





IAS 2017 on social media

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

Facebook: www.facebook.com/IASconference

Twitter: [@IAS_conference](https://twitter.com/IAS_conference)

Instagram: [@iasociety](https://www.instagram.com/iasociety)

Conference hashtag: #IAS2017

Digital hub

[FHI 360](#) will provide live coverage of digital content related to the conference, such as tweets, posts, digital campaigns, op-eds, blogs and more.

IAS 2017 media team contact information

The latest updated contact details will be available at www.ias2017.org/Media-Centre.

Rob Caruano – IAS 2017 US Media Relations

Email: rcaruano@corkeryunlimited.com

Michael Kessler – IAS 2017 International Media Relations

Email: michael.kessler@inton-media.com

Pierre Peyrot - IAS 2017 Broadcast Services

Email: pierre@mondopop.com

