



# 8th IAS CONFERENCE ON HIV PATHOGENESIS, TREATMENT AND PREVENTION (IAS 2015)

Vancouver, Canada  
19-22 July 2015

## MEDIA GUIDE

Last Updated: 22 June 2015



## THE ORGANIZERS

The 8th IAS Conference on HIV Pathogenesis, Treatment and Prevention (IAS 2015) is organized by the International AIDS Society (IAS), in partnership with the British Columbia Centre for Excellence in HIV/AIDS (BC-CfE).

### *About the International AIDS Society*

Founded in 1988, the [International AIDS Society \(IAS\)](http://www.iasociety.org) is the world's largest association of HIV professionals, with members from more than 180 countries. IAS members work on all fronts of the global response to AIDS, and include researchers, clinicians, policy and programme planners and public health and community practitioners on the frontlines of the epidemic.

The IAS organizes the world's two most prestigious HIV conferences, each convened biennially in alternating years. The International AIDS Conference is the largest conference on any global health or development issue, and provides a unique forum for the intersection of science and advocacy. The IAS Conference on Pathogenesis, Treatment and Prevention brings together a broad cross section of HIV professionals and features the latest HIV science, with a focus on implementation – moving scientific advances into practice.

In addition, the IAS advocates for urgent action to reduce the global impact of HIV, including increased investment in HIV cure research; optimizing treatment and care for infants, children and adolescents with HIV in resource-limited settings; preventing and treating HIV-related co-infections; and expanding access to prevention, treatment and care for key populations at higher risk for HIV – such as men who have sex with men, people who inject drugs, sex workers and transgender individuals – including protecting their human rights by combatting punitive laws and discriminatory policies.

### *About the British Columbia Centre for Excellence in HIV/AIDS*

The BC-CfE is Canada's largest HIV/AIDS research, treatment and education facility and is internationally recognized as an innovative world leader in combating HIV/AIDS and related diseases. BC-CfE is based at St. Paul's Hospital, Providence Health Care, a teaching hospital of the University of British Columbia. The BC-CfE works in close collaboration with key provincial stakeholders, including government, health authorities, health care providers, academics from other institutions and the community to decrease the health burden of HIV and AIDS. By developing, monitoring and disseminating comprehensive research and treatment programs for HIV and related illnesses, the BC-CfE helps improve the health of British Columbians.

## IAS 2015 PROGRAMME OVERVIEW

### *Scientific Programme Content*

The content of the IAS 2015 Programme will be of a scientific nature. If you are not a health or science reporter and wish to familiarize yourself with the latest information on HIV science and clinical care, you may wish to review the following resources and websites before the conference:

- AIDSmap.org fact sheets: [HIV & AIDS Resources](http://www.aidsmap.org)
- Clinical Care Options/HIV: <http://clinicaloptions.com/HIV.aspx>
- The Body.com [fact sheets & related information](http://www.thebody.com)
- The Kaiser Family Foundation's [HIV/AIDS resources, fact sheets and issue briefs](http://www.kff.org)

- HIV Plus' Style Guide: [Reporting on People with HIV and AIDS](#)
- Medscape/Web MD: <http://www.medscape.com/hiv>

### *Online Programme Information*

The entire IAS 2015 Programme is now available through the online [Programme-at-a-Glance](#) (PAG) and through our mobile application (free download). All sessions, satellites and other programme activities are listed. Links to abstracts, slide presentations, key sessions, rapporteur reports and e-posters will be added as they are available.

You can use the PAG to view topic-focused roadmaps and build your own personalized itinerary, which allows you to select individual sessions and print out your attendance plan. You may also use your conference profile to save your itinerary.

## CONFERENCE PROGRAMME

### *Opening Session*

IAS 2015 will begin with an opening session on Sunday 19 July, 19:00 - 20:30. 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 at 17:30 in the media centre before the opening session.

### *Abstract Driven Sessions*

*The Abstract Driven Sessions will present the latest HIV research across four conference tracks:*

- Track A: Basic Sciences
- Track B: Clinical Sciences
- Track C: Prevention Science
- Track D: Operations and Implementation Research

The Abstract Driven Sessions will be divided in: oral abstract sessions, oral poster discussions sessions, poster exhibition and late breaker sessions.

### *Non-abstract Driven Sessions*

In addition to abstract driven sessions, the conference will offer non-abstract driven sessions which will address a variety of current viewpoints and issues.

Non-abstract driven sessions will include workshops, symposia and bridging sessions that offer and interdisciplinary review and discussion of a specific topic.

### *Morning Plenaries*

Each morning at 8:30, 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'd like to arrange an interview with any of the plenary speakers, simply [reach out to IAS 2015 media staff](#) and they will be happy to facilitate.

### *Satellite Sessions*

Satellite sessions will take place all day on Sunday, 19 July and in the mornings and evenings of the remaining days, from Monday, 20 – Wednesday, 22 July. In addition to the satellites of IAS 2015 Major Industry Sponsors, a limited number of slots for non-commercial and corporate satellites on specific HIV/AIDS-related issues have been reserved. The contents and speakers of the satellite sessions have been reviewed by the Programme Committee to ensure that they meet the scientific and ethical principles of the conference.

### *Affiliated Independent Events*

Affiliated Independent Events take place outside the conference venue and are scheduled at times that do not conflict with the conference programme. In the past, Affiliated Independent Events have included meetings, forums, cultural events, galas and performances. All Affiliated Independent Events should reflect

and/or support the vision and goals of the conference whilst addressing HIV/AIDS, co-infections or issues faced by individuals or organizations affected by or responding to HIV/AIDS.

### *Exhibition Area*

The exhibition space at the conference will be open from Sunday, 18 July from 12:00 to 18:30 and on the remaining days, Monday to Wednesday, 20-22 July from 10:00 to 18:30.

## CONFERENCE VENUE

IAS 2015 will take place at the Vancouver Convention Centre. Located at the very centre of the city and almost directly connected to the airport, its location offers a scenic setting against a backdrop of mountains, ocean and parks. A six acre “living roof”, seawater heating and cooling, on-site water treatment and fish habitat built into the building foundation make it one of the “greenest” convention centres in the world.

For more information: [www.vancouverconventioncentre.com](http://www.vancouverconventioncentre.com). Floor plans can also be accessed [online here](#).

### *Restricted Access*

With the exception of the Registration Area, the Vancouver Convention Centre will be closed to the public during the conference period. Access to conference facilities and session rooms will be restricted to those wearing IAS 2015 conference badges. Members of the media must be accredited in order to receive press badges (more information below) so they can access the media centre within the venue.

### *Safety and Security*

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

The conference organizers are working with a professional security consulting firm, as well as local, state and national police and security services to implement a security programme that will mitigate potential risk with the intention of keeping all participants safe throughout the conference.

### *Smoking Policy*

All internal areas of the Vancouver Convention Centre are non-smoking. It is therefore prohibited to smoke in any indoor area of the convention centre.

## MEDIA REGISTRATION AND GENERAL RULES

### *MEDIA REGISTRATION*

The registration for media representatives includes entry to all conference sessions, the exhibition and poster area, the opening and closing session and the media centre. A conference bag and conference materials are also included. All conference bags and conference materials will be distributed onsite. Conference bags and conference material will not be mailed to media representatives.

All pre-conference registrations for IAS 2015 must be submitted through the online registration form.

Before you can register, you need to create a [conference profile](#) from which you can enter the registration system. Your conference profile will then become your online gateway to all conference-related submissions. Delegates of previous International AIDS Conferences or IAS Conferences can use previous profile log-in information to access their profile. To register for IAS 2015 please [click here](#). There is no registration fee for accredited media.

After 10 July, media registration and accreditation will only be provided on-site at the Media Desk in the Registration Area in the Vancouver Convention Centre. Please note that on-site media accreditation can take up to two hours to complete. Therefore, media are strongly encouraged to apply beforehand.

## ***MEDIA ACCREDITATION***

Only fully completed registration forms will be accepted. 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.

At no time can any media delegates share their passes with other delegates. Identification checks will be done on entry to the media centre to avoid this happening.

A list of the documents required and the terms of conditions for media delegates are available [here](#).

### ***Registration Confirmation***

A registration confirmation will be sent by email after the IAS 2015 Registration Department has received the fully completed registration form, the related payment (if applicable) and the applicant's media credentials have been verified and confirmed. Media representatives may be requested to present this registration confirmation at the registration counter as proof of their registration.

Please note that access to the media centre may be refused without this identification.

### ***On-site Registration***

Most journalists will complete the accreditation process before the conference begins. However, an on-site accreditation desk will be available in the registration area located on the ground floor. The hours for on-site accreditation are as follow:

Saturday, 19 July	13:00 – 20:00
Sunday, 20 July	07:30 – 20:00
Monday, 21 July:	06:30 – 18:30
Tuesday, 22 July:	06:30 – 18:30
Wednesday, 23 July:	06:30 – 18:30

**Journalists are encouraged to register online before the conference to avoid long delays – often up to several hours – when registering on-site.**

### ***Registration Name Change***

A name change to an existing media registration is not possible. The granted media registration must be cancelled and the new media representative must register and submit the required documents.

### ***Name Badge***

All participants, including media representatives, will receive an official conference name badge. This name badge must be worn at all times during the conference and is not transferable. If, for whatever reason, a participant's name badge is used by another person in his or her stead, the participant is fully liable for any consequences of this person's actions. Access to the conference facilities and session rooms will not be granted without a proper name badge. For security reasons, your name badge will be scanned at the entrance to the conference venue.

In most cases, conference name badges will be mailed to journalists who register at least one month before the start of the conference. **All accredited journalists who have not received their conference name badge by postal mail in advance must check-in at the Media Desk in the Registration Area upon arrival at the convention centre.** Please do not report to the Media Centre directly as you will not have access without an official name badge

The conference name badge can be used as an electronic business card at some exhibition booths and at the entrance to some satellite symposia as a way for delegates to provide their contact details to exhibitors.

### ***Lost Name Badge***

The conference name badge must be worn at all times during the conference. Access to the conference facilities will not be granted without a proper name badge. If a media representative loses, misplaces or

forgets the name badge, a handling fee of USD 65 will be charged for a new name badge. Upon handing out a new name badge, the lost badge will be deactivated and become invalid.

### *Conference Bags*

Conference bags and other conference materials will be available onsite to all registered media at one of the conference material desks located in the Registration Area upon presenting the official conference name badge.

## CONFERENCE EMBARGO POLICY

As with most scientific/medical conferences, all IAS 2015 scientific abstracts are released to delegates and media under a strict embargo policy. A detailed description of the embargo policy is available below. All regular delegates, presenters and media are urged 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 2015 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 PDT (Pacific Daylight Time) on Friday, 17 July 2015.

### Embargo Breaks for Presenters

A committee will analyze potential cases of embargo break by presenters. These will be studied on a case by case basis and as an ultimate consequence it could lead to the abstract being withdrawn from the conference.

Authors may publish the fact that their abstract has been selected for inclusion in the IAS 2015 programme, but may not publish the results of the study before the lifting of the embargo (as detailed above).

If you have any questions, please contact [programme@ias2015.org](mailto:programme@ias2015.org).

### 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 onsite at the conference and the same embargo policy detailed above for scientific abstracts also applies to the content of speakers' slides.

Breaking of the embargo policy by a reporter will lead to one or more of the following measures:

- Immediate suspension of the reporter's media conference credentials
- Immediate barring of the reporter from the meeting premises
- Removal of the reporter's name from the IAS Media Distribution List for two years
- No access to the next International AIDS Conference and IAS Conference

Any embargo policy breaches by media will be brought to the attention of the Media Embargo Committee. If you have questions, please contact the IAS 2015 communications team at [media@ias2015.org](mailto:media@ias2015.org).

## ACCESS TO FULL ABSTRACT TEXTS

The posting of full abstract texts to the online Programme-at-a-Glance is now being staggered to reflect the timing of the updated Conference Embargo Policy. However, all media have early access to key abstracts via the conference highlights document included in your media kit. Media delegates who prefer to use the Programme-at-a-Glance to view the full abstracts will still be able to do so, as a log-in and password will be available in the media centre to allow you access to the abstract texts through the Programme-at-a-Glance.

## ACCESS TO SPEAKER SLIDES

Media delegates will also be given full access to speaker's PowerPoint presentations. The login and password will also be communicated to you in the media centre.

## MEDIA ACCESS

All media accredited by the conference secretariat will have free access to the Media Centre. Media registrants will also have access to all sessions and exhibitions, including the Opening and Closing Sessions.

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.

All sessions are open to journalists, however in some sessions there may be a ban on recordings, photographs and/or video due to protect the anonymity of speakers.

Conference Secretariat offices are not accessible to journalists.

### *Access to Camera Platforms and Audio Distribution Panels*

Reserved space for camera-persons and still photographers is available in Ballroom C-D where all plenaries, the opening session and the closing session will take place. The space is at the front on the right hand side of the stage. Media will be able to access Ballroom C-D via a separate entrance (please see signage onsite). In the press conference room located in the Media Centre, a camera platform will be available.

*Space in front of the stage in Ballroom C-D and on the camera platform in the press conference room is on a first come, first served basis only.* Audio splitter distribution panels will also be available at these locations.

### *Restricted Access to Positive Lounge*

The Positive Lounge (lounge for persons living with HIV) is off-limits to journalists, except those who are themselves living with HIV, in which case, the person entering the lounge does so as a PLHIV and not as a journalist. We trust that all journalists will respect the privacy of the PLHIV Lounge.

Should you wish to interview a person living with HIV, please contact the Information Desk at the Media Centre. We will liaise with various NGOs and the Positive Lounge to set up interviews for you.

### **PLEASE NOTE! Protection of confidentiality of persons living with HIV/AIDS**

Many conference participants are people living with HIV/AIDS, and for many, their HIV status is unknown in their home countries. For this reason, we impose the following restrictions:

1. In all conference sessions, you may film (video or photograph) the presenter/s of the session.
2. The media may film group shots of the audience, but if they film individuals asking questions they must obtain that person's permission to broadcast/publish this information once the session is over and BEFORE it is broadcast/published. Session chairs may impose further restrictions regarding visual recording at their discretion. It might happen that minors speak at sessions and request anonymity.
3. In this case, they must not be photographed or recorded on video and their real name should not be used.

## **PRINCIPLES AND VALUES FOR CONFERENCE PARTICIPATION**

By attending the 8th IAS Conference on HIV Pathogenesis, Treatment and Prevention, delegates agree to comply with the [IAS 2015 IAS Principles and Values of Conference Participation](#). The conference organizers reserve the right to confiscate the conference name badge, and therefore deny access, to anyone who does not comply with this policy.

The IAS endorses freedom of expression as an essential principle in the fight against HIV/AIDS and in promoting full participation in our conferences. The combined efforts of all stakeholders in the public and private sectors and civil society are required to halt and reverse the AIDS pandemic. Activism and advocacy contribute to advancing commitment, policy and practice aimed at ending the epidemic.

The right to participate at an IAS supported conference is fundamental to ensuring open dialogue between all stakeholders. The IAS encourages debate and dialogue as key elements of participation, among all conference participants including delegates, sponsors, speakers and presenters, researchers and scientists, community representatives, leaders and the media. Peaceful protest has always been and continues to be a key element of participation at the conferences. The IAS opposes the destruction of property or the use or threat of physical force by any individual or group of individuals during the conferences. The IAS opposes the disruption of conference sessions or satellite meetings that results in the inability for dialogue and debate to take place.

## **ON-SITE MEDIA CENTRE**

Media delegates are strongly advised to bring their own laptops, however, conference organizers will be able to provide approximately 70 computer workstations.

The Media Centre will serve the needs of print, radio and broadcast journalists covering IAS 2015. Services provided to registered journalists include: computer work stations, Internet connections, ISDN lines, printers and photocopying machines for limited numbers of photocopies. A multi-lingual communications staff will be available to assist journalists with editorial, technical and logistical support. Several rooms will be available for interviews, and a press conference room will be used for the official daily briefing and third-party press conferences.

### **Location**

The Media Centre will be located in rooms W220-222 on West Level 2 of the Vancouver Convention Center.

### ***Opening Hours***

*Accredited media may access the centre:*

Saturday, 18 July	13:00 – 24:00
Sun., 19 – Tues., 21 July	06:00 – 24:00
Wednesday, 22 July	06:00 – 20:30

*The Media Centre will be staffed during the hours noted below:*

Saturday, 18 July	13:00 – 18:00
Sun., 19 – Tues., 21 July	08:00 – 20:00
Wednesday, 22 July	08:00 – 18:00

### ***Access***

Access to the Media Centre is reserved for conference-accredited journalists. Should journalists arrange to interview non-media conference delegates, kindly meet the interviewee at the entrance to the Media Centre. **Unaccompanied interviewees will not be allowed access to the Media Centre.** On completion of the interview, kindly escort guests back to the entrance of the Media Centre.

### ***Media Information Desk***

A Media Information Desk at the entrance of the Media Centre will assist journalists with background information. A multi-lingual communications staff will be on hand to assist journalists with stories and facilitate interviews with conference officials before and during the event.

As part of our CSR efforts, we aim at reducing the amount of paper used, therefore we encourage journalists to avoid printing material unless strictly necessary. Most, if not all of these documents (as well as many others, such as presentation slides) will also be made available electronically, through the online [Programme-at-a-Glance](#) (on the conference website) and/or through our online partners Clinical Care Options and NAM.

Kindly note that while every effort is made to have press releases available to you in good time, delays are sometimes unavoidable and we ask for your patience in these cases.

### ***Photos***

Photographic coverage of the conference proceedings will be provided. High-resolution photographs will be available for download on the [Online Media Centre](#) of the IAS 2015 website.

### ***Videos***

Key sessions will be recorded and made available via the Programme-at-a-Glance.

### ***Official Press Conferences***

Following is the tentative list of official press conferences. Please check the online media centre for final topics and times:

Sunday, 19 July at 17:30 – Opening Press Conference  
Monday, 20 July at 9:15 – Early Treatment, TasP and Non-Daily PrEP  
Monday, 20 July at 16:30 – PrEP Implementation  
Tuesday, 21 July at 9:15 – Towards an HIV Cure  
Wednesday, 22 July at 9:15 – HIV Co-Infections and Co-Morbidities

All official press conferences will be in English.

### ***Third Party Press Releases and Materials***

Some tables will be made available for the distribution of press releases and materials produced by third parties (organizations other than the conference itself) in the Media Centre.

### *Press Conference Room*

The Media Centre will be equipped with a press conference room. When not in use by conference organizers, the press conference room will be available for use by third parties (this refers to all parties other than the conference organizers, including presenters, NGOs, international organizations or agencies and/or industry representatives). The press conference rooms are provided free of charge to all third parties.

An initial schedule of each day's press conferences will be provided on the IAS 2015 website. Updates will be posted at the information office in the Media Centre. Only accredited members of the media and press conference speakers will be allowed to attend press conferences.

### *Short-term Access to the Press Conference Room*

In general, access to the press conference room is reserved for conference-accredited journalists. All speakers and support staff must be registered to attend the conference. Media accreditation WILL NOT be granted to speakers and support staff for the purposes of attending a press conference. Rather, short-term access to the press conference room will be provided to confirm press conference speakers and a limited number of support staff, who are already accredited to attend the conference. Each press conference host will receive a total of 12 temporary press conferences passes. These are valid for the day of the press conference only and only for access to the media centre (not to the conference venue itself).

### *Media Outreach, Distribution of Press Releases*

With respect to third party press conferences, all media outreach is the responsibility of the group hosting the event. The IAS 2015 Communications Team is not able to disclose a list of journalists accredited to attend the conference.

The Schedule of all IAS 2015 press conferences will be available on the IAS 2015 website, and printed copies will be available in the Media Centre.

Press releases and supporting written information may be distributed within the press conference room itself and extra copies may be left with staff at the Information Desk for placement on tables in the Media Centre provided for this purpose. Please do not leaflet the News Room broadly or tape flyers or notices on the walls. Such materials will be removed and discarded.

Please ensure that all left over materials, including press releases, reports or publications are removed once the press conference has concluded.

Photocopying of press releases and related materials to be distributed at third party press conferences is the responsibility of the host entity. Photocopying machines in the Media Centre are not available for such use.

### *Broadcast Facilities*

Unlike the International AIDS Conferences, the IAS conference does not have a host broadcaster. Broadcasters are required to capture their own video, and obtain audio from the sound desks in session rooms and the press conference room.

### *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**

During the conference, the [Online Media Centre](#) will feature links to videos of sessions and press conferences, photos, presentation slides, speeches and press releases. Access to other information – including conference abstracts, presentation slides, news reports and summaries of scientific sessions - will also be available through the website and through our online partners, Clinical Care Options, Inc. and NAM.

### News Reports by NAM

NAM will offer news stories on major scientific presentations and host online discussion forums for HIV implementers on [www.aidsmap.com](http://www.aidsmap.com). NAM's will publish a free daily news bulletin in English and translated into French, Portuguese, Spanish and Russian.

### Scientific Analysis by CCO

Clinical Care Options' (CCO) online coverage will begin the week before the conference and include expert audio highlights, Capsule Summaries of important clinical data, downloadable slide sets and more.

## IAS 2015 COMMUNICATIONS TEAM CONTACT INFORMATION

Please note that the latest updated contact details, including the Media Centre phone number, will be made available on the [IAS 2015 Media Centre page](#) shortly before the start of the conference.

Rob Caruano - IAS 2015 U.S. Media Relations

Tel: +1 212 584 5013

[rcaruano@corkeryunlimited.com](mailto:rcaruano@corkeryunlimited.com)

Kyle Murphy – IAS 2015 U.S. Media Relations

Tel. +1 212 584 5016

[kmurphy@corkeryunlimited.com](mailto:kmurphy@corkeryunlimited.com)

Michael Kessler - IAS 2015 International Media Relations

Tel: +34 655792699

[Michael.kessler@inton-media.com](mailto:Michael.kessler@inton-media.com)

Caroline Dobuzinskis - IAS 2015 Canadian Media Relations

Tel: +1 604 366 6540

[cdobuzin@cfenet.ubc.ca](mailto:cdobuzin@cfenet.ubc.ca)