



OWN, SCALE-UP & SUSTAIN

The 16th International Conference on AIDS & STIs in Africa
4 to 8 December 2011
Addis Ababa, Ethiopia

ICASA 2011 Sponsorship Program

ICASA 2011 Background

The International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA) is one of the major international AIDS conferences taking place in Africa. Its current biennial hosting alternates between the Anglophone and Francophone African countries.

Ethiopia has been selected by the Society for AIDS in Africa (SAA) to host the 16th ICASA which will be held at the Millennium Hall in Addis Ababa from 4-8 December 2011, under the theme **OWN, SCALE-UP & SUSTAIN**. The conference will be an excellent opportunity to promote sectoral achievements in AIDS response and to strengthen the partnership among governments, civil societies, and development partners.

The conference expects to welcome more than 10,000 delegates from around the world including Heads of States, scientists, health workers, policy makers, people living with HIV and AIDS (PLHIV), community leaders and activists working in the fields of HIV/AIDS, sexually transmitted infections, Tuberculosis & Malaria.

Conference Theme and Objectives

The theme of the Conference is “OWN, SCALE-UP & SUSTAIN”.

The objectives of ICASA 2011 are:

- Serve as an advocacy platform to mobilize African leaders, partners and the communities to increase ownership, commitment and support to the response.
- Provide a forum for exchange of knowledge, skills and consolidation of experiences and best practices in Africa and around the globe to scale up evidence-based response on HIV/AIDS/STIs, TB and Malaria to achieve the MDGs.
- Use as a forum to link and hold accountable political and national leaders, the scientific community, practitioners, communities, civil societies, the private sector and partners to scale-up and sustain the response.
- Create opportunities to define priorities and set policy and program agenda to enhance mobilization and effective utilization of resources.

Important Dates

Registration

10 March 2011

Early Registration Opens (Discount Price)

10 June 2011

Early Registration Closes

11 June 2011

Regular Registration (Normal Price)

31 October 2011

Regular Registration Closes

1 November 2011

Late Registration (Late Fee)

Onsite Registration

Abstracts

10 March 2011

Opens

10 June 2011

Closes

15 September 2011

Notification of acceptance

19 September 2011

Late Breakers Open

17 October 2011

Late Breakers Close

10 November 2011

Notice of Acceptance of Late Breakers

Scholarship

11 April 2011

Application Opens

10 June 2011

Application Closes

Satellites

April 2011

Application Opens

31 July 2011

Application Closes

Exhibitions

April 2011

Application Opens

30 July 2011

Application Closes

21 September 2011
Notification of Acceptance

Conference Venue

The conference venue for ICASA 2011 will be at the Millennium Hall located at the heart of the capital city, Addis Ababa. Close to Bole International Airport, most hotels and restaurants, the venue is ideally located and has hosted several big national & International events.

Millennium hall has hosted several national and international conferences including the World Inter-Parliament with over 15,000 participants.

Registration

Delegates including sponsors must register and pay online. We strongly urge all participants to register early to take advantage of the discount. Go to <http://icasa2011addis.org> to register.

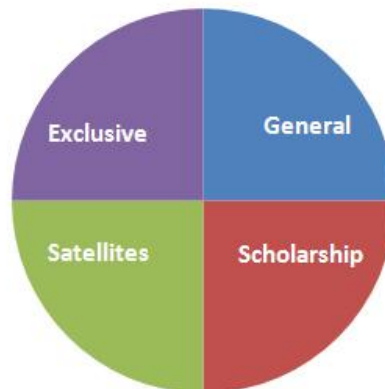
PARTICIPANTS	EARLY FEE: 10 March – 10 June, 2011	REGULAR FEE: 11 June – 31 October, 2011	LATE & ON-SITE FEE: 1 November – 4 December, 2011
Delegate <ul style="list-style-type: none">• High Income Country• Low/Middle Income country	USD 550.00 USD 350.00	USD 650.00 USD 450.00	USD 680.00 USD 480.00
Accompanying Person <ul style="list-style-type: none">• Over 18• Under 18	USD 200 USD 25	USD 200.00 USD 25.00	USD 200.00 USD 25.00

Sponsorship Opportunities

Sponsoring ICASA 2011 is an excellent way to reach a targeted audience and demonstrate your association with the best and brightest researchers in the increasingly important areas of basic science, clinical science treatment and care, epidemiology and prevention, social economic and behavioral science, policy and program implementation.

ICASA2011 offers a variety of sponsorship opportunities suitable for large as well as small organizations. Sponsors of ICASA 2011 gain visibility for their organizations, demonstrate their support against the HIV pandemic in Africa through the scientific program, community program, and leadership program, and contribute to the success of the conference.

ICASA 2011 Sponsorship Program



General Sponsorship

Partner Sponsor: 180,000 USD

- Official sponsor right – “The 16th ICASA is sponsored by _____”
- Delegate list with contact information will be available exclusively to your company
- Four conference passes for free (600 USD Value Each – average cost of registration)
- For every 10 additional exhibitor passes purchased, you will receive 2 exhibitor badge for free
- Entitled to 20 percent discount on exhibition space purchased
- A dedicated ICASA 2011 staff to facilitate and support your activities
- A large sponsor banner with the logos of sponsors to be displayed in designated locations at the delegates registration area, main dining/cafe area and in the community village
- One workshop or satellite symposia slot during the conference (topic to compliment the conference theme and to be approved by conference organizers)
- Company name and logo to be displayed on all pre and post-conference promotional materials (banners, press kit, monthly newsletters, posters, program booklet, and abstract book). The promotional items will be displayed in the plenary session rooms, community village and food court
- Inclusion of company logo on all press releases given by ICASA 2011 local secretariat before and during the conference
- Insert a 1-page company information in delegates’ welcome packet (provided by the company and to be approved by conference organizers)
- Slides with the company name displayed prior to the opening, closing and before the start of all of the plenary sessions
- Company name and logo to appear on ICASA 2011 website in the “Partners/Sponsors” page

Platinum Sponsor: 150,000 USD

- Entitled to 20 percent discount on exhibition space purchased
- 2 exhibitor passes for free (600 USD Value Each – average cost of registration)
- For every 10 additional exhibition purchased, you will receive 1 exhibitor pass for free
- A large sponsor banner with the logos of sponsors to be displayed in designated locations at the delegates registration area, main dining/cafe area and in the community village
- Company name and logo to be displayed on all pre and post-conference promotional materials (banners, press kit, monthly newsletters, posters, program booklet, and abstract book). The promotional items will be displayed in the plenary session rooms, community village and food court
- Insert a 1-page company information in delegates' welcome packet (provided by the company and to be approved by conference organizers)
- Slides with the company name displayed prior to the opening, closing and before the start of all of the plenary sessions
- Company name and logo to appear on ICASA website in the "Partners/Sponsors" page

Gold Sponsor: 100,000 USD

- A large sponsor banner with the logos of sponsors to be displayed in designated locations at the delegates registration area, main dining/cafe area and in the community village
- Company name and logo to be displayed on all pre and post-conference promotional materials (banners, press kit, monthly newsletters, posters, program booklet, and abstract book). The promotional items will be displayed in the plenary session rooms, community village and food court
- Insert a 1-page company information in delegates' welcome packet (provided by the company and to be approved by conference organizers)
- Company name and logo to appear on ICASA 2011 website in the "Partners/Sponsors" page

Bronze Sponsor: 50,000 USD

- Company name and logo to appear on ICASA website in the "Partners/Sponsors" page
- Insert a 1-page company information in delegates' welcome packet (provided by the company and to be approved by conference organizers)

Scholarship Program

ICASA 2011 will give 800 scholarships to individuals who benefits from attending this international conference but have minimal financial means to attend the conference. Scholarship will be given to special groups such as people living with HIV (PLHIV), students, researchers, media representative, community based organization leaders, etc.

ICASA 2011 will give full or partial scholarship which includes:

- Full Scholarship: Free conference pass (600 USD – average cost of registration) to the conference, round trip air ticket (1,500 USD), accommodation and daily subsistence allowance for 7 days (420 USD Total)
- Partial Scholarship:
 - Free registration only, or
 - Free registration and round trip air ticket, or
 - Free registration and accommodation with daily subsistence allowance

Benefit packages will be designed specifically to the interest of companies or agencies.

Exhibition Space

With prime exhibition space at the Millennium Hall and more than 10,000 delegates expected, organizations can effectively reach a broad cross-section of players in the global response to HIV and AIDS, including heads of state, ministers, heads of international organizations, women leaders, and human rights advocates, members of the civil society, policy makers and other stakeholders.

The booth package fees are as follows:

Types of Organizations	Fee per SQM (USD)
International Private Corporations	520.00
Regional Private Corporations	430.00
International Institutions & NGOs	530.00
Regional Institutions & NGOs	330.00

The standard shell scheme is 9 sqm (3x3) and additional space may be requested in multiples of 3 sqm, The package for the standard package includes one fascia label (Stand sign), shell scheme, spotlights, chairs and 2 tables, electrical outlet. Please note this is a one-time cost and the packages (equipment and other related service) are for the entire duration of the conference.

For those organizations wishing to bring their own shell schemes, please contact Ms. Kokeb Berhanu at sponsorship@icasa2011addis.org to discuss the cost for the space and other services you might require.

Exhibitor Badges

Square Meter	Free Exhibitor Badges
9m ²	2
18m ²	4
27m ²	6
36m ²	10
45m ²	15
More than 45m ²	20

Please note that the fees indicated above allow you to enter the exhibitors' area **ONLY**. It does not include the registration pass for the conference area. If you also wish to register as a conference participant, you may register online at www.icasa2011addis.org . The deadline to register as an exhibitor is **30 July 2011**.

To become an exhibitor, you will need to:

1. Fill out the PDF exhibitors form located on ICASA's website (above)
2. After review and approval by the organizers, make full payment based on the fee schedule above
3. Register online as an exhibitor www.icasa2011addis.org

Reserving an Exhibition Space/Booth

Exhibition space and booth will be reserved on a first-come, first-served basis. Every effort will be made to accommodate exhibitor requests for space and position in the exhibition area. If organizers are unable to assign one of the requested booths, the next best available booth will be assigned.

Full payment is due at the time of reservation. The Conference will not reserve an exhibition space without payment in full. The Conference reserves the right to refuse reservation of a stand that is inconsistent with the conference objectives.

Satellite Symposia

ICASA 2011 has allocated prime time slots for commercial and non-commercial sponsors to conduct satellite symposia to showcase innovative and unique ideas, interesting findings and best practices.



Conference organizers will review each application based on set requirements to determine if the symposia reflects the theme of the conference and topics addressed in the various conference programs.

Time Slot	1000 Participants (USD)	(350 Participants) (USD)	150 participants) (USD)
4 December 2011 – 7 December 2011			
60 Minutes	10,400	5,800	4,800
90 Minutes	13,100	7,600	6,200
120 Minutes	15,000	9,300	7,500

There are three 1000-person rooms, five 350-person rooms and five 150-person rooms are available.

All rooms are equipped with standard equipment to run a meeting.

The provisional conference schedule is indicated below. You may wish to request for a more convenient time, other than the indicated time slots below. Requests will be considered on case-by-case basis.

Time	Sunday Dec 4	Monday Dec 5	Tuesday Dec 6	Wednesday Dec 7	Thursday Dec 8
07:30-08:30	Satellites 				
08:45-10:15		Plenary	Plenary	Plenary	Plenary
10:30-12:00		Concurrent Sessions	Concurrent Sessions	Concurrent Sessions	Concurrent Sessions
12:15-14:00	Community Village opens	Special Sessions + Poster Exhibitions	Special Sessions + Poster Exhibitions	Special Sessions + Poster Exhibitions	Late Breaker Session Concurrent Session
14:00-15:30		Concurrent Sessions + Skills Building Workshop	Concurrent Sessions + Skills Building Workshop	Concurrent Sessions + Skills Building Workshop	Rapporteur (All Tracks)
16:00-17:30	Opening Ceremony	Concurrent Sessions + Skills Building Workshop	Concurrent Sessions + Skills Building Workshop	Concurrent Sessions + Skills Building Workshop	Closing Ceremony
17:45-19:45		Satellite	Satellite	Satellite	

Exclusive Sponsorship

ICASA 2011 offers sponsorship opportunity in specific or customized ways which will allow institutions to have greater visibility and access to over 10,000 delegates. Designed to provide sponsors options, these specially selected sponsorship opportunities allow sponsors to customize the best approach to reach delegates. The selected sponsorship opportunities are:

- Delegate Items
- Volunteer's T-Shirts
- Advertisement
- Customized, as needed

Delegate Items

Delegate Bags

60,000 USD

The delegate bag is the first item that delegates obtain before the conference and it is in their possession during the conference week. Almost all delegates take back to their country the bags as a souvenir or a collectible item. It is ICASA 2011's policy to have delegate bags get produced locally using organic and locally made materials.

The sponsor's name and logo will be printed on the front of the bag for greater visibility.

Abstract CD-ROMs

35,000 USD

Over 10,000 CD-ROMs will be produced and distributed to delegates when they first enter the conference area and will be available in the various information booths, media center, offices and Community Village area. The CR-ROM contains all of ICASA 2011 abstracts.

The sponsor's logo will appear on the CD-ROM and a copy will be given to the sponsor prior to the conference. Only limited number of logos can appear on the CD-ROM, therefore the sponsorship opportunity for this selected item is granted on a "first come, first served" basis.

Lanyards

17,000

Every delegate including dignitaries and volunteers are required to have a name badge in a visible badge holder attached to a lanyard. It is an excellent marketing opportunity to have a sponsor's name and logo printed on the lanyards that will be worn by over 10,000 individuals.

Note Pads & Pens

25,000 USD

These essential items will be distributed to all delegates and gives sponsors a prime opportunity for advertisement. The color, format and style of note pad will need to be approved prior to production.

These delegate items may be designed, produced and presented to ICASA 2011 by the sponsor.

Bookmarks

7,800 USD

Bookmarks are often used by delegates to mark pages of the Program Book and Abstract Book. Sponsors may choose to have more than one bookmark placed in each delegate bag. Therefore, it is the sponsor's choice to produce different color, style and content of bookmarks to add variety and to also advertise different messages. The sponsor name, logo and message will be printed on the front of the bookmarks and the conference logo on the back.

Key Chains

21,000 USD

Key Chains will be distributed to all delegates as a give-away and symbol of appreciation for attending ICASA 2011. Institutions have the opportunity to be a sole sponsor of this key chain as the company

name and logo will be the only one appearing on this item. The sponsor will determine the color and format which will require prior approval by the conference organizers. This delegate's item may be designed, produced and presented to ICASA 2011 by the sponsor.

Folders

25,000 USD

Delegates will use a paper folder to organize the various hand-out materials they receive during the five-day conference. The top portions of the folder will display the conference logo and the sponsor's logo will appear on the bottom of the page. Only few numbers of logos are printed on the folder, therefore sponsors will be given this advertisement opportunity on a "first come, first served" basis.

Brochures

8,500 USD

ICASA 2011 Official Information Brochure will be made available at the airport, hotels, media center and at other key locations. This brochure will also be electronically distributed to all delegates and beyond. Sponsors' logo will be displayed on the front-bottom of the brochure.

Volunteer T-Shirts

6,000 USD

ICASA 2011 will deploy 500 volunteers in various locations within the conference areas, at the airport, hotels, parking locations and other key areas to provide delegates with any assistance. In addition, a different color t-shirt will be worn by over 100 support staff of the Secretariat for the duration of the conference.

The name and logo of the sponsor will appear on the back-center of the t-shirt worn by the conference volunteers and support staff.

Advertisement

Conference Program Book

45,000 USD

Every delegate refers to the program book to find information about daily conference program and related activities. In the program book, following the table of content page, two pages are dedicated for sponsors name and logo. The conference program book will be available online before the conference and for unlimited time thereafter.

Abstract Book

35,000 USD

The abstract book contains the entire abstract for ICASA 2011 and will be frequently referred to by delegates for any abstract related information. The abstract book will be available online and it will also be distributed to all partners, universities, research institutions, NGOs and other stakeholders for permanent collection. The first two pages will be dedicated for sponsors to place their names and logos.

Conference Pocket Program **30,000 USD**

The conference pocket program is one of the most favored items because it is easy-to-use and may simply be folded to fit in to the name badge holders. It is a tri-fold page with information on the various conference sessions, activities and locations. It also contains a map of the conference area along with emergency contact information. The back page of the packet program will be given to sponsors for advertising.

Daily Conference News Bulletin **15,000 USD**

The news bulletin will contain an overview of the conference activities including plenary sessions, satellite symposia, workshops, news updates and other activities of the conference. Each morning for five days, the news bulletin will be given to all delegates. It will also be distributed to the national and international media and will be posted at the media center at the conference. It will also be posted on ICASA's and partners' websites.

Sponsors have the opportunity to display their logo and name on the bottom of the news bulletin.

ICASA 2011 will display a sponsors' banner in the key locations throughout the conference venue – at the venue entrance, registration area, Community Village, food courts and other key locations throughout the venue.

Customized Sponsorship

In addition to the above sponsorship opportunity, ICASA 2011 is pleased to offer customized advertisement options to fit the needs and requirements of the sponsor. Please contact Ms. Kokeb Berhanu at sponsorship@icasa2011addis.org to discuss customization options.

Terms and Conditions

Upon selection of the desired package and final agreement with the sponsor, ICASA 2011 organizers will design the materials and place the sponsor's logo at the selected or agreed place. Prior to production, the Sponsor will get the opportunity to approve the final product. In cases where the sponsor provides the item, the conference organizers must give the final approval prior to production and dissemination.

Payment

Following the selection of item(s) to sponsor, an agreement will be signed stating the specific order. Payment must be made 30 days after the signed agreement at which time a final and legally binding contract will be signed.

ICASA 2011 has both a local currency account and foreign account with Commercial Bank of Ethiopia. The value of sponsorship will be accepted in USD or Ethiopian Birr, converted to USD using the prevailing official exchange rate on the day funds reached the ICASA account.

Financial Accountability and Budget Transparency

A rigorous system of accounting and financial management will be implemented to monitor financial transactions including donations (cash & in-kind), deposits, payments, cash flows, financial reports, and

follow up of commitments. ICASA 2011 coordinating committee, headed by the chair, will supervise the financial management. Authorized signatories are assigned to effect transactions. All receipts and payments are to be recorded in the accounts management system. Every month, accounts reports will be produced by updating all receipts and payments. Periodic financial reports will be submitted to concerned bodies and funders along with performance reports.

Information & Deadline

ICASA 2011 organizers are earnestly preparing for this conference and your prompt response and support will help us plan, organize and host a successful conference of international standard. We cordially request your response by the deadline of **31 July 2011**.

Contact

For any inquires or customization options, please contact ICASA 2011 organizers:

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