



**Durban ICC**

<http://icasa2021.saafrica.org>



**Durban ICC Hall**

<http://icasa2021.saafrica.org>

### ICASA 2021

KEY DATES	OPEN	CLOSE
<b>Call for Abstract</b>	1 <sup>st</sup> March 2021	27th July 2021
<b>Early Registration</b>	1 <sup>st</sup> March 2021	17th May 2021, 24.00 GMT
<b>Regular Registration</b>	18th May 2021	31st August 2021, 24.00 GMT
<b>Late Registration</b>	1st September 2021	31st October 2021, 24.00 GMT
<b>Scholarship Application</b>	2nd July 2021	30th July 2021
<b>Notice of Abstract Acceptance</b>	26th August 2021	6th September 2021
<b>Announcement of Scholarship Recipient</b>	30th August 2021	2nd September 2021
<b>ICASA 2021 Online Programme</b>	16th September 2021	
<b>ICASA Conference Date</b>	<b>6th December 2021</b>	<b>11th December 2021</b>

The International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA) is a major bilingual international AIDS conference which takes place in Africa. Its current biennial hosting alternates between Anglophone and Francophone African countries. The 21st Edition of ICASA (2021) will be held either virtual, in-person or hybrid and all adequate dispositions is being taken and the organizers are monitoring on daily basis trend of the Covid-19 pandemic in the host country and in Africa at large. The convening of the International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA 2021) in December 2021 represents a tremendous opportunity to highlight the diverse nature of the African region's HIV epidemic and the unique response to it. In an inclusive context, according to the 2020 Global Fund COVID 19 Funding report, the emergence of the Corona virus (COVID-19) pandemic is having a catastrophic impact on the most vulnerable communities around the world and threatens progress made in mitigating the impact of HIV, TB and malaria globally. Through grant savings and reprogramming of HIV, TB and malaria programs, over US\$500 million has been allocated to the COVID-19 Response Mechanism. As such, this creates a gap in the fight to mitigate the impacts on lifesaving HIV, TB and malaria programmes, leading to fragile health systems being overwhelmed. A disease like COVID-19 threatens us all. However, we must not relent in our goal for an AIDS free Africa. It is imperative for the continent to rely on the dynamics of recent scientific advances, on a plea that will respond to a mobilization of internal and endogenous resources. The biennial International AIDS Conference is the premier gathering for all working in the field of Health as well as leaders, people living with HIV and others committed to ending the epidemic. It will be a tremendous opportunity for researchers, clinicians from around the world to share the latest scientific advances, learn from one another's expertise, and develop strategies for advancing all facets of our collective efforts to end AIDS by 2030.

The conference will be held from 6th to 11th December 2021. The Society for AIDS in Africa, the organizers of ICASA, with more than 5,000 members in 56 countries, is organizing ICASA 2021 in collaboration with the international community and local partners. ICASA 2021 will be an important opportunity to share the benefits of such partnerships with other countries.

We are extremely pleased to partner with various scientific and community leaders from Africa and the world at large, with long and impressive histories of leadership on HIV. We look forward to a strong global partnership among science, leadership, and community in building a conference programme that will speed up the end of the AIDS epidemic.

ICASA 2021 comes a year after the UNAIDS global 90-90-90 targets in 2020, the International Conference on AIDS and STIs in Africa offers an unique platform for Leaders, Activists, Scientists and Community to take stock of the challenges faced in achieving the UNAIDS global 95-95-95 targets and pave the way for efficient innovation towards a generation without AIDS in Africa and to assess and improve the global frame work for ending AIDS by 2030 alongside fighting the COVID-19 pandemic by learning the best practices.

Taking into consideration the Covid-19 pandemic, the ICASA 2021 has incorporated three approaches as: innovation, adaptability, and flexibility in organizing ICASA 2021. ICASA 2021 organizers will provide the necessary support to use either virtual, hybrid or in-person format to organize the upcoming ICASA with adequate COVID19 protocol policies. Partnership fees will not change with regards to the virtual/hybrid conference since we are planning for more than 10,000 delegates, where at least 4000 virtual scholarships will be given to delegates from Africa to fully participate. This will increase visibility of partners as well as scholarship recipient from Africa the opportunity to participate since the continent is not too conversant with virtual conferencing format.

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Prof. John Idoko, ICASA 2021/Society for AIDS in Africa President

### BECOMING A CONFERENCE PARTNER

The conference organizers rely heavily on contribution from a range of sources to fund the 21<sup>st</sup> ICASA. Donation from our partners and supporters makes a crucial difference to our work, and each conference and outcomes are reliant on our funding partnerships.

#### Benefits:

- Donor support and profiles are visible to a large, high-profile worldwide audience. Conference delegates include clinicians and other health workers; medical, biomedical, and social science researchers; social workers and community organizations; government and non-governmental agencies at all levels from local to international; the pharmaceutical industry and other businesses; educators; the media, policy makers and leaders.
- Forums are arranged at the conference, in-person/virtual/hybrid during which donors can discuss issues related to their activities with other funders, government representatives, conference delegates, and their own grantees.
- The Conference Secretariat assists in organizing satellite sessions at the conference venue, virtually or in a hybrid way for donors and provides help with their logistical arrangements.

The Conference Secretariat would be delighted to meet with governments, charitable foundations, companies, and others in-person/virtual or hybrid, who share our commitment to prevent, control and treat the HIV epidemic, the NCDs and others such as: Hepatitis, Tuberculosis, Malaria, COVID-19, to discuss ways in which support could be used. Funding can be directed to specific conference areas and programmes or invested in the general costs of the conference. For more information, please contact: [lucbodea\\_icasa2021@saafrica.org](mailto:lucbodea_icasa2021@saafrica.org) WhatsApp No: +233(0)555179976

Partner with ICASA 2021 and align your brand with one of the best-known and most respected international conference in Africa. Corporations, non-governmental organizations (NGOs) and non-profit organizations who partner with ICASA 2021 share our brand values. Partnership with ICASA 2021 strengthens our partners brand value, build loyalty among key constituents, and promote business and conference objectives.

ICASA 2021 offers partnership packages at various levels. Our partnerships are structured to best meet your objectives and the conference needs. These relationships can be a combination of cash sponsorship, in-kind contributions and/or marketing support. To maximize our partners support and provide distinct assets to our sponsors we offer sponsorship packages based on the level of sponsor desired.

### WHAT IS NEW FOR ICASA 2021?

#### Additional Benefits for Co-organizers & Senior Partners

**NB: The package of ICASA 2021 is proposed to fit the virtual, hybrid & in-person format of the conference**

- Special Satellite Session for Co-organiser only either virtual or in person (45 minutes in the evening 1:30 PM-2:15 PM) that can be sent to our 25,000 members from SAA database
- Pre-recorded virtual satellite session with possibility of Q&A
- Virtual satellite sessions with possibility of Q&A
- Hybrid satellite sessions with possibility of Q&A
- In-person satellite sessions
- Booking of Pre-Conference either virtual or in-person slots available 2 days (5<sup>th</sup> and 6<sup>th</sup> December) or 1 day (6<sup>th</sup> December 2021)
- **Co-organizers & Senior Partners have the right to publish 3 workshops/events via ICASA DATABASE** a week to or during ICASA and publish their **satellite sessions a day prior or the day of the session on ICASA 2021 mobile app.**
- **Donors and partners can link up directly to participants by taking advantage of our Event feed and social wall from the conference mobile app**
- **Live Streaming: 4 minutes live streaming of co-organizers/senior-partners' video on YouTube and Facebook** during ICASA 2021 exhibition. Co-organizers and senior partners will be given the opportunity to promote their organization through the live streaming. Live streaming video will be projected just before the opening ceremony and the plenary sessions.
- **Companies to Watch: 4 minutes video** to be sent to the conference organizer to provide a stage-like presence to effectively share your company's story and demonstrate organization's activities. These video presentations are strategically placed and distributed through our ICASA E-newsletters and social media channels. But the value does not end there! We will also provide you with the necessary links with the video presentation on our website and during onsite on plasma screens
- **Display of Partner's Logo in ICASA e-newsletters:** Our partners' logo will be displayed in the conference center and on any adverts. **Over 5 e-newsletters will be sent out regularly to over 25,000 members from SAA database** and prospective delegates. Companies who support us as Co-organizers/Senior Partners logos will be displayed in e-newsletters. This will increase the visibility of our partners
- Major sponsors website will be linked to the conference website



# ICASA 2021 MARKETING & PARTNERSHIP PACKAGE (IN-PERSON/ VIRTUAL/HYBRID)



<b>ICASA 2021 PARTNERSHIP PACKAGE</b>					
<b>NB: Co-organizers: USD 100,000 additional benefit to be discussed with the ICASA Director</b>					
Categories	Senior Partners USD90,000	Partners USD 45,000	Co-partners USD 22,500	Supporters USD 12,000	Co-supporters USD 6000
<b>Acknowledgement</b>					
Logo in conference program & conference webpage	✓	✓	✓	✓	✓
Logo appear before opening & closing ceremony start	✓	✓	✓	✓	✓
Logo appear before parallel session	✓	✓	✓	✓	
Right to use ICASA 2021 Logo	✓	✓	✓	✓	✓
<b>Exhibition opportunity &amp; Press conference</b>					
Complementary exhibition booth (18 m <sup>2</sup> )	✓				
Complementary Exhibition booth ( 9m <sup>2</sup> )		✓			
Complementary Exhibition booth ( 9m <sup>2</sup> space only)			✓		
Best Time slot to hold a press conference	✓			✓	
<b>Delegate Registrations</b>					
Complementary Delegate registration	6	4	2	1	
VIP Tickets closing and opening ceremony	6	4	2	1	1
<b>Advertisement &amp; sponsors Items</b>					
Discount off sponsorship items	20%	10%			
Discount on bag insert	35%	15%			
Advertisement in conference publication & conference e-newsletter	Online & Pocket Pro	Online			

<b>VIRTUAL &amp; IN-PERSON EXHIBITION PARTNERSHIP</b>	
<b>Standard Virtual Exhibition booth in 2D</b>  <b>NB: in case of in-person it will reflect as 9m2</b>  <b>(5,257 USD)</b>	<b>Customizable Virtual Exhibition booths in 3D</b>  <b>NB: in case of in-person it will reflect as 18m2</b>  <b>(10,050 USD)</b>
<b>3 minutes Video presentation</b>	<b>5 minutes Video presentation</b>
<b>Public booth chatrooms</b>	<b>Private &amp; public booth chatrooms</b>
<b>Link to exhibitor's website</b>	<b>Links to exhibitor's website and 3 other social media site</b>
<b>250 words Company Profile</b>	<b>500 words Company Profile</b>
<b>Non-downloadable content for attendees</b>	<b>Downloadable content for attendees</b>
<b>Dedicated support before and during the event</b>	<b>Dedicated support before and during the event</b>
	<b>Extensive analytics and reports including database of visitors</b>



## SUPPORT ICASA 2021 PROGRAMME

### Scholarship Programme

If it were not for the support of sponsors and donors, participating in the International Conference on AIDS and Sexually Transmitted Infections in Africa 2021 would be limited to those who have the economic means to do so. One of the main initiatives of the conference is to make the conference as accessible and beneficial as possible to delegates from all regions of the globe, especially those in resource-limited communities and settings. The Scholarship Programme of ICASA 2021 empower those least able, but most in need, to attend.

ICASA 2021 is planning to provide 4000 virtual scholarships across the 3 Programmes; Scientific, Leadership and Community.

In-case of in-person conference format, applicants can ask for a combination of four types of support:

- Registration fee waiver
- Travel (pre-paid, economy class ticket)
- Accommodation (shared accommodation in a budgeted hotel)
- Small living allowance while at the conference

Partner may select how many recipients they would like to support; recognition of the partner would depend on the amount of support. For more information, please contact: [lucbodea\\_icasa2021@saafrica.org](mailto:lucbodea_icasa2021@saafrica.org) WhatsApp No: **+233(0)555179976**

The International Conference on AIDS and Sexually Transmitted Infections in Africa offers conference supporters various possibilities to enhance their visibility and association with the event. Selected partnership opportunities allow each partner unique ways of associating brands or messages with different aspects of the conference.

If you need more information on sponsorship opportunities or if you have any other request about how you would like to present your organization at the conference, please contact: [lucbodea\\_icasa2021@saafrica.org](mailto:lucbodea_icasa2021@saafrica.org) WhatsApp No: **+233(0)555179976**

Please see following pages for details on each item.



ICASA 2019 OPENING CEREMONY



# ICASA 2021 MARKETING & PARTNERSHIP PACKAGE (IN-PERSON/ VIRTUAL/HYBRID)



Exclusives Items	USD
Delegates bags* (Branding Right & Design) <b>(for virtual; not available)</b>	50,000
Lanyard * (Branding Right & Design) <b>(for virtual; not available)</b>	45,000
Positive Lounge <b>(for virtual; not available)</b>	45,000
Abstract Book-On-Flash Drive (Branding Right & Design) <b>(for virtual; not available)</b>	40,000
Face Masks	35,000
Internet Café <b>(for virtual; not available)</b>	30,000
Directorial Signal (Branding Right & Design)	15,000
Volunteers Cap * (Branding Right & Design) <b>(for virtual; not available)</b>	20,000
Volunteers T-shirt* (Branding Right & Design) <b>(for virtual; not available)</b>	25,000
Conference Venue Map** (Branding Right & Design)	15,000
Juice Bar/Day <b>(for virtual; not available)</b>	15,000
Espresso Bar/Day <b>(for virtual; not available)</b>	15,000
Daily bulletin	4,500
<b>Promotional Items</b>	
Flyer in Delegate Bags** <b>(for virtual; not available)</b>	10,000
Gift (Pad, pen and bookmark) delegates bags** <b>(for virtual; not available)</b>	5,000
Flyer at plenary session**	5,000
Short ad on screen before Parallel session	10,000
<b>Advertisement</b>	
Pillars wraps, Banners etc. Onsite advert <b>(for virtual; not available)</b>	Price upon request
Pocket program Inside back cover	13,000
Pocket program back cover	15,000
Pocket program inside page	12,000
Conference Program online	10,000
<b>Media sponsorship</b>	
Media Center (onsite) <b>(for virtual; not available)</b>	50,000
Media Film	35,000

\* These items will be given out on the basis of first come first serve, only one sponsors

## SPONSORSHIP AND PROMOTIONAL ITEMS DESCRIPTION

### EXCLUSIVE ITEMS

<p><b>Delegate bags (for virtual; not available)</b></p> <p>The delegate bag is always a popular “collectible” at conferences, and Sponsorship of the delegate bag provide the sponsor with an excellent Marketing opportunity during the conference week and extended exposure for years beyond. The sponsor will be recognized by the company logo next to the Conference logo on the front of the bag.</p>	<p><b>USD 50,000</b> plus production and delivery cost</p>
<p><b>Lanyards (for virtual; not available)</b></p> <p>The lanyard attached to registration bag is a highly visible item worn by every delegate throughout. The sponsor will have his logo on the cord. The colour of the Cord and logo placement will be agreed by the conference organizers, with approval of the sponsor.</p>	<p><b>USD 45,000</b> production and delivery costs excluded: distribution and on-site coordination</p>
<p><b>Volunteers cap (for virtual; not available)</b></p> <p>The cap is a highly visible item worn by every volunteer throughout. The sponsor will have its logo on the front. The color of the cap and logo placement will be agreed by the conference organizers, with approval of the sponsor.</p>	<p><b>USD 20,000</b> plus production and delivery costs included: distribution and on-site coordination</p>
<p><b>Positive Lounge (for virtual; not available)</b></p> <p>The Positive Lounge is designed as a place of rest, support, and networking for HIV- positive conference delegates. The lounge provides an opportunity to meet and talk with other people living with HIV from across the globe in a relaxed and nurturing environment. Limited complimentary snacks, spaces for informal meetings and private facilities for taking medication are provided. By supporting the Lounge, the sponsor demonstrates its commitment to HIV-positive people by providing a better level of comfort to the delegates using it. The sponsor will get recognition in the conference publications (use of their logo and outreach materials) and on a sign at the entrance of the lounge.</p>	<p><b>USD 45,000</b></p>
<p><b>Face Masks (for virtual; not available)</b></p> <p>The Face mask will feature in ICASA 2021 as part of COVID-19 safety protocols and sponsorship of the Face Masks will provide the sponsor with an excellent marketing opportunity during the conference week and, extended exposure beyond. The sponsor will be recognized by its company logo, next to the Conference logo branded on the face masks.</p>	<p><b>USD 35,000</b> plus production and delivery cost</p>

**Internet Café with Internet Access (for virtual; not available)**

One internet café will be available in the conference Centre. Located either in the exhibition area or in another area with high delegate traffic, it will feature computers cost of internet access, as well as plug-ins for laptop connections. The Internet Café is much appreciated and highly visible, as most delegates without access to private offices invariably use it to access conference information or to check emails. The sponsor of the Internet Café will receive high-profile exposure through:

- Screensavers on each computer, which could feature the company's logo and Information on their satellite or booth
- Start page of the company's website
- Sponsor recognition through signage at the Internet Café
- Opportunities to distribute promotional material if ordered in time, the Internet Café can be built as part of the sponsor booth.

**USD 30,000**  
included: hiring computers, IT support networking hardware infrastructure

**Volunteers T-Shirt (for virtual; not available)**

The volunteer programme has always been a highly valued feature of the conference. Around 500 volunteers will give their time during the conference. Highly visible, the Volunteers help in all areas of the conference (e.g., session rooms, media centre, Speaker centre, etc) and provide delegates with assistance throughout the conference (e.g., registration area, traffic flow, entrance control, general assistance, etc)

The name and logo of the sponsor will be featured on volunteers' t-shirts, ensuring a wide exposure for the sponsor.

**USD 25,000**  
plus production and delivery costs

**Directional Signal**

The sponsor will have its logo on all directional standing signs (floor supported), along with the conference logo. Possibility for the sponsor to include a QR code.

**USD 15,000**

**Juice Bar (for virtual; not available)**

The sponsor is given the opportunity to provide a Juice Bar in the exhibition area (exact location will be advised by the event management). Sponsorship of the Juice Bar will present a networking opportunity for the sponsor by providing participants with a healthy juice (restricted service times). Sponsor can provide logo imprinted on cups & napkins, table cloths or t-shirts, etc. – beverages will be provided. If ordered in time the Juice Bar can be built as part of the sponsor booth.

**USD 15,000**  
per ½ day plus signage cost (up to four locations available per day.  
Included: 3,5 hour duration, juice (2flavours) 1 juice bar attendant, blender & display

**Espresso Bar (for virtual; not available)**

The sponsor is given the opportunity to provide an Espresso Bar in the exhibition area (area will be advised by event management). Sponsorship of the Espresso Bar will present an excellent networking opportunity for the sponsor by providing participants with espresso coffee (restricted service times). Sponsor can provide logo Imprinted on cups & napkins, table cloths or t-shirts, etc. - beverages will be provided if ordered in time, the Espresso Bar can be built as part of the sponsor booth.

**USD 15,000**  
per day plus signage cost (up to four locations available per day.  
Included: two skilled bar attendants, 850 cups

**Daily Conference News Bulletin**

The daily conference news bulletin will be posted on the homepage and media Centre pages of the website each distributed to delegates each morning in the convention Centre. This bulletin overview of each day's plenary session, brief summaries of other special information about other major activities taking place at the conference. The sponsor receives a banner of the bottom of the front page of the bulletin, featuring the sponsor's logo and the words "Official Sponsor of the ICASA 2021 News Bulletin".

**USD 5,000**  
for 5 editions included: layout, design printing and distribution

ICASA 2021 offers various opportunities. In terms of conference exclusive items, please contact: [lucbodea\\_icasa2021@saafrica.org](mailto:lucbodea_icasa2021@saafrica.org) WhatsApp No: +233(0)555179976



# ICASA 2021 MARKETING & PARTNERSHIP PACKAGE (IN-PERSON/ VIRTUAL/HYBRID)



<p><b>Advertisement</b></p> <p>Ad in the Pocket programme: The pocket programme is an indispensable “quick and easy” reference guide for all conference delegates and one of the printed publications at ICASA 2021. Provided to each delegate at registration, the pocket programme contains colour-coded Information regarding times and session halls for the numerous topics, together with a map of the conference Centre. It also includes information about services offered on a map of the conference Centre. It also includes information about services offered at the conference.</p>	<p>Back cover <b>USD 15,000</b> inside back cover <b>USD13,000</b> inside page: <b>USD10,000</b> Artwork to be supplied by the sponsor according to design specifications</p>
<p><b>Ad in the Programme-at-a-Glance and General Information Guide (online publications)</b></p> <p>In another effort to make the conference greener, organizers have decided not to print the Conference Programme. As a consequence, delegates will be directed to the Programme-at-a-Glance, which has been a very popular tool since its implementation. Extremely comprehensive, it includes information on oral and poster abstract presentations, skills-building workshops, plenary sessions, satellite symposia, exhibitions and cultural activities. The programme-at-a-Glance is used by delegates continually before and during the week of the Conference, and stays live five years after the event. To increase its practicality PDF versions of the programme of each day will be available for download. The General information guide provides information on the host city and country, the venue and the conference in general, making these two publications the most essential of the conference. Ads will be compiled in alphabetical order.</p>	<p><b>USD 10,000</b> web-version artwork to be supplied by the sponsor according to design specifications</p>
<p><b>Onsite Advertisement Opportunities</b> (Banners, pillar wraps, etc.) <b>(for virtual; not available)</b></p> <p>Price upon request, Depending on size and location</p> <p>The Convention Centre offers various opportunities for onsite advertising in the form of panels, banners, towers and many other products. Please contact: <a href="mailto:lucbodea_icasa2021@saafrica.org">lucbodea_icasa2021@saafrica.org</a> WhatsApp No: <b>+233(0)555179976</b></p>	

<p><b>Conference Venue Map</b></p> <p>This item can help participants to find their way onsite. It will be given as conference material and the sponsor will have its Ad and logo at the back page. This will increase the visibility of the sponsor.</p>	<p><b>USD 15,000</b> plus production and delivery cost</p>
<p><b>PROMOTIONAL ITEMS</b></p>	
<p><b>Flyer in Delegate Bag (for virtual; not available)</b></p> <p>The flyer must be relevant to the conference and approved by the conference organizers. Web-version artwork is to be supplied by the sponsor according to design specifications. The flyer can feature the company’s logo, satellites or exhibitions.</p>	<p><b>USD 10,000</b> Included: distribution and on-site logistics</p>
<p><b>Gifts (Pads, Pens, Bookmarks etc) in Delegate (for virtual; not available)</b></p> <p>Pads, pens and bookmarks are essential for all delegates, as well as being popular collectibles at the conference. These items give sponsors a way of providing delegates with a much-needed item, as well as a visible advertising method that the delegates will take away with them. Sponsors are welcome to come forward with suggestion of their own for alternate items.</p>	<p><b>USD 5,000</b> Included: distribution and on-site logistics</p>
<p><b>Flyers at Plenary Session</b></p> <p>Flyers will be distributed at the entrance of the plenary at the start of each day. These flyers can be used, for example, to advertise the sponsor’s satellite symposium or exhibition booth.</p>	<p><b>USD 5,000</b> Per day Plus production and delivery costs included: distribution by volunteers</p>

Please for more information or booking contact:  
[lucbodea\\_icasa2021@saafrica.org](mailto:lucbodea_icasa2021@saafrica.org) WhatsApp No: **+233(0)555179976**





# ICASA 2021 MARKETING & PARTNERSHIP PACKAGE (IN-PERSON/ VIRTUAL/HYBRID)



## MEDIA SPONSORSHIP OPPORTUNITIES

These opportunities have been designed primarily, but not exclusively for media sponsors. Any organization can apply [media@saafrica.org](mailto:media@saafrica.org) **WhatsApp No: +233(0)555179976**

<p><b>Media Centre</b></p> <p>ICASA 2021 is expected to convene approximately 200 media representatives. The state-of-the-art ICASA 2021 Media Centre will – with its interview and meeting rooms, information and publication areas, and AV broadcast booths – serve as the hub for all participating media. As the Media Centre leads to the press conference room where all media briefings will be held, it will also be visited by high level speakers and conference spokespeople.</p> <p>The exclusive sponsor of the Media Centre will receive high-profit exposure through</p> <ul style="list-style-type: none"> <li>• Screensavers on each computer featuring the sponsor’s logo</li> <li>• Start page of the sponsor’s website</li> <li>• Sponsor recognition on signage at the entrance and throughout the Media Centre</li> <li>• Sponsor recognition at the Media Centre information desk, featuring the sponsor’s name and logo</li> <li>• Recognition as the official sponsor of the ICASA 2021 Media Centre on the conference website and in pre-conference and on-site publications.</li> </ul>	<p><b>USD 50,000</b> Included: hiring costs of computers, IT support</p>
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<p><b>Media Film</b></p> <p>In 2021 a media film will project a short film during the opening ceremony related to the 30 years of the pandemic response in Africa.</p> <p>Sponsors of the ICASA 2021 have a unique opportunity to reach a diverse audience, and to convey their own key messaging and branding at an international stage. Sponsors will be recognized and acknowledged on the conference website and all media materiel.</p>	<p><b>USD 35,000</b></p>
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## EXHIBITION (VIRTUAL & IN-PERSON)

The ICASA Hybrid Exhibition in 2021 will provide exhibitors the opportunity to interact with over 10,000 expected attendees both on-site and through our virtual exhibition platform. Several online tools have been introduced to improve and increase exhibitor’s visibility to make this hybrid show enjoyable for both delegates and exhibitors. Virtually connected delegates can interact with Exhibitor personnel at the booth through the online chat system.

Exhibitors will be asked to provide the conference organizers their company’s logo and a 250-word Company Profile. For increased visibility, this will be posted on the conference website.

**Two (2) exhibitor badges and three (3) online Booth Representatives Access are available to all exhibitors. The cost of additional In-person Exhibitor Badges or Additional Virtual Chat Access is \$300 USD.**

**For additional information about our Hybrid exhibition, please visit our website: <http://icasa2021.saafrica.org/>**

**Please contact us via email at: [exhibition@saafrica.org](mailto:exhibition@saafrica.org) or by phone or WhatsApp: +233(0)555 179 976**

### Benefit as a Hybrid Exhibitor at ICASA 2021 Durban, South Africa



- Name, description, and contact information about the organization on ICASA 2021 Website
- Name, description, and contact information about the organization on ICASA 2021 App
- Name, description, and contact information about the organization on ICASA 2021 Programme eBook
- 2 in-person exhibitor badges and 2 Virtual Chats
- In-person and Virtual Exhibition Space
- Header/banner of the organization
- Text and/or video chat on a one-to-one basis (either live or scheduled)
- Links to social media (Facebook, Twitter, Instagram, LinkedIn and YouTube)
- Organization's URL (website address link)
- The ability to text or video chat in a group (live public group chat or scheduled meetings with multiple participants)
- Option for a video presentation by the exhibitor
- Drop a business card or a contact form in the mail.
- When a delegate visits the booth/page, the exhibitor is alerted.
- Statistics for your booth (live access to clicks and contact form/business card gathering data after the conference)
- Product classification
- Video material that is embedded
- Uploads of content/additional materials (links to documents or website URLs, surveys and polls)
- Virtual TV monitor for video playback
- Dedicated support before and during the event

**Book your Hybrid Exhibition Space now – DEADLINE: 31st AUG 2021**



PRESS CONFERENCE AT ICASA 2019

**Booth Samples and Benefits**

18m <sup>2</sup> (3D Virtual Booth)		9m <sup>2</sup> (2D Virtual Booth)	
			
Price - \$10,050		Price - \$5,257	
18m <sup>2</sup> (3D Virtual Booth)		9m <sup>2</sup> (2D Virtual Booth)	
In-person Benefits	Virtual Benefits	In-person Benefits	Virtual Benefits
Chairs - 4	No of design screens -5	Chairs -2	No. of design screens-4
Table - 2	Online Booth Reps - 3	Tables -1	Online booth Reps -2
Socket Point -2	No. of Videos -3	Socket Point - 1	No. of Videos - 2
Waste Basket -2	No. of Documents- 5	Waste Basket - 1	No. of Documents-2
Lighting	Custom Booth Colors	Lighting	Custom booth colors
Header	User-friendly booth customization	Header	User-friendly booth customization
	Booth Activity Report		Booth Activity Report
	No. of URL links - 6		No. of URL links - 4
	One-on-one meeting booking		One-on-one meeting booking

Exhibitors can also contact [exhibition@saafrica.org](mailto:exhibition@saafrica.org) for virtual booth customization and design by our services at a fee.

**NB: In-person exhibition “space only” cost 600 USD per square metre (m<sup>2</sup>)**

### Exhibitors can purchase either

- Space only (minimum purchase of 9m<sup>2</sup>). Exhibitors who order space only are required to bring their own booth. The cost per square meter is USD 600 for both commercial and non-commercial organizations
- Shell scheme Packages, which comes in 2 sizes: 9 m<sup>2</sup> and 18 m<sup>2</sup>

NB:

Please be aware of the following:

Stand and floor and spaces are assigned by the conference secretariat on a “first come, first served” basis, according to the dates when applications are received.

Major Industry sponsors receive priority to select their location. Spaces will be grouped in island formations according to the type of organization and standard guidelines

Only fully completed exhibition space orders will be accepted. The exhibition space order will only be confirmed upon receipt of payment in full in accordance with the general terms and conditions. The conference secretariat reserves the right to accept or reject applications and to assign spaces.

### Exhibition Hall Features

The Exhibition, conveniently located close to the Registration, the Global Village and the walkway leading to all session rooms features the following:

- ICASA 2021 Poster Exhibition
- Internet café
- Catering area

Tuesday 7 December 10:15-16:15  
 Wednesday 8 December 10:15-16:15  
 Thursday 9 December 10:15-16:15  
 Friday 10 December 10:15-16:15  
 Saturday 11 December 10:15-12:00

### For In-person Exhibition Only

Purchase square meter	No. of Exhibitor badge
Up to 25 m <sup>2</sup>	3
From 26 to 50 m <sup>2</sup>	6
From 51 to 75 m <sup>2</sup>	10
From 76 to 100 m <sup>2</sup>	15
Above 100 m <sup>2</sup>	20



Exhibition at ICASA Rwanda





ICASA 2019 In-person Exhibition Hall



Virtual Exhibition Hall

**EXHIBITION CANCELLATION POLICY**

Exhibitors will have the opportunity to participate in person or virtual. However, in the event that the COVID-19 pandemic upsurges, ICASA 2021 Exhibition will go fully virtual.



# ICASA 2021

## MARKETING & PARTNERSHIP PACKAGE (IN-PERSON/ VIRTUAL/HYBRID)



### SATELLITE (VIRTUAL & IN-PERSON)

- 45 minutes satellite sessions take place 09:45 AM - 15:00 PM on Monday 6<sup>th</sup> December 2021.
- 45 minutes satellite sessions take place from 09:00 AM - 09:45 AM and from 13:30 PM – 14:15 PM from Tuesday 7<sup>th</sup> to Friday 10<sup>th</sup> December 2021.
- 45 minutes satellite sessions take place 09:00 AM – 9:45 AM on Saturday 11<sup>th</sup> December

### IN-PERSON & VIRTUAL SATELLITE SESSION

Satellite sessions take place in the conference center but are fully organized and coordinated by the organization hosting the satellite. Conference organizers make satellite slots available for a fee, based on the room capacity and the time slot, and will allocate slots based on the overall conference programme. The programme committee will review the contents and speaker of the satellite sessions to ensure that they meet the scientific and ethical principles of the conference.

Criteria for approval include the following:

- Satellites should reflect and/or support the vision and goals of the conference.
- Satellites should address HIV/AIDS, co-infections, Hepatitis, COVID-19 or issues faced by individuals or organizations affected by or responding to the HIV/AIDS epidemic
- Satellites should reflect conference policies and goals of diversity and inclusion.
- Satellites should address issues of emerging infection.

### Satellite Holders Benefits

Satellite holders will have the following benefits

<ul style="list-style-type: none"> <li>• Company listing in the Pocket Programme (printed) and the Programme-at-a-Glance (online)</li> <li>• Company listing on the conference website</li> <li>• The following number of day passes is included (for both commercial and non-commercial organizations see satellite format)</li> </ul>	<p>There are many ways to boost your company's presence at the conference. Think about: -Ads in the printed pocket programme or the online Programme-at-a-Glance and General Information guide</p> <p>Satellite holders will also be in the conference abstract book</p>
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### IN-PERSON & VIRTUAL SATELLITE SESSION

1<sup>st</sup> Option: Satellite session holders will be required to send a 30 min pre-recorded video presentation of their session. You are free to organize it at their convenient. The video will be projected during the session (IN-PERSON/virtual satellite session platform) during the conference. You can also decide to have a live satellite session and in this case, there is no need to send a pre-recorded video.

2<sup>nd</sup> Option: Provide at least 3 or 4 speakers for your session room for in-person satellite session

A zoom link will be created for session organizer to have 15 minutes Q&A online

NB: the satellite organizer is free to organize their 45 minutes time slot as they wish

### SATELLITE DAY PASSES

Day passes include access only on the day of your satellite, to all conference sessions, satellite sessions, the exhibition, and the poster area. If more than the numbers of free passes are needed additional persons have to be registered as regular conference delegates.	Please refer to our section on Sponsorship Items (page 6-8) for more opportunities, details and pricing
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### Place your Satellite Order.

ICASA Satellite applications open 1<sup>st</sup> March 2021 and close 31<sup>st</sup> August 2021  
Applications must be made through the online ICASA 2021 website. To submit your Satellite application. [satellite-symposium@saafrica.org](mailto:satellite-symposium@saafrica.org) **WhatsApp no:+233(0)555179976**

Satellites are available in three formats depending on room capacity with 45 minutes slots. Please note that:

- Room capacities are estimates at this early stage of planning
- Rooms are equipped with all standard equipment required to run a meeting.
- Additional equipment can be rented (in-person)
- 45 minutes satellite sessions take place 09:45 AM - 15:00 PM on Monday 6<sup>th</sup> December 2021
- 45 minutes satellite sessions take place from 09:00 AM - 09:45 AM and from 13:30 PM – 14:15 PM from Tuesday 7<sup>th</sup> to Friday 10<sup>th</sup> December 2021
- 45 minutes satellite sessions take place 09:00 AM – 9:45 AM on Saturday 11<sup>th</sup> December

**SATELLITE FORMAT AND SPONSORSHIP: VIRTUAL, IN PERSON AND HYBRID (Standard Price)**

Room Capacity (Seat)	Minutes	Non-commercial (5 Free Day Pass) (USD)	Commercial (8 Free Day Pass) (USD)
3000	45	5,500	7,500
	45	5,500	7,500
600	45	5,500	7,500
	45	5,500	7,500
500	45	5,500	7,500
	45	5,500	7,500
300	45	5,500	7,500
	45	5,500	7,500
100	45	5,500	7,500
	45	5,500	7,500

NB: allocation of slots will be based on first-come-first serve.

**ICASA 2021 DELEGATE REGISTRATION FEES (VIRTUAL & IN-PERSON)**

High Income: Early Fee	700.00
High Income: Regular Fee	850.00
High Income: Late Fee/On-site	950.00
Low/Middle Income: Early Fee	450.00
Low/Middle Income: Regular Fee	500.00
Low/Middle Income: Late Fee/On-site	600.00
Day Pass	300.00

**REGISTRATION FEES (VIRTUAL & IN-PERSON & HYBRID)**

To encourage broad participation in the conference, organizers are offering a two-fee structure, with lower registration fees for delegates from middle/low-income countries, High registration fee for High income countries (**World Bank Classification\***). For more information on conference registration please contact the Registration Department [registration@saafrica.org](mailto:registration@saafrica.org) WhatsApp no: +233(0)556295921

**ACCOMMODATION (IN-PERSON)**

Accommodation has been reserved for conference delegates in a range of apartments and hotels. A detailed list of hotel rooms reserved for delegates and additional information on rates will be available online.

Additionally, many hotel rooms in various price categories have been secured at negotiated rates for groups (10 hotels rooms or more). A detailed offer will be sent out to all interested companies. The complete reservation service is offered at no additional charge. Conference major Industry Sponsors have priority choice on hotel rooms. All other group requests will be noted and confirmed according to availability on a first-come, first-serve basis from June onwards.

To make a hotel reservation, please visit the conference website at <http://icasa2021.saafrica.org> or contact the ICASA 2021 Accommodation [accommodationandtravel@saafrica.org](mailto:accommodationandtravel@saafrica.org) WhatsApp no: +233(0)556295921

ICASA 2021 PRELIMINARY CONFERENCE PROGRAM							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	6-Dec	7-Dec	8-Dec	9-Dec	10-Dec	11-Dec	
9:00 AM - 9:45 AM		Satellite Symposia	Satellite Symposia	Satellite Symposia	Satellite Symposia	Satellite Symposia	
9:45 AM - 10:30 AM	Satellite symposium	Plenary Session	Plenary Session	Plenary Session	Plenary Session	Plenary Session	
10:30 AM - 11:15 AM		Parallel Session	Parallel Session	Parallel Session	Parallel Session	Parallel Session	
11:15 AM - 12:00 PM		Break/Poster Exhibition	Break/Poster Exhibition	Break/Poster Exhibition	Break/Poster Exhibition	Break/Poster Exhibition	
12:00 PM - 12:45 PM		Community Village	Community Village	Community Village	Community Village	Rapporteur Session/Closing ceremony	
12:45 PM - 13:30 PM		Relaxation	Relaxation	Relaxation	Relaxation		
13:30 PM - 14:15 PM		Satellite Symposia	Satellite Symposia	Satellite Symposia	Satellite Symposia		
14:15 PM - 15:00 PM		Parallel Session	Parallel Session	Parallel Session	Parallel Session		
15:00 PM - 15:45 PM		Parallel Session	Parallel Session	Parallel Session	Parallel Session		
15:45 PM - 16:30 PM		Opening ceremony	Break/Poster Exhibition	Break/Poster Exhibition	Break/Poster Exhibition	Break/Poster Exhibition	



**FOR PARTNERSHIP AND SPONSORSHIP  
HERE ARE ICASA 2021 BANK DETAILS**

Bank: ECOBANK GHANA LIMITED  
 Branch: A&C SHOPPING MALL, EAST LEGON  
 Physical Address: PMBGPO ACCRA – GHANA  
 Account name: SOCIETY FOR AIDS IN AFRICA – ICASA 2021  
 PARTNERSHIP/SATELITE/EXHIBITION  
 Account number: 2441000304906  
 Ecobank’s Swift Code: ECOCGHAC  
 Ecobank’s Correspondent Bank: DZ BANK, FRANKFURT GERMANY  
 Swift Code for Correspondent Bank: GENODEFF  
 Account Currency: US Dollars  
 Reference: Purpose of transfer should be indicated on reference field.  
 Bank code: 13-01-00  
 Branch code: 13-01-07  
 NB: (i) All local and overseas charges must be borne by the Sender.  
 (ii) Kindly always send us proof of transfer or swift advice for our  
 notification/follow-up and record. Thank you.



GROUP PICTURE ICASA 2019 OPENING CEREMONY



ENTERTAINMENT DURING ICASA 2019 OPENING CEREMONY