20th International AIDS Conference
Melbourne, Australia
20-25 July 2014

MEDIA GUIDE

(July 2014)

Dear Editors and Journalists,

As planning for the 20th International AIDS Conference (AIDS 2014) concludes, the AIDS 2014 Communications Team has prepared this guide to assist you with your planning and coverage of the conference.

The biennial International AIDS Conference is the premier gathering for those working in the field of HIV, as well as policymakers, people living with HIV and others committed to ending the epidemic. It will be a tremendous opportunity for researchers from around the world to share the latest scientific advances in the field, learn from one another's expertise, and develop strategies for advancing all facets of our collective efforts to treat and prevent HIV.

On-site, a state-of-the-art Media Centre will serve the needs of print, broadcast and radio journalists covering AIDS 2014. A multi-lingual communications staff will be available to assist journalists with editorial, technical and logistical support, rooms will also be available for interviews, and two press conference rooms will be used for the official press conferences by partners and sponsors of the conference.
Media kits, including new science fact sheets, programme highlights and speaker biographies will be available on-site and through the Online Media Centre.

The AIDS 2014 conference programme is now available through the online Programme-at-a-Glance (http://pag.aids2014.org/) and the AIDS 2014 Daily Highlights Programme is available here: http://www.aids2014.org/WebContent/File/AIDS2014_Programme_Highlights.pdf
The AIDS 2014 fast and functional app is available for download on the App Store and Google Play store.

Photographic coverage of the conference proceedings will be provided, with high-resolution photographs available for download on the Online Media Centre and homepage of the AIDS 2014 website. To see the current photo gallery please visit: http://aids2014.smugmug.com/ . The majority of the sessions will also be filmed and will be available through the conference website.

Please remember to visit the AIDS 2014 Melbourne Declaration page: http://www.aids2014.org/declaration.aspx, please take the time to sign up to show your support!

We look forward to supporting your work in Melbourne. or to facilitating your coverage remotely. If we can be of assistance, please contact us at media@aids2014.org.

Kind Regards,
Siân Bowen
Senior Communications Manager, AIDS 2014

AIDS 2014 Programme Overview

The AIDS 2014 programme is organized around three major components: Science, Community, and Leadership & Accountability.

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:

- **Clinical Care Options/HIV**: http://clinicaloptions.com/HIV.aspx
- **Medscape/Web MD**: http://www.medscape.com/hiv
- **AIDSmap.org** fact sheets: HIV & AIDS Information :: Resources
- **The Body.com** website for fact sheets and related information: http://www.thebody.com/sitemap.html
- **The Kaiser Family Foundation's** Reporting Manual on HIV/AIDS.

Opening Session
AIDS 2014 will begin with an Opening Session on **Sunday 20 July 18.50-20.30**. 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 be held at 17.30 in the Media Centre. The media entrance to the plenary for the opening session will be **door 1**. There will also be staff from the venue allocated to guiding and informing media. Located near to the media entrance there will be an area for media including an area for videographers, a standing area for photographers with access to walk in front of stage to take close ups and seating for print/social media.

Abstract Driven Sessions
The AIDS 2014 Scientific Programme Committee selected abstracts for presentation following a blind, peer-reviewed process. Abstract submissions have been accepted in five tracks representing the major areas of AIDS research:

    Track A: Basic and Translational Research
    Track B: Clinical Research
    Track C: Epidemiology and Prevention Research
    Track D: Social and Political Research, Law, Policy and Human Rights
    Track E: Implementation Research, Economics, Systems and Synergies with other Health and Development Sectors

Abstracts selected for presentation are available to the media and the public during and after the conference through an online database accessible through the conference website (www.aids2014.org). **All conference abstracts are released to delegates under a strict embargo policy (more details about the Conference Embargo Policy on page 9).**

Plenaries and Other Non-Abstract Driven Sessions

The AIDS 2014 programme also includes non-abstract sessions open to all delegates. These will include: morning plenaries (Mon-Fri); the Opening and Closing Sessions; and on the final day of the conference, a Rapporteur Session, in which summaries of key developments from all facets of the week's programme will be presented.

Plenary Sessions
Each morning a panel of experts will address all delegates as part of the morning plenary session. A list of all plenary speakers, as well as speaker biographies, is available on the AIDS 2014 website.

Other sessions will encourage constructive dialogue and are designed to take advantage of the opportunity for learning that AIDS 2014 offers. These include:
- **Symposia sessions** (dealing with critical issues that defy simple solutions.)
- **Bridging Sessions** (connecting the three programme components to provide an opportunity for multi-disciplinary, multi-perspective dialogues on topics of common interest.)
- **Special Sessions** (featuring presentations by some of the world's key research leaders, international AIDS ambassadors and policy specialists).

The full conference programme, including session titles, meeting times and confirmed speakers, will be available through the online Programme-at-a-Glance in June 2014. The Programme-at-a-Glance will also include helpful online tools to assist you in planning your schedule, including "road maps" that will identify all sessions and activities during the week that are related to a particular topic or population, and a programme to assist you in building your itinerary online.

Professional Development Workshops
AIDS 2014 will offer a selection of professional development workshops which are aimed at increasing the capacity of delegates to implement and advocate for effective, evidence-informed HIV policies and interventions in their respective communities and countries. The workshops are grouped into one of three areas - **scientific**, **community** or **leadership and accountability**. These areas cover a range of content and teach specific skills that can be applied within the workplace or life setting

Global Village and Youth Programme
In addition to sessions, the conference programme includes the Global Village, a diverse and vibrant space where community groups gather from all around the world to meet, share and learn from each other. It is a space for community to demonstrate the application of science and good leadership; to showcase how science translates into community action and intervention; and to strengthen the participation of youth and the profile of youth issues at the conference. Examples of activities include sessions, forums, oral presentations, awards, networking zones, NGO exhibition booths, marketplace booths, art exhibits, a youth pavilion, film screenings and performing arts.

The Global Village is open to the general public and conference delegates and admission is free.

An important aim of the Global Village and Youth Programme at AIDS 2014 is to work to strengthen the participations of young people and the profile of youth issues at the conference. The Youth Pavilion in the Global Village is the main networking space for young people at AIDS 2014. The pavilion will host a diverse programme of sessions, workshops and exhibitions. For more information please visit: http://www.aids2014.org/Default.aspx?pageId=621

The Organizers

AIDS 2014 is convened by the International AIDS Society (IAS), the world's leading independent association of HIV professionals, in partnership with a number of international bodies and local partners.

Local and regional partners include:

- The Australian Agency for International Development (AusAID)
- The Australasian Society for HIV Medicine (ASHM)
- The National Association of People Living with HIV Australia (NAPWHA)

- The AIDS Society of Asia and the Pacific (ASAP)
- The National AIDS Research Institute of India (NARI)
- The Asia Pacific Network of Sex Workers (APNSW)

International partners for AIDS 2014 include:

- Global Network of People Living with HIV (GNP+)
- International Council of AIDS Service Organizations (ICASO)
- International Community of Women Living with HIV/AIDS (ICW)

- UNAIDS, the Joint United Nations Programme on HIV/AIDS
- Positive Women's Network (PWN) (non-permanent partner)
- Sidaction (non-permanent partner)

Conference Location

AIDS 2014 will take place at the **Melbourne Convention and Exhibition Centre (MCEC).** The venue is located on the banks of the Yarra River, only a short walk from Melbourne's central business district, and a 20-minute drive to Melbourne Airport. For more information, please visit: www.mcec.com.au.

Restricted Access
All participants will be required to pass through a badge check whenever entering the conference venue. Access will be restricted to those wearing AIDS 2014 badges. Members of the media must be accredited in order to receive press badges (more on accreditation below). The Global Village is the only part of the conference open to the general public.

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 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 MCEC are non-smoking. It is therefore prohibited to smoke in any indoor area of the convention centre or the Global Village.

Media Registration

Online media registration closed on 14 July at 18.00 CET. As of then, media registration and accreditation will **only** be provided on-site at the Media Desk in the Registration Area in the MCEC from **Saturday, 19 July at 13.00**. Please remember to bring with you the correct documentation that is listed under the categories below. Please note that on-site media accreditation can take up to two hours to complete.

Please make sure to register by 18:00 on Sunday, 20 July in order to guarantee your attendance at the opening session, starting at 19:00. Dedicated areas will be set aside for journalists, photographers and videographers in the session room. However, once the room is full the doors may close and access will no longer be possible. Early registration and arrival is highly recommended.

There is no registration fee for accredited media.

Media Accreditation

Due to number restrictions, preference will be given to traditional media, community media and credible online news sources.
Journalists seeking media accreditation are required to register online (same procedure as regular delegates). They then need to submit the following supporting documents to prove they are journalists:

Print journalists – Newspaper, magazine, HIV or scientific journals

- Copies of three articles that have been published by a recognised media outlet that you have written, with your byline on the article. Do not send WORD documents – we require copies of the original published article. If these articles are published online, you may send the complete URL rather than hard copies of the article; AND

- A letter from your editor (on the official letterhead of your organization) stating that he or she supports your application and that you have been assigned to cover the conference; AND

- A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.

Broadcast journalists and film-makers:

- Audio or video files of three broadcast programmes you have worked on – you must upload a maximum of one minute of this file, which includes the section with your name on it. If this file is published online, you may send the complete URL rather than upload the film. If you are unable to upload the audio/video

files, please send a CD ROM with the recordings to the AIDS 2014 Conference Secretariat, Francesca Da Ros, Communications Officer, Postal address: Avenue de France 23, CH-1202 Geneva, Switzerland; AND

- A letter from your editor (on the official letterhead of your organization) stating that he or she supports your application and that you have been assigned to cover the conference; AND

- A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.

Freelance and Community Journalists:

- Copies of three articles that have been published by a recognized media outlet that you have written, with your byline on the article. OR Audio or video files of three broadcast programmes you have worked on - you must upload a maximum of one minute of this file, which includes the section with your name on it. If this file is published online, you may send the complete URL rather than upload the film; AND

- A letter from your editor (on the official letterhead of your organization) stating that he or she supports your application and that you have been assigned to cover the conference; AND

- A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.

Internet journalists (official news website):

- The complete URL's of three articles you have written that have been published by a recognized media outlet, with your byline on the article; AND

- A letter from your editor (on the official letterhead of your organization) stating that he or she supports your application and that you have been assigned to cover the conference; AND

- A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter.

News Bloggers:

This category will be marked on the quality and relevance of links provided. Being published on a blog does not automatically grant media accreditation.

- The complete URL's of three relevant HIV or health blog posts you have written in 2013/2014 with proof that you have an online following and that you have been re-blogged or published by others or sited on other blog sites.

NGOs and Community Based organizations

Applications from NGOs wanting to accredit their media-communications staff will be assessed on merit. If successful only **one** pass will be granted to each organisation, unless they apply in writing to receive a maximum of two but as the media area space is limited numbers will be restricted.

The number of media registrations for small newsletters (with a circulation of under 15,000) is limited to one person per organization, unless additional media registrations are justified in writing.

Each media registration will only be processed upon receipt of the fully completed registration form and verification of the above mentioned credentials. As the number of media registrations is limited, the organizers reserve the right to refuse applications.

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.

Media Access

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.

At certain times, access to some parts of the conference may be restricted because of space or security considerations. Coverage of restricted areas will then be arranged on a "pool" basis, and conference staff will escort selected journalists. Conference Secretariat offices are not accessible to journalists.

Journalists may be asked to respect the anonymity of speakers at a small number of sessions that are deemed by participants to be of an extremely personal nature or the speaker is a minor. No photos or filming would be allowed on these occasions either. These sessions will be pointed out to you as soon as this information becomes available.

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 NGOs and the Positive Lounge to set up interviews for you.

PLEASE NOTE!	**PLHIV Confidentiality:** *Many participants at AIDS 2014 are people living with HIV, and for many of these people, their HIV status is unknown in their home countries. For this reason, we impose the following restrictions:*

In all conference sessions, you may film (video or photograph) the presenter/s of the session. Should you film any people in the audience, including those who stand to ask questions, you must obtain that person's permission to broadcast/publish this information BEFORE it is broadcast/published. Session chairs may impose further restrictions regarding visual recording at their discretion.

Principles and Values for Conference Participation

By attending the 20th International AIDS Conference, participants agree to comply with the [Principles and Values for Conference Participation.](#) AIDS 2014 endorses freedom of expression as an essential principle in the fight against HIV/AIDS and in promoting full participation in the conference. The combined efforts of all stakeholders in the public and private sectors and civil society are required to halt and reverse the AIDS pandemic.

Peaceful protest has always been and continues to be a key element of participation at the conference. The conference opposes the destruction of property; the use or threat of physical force; and the disruption of conference sessions or satellite meetings that prevent dialogue and debate from taking place. Destructive or violent actions will be dealt with in accordance with the laws of Australia. Further, security personnel may escort participants from the venue or revoke their access to the remainder of the conference.

Conference Embargo Policy

In the case of AIDS 2014, as with most scientific/medical conferences, all conference abstracts are released to delegates and media under a strict embargo policy. A detailed breakdown of the embargo variations for different types of abstracts is available below. All regular delegates, presenters and media are asked to respect this policy.

- **Oral Abstracts**
  Information about the oral abstracts may not be published or presented before the start of the session at AIDS 2014 in which the abstract is being presented.

- **Oral Poster Discussion and Poster Exhibition Abstracts**
  Information about the oral poster discussion and poster exhibition abstracts may not be published or presented before 10:00 (Australia Eastern Standard Time) on Friday, 18 July 2014.

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 AIDS 2014 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 the AIDS 2014 programme team at programme@aids2014.org.
Embargo Breaks for Media Reporters

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

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 breaches in the embargo by media will be brought to the attention of the Media Embargo Committee. If you have questions, please contact the AIDS 2014 communications team at media@aids2014.org.

Access to Abstract text
The posting of full abstract texts to the online Programme-at-a-Glance is now being staggered to reflect the Conference Embargo Policy (see below). 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 Speakers' 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.

On-site Media Centre

The Media Centre will serve the needs of an estimated 800 print, radio, and broadcast journalists covering AIDS 2014. Services provided to accredited journalists include: computer work stations, Internet connections, ISDN lines, printers, telephones, fax and photocopying machines (offering a limited number of photocopies). A multi-lingual communications staff will be available to assist journalists with editorial, technical and logistical support. Rooms will also be available for interviews and for official daily briefings and press conferences.

Location
The Media Centre will be located on the Ground Level in the Exhibition part of the MCEC.

Opening Hours
Media Centre operations begin on Saturday, 19 July at 12:00. The Media Centre will be staffed between 08:00 and 20:00 each day, and will remain accessible 24 hours per day until 24:00 on Friday, 25 July.

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 spokespeople before and during the event. There will be a small number of laptops/tablets and printers at the media information desk which will contain all relevant documents and will serve as self-service print stations.

Third Party Press Releases and Materials
Tables, located in the Media Centre, will be made available for the distribution of press releases and materials produced by third parties relating to press conferences or events at the Speakers Corner

Working Area for Journalists
Approximately 90 seats and tables, and 30 Internet and telephone lines for filing via personal laptops will be available. A few fax machines will also be available. The Media Centre will be equipped with a wireless network (Wi-Fi). In this same area, 30 networked computers will be available. As a courtesy to your fellow journalists, we ask you to limit time on each computer to 30 minutes.

Several meeting/interview rooms will be available in the media centre. Journalists will be able to reserve the use of an interview room on-site.

For international calls, journalists are recommended to use telephone charge cards, available across the city. Local calls are free of charge. We urge journalists to bring universal adapters to charge cell phones, computers or other equipment. Electric current in Australia is 220 –240 V.

Press Conference Rooms
The AIDS 2014 Media Centre will have two press conference rooms (the largest press conference room, PCR 1 will seat around 80 journalists, while the smaller press conference room, PCR 2, will seat approximately 40 journalists). They will be equipped with camera platforms, audio signal boxes, microphones, sound system, and presentation equipment.

A banner with the AIDS 2014 logo will be designed and used as backdrop at all press conferences. This signage may not be removed by third parties using the press conference rooms. In order to ensure a neutral and unbiased work space for journalists, additional signage and advertising is not permitted in the Media Centre.

All official AIDS 2014 press briefings will take place in Press Conference Room 1.

An the initial schedules of the two press conference rooms are available here: http://www.aids2014.org/Default.aspx?pageId=746
Updates will be posted at the Information Office in the Media Centre.

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

Official Opening Press Conference
A pre-conference press briefing will be held prior to the Opening Session on **Sunday, 20 July, from 17.30 – 18.15** in Press Conference Room 1.

Press clippings
A selection of press clippings and articles from top-level media outlets dealing with AIDS 2014 will be displayed on boards inside the Media Centre.

Overview for visiting broadcasters

AIDS2014 will support coverage by electronic media (radio, television, broadband) by providing furnished, lockable workspaces of about 9m2 each, with power and basic furniture, and high speed internet. Located in the Media Centre, each both will carry a live audio-video pool signal from the main session room (SR1) where the opening ceremony, daily plenaries, and other high-level sessions will take place. These booths are hired for the conference week at a cost of $2,500.

In addition, Plenary 2 and the Press Conference Room 1 will have a dedicated media area with an audio multibox (XLR connections) for media organizations to set their cameras and audio recorders on a first come first served basis.
An outdoor parking area for production engineering and satellite news gathering trucks will be provided near the media centre.

For inquiries about broadcast services and work spaces please contact Pierre Peyrot,(pierre@mondopop.com).

Online Media Centre

The Online Media Centre (available through the AIDS 2014 website) will provide access to recordings of conference sessions, as well as presentation slides, speeches and press releases. Access to other information, such as conference abstracts, new reports and summaries of scientific sessions, will also be available through the AIDS 2014 homepage and through **Clinical Care Options, Inc**., the official online provider of scientific analysis, and **NAM**, providing official scientific reporting.

In partnership with the broadcasting company **WebsEdge,** the conference will provide an on-site AIDS 2014 TV channel featuring programme highlights and interviews. AIDS 2014 TV will be available on the conference website, on YouTube and on social media.

FHI 360 will provide live coverage of digital content being shared on social media such as tweets, posts, digital and hashtag campaigns, op-eds, blogs and more during the conference.

An online Document Centre in the Media Centre will provide journalists with official daily press releases, statements made by plenary speakers, Heads of State and governments, and from selected track sessions. Kindly note that while every effort is made to have these statements available to you in good time, delays are sometimes unavoidable, and we ask for your patience in these cases.

Photos
Photographic coverage of the conference proceedings will be provided. High-resolution photographs will be available for download on the Virtual Media Centre page of the AIDS 2014 website. All photos are available **free of charge** but will remain the property of the International AIDS Society.
When used by third parties, the caption will feature the words: "**Photo: International AIDS Society/[photographer's name**]".
The current AIDS 2014 photographic gallery is available here: http://aids2014.smugmug.com/.

YouTube Channel
Videos featuring conference highlights, interviews with key speakers and delegates as well as recorded sessions will be available on the conference YouTube Channel.

Events for Media

National Press Club preview of AIDS 2014 highlights – book tickets for Friday 18th July

National Press Club preview of AIDS 2014 highlights – book tickets for Friday 18th July
Join AIDS 2014 Co-Chairs Professor Françoise Barré-Sinoussi and Professor Sharon Lewin and Lord Norman Fowler at the National Press Club in Canberra on Friday July 18, 2014.
Book tickets online and arrive in Canberra at 11.30, lunch 12 noon. The event will start at 12.30 until 13.30: http://www.npc.org.au/speakers/2014-international-aids-forum.html

AIDS 2014 Media Training & Briefing
A pre-conference Media Training & Briefing will take place on Sunday, 20 July, 10:30 – 13:30 in the Media Centre (Press Conference Room).
The event will be followed by a catered media networking session.
The Media Training & Briefing is open to AIDS 2014 media delegates on a first-come first-served basis, for more information please click here.

AIDS 2014 on Social Media

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

www.facebook.com/InternationalAIDSConference

www.twitter.com/@AIDS_conference #AIDS2014

http://www.linkedin.com/groups/International-AIDS-Conference-7421914?trk=my_groups-b-grp-v