



Use of On-Site Press Conference Rooms at AIDS 2014

Please submit applications by 27 June 2014

Requesting Use of the Press Conference Room

The AIDS 2014 Media Centre will be located on the ground floor of the Melbourne Exhibition Centre (door 7). The Media Centre will have 2 press conference rooms.

When not in use by conference organizers, the press conference rooms will be available for use by third parties (this refers to all parties other than the conference organizers and includes NGOs, government bodies, international organizations or agencies, foundations and/or industry representatives).

Kindly note that only press conferences linked to the AIDS 2014 Programme will be taken into consideration and that, when possible, they should take place on the same day as the relevant presentation.

All requests for use of the on-site press conference rooms must be made using the Press Conference Scheduling Request Form, which is available on the Media Centre page of the AIDS 2014 website (www.aids2014.org). Please do not submit requests in the text of an email or letter. Instructions for submission of the form are provided on the form itself. When completed, the Press Conference Booking Form needs to be sent to media@aids2014.org

When completing the form, please provide as much detail as possible about the proposed press conference to assist us with scheduling and planning.

Although there is no fixed submission deadline for third party press conference applications, **we advise you to submit your application before 27 June**, as last minute requests may prove difficult to accommodate due to space limitations.

Scheduling of third party press conferences is subject to availability. However, the IAS 2013 communications staff will do our best to accommodate each group's first or second choice of dates/times. You will receive an email confirming your request in early July.

A maximum of **one** press conference request for any one organization will be approved.

The press conference rooms will be open from Monday, 21 July to Friday, 25 July and it is possible to schedule press conferences in the following time slots:

From Monday, 21 to Thursday, 24 July

From 10:00 to 17:00 (with the last press conference starting at 16:00)

Friday, 25 July:

From 10:00 to 12:00 (with the last press conference starting at 16:00)

No press conference may be schedule in the media centre on Saturday, 19 July or Sunday, 20 July.

Press Conference rooms may be reserved for a 45 minute slot (starting on the hour). We ask for your cooperation in vacating the room promptly, given the need to clean and set up for the next scheduled press conference. Refreshments may not be served in the press conference room.

Fees

The press conference rooms are provided free of charge to all third parties.

On-Site Facilities

The AIDS 2014 Media Centre will be located on the ground floor of the Melbourne Exhibition Centre (door 7). The Media Centre will have 2 press conference rooms.

The **largest press conference room (PCR1)** will approximately seat **80** journalists and will be equipped with camera platforms, microphones, sound system and presentation equipment.

The **smaller press conference room (PCR2)** will approximately seat **40** journalists and will be equipped with microphones, sound system and presentation equipment.

A banner with the AIDS 20-14 logo will be designed and used as a 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.

An initial schedule of each day's press conferences will be provided on the conference website. Updates will be posted at the Information Office in the Media Centre.

Short-term Access to the Press Conference Room

In general, access to the press conference room is reserved for conference-accredited journalists.

All speakers and support staff must be registered to attend the conference. Media accreditation WILL NOT be granted to speakers and support staff for the purposes of attending a press conference. Rather, short-term access to the press conference room will be provided to confirmed press conference speakers and a limited number of support staff, who are already accredited to attend the conference. Each press conference host will receive a total of 12 temporary press conferences passes. These are valid for the day of the press conference only.

Media Outreach, Distribution of Press Releases

With respect to third party press conferences, all media outreach is the responsibility of the group hosting the event. The AIDS 2014 Communications Team is not able to disclose a list of journalists accredited to attend the conference.

The Schedule of all AIDS 2014 press conferences will be available on the website, and printed copies will be available in the Media Centre.

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

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

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

Shipping Documents to the Media Centre

Due to the costs associated with accepting the delivery of shipments and moving these around the convention centre, we are unable to accept shipments of materials which will be distributed at your press conference.

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

Contact Information

For additional information or queries, kindly email media@aids2014.org