

The Rainbow Towers Hotel & Conference



Rainbow Towers Hotel (Zimbabwe)

ZIMBABWE VENUE OF ICASA 2015

KEY DATES	OPEN	CLOSE
Call for Abstract	January 2015	30 July 2015
Early Registration	January 2015	31 March 2015, 24.00 GMT
Regular Registration	April 2015	30 July 2015, 24.00 GMT
Late Registration	August 2015	29 October 2015, 24.00 GMT
Scholarship Application (Only Zimbabwean Local Delegates)	1 July 2015	30 July 2015
Notice of Abstract Acceptance	28 August 2015	5th September 2015
Announcement of Recipient Scholarship	10 September 2015	

The convening of the International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA 2015) in Rainbow Towers Hotel & Conference Centre, Zimbabwe, in November to December 2015 represents a tremendous opportunity to highlight the diverse nature of the African region's HIV epidemic and the unique response to it. Gathering in Rainbow Towers Hotel & Conference Centre, we will work together to strengthen our efforts across all regions and around the world, building on the momentum of recent scientific advances and the momentum from ICASA 2013. The biennial International AIDS Conference is the premier gathering for those working in the field of HIV, as well as leaders, 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.

ICASA 2015 is expected to convene our 10,000 delegates from nearly 150 countries, including 200 journalists. The conference will be held from 29 November to 4 December 2015 in Rainbow Towers Hotel & Conference Centre. Society for AIDS in Africa, the custodian of ICASA, with more than 5,000 members in 56 countries, is organizing ICASA 2015 in collaboration with international and local partners. ICASA will be an important opportunity to share the benefits of such partnerships with other countries.

Hosting ICASA 2015 in Rainbow Towers Hotel & Conference Centre will also make it possible for those from across the region to attend the conference and share their successes and challenges on a global level. Africa has one of the largest population living with HIV in the world. ICASA 2015 in Rainbow Towers Hotel & Conference Centre will definitively integrate the emerging infections such as Hepatitis and also Ebola which is dramatically affecting one of the regions in Africa.

We are extremely pleased to partner with the Zimbabwe Government, and various scientific and community leaders from Zimbabwe, as well as 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.

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BECOMING A CONFERENCE PARTNER

The conference organizers rely heavily on contribution from a range of sources to fund the 18th 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, during which donors can discuss issues with other HIV and AIDS funders, government representatives, conference delegates, and their own grantees.
- The Conference Secretariat assists in organizing satellite sessions at the conference venue for donors and provides help with their logistical arrangements.

The Conference Secretariat would be delighted to meet with governments, charitable foundations, companies, and others, who share our commitment to prevent, control and treat the HIV epidemic in order 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@icasa2015zimbabwe.org

Partner with ICASA 2015 and align your brand with one of the best-known and most respected international conference on HIV/AIDS in Africa. Corporations, non-governmental organizations (NGOs) and non-profit organizations who partner with ICASA 2015 share our brand values. Partnership with ICASA 2015 strengthens our partners brand value, build loyalty among key constituents and promote business objectives.

ICASA 2015 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.

ICASA 2015 PARTNERSHIP PACKAGE

NB: Co-organizers: USD 100,000 additional benefit to be discuss with the Director

Categories	Senior Partners USD90,000	Partners USD 45,000	Co-partners USD 22,500	Supporters USD 12,000	Co-supporters USD 6000
Acknowledgement					
Logo in conference program & conference webpage	✓	✓	✓	✓	✓
Logo appear before opening & closing ceremony start	✓	✓	✓	✓	✓
Logo appear before parallel session	✓	✓	✓	✓	
Right to use ICASA 2015 Logo	✓	✓	✓	✓	✓
Exhibition opportunity & Press conference					
Complementary exhibition booth (18 m ²)	✓				
Complementary Exhibition booth (9m ²)		✓			
Complementary Exhibition booth (9m ² space only)			✓		
Best Time slot to hold a press conference	✓			✓	
Delegate Registrations					
Complementary Delegate registration	6	4	2	1	
VIP Tickets closing and opening ceremony	6	4	2	1	1
Advertisement & sponsors Items					
Discount off sponsorship items	20%	10%			
Discount on bag insert	35%	15%			
Advertisement in conference publication and conference e-	Online & Pocket Pro	Online			

SUPPORT ICASA 2015 PROGRAMME

Scholarship Programme

If it were not for the support of sponsors and donors, attending the International Conference on AIDS and Sexually Transmitted Infections in Africa 2015 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 2015 empower those least able, but most in need, to attend.

ICASA 2015 is planning to provide 500 scholarships across the 3 Programmes; Scientific, Leadership and Community.

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: scholarship@icasa2015zimbabwe.org

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 particular request about how you would like to present your organization at the conference, please contact: lucbodea@icasa2015zimbabwe.org

Please see following pages for details on each item.

Exclusives Items	USD
Delegates bags*	50,000
Lanyard *	45,000
Positive Lounge	45,000
Wireless Internet access	35,000
Internet Cafe	30,000
Directorial Signal	15,000
Volunteers Cap *	20,000
Volunteers T-shirt*	25,000
Juice Bar/Day	15,000
Espresso Bar/Day	15,000
Daily bulletin	4,500
Promotional Items	
Flyer in Delegate Bags**	10,000
Gift (Pad, pen and bookmark) delegates bags**	5,000
Flyer at plenary session**	5,000
Short ad on screen before Parallel session	10,000
Advertisement	
Pillars wraps, Banners etc. Onsite advert	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
Media sponsorship	
Media Center (onsite)	25,000
Media Film	35,000

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

** Few sponsors will have this opportunity on the basis of first come first serve

SPONSORSHIP AND PROMOTIONAL ITEMS

EXCLUSIVE ITEMS

Delegate bags

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.

USD 50,000
plus production
and delivery cost

Lanyards

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.

USD 45,000
plus production and
delivery costs
included: distribution and
on-site coordination

Volunteers cap

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.

USD 20,000
plus production and
delivery costs
included: distribution and
on-site coordination

Positive Lounge

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.

USD 45,000

Wireless Internet Access

Internet access at the conference will be offered free of charge by the organizers. The sponsor’s website will be the start page of anyone connecting to the wireless during the conference, thus offering great exposure. Additional recognition is guaranteed with a paragraph on wireless internet access in the General Information guide.

USD 35,000
included: infrastructure
setup and maintenance

Internet Café with Internet Access

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

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

SPONSORSHIP AND PROMOTIONAL ITEMS

Juice Bar

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

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 at the bottom of the front page of the bulletin, featuring the sponsor's logo and the words "Official Sponsor of the ICASA 2015 News Bulletin".

USD 4,500
for 5 editions
included: layout, design
printing and distribution

ICASA 2015 offers various opportunities. In terms of conference exclusive items, please contact:

exclusiveitems@icasa2015zimbabwe.org

Advertisement

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 2015. 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.

Back cover **USD 15,000**
inside backcover **USD13,000**
inside page: **USD10,000**
Artwork to be supplied by
the sponsor according to
design specifications

Ad in the Programme-at-a-Glance and General Information Guide (online publications)

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.

USD 10,000
web-version artwork
to be supplied by the
sponsor according to
design specifications

Onsite Advertisement Opportunities

(Banners, pillar wraps, etc.)

Price upon request,
Depending on size and location

The Rainbow Towers Hotel & Conference Centre offers various opportunities for onsite advertising in the form of panels, banners, towers and many other products. Please contact advertisement@icasa2015zimbabwe.org

PROMOTIONAL ITEMS

Flyer in Delegate Bag

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.

USD 10,000

Included: distribution and on-site logistics

Gifts (Pads, Pens, Bookmarks etc) in Delegate Bag

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.

USD 5,000

Included: distribution and on-site logistics

Flyers at Plenary Session

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.

USD 5,000

Per day
Plus production and delivery costs included: distribution by volunteers

Please for more information or booking contact:
promotionalitems@icasa2015zimbabwe.org

MEDIA SPONSORSHIP OPPORTUNITIES

These opportunities have been designed primarily, but not exclusively for media sponsors. Any organization can apply media@icasa2015zimbabwe.org

Media Centre

ICASA 2015 is expected to convene approximately 200 media representatives. The state-of-the-art ICASA 2015 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.

USD 25,000

Included: hiring costs of computers, IT support

The exclusive sponsor of the Media Centre will receive high-profit exposure through

- Screensavers on each computer featuring the sponsor's logo
- Start page of the sponsor's website
- Sponsor recognition on signage at the entrance and throughout the Media Centre
- Sponsor recognition at the Media Centre information desk, featuring the sponsor's name and logo
- Recognition as the official sponsor of the ICASA 2015 Media Centre on the conference website and in pre-conference and on-site publications.

Media Film

In 2015 a media film will project a short film during the opening ceremony related to the 30 years of the pandemic response in Africa.

USD 35,000

Sponsors of the ICASA 2015 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.

EXHIBITION

The International Conference on AIDS and Sexually Transmitted Infections in Africa will offer unparalleled opportunities to both commercial and non-commercial organizations to showcase their products and services to the world's leading HIV/AIDS professionals. With over 5,000 square meters of prime exhibition space and more than 10,000 delegates expected, your organization cannot afford to miss the chance to reach so many key players in the scientific response to HIV/AIDS. Delegates will comprise researchers, scientists, clinicians and other health care providers. The exhibition area will also include a catering area, and an internet café, located nearby ensures that it remains the hub of all delegates who want to stay connected.

Additional Exhibitor badges USD 150, all exhibitors (9m² & 18m²) are entitled to 2 exhibitors badges.

Benefit of exhibitor

- Pocket program
- Conference program
- Exhibition signal
- Conference website
- Free exhibitor badges

Purchase square meter	Exhibitor badge
Up to 25 m ²	3
From 26 to 50 m ²	6
From 51 to 75 m ²	10
From 76 to 100 m ²	15
Above 100 m ²	20

Order your Exhibition Space

ICASA 2015 Exhibition applications open on 9th March 2015 and close 30th October, 2015.

Application should be sent via email. To purchase or to place your request for exhibition space, please contact Exhibition@icasa2015zimbabwe.org.

Exhibitors can purchase either

- Space only (minimum purchase of 9m²). Exhibitors who order space only are required to bring their own booth. The cost per square metre is USD 450 for both commercial and non-commercial organizations
- Shell scheme Packages, which comes in 2 sizes: 9m² and 18m²

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.

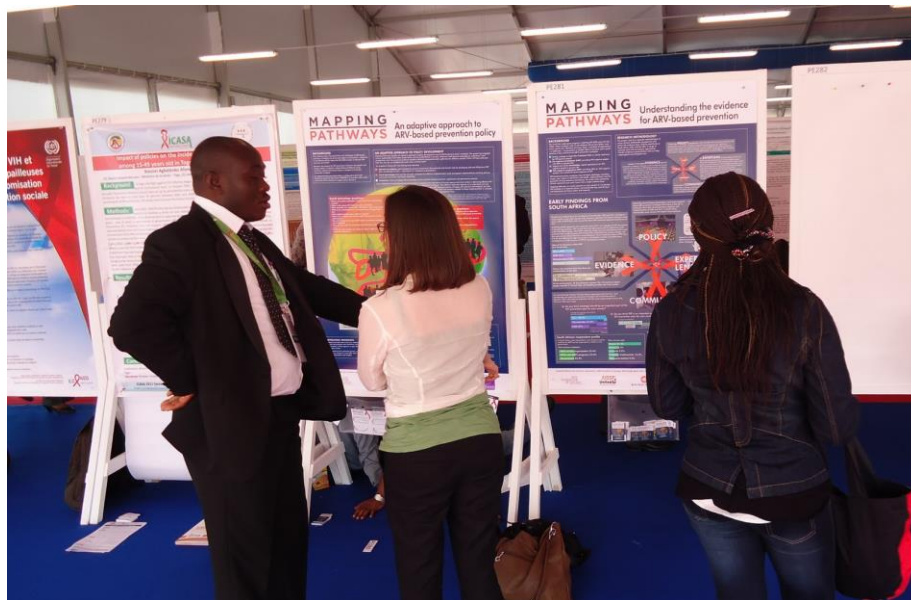
Exhibition Hall Features

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

- ICASA 2015 Poster Exhibition
- Internet café
- Catering area

Monday 30 November	10:15-18:00
Tuesday 1 December	10:15-18:00
Wednesday 2 December	10:15-18:00
Thursday 3 December	10:15-18:00
Friday 4 December	10:15-12:15

Shell Schemes package	9m ²	18m ²	Space only (m ²)
Sponsors (USD)	5,257	10,050	450
Exhibit space	✓	✓	✓
Chair	2	4	
Table	1	2	
Plug point	1	2	
Waste basket	1	2	
Lightening	✓	✓	
Header	✓	✓	



Poster at ICASA Cape Town

SATELLITE

Satellite sessions will take place all day on Sunday 29th November 2015 and in the mornings and evenings from 30th November to 3rd December 2015 and only in the morning of the 4th December, 2015.

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 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

- Company listing in the Pocket Programme (printed) and the Programme-at-a-Glance (online)
- Company listing on the conference website
- The following number of day passes is included (for both commercial and non-commercial organizations see satellite format)

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

Satellite holders will also be in the conference abstract book

SATELLITE

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 5-7) for more opportunities, details and pricing

Place your Satellite Order

ICASA Satellite applications open January 28 and close 30th October 2015

Applications must be made through the online ICASA 2015 website. To submit your Satellite application. Satellite-symposium@icasa2015zimbabwe.org

Satellites are available in three formats depending on room capacity, with option of 90-minute or 120-minute time slot:

Please note that:

- Room capacities are estimates at this early State of planning
- Rooms are equipped with all standard equipment required to run a meeting. Additional equipment can be rented
- 90-minute satellite sessions only take place in the mornings (07:00 – 8:30), from Monday 30th to Friday 4th December, 2015
- 120-minute satellite sessions take place all day on Sunday 29th November 2015, and in the evenings (18:30 – 20:30) on Monday 30th November to Thursday 3rd December 2015.

Satellite format and sponsorship

Room Capacity (Seat)	Minutes	Non-commercial (USD)	Commercial (USD)	Free Day Pass
2500	120	15,000	70,000	15
	90	12,500	60,000	
600	120	10,000	40,000	10
	90	8,500	30,000	
550	120	7,500	25,000	8
	90	6,700	22,000	
250	120	5,500	17,500	5
	90	5,000	16,500	
200	120	5,300	16,000	2
	90	5,200	15,500	
150 (2 Rooms)	120	5,100	15,000	1
	90	5,000	14,500	

ICASA 2015 Delegate registration fees

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

REGISTRATION FEES

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@icasa2015zimbabwe.org

ACCOMMODATION

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, a large number of 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 www.icasa2015zimbabwe.org or contact the ICASA 2015 Accommodation hotel-accomodation@icasa2015zimbabwe.org

FOR PARTNERSHIP AND SPONSORSHIP HERE ARE ICASA 2015 BANK DETAILS

Bank: ECOBANK GHANA LIMITED
Branch: A&C SHOPPING MALL, EAST LEGON
Address: PMBGPO ACCRA – GHANA
Account name: SOCIETY FOR AIDS IN AFRICA-ICASA 2015
Account number: 015 108 442 477 0902
Ecobank's Swift Code: ECOCGHAC
Ecobank's Correspondent Bank: DZ BANK, FRANKFURT GERMANY
Swift Code for Correspondent Bank: GENODEFF



VICTORIA FALLS IN ZIMBABWE