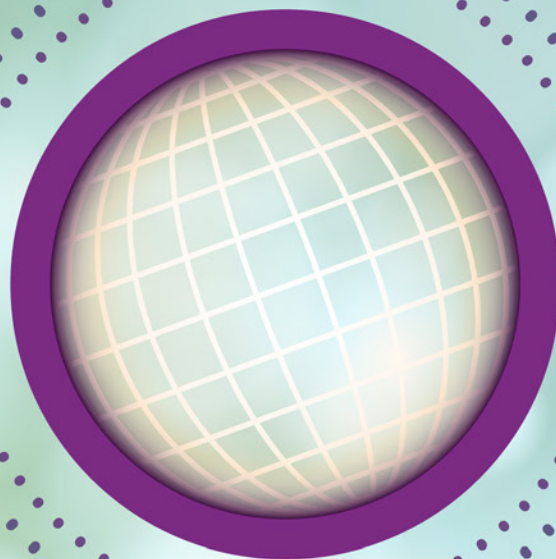


**Exhibitor Prospectus &
Sponsorship Opportunities**

18th International
Conference on
**HIV TREATMENT
AND PREVENTION
ADHERENCE**



Adherence 2023

JUNE 11-13, 2023 • PUERTO RICO

Sponsored by



Who Attends

The annual series of International Conferences on HIV Treatment and Prevention Adherence bring together physicians, nurses, pharmacists, psychologists, social workers, advocates, healthcare alliance coordinators, and allied healthcare professionals in the field of HIV medicine from all over the world.



IAPAC Members in the Workplace

IAPAC members hold many diverse roles, and they have diverse specialties. IAPAC members also work throughout the entire healthcare industry in settings that span the continuum of care, including: academia, clinics and hospitals, managed care organizations, community-based organizations, pharmaceutical companies, and private practices. All IAPAC members share a common purpose of delivering high quality HIV prevention and treatment services.



Education & Workshop Programming

The International Conference on HIV Treatment and Prevention Adherence is the premier conference dedicated to improving patient outcomes by educating attendees on practical, state-of-the-science strategies to optimize HIV treatment and prevention services. Following are this year's conference learning objectives:

- Employ interventions to enhance linkage to and retention in and sustained engagement in HIV care
- Apply strategies to optimize antiretroviral therapy and pre-exposure prophylaxis adherence
- Utilize implementation science to inform evidence-based approaches to implement optimized HIV responses
- Integrate community participatory engagement into clinical practice to support patient-focused care environments

Exhibit Booths

Exhibit booths include a virtual booth and an in-person booth with an 8-foot skirted table, two chairs, and a sign with the exhibitor's name. Exhibitors are responsible for any additional items required at their booth including but not limited to audiovisual, shipping, and Internet needs.

Exhibitor Benefits

As an exhibitor at the conference, you will receive:

- One e-blast sent on the exhibitor's behalf to all those attending the event. IAPAC will provide the formatting requirements and send the email to attendees. Exhibitor must submit email draft for approval by IAPAC. Upon approval, IAPAC will send to all registered attendees on mutually agreed on dates.
- Two complimentary Exhibitor Passes (additional passes available for purchase for \$150.00/each).
- A listing in the Exhibitor Supplement along with a description of the exhibiting organization (organization to provide description to IAPAC along with Exhibitor Application).
- Exposure to about 400 delegates, who will include physicians, nurses, pharmacists, psychologists, social workers, advocates, healthcare alliance coordinators, and allied healthcare professionals in the field of HIV medicine from all over the world.
- Inclusion in the "Exhibitor Area Passport" contest where attendees who visit and secure passport stamps from all exhibitors will be entered into a raffle.

Exhibitor Fee (25% discount)

For-Profit Institution \$3,000

Non-Profit Institution*
or Government Entity \$2,000

** Must be able to prove non-profit status at time of application.*

Tentative Exhibit Hall Hours*

June 11, 2023 1:00PM-6:00PM
June 12, 2023 9:00AM-5:00PM
June 13, 2023 9:00AM-5:00PM

Exhibits must be staffed at all times during exhibit hall hours. IAPAC will not provide security during the times that the exhibit hall is not open and is not responsible for any lost or stolen items. Please note that food and beverage for conference delegates will be placed in the Exhibit Hall area to drive traffic into the Exhibit Hall.

** Show hours are subject to change.*

Cancellation

- Cancellation requests on or before April 14, 2023, are eligible for a 50% refund of the exhibitor fees paid to IAPAC.
- Cancellation requests on or after April 15, 2023, will not be eligible for a refund.
- A written cancellation request must be emailed to jhess@iapac.org by the cancellation deadline.

Assignment of Space

All organizations interested in exhibiting must submit an Exhibitor Application. Exhibitors who wish to avoid assigned space near or apart from other specific exhibitors will need to indicate so on their application. IAPAC will attempt to honor all requests but reserves the right to refuse any request. All booth spaces will be assigned by May 5, 2023.

Exhibitor Applications can be returned to IAPAC by email at jhess@iapac.org or mail to:

IAPAC - Adherence 2021
Attn: Mr. Jonathon Hess
1701 Pennsylvania Avenue, NW
Suite 200
Washington, DC 20006

All applications must be submitted with full payment via credit card or check. If paying by check and emailing application, a credit card number is also required on application; the card will not be charged unless check is not received within 15 business days via mail.

Sponsorships

IAPAC events attract a diverse group of professionals from a variety of settings in the field of HIV medicine, and increasingly primary care practitioners. Build and expand your brand awareness, loyalty, and equity through securing one or more of the unique and engaging marketing opportunities listed below. In order to purchase a sponsorship, organizations must also be an exhibitor.

PRINT OPPORTUNITIES

Attendee Door Drop – \$3,000

Advertise your organization's presence by developing a door drop that IAPAC will have delivered to the Adherence 2023 delegates' hotel rooms. IAPAC will deliver up to 500 door drops 1- or 2-sided up to 6"x9". Sponsor will provide formatted door drop to IAPAC for approval prior to printing. Sponsor is responsible for development and shipping to IAPAC. IAPAC will handle the delivery of the door drops. All door drops are pending IAPAC's approval. Room drop sponsorship is also available and can be quoted by request.

Bag Inserts – \$3,750

Provide Adherence 2023 delegates a take-away with a conference bag insert - print or other promotional item. Sponsor is responsible for development, production, and shipping to IAPAC of one print insert or promotional item (subject to approval from IAPAC).

DIGITAL OPPORTUNITIES

Live Webcast Sponsor - \$20,000

Sponsors will have a branded banner on the Adherence 2023 webcast homepage and linking to the conference website. Sponsor is responsible for providing graphics. Sponsorship must be purchased by April 14, 2023.

Mobile App – \$6,500

Be the featured organization everyone sees when they open the Adherence 2021 app on their smartphones or tablets. Sponsor to provide specific graphics as requested by IAPAC. Sponsorship must be purchased by April 14, 2023.

SIGNAGE OPPORTUNITIES

Conference Signs (exclusive) - \$10,000

Conference signs will be located in the registration area, outside of the conference session rooms, in the exhibit hall, and in other prominent areas for the duration of the conference. The sponsorship includes a designated branding area at the bottom of all in-person and virtual signage to include the sponsor's logo. Sponsorship must be purchased by May 19, 2023.

ON-SITE OPPORTUNITIES

Registration Lanyards (exclusive) – \$4,000

Your organization's logo will appear on the neck lanyards each delegate will receive upon arrival at Adherence 2023. Sponsors are to provide logo. IAPAC will determine overall look of the lanyard. IAPAC will handle production. Sponsorship must be purchased by May 12, 2023.

Conference Bags (exclusive) – \$5,000

Your organization's logo will appear on the conference bag each delegate will receive upon arrival at Adherence 2023. Sponsors are to provide logo. IAPAC will determine overall look of the bag. IAPAC will handle production. Sponsorship must be purchased by May 5, 2023, to allow for production.

Hotel Key Card (exclusive sponsorship) – \$5,000

Adherence 2023 delegates staying at the venue hotel or overflow hotels will receive a room key with the sponsor's design on one side. The design will be printed in color, and IAPAC will coordinate development and printing of the key cards. Sponsorship must be purchased by May 5, 2023, to allow for production.

Hospitality Suites – \$5,000

Ensure that your organization has a reserved meeting space throughout the entirety of Adherence 2023 by reserving a meeting room. Space is limited and on a first-come first-served basis.

Hand Sanitizers (exclusive) – \$2,500

Sponsor-designed decals will be placed on 1 oz. hand sanitizer bottles. Bottles will be included in the Adherence 2023 conference bag and distributed to all in-person delegates. Sponsorship must be purchased by May 12, 2023.