

# AMSTERDAM

FAST-TRACK CITIES 2023



SEPTEMBER 25-27, 2023

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EXHIBITOR AND SPONSORSHIP PROSPECTUS

# FAST-TRACK CITIES 2023

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## ABOUT THE CONFERENCE

Fast-Track Cities 2023 will be the fourth international conference convening more than 400 cities that are accelerating their responses to HIV, tuberculosis, and viral hepatitis. The conference will take place at the RAI Amsterdam Convention Centre.

Fast-Track Cities 2023 is organized by the International Association of Providers of AIDS Care (IAPAC), in collaboration with the Joint United Nations Programme on HIV/AIDS (UNAIDS), Fast-Track Cities Institute, Stop TB Partnership, and World Hepatitis Alliance.

## WHO ATTENDS

Delegates will include elected officials, public health department representatives, clinical/public health researchers, healthcare payors, donors/grantors, clinicians, service providers, and civil society advocates from current and prospective Fast-Track Cities.

## WORKSHOP PROGRAMMING

The conference's aim is to highlight successes achieved across the Fast-Track Cities network, address cross-cutting challenges faced by local stakeholders, and share best practices in accelerating urban HIV, TB, HBV, and HCV responses. Building upon the successes of the past three global gatherings of the Fast-Track Cities network, this year's conference will provide space for interactive dialogue to support a network of "connected cities," facilitating the collaborative development of innovative approaches to attaining the goals, objectives, and targets to which all Fast-Track Cities are committed. The conference program will comprise a combination of plenary sessions, panel discussions, city/municipal case studies, oral and e-poster sessions, and skills-building workshops.



Cities play a critical role in the HIV epidemic's response. More than half of the world's population currently live in cities, and in most countries, cities account for a large and growing proportion of the national HIV burden.

City dynamics and networks can also contribute to an increased risk of HIV transmission in cities. On the other hand, cities offer advantages and important opportunities for programming, effective action and innovations to end AIDS.

Fast-Track Cities is a global partnership between cities and municipalities around the world.

Eight years since the launch of the Fast-Track Cities network, more than 500 cities and municipalities have signed the *Paris Declaration on Fast-Track Cities*, committing to accelerate their local responses to attain HIV and TB programmatic targets, as well as zero stigma. Since July 2018, Fast-Track Cities are also working towards HBV and HCV elimination.

Advanced collaboratively with local stakeholders, intervention areas include data generation/monitoring, implementation planning, capacity-building, community engagement, stigma elimination, and quality of care and life assessments.

For more information about IAPAC's Fast-Track Cities activities, please visit:

[www.iapac.org/fast-track-cities/](http://www.iapac.org/fast-track-cities/)

# EXHIBIT BOOTHS

Exhibiting at Fast-Track Cities 2023 provides organizations an opportunity to boost brand visibility among a variety of stakeholders engaged in urban HIV, TB, and viral hepatitis responses who attend the annual conference. An exhibit space also allows your organization a more focused and individualized approach to communicating and/or marketing your ideas or products by meeting and connecting with conference delegates.

## EXHIBITOR BENEFITS

As an exhibitor at the conference, you will receive:

- » One (1) e-blast sent on exhibitor’s behalf to all those attending the event. exhibitor must submit email draft for approval by IAPAC. Upon approval, IAPAC will send to all registered attendees on mutually agreed date.
- » Two (2) complimentary exhibitor passes (additional passes available for purchase for \$150/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 conference delegates, who will include elected officials, public health department representatives, clinical/ public health researchers, healthcare payors, donors/ grantors, service providers, and civil society advocates from current and prospective Fast-Track Cities.

## EXHIBIT SPACE AND FEES

Institution Type	3m <sup>2</sup>	6m <sup>2</sup>
For-Profit	USD \$8,500	USD \$12,500
Non-Profit* or Government	USD \$4,500	USD \$7,500

\* Must provide proof of non-profit status with Exhibitor Application form.

## TENTATIVE EXHIBIT HALL HOURS\*

Setup .....September 24, 2023  
Teardown.....September 28, 2023  
Exhibit Hours\* ..... September 25, 2023; 9AM-6PM  
September 26, 2023; 9AM-6PM  
September 27, 2023; 9AM-3PM

Exhibit booths must be staffed at all times during exhibit hours. IAPAC will not provide security during times that the exhibit area is not open and is not responsible for any lost or stolen items. Note that food and beverage will be available in the Exhibit Hall area to drive traffic to the exhibit booths.

\* Show hours are subject to change.

## 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 exhibit booth spaces will be assigned by July 28, 2023.

Exhibitor Applications can be returned to IAPAC by email at [jhess@iapac.org](mailto:jhess@iapac.org) or mail to:

International Association of Providers of AIDS Care  
Attn: FTC 2023 Exhibitor Applicant  
1701 Pennsylvania Ave., NW, Suite 200  
Washington, DC, 20006 USA

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.

## CANCELLATION

- » Cancellation requests on or before August 4, 2023, are eligible for a 50% refund of amount paid to IAPAC.
- » Cancellation requests on or after August 5, 2023, will not be eligible for a refund.
- » A written cancellation request must be emailed to Jonathon Hess at [jhess@iapac.org](mailto:jhess@iapac.org) by the cancellation deadline.

# SPONSORSHIP

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Fast-Track Cities 2023 will attract a diverse group of stakeholders from more than 500 cities and municipalities engaged in local responses to HIV, HBV, HCV, and TB. Build upon and expand your brand awareness, loyalty, and equity through securing one or more of the unique and engaging marketing opportunities listed below.

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## PRINT OPPORTUNITIES

**Bag Inserts**..... USD \$3,750

Provide Fast-Track Cities 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).

**Full-Page Ad in Program**.... USD \$6,250

Promote your organization in the official Fast-Track Cities 2023 program book. Sponsor to provide a high resolution PDF file of the design. Sponsorship must be purchased by July 28, 2023.

## DIGITAL OPPORTUNITIES

**E- Newsletter**..... USD \$1,250/day

Advertise your support to all delegates attending Fast-Track Cities 2023 by sponsoring the conference's e-newsletter summarizing daily news/outcomes. IAPAC will include a banner ad produced by the sponsor and approved by IAPAC. Sponsors may select one particular day's e-newsletter or the full three days' e-newsletters.

**Push Notification** ..... USD \$2,500

Advertise your message through a push notification emailed to Fast-Track Cities 2023 delegates in the lead up to or during the conference. Sponsor will produce the email text and design, including logo, for IAPAC approval. Sponsors may purchase one or more push notification slots. Sponsorship must be purchased by July 28, 2023.

**Live Webcast Sponsor** ... USD \$25,000

Sponsors will have a branded banner on the Fast-Track Cities 2023 webcast homepage. The banner will not have flash capabilities.

**Mobile App** ..... USD \$12,500

Be the featured organization everyone sees when they open the Fast-Track Cities 2023 app on their smartphones or tablets. Sponsor to provide specific graphics as requested by IAPAC. Sponsorship must be purchased by July 28, 2023.

## ONSITE OPPORTUNITIES

**Registration Lanyards**..... USD \$5,000

Your organization's logo will appear on the neck lanyards each delegate will receive upon arrival at Fast-Track Cities 2023. Sponsors are to provide logo. IAPAC will determine overall look of the lanyard. IAPAC will handle production. Sponsorship must be purchased by July 28, 2023.

**Hotel Key Card**..... USD \$5,000

Fast-Track Cities 2023 delegates staying at the contracted 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 July 28, 2023.

**Registration Bags** ..... USD \$10,500

Your organization's logo will appear on the bag each delegate will receive upon arrival at Fast-Track Cities 2023. Sponsors are to provide the logo. IAPAC will determine the overall look of the bag, including material. IAPAC will handle production. Sponsorship must be purchased by July 28, 2023.

**Innovation Lounge** ..... USD \$10,750

Place your organization's name and logo on signage throughout the new Innovation Lounge in the exhibition area. This lounge will provide a comfortable space for conference attendees to network and share timely and innovative research on which they may be working. The space will be open for the duration of the conference and will be highly visible to all attendees as they flow through registration, receptions, and the exhibit hall.

## SIGNAGE OPPORTUNITIES

**Signage** ..... USD \$10,000

Conference signs will be in registration area, outside of the conference session rooms, in the exhibit hall, and in other prominent areas for the duration of conference. The sponsorship includes a designated branding area at bottom of all in-person and virtual signage to include logo. Sponsorship must be purchased by July 28, 2023.

## SATELLITE SYMPOSIA

**Satellite Symposia** ..... Please Inquire

Host a 30-, 60-, or 90-minute satellite symposium at Fast-Track Cities 2023. Opportunity includes an appropriately sized room for the number of delegates your organization wishes to host at the symposium. Standard audiovisual will be included, with additional audiovisual and any catering requirements negotiated separately. Sponsorship must be purchased by July 28, 2023.

## NETWORKING EVENTS

**Welcome Reception** ..... Please Inquire

Help Fast-Track Cities 2023 delegates celebrate and network at the conference's Welcome Reception. IAPAC to coordinate all logistics of the event. Signage provided naming the sponsor.