

**Exhibitor Prospectus &
Sponsorship Opportunities**

19th International
Conference on
**HIV TREATMENT
AND PREVENTION
ADHERENCE**



Continuum 2024

JUNE 9-11, 2024 • PUERTO RICO

Sponsored by



Who Attends

Continuum 2024 will 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

Continuum 2024 is 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 strategies to improve ART and PrEP outcomes
- Utilize implementation science to identify high impact and scalable HIV interventions
- Facilitate community engagement to support optimal HIV service delivery
- Address social determinants of health to enhance HIV responses and outcomes

Exhibit Booths

Exhibit booths include a 10 x 10 ft. booth space with one (1) 6-foot skirted table with two (2) chairs, pipe and drape, and one (1) sign with the exhibitor's name. Exhibitors are responsible for any additional items required at their booth including but not limited to electrical, audiovisual, shipping, buildout, and Internet needs. Larger booth spaces are available on demand with additional exhibitor benefits.

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 Continuum 2024 delegates, who will include physicians, nurses and nurse-practitioners, pharmacists, psychologists, behavioral scientists, social scientists, public health specialists, epidemiologists, social workers, case managers, peer educators and navigators, and community health workers working in the field of HIV medicine.

Exhibitor Fee

For-Profit Institution	\$3,500
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 9, 2024	1:00PM-6:00PM
June 10, 2024	8:00AM-5:00PM
June 11, 2024	8:00AM-3:00PM

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 12, 2024, are eligible for a 50% refund of the exhibitor fees paid to IAPAC.
- Cancellation requests on or after April 13, 2024, 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 3, 2024.

Exhibitor Applications can be completed online. Email Jonathon Hess, jhess@iapac.org, for a link to the exhibitor application.

All applications must be submitted with full payment via credit card or check. If paying by check, payment must be received within 15 business days via mail.

Sponsorships

IAPAC conferences 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.

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 Continuum 2024. Sponsors are to provide logo. IAPAC will determine overall look of the lanyard. IAPAC will handle production. Sponsorship must be purchased by April 12, 2024.

Conference Bags (exclusive) – \$5,000

Your organization's logo will appear on the conference bag each delegate will receive upon arrival at Continuum 2024. Sponsors are to provide logo. IAPAC will determine overall look of the bag. IAPAC will handle production. Sponsorship must be purchased by April 12, 2024, to allow for production.

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

Continuum 2024 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 April 12, 2024, to allow for production.

Hand Sanitizers (exclusive) – \$2,500

Sponsor-designed decals will be placed on 1 oz. hand sanitizer bottles. Bottles will be included in the Continuum 2024 conference bag and distributed to all in-person delegates. Sponsorship must be purchased by April 12, 2024.

Hospitality Suites – \$5,000

Ensure that your organization has a reserved meeting space throughout the entirety of Continuum 2024 by reserving a meeting room. Space is limited and on a first-come, first-served basis. Sponsorship must be purchased by February 23, 2024.

SIGNAGE OPPORTUNITIES

Conference Signs (exclusive) - \$15,000

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 April 12, 2024.

PRINT OPPORTUNITIES

Attendee Door Drop – \$3,000

Advertise your organization's presence by developing a door drop delivered to Continuum 2024 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. Sponsorship must be purchased by May 3, 2024.

Bag Inserts – \$3,750

Provide Continuum 2024 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). Sponsorship must be purchased by May 3, 2024.

DIGITAL OPPORTUNITIES

Live Webcast Sponsor - \$25,000

Sponsors will have a branded banner on the Continuum 2024 webcast homepage and linking to the conference website. Sponsor is responsible for providing graphics. Sponsorship must be purchased by April 12, 2024.

Mobile App – \$6,500

Be the featured organization everyone sees when they open the Continuum 2024 app on their smartphones or tablets. Sponsor to provide specific graphics as requested by IAPAC. Sponsorship must be purchased by April 12, 2024.