

UNITED STATES CONFERENCE ON AIDS

USCA



9.15.16

2016 Brochure:
PROSPECTUS

AN OPEN INVITATION. EXHIBIT WITH US

*and expand your organizational
visibility to over 3,000 conference
participants.*

NMAC invites you to participate in the 20th annual United States Conference on AIDS (USCA). USCA continues to present a unique and important opportunity to reflect on our progress and realign our efforts for the future. USCA 2016 is set for September 15 - 18 at the Diplomat Resort in Hollywood, FL and we look forward to having you join us.

Each year, thousands of front line responders from the domestic response to HIV and AIDS – including people living with HIV or AIDS, case managers, health care and public health professionals, concerned advocates, and private sector partners- come together network with providers and researchers at all levels, exchange best practices, and gain exposure to both new potential strategies as well as proven effective strategies that have been tested in real world settings. NMAC invites you to take part in this extraordinary opportunity to connect with and learn from this diverse group of passionate advocates and workers from throughout the United States. Your investment and contribution continues to help us provide a venue where influential individuals can learn from each other and identify potential opportunities to collaborate.

Working together across leadership in the private, public, and non-profit sector, the HIV/AIDS community is uniting to address the health and social challenges that will pave the way to improved health outcomes among people living with HIV or AIDS and reduced transmissions in the United States. As USCA 2016 approaches, I hope we can count on you to join us in Hollywood, FL as we renew our spirit, reflect on our collective past, and recommit ourselves to ending the HIV epidemic.

Paul Kawata
Executive Director



CONVENE. CONNECT. COLLABORATE

*with a population of influential
leaders in the HIV community*



ADDRESS

The Diplomat Resort
555 South Ocean Drive,
Hollywood, FL 33019

SEPTEMBER 15-18 THE DIPLOMAT RESORT

HOLLYWOOD, FLORIDA

RATES

\$130

SINGLE/DOUBLE

WEDNESDAY, SEPTEMBER 14

4:00 p.m. – 7:00 p.m. Registration Open

THURSDAY, SEPTEMBER 15

7:30 a.m. – 5:00 p.m. Registration
8:30 a.m. – 10:00 a.m. Opening Plenary
Breakfast
10:00 a.m. – 5:00 p.m. Exhibit Hall Open
10:30 a.m. – 12:00 p.m. Session 1 Workshops
and Roundtables
12:30 p.m. – 2:30 p.m. Plenary Session
3:00 p.m. – 4:30 p.m. Session 2 Workshops
and Roundtables

* All rooms are subject to state and local taxes and room reservations will require a first night's deposit paid with major credit card at the time of reservation.

Make sure to mention the United States Conference on AIDS (USCA) to qualify for the special conference rate. Rooms may sell out prior to this date: August 12, 2015, make your reservations early!

FRIDAY, SEPTEMBER 16

8:30 a.m. – 5:00 p.m. Registration
8:30 a.m. – 11:00 a.m. Seminars
10:00 a.m. – 5:00 p.m. Exhibit Hall Open
11:30 a.m. – 1:30 p.m. Plenary Luncheon
2:00 pm – 3:30 p.m. Session 3 Workshops
and Roundtables
4:00 pm – 5:30 p.m. Session 4 Workshops
and Roundtables

SATURDAY, SEPTEMBER 17

9:00 a.m. – 5:00 p.m. Registration
9:30 a.m. – 11:00 a.m. Session 5 Workshops
and Roundtables
10:00 a.m. – 5:00 p.m. Exhibit Hall Open
11:30 a.m. – 1:30 p.m. Plenary Luncheon
2:00 pm – 3:30 p.m. Session 6 Workshops
and Roundtables
4:00 pm – 5:30 p.m. Session 7 Workshops
and Roundtables

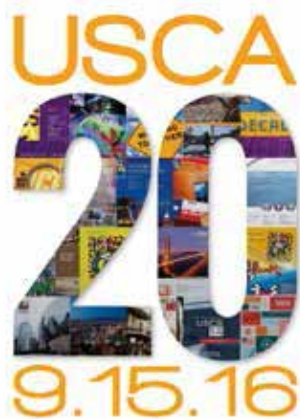
SUNDAY, SEPTEMBER 18

9:30 a.m. – 11:00 a.m. Session 8 Workshops
and Roundtables
11:30 a.m. – 1:30 p.m. Closing Plenary

To reserve a room at the USCA Conference venue, contact the Diplomat Resort Hotel telephone: 1-855-689-2911

To reserve online:
<https://resweb.passkey.com/go/b4b119af>
Please use the group code "GNMAC" make your reservation.

UNITED STATES
CONFERENCE
ON AIDS



SPONSORSHIP OPPORTUNITIES

USCA, set for September 15 - 18, 2016, at the The Diplomat Resort in Hollywood, FL provides an unparalleled and valuable opportunity to build substantial relationships with people and organizations committed to the response to HIV and AIDS in the United States.

The most widely attended AIDS-related gathering in the nation brings together thousands of leaders, decision-makers, and frontline service providers in the field of HIV/AIDS each year. Multi-level program sessions provide attendees with an innovative, dynamic venue to learn the latest information and tools to help prevent the spread of HIV, as well as better serve clients who live with and are affected by the virus.

USCA has become renowned for its networking opportunities, and provides an unmatched opportunity to build relationships and gain visibility in the AIDS community. Fifteen national AIDS organizations, representing the diverse face of the community-based response to AIDS, are working together with diverse stakeholders to make 2016 USCA a valuable experience.

The single most effective way to reach and impact people infected and affected by HIV and AIDS, and those that serve them, is to sponsor, advertise, and exhibit at USCA. Each AIDS-related organization attending the conference—through the diverse fields of prevention, care, treatment, public health, social services, and faith-based services—helps thousands of people living with HIV/AIDS in the United States make life-sustaining choices every day.

This prospectus includes all information and forms needed to join us as we continue our efforts to respond to HIV and AIDS in the United States. Organizations interested in becoming a USCA exhibitor or sponsor should review the following information carefully, and complete and return the Sponsor and Exhibitor Booth Application/Contract.

If you need additional information or have questions, visit www.2016usca.org, or contact the NMAC Exhibits Office directly by e-mail: conferences@nmac.org or telephone: (202) 483-6622.

We look forward to your participation in the 2016 United States Conference on AIDS.

SPONSORSHIP LEVELS

FRIEND

SPONSOR

\$10,000

- Placement of one exhibit booth
- Name billing on select conference materials, souvenirs, and onsite signage
- One full-page advertisement in conference program book
- Two full conference registrations

COLLEAGUE

SPONSOR

Includes all benefits of Friend Sponsor Level plus:

\$25,000

- Logo in addition to name billing on select conference materials, souvenirs, and onsite signage and the NMAC website
- Six full conference registrations
- One conference bag insert

COLLABORATING

SPONSOR

Includes all benefits of Colleague Sponsor Level plus:

\$50,000

- Prime placement of two exhibit booths
- Logo and name billing (50 percent larger than Colleague Sponsor)
- Two conference bag inserts
- Four additional conference registrations (10 total)
- Access to conference registration list, post USCA Conference
- Special invitation to the exclusive USCA Funder's Reception

PATRON

SPONSOR

Includes all benefits of Collaborating Sponsor plus:

\$75,000

- Three-hour on-site seminar listed in the official conference program
- Prime placement of an additional two exhibit booths (4 total in-line booth spaces-not an Island)
- Logo and name billing (50 percent larger than Collaborating Sponsor) on select conference materials, souvenirs, and onsite signage
- Three (3) conference bag inserts
- Five additional conference registrations (15 total)

PREMIERE**SPONSOR**

Includes all benefits of Patron Sponsor Level plus:

\$100,000

- Premiere sponsor listing and advertisement placement -- includes front or back inside cover, or prominent placement of three (3) full page ads in the official conference program
- *Host on-site function (breakfast, lunch, or dinner) with sole sponsorship (cost of meal additional)
- Selection of Island booth placement in the front entrance of the Hall (4 booths total)
- Fifteen additional conference registrations (30 total)
- Five (5) conference bag inserts
- Access to conference participant registration database before and after the conference
- Website link from USCA website
- Leadership Luncheon with the Executive Director, Board, and senior staff
- Opportunity to brand Cyber Cafe (will incur additional cost)
- Logistical NMAC concierge services available, upon request
- Opportunity to host pre conference internal meetings at the conference hotel, based on availability

PRESENTING**SPONSOR**

Includes all benefits of Premiere Sponsor Level plus:

\$300,000

- Industry Exclusivity as the Presenting Sponsor
- Prominent Signage throughout conference venue
- On-Stage Recognition
- Logo Exclusivity on the conference bag
- Logo Exclusivity on room key cards
- Additional 8x20 booth
- Additional ad (4 total)
- Additional conference bag insert (5 total)
- *Opportunity to host two on-site functions (food and beverage additional)
- Opportunity to customize benefit package with the Executive Director
- Fifteen additional conference registrations (45 total)
- Ability to print ads in color for conference schedule at a glance (at Presenting Sponsor's expense)



EXHIBITOR OPPORTUNITIES

Organizations and companies that provide services to help people deliver education, research, treatment, and/or care to people living with HIV or AIDS and/or improve the lives and effectiveness of those working toward ending the HIV/AIDS epidemic should consider exhibiting at USCA. To reserve an exhibit booth, complete and return the Sponsor/ Exhibit Booth Application/Contract with the appropriate payment, on or before June 10, 2016 to receive the discounted rate, but no later than July 15, 2016 to:

Until November 30, 2015

USCA Exhibits
NMAC - 1931 13th St, NW
Washington, DC 20009

After December 1, 2015

USCA Exhibits
NMAC, 1000 Vermont Ave. NW Ste 200
Washington, DC 20005

EXHIBITOR BENEFITS

- Each 8 ft. x 10 ft. booth reserved includes an 8 ft. back drop, a 3 ft. high side rail, a standard booth drapery, a 7 in. x 44 in. company identification sign and 6 ft. draped table.
- Exhibitors also receive two chairs and one wastebasket
- Listing in the USCA program book, if contract and payment is received by July 15, 2016
- Listing on all exhibit hall signage
- Two complimentary, full conference registrations for each 8 ft. x 10 ft. booth reserved
- Includes admission to all conference sessions, meals and social functions.

EXHIBIT HALL FEATURES

- Site of dessert buffets, and other services
- Conveniently located close to registration area and meeting rooms
- Water stations throughout the exhibit hall
- Singers, poets, and dancers will perform in the exhibit hall
- Other activities scheduled for the exhibit hall to draw maximum traffic to your booth
- General lighting, carpeting, and air conditioning

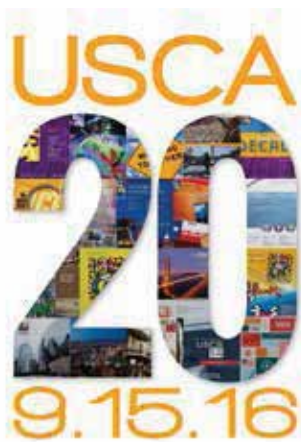


EXHIBIT RULES + REGULATIONS

All products and services offered by exhibitors should have direct relevance to HIV/AIDS issues, such as prevention, treatment/care, science/research, housing, and social justice.

INSTALLATION & DISMANTLING

Exhibitors will have access to the exhibit hall beginning Wednesday, September 14, 2016 after 12 noon. All exhibits must be installed and ready for the Exhibit Hall opening by 10:00 a.m. Thursday, September 15, 2016. Exhibition breakdown is scheduled for Saturday, September 17, 2016, from 5:00 p.m. to 9:00 p.m.

All times are subject to change.

SPACE ASSIGNMENT

Exhibit booth space assignments will be made by the staff of USCA. Presenting, Premiere and Patron sponsors receive priority consideration for all booth placements.

PAYMENT

Payment in full must accompany the Exhibitor Application & Contract. Applications will not be processed unless full payment is received by the specified due date(s).

CONTRACT

The application and contracts for exhibit space and advertisement shall be considered binding agreements between the exhibitor/advertiser and USCA, subject to the rules and regulations assigned by the conference.

NMAC, sponsor of the United

States Conference on AIDS, is a 501 (c)(3) organization. Only those contributions in excess of the estimated goods and services provided are fully tax-deductible. Contributions to his program are designated to subsidize the cost of the conference. Should USCA not require all subsidies to cover expenses, excess contributions may be used for the organization's other programs targeting people of color.

LIABILITY

The sponsor of The United States Conference on AIDS and its Conference Partners this year: The AIDS Institute; AIDS United; American Academy of HIV Medicine; Association of Nurses in AIDS Care; The Balm In Gilead; The Black AIDS Institute; Broadway Cares/Equity Fights AIDS; HealthHIV; M•A•C AIDS Fund; The NAMES Project Foundation; National AIDS Housing Coalition; National Alliance of State & Territorial AIDS Directors and National Native American AIDS Prevention Center; and their staff, have no liability to any exhibitor for any personal injury, death or damage to property (including display area) occurring and/or arising from action of the exhibitor, his/her employees, agents or licensees. Each exhibitor

for booth space, agrees to protect, indemnify and hold harmless the Conference, its sponsor, partners and their staff as well as the The Diplomat Resort from any and all claims, liability, damages or demands which may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

INSURANCE

It shall be the responsibility of each exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement, in such amounts as the exhibitor shall deem adequate. Insurance will not be provided by The United States Conference on AIDS to its sponsors or partners. Should insurance not be obtained, each exhibitor must sign a waiver indicating that there is no insurance.

UNITED STATES
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RESTRICTIONS

Nothing shall be posted, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Anything in connection necessary or proper for the protection of the building, equipment or furniture will be at the expense of the exhibitor. The subletting, assignment or apportionment of the whole or any part of the exhibitor's space, by an exhibitor, is prohibited.

RIGHTS OF SHOW MANAGEMENT

NMAC, the sponsor of USCA, reserves the right to exhibit which does not comply with established rules. All exposed areas in a display must be draped to insure the attractiveness of the exhibit hall. Show management reserves the right to cover unsightly areas and will submit charges to the exhibitor.

In the event that it is necessary to cancel The United States Conference on AIDS prior to the scheduled opening, due to any causes beyond the control of the Conference, including, but not limited to damage or destruction of the exhibit hall or labor strikes, the Conference may retain as much of the payment for exhibit space as is necessary to cover expenses incurred up to the time of such emergency.



ADVERTISING OPPORTUNITIES + GUIDELINES

Reach USCA's 3,000+ participants by advertising in the official program book. Ads will appear in color online & in grayscale in the hard copy condensed program agenda. To reserve ad space in the conference program book complete and return the Advertiser Application/Contract, with the appropriate payment, on or before July 15, 2016 to the following address.

ADVERTISING PRICES

\$900*

Full Page Advertisement

- Advertising Rates are for the ads that present camera-ready artwork only. All ads must be prepaid.

SUBMISSION REQUIREMENTS

Artwork must be high resolution (at least 300 DPI) EPS, PNG, JPEG or PDF files created in Adobe Creative Suite or QuarkXPress. Email your artwork to conferences@nmac.org. Your final submission should include:

- 1 CMYK 4x4 full color print-ready digital ad
- Grayscale/monochromatic web-ready digital ad
- All supporting files necessary (i.e. images, fonts used etc.)

DIGITAL SPECIFICATIONS: (PDF/x-1a files recommended)

The trim and bleed size plus active area are as follows:

- Full Page Trim Size: 8.375" x 10.75"
- 2 Page Spread Trim Size: 16.75" x 10.75"
- Bleed Size: No Bleed
- Live Area: **7.5" x 10"** (This is your AD size)
- **4:4** Full color **CMYK** Profile
- Full Page Trim Size: 8.375" x 10.75"
- **NMAC** will **NOT** accept: Word Documents, GIF, BMP or files created using RGB color profiles.

USCA does not provide typesetting, copy alterations and/ or mechanical preparation. NMAC reserves the right to adjust any submissions that do not comply with the 7.5" x10" requirement. Please note that distortion may occur in this instance.

Please complete and return the Advertising Application/Contract, with the appropriate payment, on or before July 15, 2016 to the following address:

Until November 30, 2015

USCA Advertising
NMAC - 1931 13th St, NW.
Washington, DC 20009

After December 1, 2015

USCA Advertising
NMAC - 1000 Vermont Ave. NW Ste 200
Washington, DC 20005

Forms may be returned via email at conferences@nmac.org or via fax to: (202) 483-1135.

For additional information, or to register online, visit: www.2016usca.org. Otherwise, contact the exhibits coordinator at (202) 483-NMAC (6622) or via email at conferences@nmac.org.

