

USCa  
13

## EXHIBITOR PROSPECTUS

Sponsorship • Exhibiting • Advertising

SEVENTEENTH ANNUAL  
**UNITED STATES  
CONFERENCE ON AIDS**

Sponsor

 NATIONAL MINORITY  
AIDS COUNCIL

**September 8-11, 2013**  
Hyatt Regency, New Orleans, LA

RTA  
2013



Dear Colleagues

The National Minority AIDS Council (NMAC) invites you to participate in the 17th 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 2013 is set for September 8 - 11 at the Hyatt Regency Hotel in New Orleans, LA and we look forward to having you join us as we make the largest AIDS-related gathering in the United States even better.

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 to network with providers and researchers at all levels, exchange best practices, and gain exposure to both new potential strategies as well as proven effective 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.

We are proud to, once again, work with the following coalition of Conference Partners this year: The AIDS Institute; AIDS United; AIDS, Medicine & Miracles; American Academy of HIV Medicine; Association of Nurses in AIDS Care; The Balm In Gilead; Broadway Cares/Equity Fights AIDS; HealthHIV; International AIDS Society; International Association of Physicians in AIDS Care; LIFEbeat; MAC AIDS Fund; The NAMES Project Foundation; National AIDS Housing Coalition; National Association of People with AIDS; National Alliance of State & Territorial AIDS Directors; and National Native American AIDS Prevention Center.

This dynamic coalition works very hard to provide you with a wide range of program and exhibition venues to help you reach USCA's diverse audience. This will be another special USCA, offering an opportunity for community-based organizations and community health clinics to share stories about how they have made changes to position themselves to usher in an AIDS-free generation.

Working together with leadership in the private and public 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 2013 approaches, I hope we can count on you to join us in New Orleans as we renew our spirit, reflect on NMAC's past 25 years and recommit ourselves to ending the HIV epidemic.

Sincerely,



Paul Kawata  
Executive Director

## CRITICAL DATES

Early Bird Exhibitor Registration	June 7, 2013
Early Bird Conference Registration	June 7, 2013
Final Exhibit Registration	July 12, 2013
Final Advertising Registration	July 12, 2013
Hotel Reservations	August 5, 2013
Cancellation/Refund	August 9, 2013

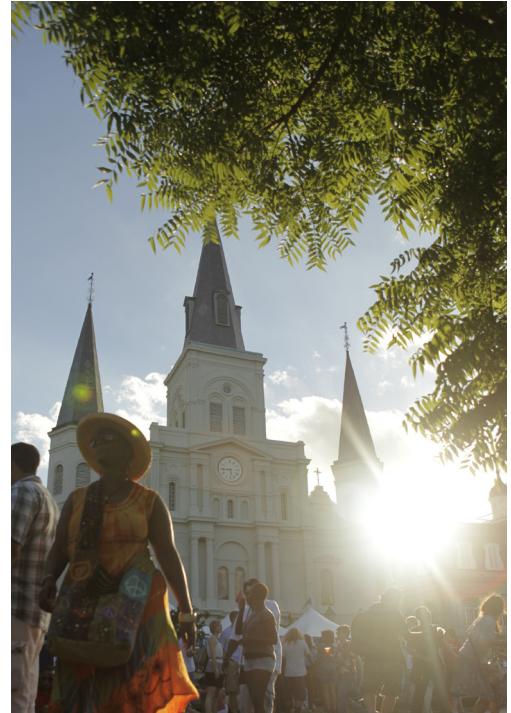
## EXHIBIT HALL HOURS — Tentative Schedule

Saturday, September 7                          Monday, September 9  
10:00 a.m. - 5:00 p.m.                          10:00 a.m. – 5:00 p.m.  
(Set Up Day Only)

Sunday, September 8                                  Tuesday, September 10  
10:00 a.m. – 5:00 p.m.                                  10:00 a.m. - 5:00 p.m.

The Exhibit Hall will be closed during plenary sessions.

Exhibition breakdown begins on Tuesday, September 10, 2013 at 5:00 p.m. Exhibit booths must be staffed during exhibit hours.



## 2013 USCA HOTEL INFORMATION

To reserve a room at the USCA Conference venue, contact Hyatt Regency New Orleans directly by telephone: 1-888-421-1442 on or before August 5, 2013.

Hyatt Regency New Orleans  
601 Loyola Avenue  
New Orleans, LA 70113

Rates: Single/Double \$120.00  
Reservations Deadline: August 5, 2013

\* All rooms are subject to state and local taxes

Room reservations will require a first night's deposit paid with a 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; make your reservations early!

**The mission of the United States Conference on AIDS is to increase the strength and diversity of the community-based response to HIV/AIDS epidemic through education, training, new partnerships, collaboration and networking.**

## USCA AND PARTNERSHIP/SPONSORSHIP OPPORTUNITIES

USCA, set for September 8 – 11, 2013, at the Hyatt Regency in New Orleans, LA, provides an unparalleled and valuable opportunity to build substantial relationships with people and organizations committed 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 well known for its networking opportunities, and provides an unmatched opportunity to build relationships and gain visibility in the AIDS community. Eighteen national AIDS organizations, representing the diverse face of the community-based response to AIDS, are working together with CBOs; federal, state and local government agencies; private industries; and others to make USCA 2013 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.2013usca.org](http://www.2013usca.org), or contact the NMAC Exhibits Office directly by e-mail: [exhibits@nmac.org](mailto:exhibits@nmac.org) or telephone: (202) 483-6622.

We look forward to your participation in the 2013 United States Conference on AIDS.

### USCA SPONSORSHIP/ PARTNERSHIP LEVELS

#### Friend – \$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 – \$20,000

Includes all benefits of Friend Sponsor Level plus:

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

#### Collaborating Sponsor – \$50,000

Includes all benefits of Colleague Sponsor Level plus:

- 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 – \$75,000**

Includes all benefits of Collaborating Sponsor Level plus:

- 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 Partner Sponsor) on select conference materials, souvenirs and onsite signage
- An additional conference bag insert (3 total)
- Five additional conference registrations (15 total)

**Premiere Sponsor – \$100,000**

Includes all benefits of Patron Sponsor Level plus:

- 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)
- Four (4) conference bag inserts
- Access to conference participant registration database before and after the conference
- Reservation of Hospitality Suite for one evening
- 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 – \$250,000**

Includes all benefits of Premiere Sponsor Level plus:

- 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)
- Exclusive Hospitality Room for use during the conference
- Opportunity to customize benefit package with the Executive Director

## USCA 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 in AIDS service organizations should consider exhibiting at USCA. To reserve an exhibit booth, complete and return the Sponsor/Exhibitor Booth Application/ Contract, with the appropriate payment, on or before June 7, 2013 to receive the discounted rate, but no later than July 12, 2013 to:

USCA Exhibits  
National Minority AIDS Council  
1931 13th Street NW Washington, DC 20009-4432

### 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 a 6 ft. draped table. Exhibitors also receive two chairs and one wastebasket
- Listing in the USCA program book, if payment is received by July 12, 2013
- 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 ballroom (plenary sessions), 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 Booth Rates

8 ft. x 10 ft. booth(s): Booths purchased on or before June 7, 2013:

Business/Corporate

By June 7 - \$1,975.00 in-line;

\$2,350 corner

Government (Federal, State, Local) By June 7 - \$1,575.00 in-line;  
\$1,950 corner (premium option)

Non-profit Organizations\*\*\* By June 7 - \$1,025.00 in-line;  
\$1,300 corner (premium option)

Booths purchased after June 7, 2013:

Business/Corporate

After June 7 - \$2,100.00 in-line;

\$2,570 corner (premium option)

Government (Federal, State, Local) After June 7 - \$1,830.00 in-line;  
\$2,100 corner (premium option)

Non-profit Organizations\*\*\* After June 7 - \$1,190.00 in-line;  
\$1,500 corner (premium option)

\*Must provide proof of non-profit status



Computer hook-ups, video equipment and/or connection, storage space for materials, etc. are available at additional cost. See rules and regulations for further details.

### Reservation Deadlines

Early Bird Exhibit Reg.	June 7, 2013
Final Exhibit Registration	July 12, 2013

SPONSORSHIP LEVELS AT-A-GLANCE	Friend \$10,000	Colleague \$20,000	Collaborating \$50,000	Patron \$75,000	Premiere \$100,000	Presenting \$250,000
Advertising	1 Full Page	1 Full Page	1 Full Page or 2 Full Pages	Inside Cover or 3 Full Pages	Inside Cover or 4 Full Pages	Inside Cover
Exhibit Booths (8' x 10')	1	1	2	4	4	6
Full Conference Registrations	2	6	10	15	30	30
Name Display	•	•	•	•	•	•
Conference Program Book Listing	•	•	•	•	•	•
Bag Inserts	1	2	3	4	5	
Logo Display	•	•	•	•	•	•
VIP Funders Reception ILAite			•	•	•	•
Participant Registration Database			•	•	•	•
Seminar					•	•
Hospitality Suite Reservation					•	•
On-Site Function					1	2
Website Link from USCA Website					•	•
Island Booth					•	•
Leadership Luncheon					•	•
Cyber Cafe Branding					•	•
Concierge Services					•	•
Conference Bag Branding						•
Opportunity to Customize						•

### EXHIBIT RULES AND REGULATIONS

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

### INSTALLATION & DISMANTLING

Exhibitors will have access to the exhibit hall beginning Saturday, September 7, 2013 after 10:00a.m. All exhibits must be installed and ready for the Exhibit Hall opening by 10:00 a.m. on Sunday, September 8, 2013. Exhibition breakdown is scheduled for Tuesday, September 10, 2013, 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 or a completed purchase order 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. The National Minority AIDS Council, sponsor of the United States Conference on AIDS, is a 501(c)(3) organization. Only those contributions in excess of the estimated value of goods and services provided are fully tax-deductible. Contributions to this 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, the National Minority AIDS Council, and its Conference Partners this year: The AIDS Institute; AIDS, Medicine & Miracles; AIDS United; American Academy of HIV Medicine; Association of Nurses in AIDS Care; The Balm In Gilead; Broadway Cares/Equity Fights AIDS; HealthHIV; International AIDS Society; International Association of Physicians in AIDS Care; LIFEbeat; M•A•C AIDS Fund; The NAMES Project Foundation; National AIDS Housing Coalition; National Association of People with AIDS; National Alliance of State & Territorial AIDS Directors; National Association of People with AIDS 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, in completing an application for booth space, agrees to protect, indemnify and hold harmless the Conference, its sponsor, partners and their staff as well as the Hyatt Regency Hotel 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.

## 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

The United States Conference on AIDS sponsor reserves the right to rearrange the floor, relocate any exhibit and remove any 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.

Please complete and return the Advertisement Application/Contract, with the appropriate payment, on or before July 12, 2013 to the following address:

The United States Conference on AIDS  
Attention: Conference Registrar  
1931 13th Street, NW Washington, DC 20009 – 4432

Forms may be returned via fax to: (202) 483-1135. For additional information, or to register online, visit: [www.2013usca.org](http://www.2013usca.org). Otherwise, contact the exhibits coordinator at (202) 483-NMAC (6622) or [ads@nmac.org](mailto:ads@nmac.org).

Please Note: Please print clearly or type. Photocopied submissions are okay. Since nametags will be produced from the following information, please submit a separate form for each registrant.

# USCA ADVERTISING OPPORTUNITIES & APPLICATION CONTRACT

## ADVERTISING RATES AND PAYMENT

First Name: \_\_\_\_\_

[ ] Check or [ ] Money Order Attached  
(Payable to the United States Conference on AIDS)

Last Name: \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_

Title: \_\_\_\_\_

**Credit Card:**  
[ ] American Express [ ] Discover Card [ ] MasterCard [ ] VISA

Organization: \_\_\_\_\_

Account Number: \_\_\_\_\_

Address: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

City: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_ Today's Date: \_\_\_\_\_

State: \_\_\_\_ Zip Code: \_\_\_\_ Country (if not U.S.): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Purchase Order:**

Attach two copies of the completed purchase order to this Advertising Application/Contract.

Fax: \_\_\_\_\_

E-mail (required for confirmation): \_\_\_\_\_

## CONTRACT

I/we hereby authorize reservation for advertising space for our use during The United States Conference on AIDS in New Orleans, LA. The signature below affirms that I/we have carefully read, understood and agreed to comply with all terms and conditions outlined pertaining to advertising during the 2013 USCA.

I/we agree to pay the full advertising rate with this application. It is further my/our understanding that space cannot be assigned without proper payment being rendered.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## USCA ADVERTISING OPPORTUNITIES

Reach USCA's 3,000 participants by advertising in the official program book. Ads will appear on the official USB drive given out to all participants in color and in grayscale in the hard copy condensed program agenda. To reserve ad space in the conference program book and official USB drive, complete and return the Advertiser Application/Contract, with the appropriate payment, on or before July 12, 2013 to the following address:

USCA Advertising  
National Minority AIDS Council  
1931 13th Street NW Washington, DC 20009-4432

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

Full page - \$900.00

## Mechanical Requirements

All ads will appear in color on the official USCA program book flash drive version and in grayscale in the hard copy program agenda. Email your artwork to [ads@nmac.org](mailto:ads@nmac.org). Artwork must be high resolution (at least 300 DPI) EPS, PNG, JPEG or PDF files created in Adobe Creative Suite or QuarkXPress.

Be sure to include all supporting files, including screen and printer fonts, as necessary. Reminder - Color and Grayscale versions of your submissions are needed. MS Office documents and GIFs cannot be accepted as artwork. USCA does not provide typesetting, copy alterations and/or mechanical preparation. Ads appear on pages at 7 1/2" x 10" – the border would just be around the edges. We don't publish bleed ads – that means there would be no "frame" around the page. If your ad bleeds, NMAC will resize it.

The 2013 United States Conference on AIDS is set for September 8 – 11, 2013, at the Hyatt Regency hotel in New Orleans, LA.

# Sponsor & Exhibitor Application & Contract

## FEES AND PAYMENT

Please complete and return the Sponsor and Exhibitor Application/Contract, with the appropriate payment or purchase order, on or before June 7, 2013 to receive the discount rate, but no later than July 12, 2013, to the following address: USCA Exhibits, Attention: Exhibits Coordinator, 1931 13th Street, NW Washington, DC 20009-4432

Forms may be returned via fax to: (202) 483-1135.

For additional information, or to register online, visit: [www.2013usca.org](http://www.2013usca.org). Otherwise, contact the NMAC Exhibits Office by e-mail: [exhibits@nmac.org](mailto:exhibits@nmac.org) or telephone: (202) 483-6622.

**Please Note:** Be sure to print clearly or type—registration badges are printed only from form entries. Photocopied submissions are okay.

### APPLICATION CATEGORY

Sponsor       Exhibitor

### SPONSOR/EXHIBITOR CONTACT INFORMATION

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country (if not U.S.): \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail (required for confirmation): \_\_\_\_\_

### SPONSORSHIP LEVEL

<input type="checkbox"/>	Presenting:	\$250,000
<input type="checkbox"/>	Premiere:	\$100,000
<input type="checkbox"/>	Patron:	\$75,000
<input type="checkbox"/>	Collaborating:	\$50,000
<input type="checkbox"/>	Colleague:	\$20,000
<input type="checkbox"/>	Friend:	\$10,000

### EXHIBIT BOOTH FEES

#### Business/Corporate

By June 7 - \$1,975.00 in-line; \$2,350 corner; After June 7 - \$2,100.00 in-line; \$2,570 corner

#### Government (Federal, State, Local)

By June 7 - \$1,575.00 in-line; \$1,950 corner; After June 7 - \$1,830.00 in-line; \$2,100 corner

#### Non-profit Organizations\*\*\*

By June 7 - \$1,025.00 in-line; \$1,300 corner; After June 7 - \$1,190.00 in-line; \$1,500 corner

Please note – Island booths, (16x20 spaces), are concessions offered to Premiere and Presenting sponsors only. Island booth configurations are not for sale outside of sponsorship purchases.

\*After July 12, 2013, exhibits will be accepted on a space-available basis only. All space is on a first-come, first-serve basis.

\*\*Exhibitors must provide proof of non-profit status.

Booth size is 8 ft. by 10 ft. If you need larger exhibit space, please reserve two (2) booths at the listed rate. Computer hook-ups, video equipment and/or connection, storage space for materials, etc. are available at additional costs.

Number of Booths: \_\_\_\_\_ at \$ \_\_\_\_\_ = \$ \_\_\_\_\_

### PAYMENT TYPE

Check or  Money Order Attached  
(Payable to the United States Conference on AIDS)

Total Amount Enclosed \$ \_\_\_\_\_

### Credit Card:

American Express  Discover Card  MasterCard  VISA

Account Number: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_ Today's Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

### Purchase Order:

Attach two copies of completed purchase order to this Sponsor and Exhibitor Application/Contract.

### CONTRACT

I/we hereby authorize reservation of exhibit booth(s) for use during The United States Conference on AIDS (USCA), at The Hyatt Regency in New Orleans, LA. The signature below affirms that I/we have carefully read, understood and agreed to comply with all terms and conditions outlined pertaining to sponsoring and/or exhibiting during the 2013 USCA Exhibitor Rules and Regulations.

I/we agree to pay the full exhibit fee with this application. It is further my/our understanding that space cannot be assigned without proper payment being rendered.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_