



AIDS 2008

XVII INTERNATIONAL AIDS CONFERENCE

Mexico City, 3-8 August



XVII International AIDS Conference Mexico City, Mexico 3-8 August 2008

MEDIA GUIDE

(Version 3.1: 23 July 2008 —
Updated text indicated in red)



21 July 2008

Dear Editors and Journalists:

As planning for the XVII International AIDS Conference proceeds, the AIDS 2008 Communications Team has updated this Media Guide to assist you in planning your coverage and participation. Please be sure to check the [Virtual Media Centre](#) page of the AIDS 2008 website for the latest information about the conference programme.

AIDS 2008 will be held in Mexico City, Mexico from 3-8 August 2008. The conference theme of Universal Access *Now* emphasizes the need for continued urgency in the worldwide response to HIV/AIDS, and for action on the part of all stakeholders in order to reach the dual goals of ensuring universal access to HIV prevention, treatment, care and support by 2010, and eliminating HIV stigma and discrimination. The AIDS 2008 theme also is an important reminder that the HIV/AIDS epidemic does not exist in a vacuum. Strengthening health care systems in developing countries and addressing underlying social injustices that contribute to HIV risk and vulnerability -- such as poverty, gender inequality and homophobia -- are essential strategies in the global response to HIV.

For the past year, the International AIDS Society has worked closely with our Mexican and international partners to develop a dynamic programme, which will feature the latest developments in HIV science, as well as timely reports on lessons learned from community-based efforts to expand access to HIV prevention and treatment. Visit the online [Programme-at-a-Glance](#) on the AIDS 2008 website for a full list of conference sessions. During the conference, comprehensive online programming -- including webcasts, transcripts, audio files, summaries of scientific sessions, and access to the full text of abstracts and presenter slides and speeches -- will ensure broad access to the programme so that more people than ever before will be able to benefit from the information sharing for which this conference is famous.

We look forward to working with you in the final days leading up to and during the conference, or to facilitating your coverage of the conference remotely. If we can be of assistance to you prior, please feel free to contact a member of the Communications Team listed at the end of this guide.

Kind Regards,

Karen Bennett
Senior Communications Manager
International AIDS Society
AIDS 2008 Communications

AIDS 2008 Programme Overview

The AIDS 2008 programme is organized around three major components: science, community, and leadership.

Abstract Driven Sessions

More than half of all sessions offered at AIDS 2008 will be abstract-driven sessions. The Scientific Programme Committee has selected abstract-driven sessions following a blind, peer-reviewed process. Abstract submissions have been accepted in five tracks representing the major areas of HIV/AIDS research:

- Track A: Biology and Pathogenesis of HIV
- Track B: Clinical Research, Treatment and Care
- Track C: Epidemiology, Prevention and Prevention Research
- Track D: Social, Behavioural and Economic Science
- Track E: Policy and Political Science

Abstracts selected for presentation will be available to the media and the public during and after the conference through an online database accessible through the conference website (www.aids2008.org). **Information contained in all accepted abstracts is embargoed for publication until the date and time of presentation at the conference.**

Plenaries and Other Non-Abstract Driven Sessions

The AIDS 2008 programme will include a number of non-abstract sessions that will be open to all delegates. These include: morning plenaries (Mon-Fri); Opening and Closing Sessions; Special Sessions; and on the final day of the conference, a Rapporteur Session, in which summaries of key developments from all facets of the week's programme will be presented.

A list of all [plenary speakers](#), as well as speaker bios, is available on the AIDS 2008 website.

The programme also will include other sessions types designed to encourage constructive dialogue and to take advantage of the opportunity for learning that AIDS 2008 offers, such as:

- Bridging Sessions (providing multi-disciplinary and multi-perspective dialogues on topics of common interest);
- Learning from Practice Sessions (designed to generate evidence or identify lessons to inform future practice);
- Controversy and Common Ground Sessions (an opportunity for frank and open exchange of views on major controversies of the day, with an eye towards developing collective strategies moving forward); and
- Symposia (dealing with critical issues that defy simple solutions).

The full conference programme, including session titles, confirmed speakers, and meeting times and locations, is now available through the online [Programme-at-a-Glance](#). To assist you in planning your schedule, the online Programme-at-a-Glance has several helpful features: a key word search function; a selection of "road maps" that identify all sessions and activities during the week that relate to a particular topic or population; and a programme to assist you in building your conference itinerary online.

New Programme Features

In 2004, IAS launched the Future Directions Project to consult with a wide range of stakeholders in the International AIDS Conference and determine what works about the conference and what needs improvement. Evaluation of AIDS 2006 has further refined our programme building goals and objectives. Recommendations are being integrated into AIDS 2008 planning and programme development, including:

- New session structures to encourage productive debate;
- Increased presence and quality of science programming; and

- Greater accountability among all parties to be promoted through planning.

Programme Activities

In addition to sessions, the conference programme includes three major activities:

- **Youth Programme** (to encourage youth to help plan, participate in and benefit from AIDS 2008);
- **Cultural Programme** (demonstrating the importance of various forms of art and culture in the global response to AIDS); and
- **Global Village** (located in the Hippodrome of the Americas, adjacent to Centro Banamex, this will be a space delegates, communities and the general public to interact and share their diverse experiences through educational sessions and cultural activities).

A schedule of all programme activities taking place within the Global Village, at Centro Banamex and at other venues throughout Mexico City is available [online](#). A printed copy of the guide is included in the packet you will collect in the registration area at Centro Banamex.

Skills Building Programme

Skills building workshops will cover a diverse range of content with the primary goal of facilitating the professional growth of delegates. See the AIDS 2008 website for a list of skills building topics.

The Organizers

AIDS 2008 is convened by the International AIDS Society (IAS), the world's leading independent association of HIV professionals. Local partners include the federal government of Mexico, the Government of Mexico City and local scientific and community leadership.

International institutional partners for AIDS 2008 include:

- Joint United Nations Programme on HIV/AIDS (UNAIDS), and its co-sponsors, the World Health Organization (WHO) and World Food Programme (WFP)
- International Council of AIDS Service Organizations (ICASO)
- Global Network of People Living with HIV/AIDS (GNP+)/International Community of Women Living with HIV/AIDS (ICW)
- World YWCA
- Asian Harm Reduction Network (AHRN)

Conference Location

AIDS 2008 will be held at Centro Banamex, the largest convention and business centre in México City. Centro Banamex is a modern, multifunctional facility located northwest of the city's centre (a 20-25 minute taxi ride from one of the main hotel areas, Polanco). For more information, visit: <http://www.centrobanamex.com/>

Locations of Opening and Closing Sessions **(updated 23 July)**

The Opening Session will be held at the **Auditorio Nacional** at 19:00 (7:00 pm) on Sunday, 3 August 2008. The [Auditorio Nacional](#) is located at Paseo de la Reforma #50, in the Polanco area of Mexico City, adjacent to the Bosque de Chapultepec (a 20-30 minute taxi ride from Centro Banamex).

Due to security related to the participation of current and former heads of states, access to the Auditorio Nacional will be restricted to those with official conference badges and passport. Mexican citizens should bring either their "Credencial de Elector" or their passport. No bags will be allowed in the venue. If you bring a bag, it will be searched and scanned then deposited in the lobby until you leave.

If you have not registered in advance, or if you did not register early enough to receive your conference badge in the mail prior to the start of the conference, you will be required to check-in at the registration area (located at the Hipprodome of the Americas, adjacent to Centro Banamex, with a separate entrance) before coming to the Auditorio Nacional. **Please read the section in this document entitled “On-site Check-in” for more information.**

All other conference sessions will take place at Centro Banamex. The Closing Session will begin at 13:30 on the final day of the conference (Friday, 8 August) in Session Room 1 (the large plenary hall) at Centro Banamex.

Restricted Access to Centro Banamex

The Global Village is the only part of the conference open to the general public. Centro Banamex will be closed to the public during the conference period and participants will be required to pass through a badge check whenever entering the conference venue. Access will be restricted to those wearing XVII International AIDS Conference badges. Members of the media must be accredited in order to receive press badges (more on accreditation below).

Banking Facilities

There are cash machines/ATMs throughout the venue. Please refer to the map in the General Information Guide for the exact locations. On the map, they are indicated with the pictogram of a dollar sign (\$).

First Aid and Medical Services

There are two first aid stations in the Centro Banamex building and one in the infield next to the Global Village. The exact locations of the first aid stations are identified on the venue map found in the General Information Guide.

Meals and Snacks

Catering concessions offering light, nutritious snacks and beverages will be available on a cash basis (Pesos and USD) throughout Centro Banamex and in the infield next to the Global Village. Items on offer will include sandwiches, wraps, salads, pizza, fruit, smoothies, etc.

Safety and Security

Providing a safe, secure environment for all delegates and the general public is one of the highest priorities for conference organizers.

The conference organizers are working with a professional security consulting firm, as well as local, state and national police and security services to implement a security programme that will mitigate potential risk with the intention of keeping all participants safe throughout the conference.

Smoking Policy

All internal areas of Centro Banamex are non-smoking. It is therefore prohibited to smoke in any indoor area of the convention centre or the Global Village. Smoking is also prohibited inside the Auditorio Nacional (the site of the Opening Session).

Media Registration (updated 21 July)

Online media [registration](#) and accreditation is available through the Media Centre page of the AIDS 2008 website until 28 July. After this date, media registration and accreditation will only be provided on-site at the Media Desk in the Registration Hall at Centro Banamex. There is no registration fee for accredited media.

Please note that on-site media accreditation can take up to two hours to complete. Therefore, media are strongly encouraged to apply for accreditation beforehand.

Media Accreditation

To register as a media representative, you must request accreditation by submitting the following documentation:

(1 and 2 apply to all applicants)

1. A letter from your editor (on the official letterhead of your organization) stating that he or she supports your application and that you have been assigned to cover the conference; AND
2. A copy of your press card. If you do not have a press card, your editor must state this clearly in the above letter; AND
3. PRINT JOURNALISTS (including newsletters):

Copies of three articles you have written, with your byline on the article. Do not send word documents – we require copies of the original published article. If these articles are published online, you may send the complete URL rather than hard copies of the articles.

BROADCAST JOURNALISTS:

Audio or video files of three broadcast programmes you have written or produced – you must upload a maximum of one minute of this file, which includes the section with your name on it. If this file is published online, you may send the complete URL rather than upload the file.

INTERNET JOURNALISTS:

The complete URL's of three articles you have written, with your byline on the article.

All submitted credentials will be thoroughly checked and verified by the AIDS 2008 Conference Secretariat and additional credentials may be requested. Media accreditation is granted at the discretion of the AIDS 2008 communications department.

Journalists are encouraged to register early, and to submit all required documentation as soon as possible, given the potential need to close media registration early, due to space constraints.

Media accreditation grants you access to the conference. However, you and/or your organization are responsible for all costs related to travel and accommodation.

Media Access

All media accredited by the conference secretariat will have free access to the Media Centre. Media registrants will also have access to all sessions and exhibitions, including the Opening and Closing Sessions.

At certain times, access to some parts of the conference may be restricted because of space or security considerations. Coverage of restricted areas will then be arranged on a "pool" basis, and conference staff will escort selected journalists.

Journalists may not enter a small number of sessions that are deemed by participants to be of an extremely personal nature. These will be pointed out to you as soon as this information becomes available.

Conference Secretariat offices are not accessible to journalists.

Restricted Access to PLWHA Lounge

The PLWHA Lounge (lounge for persons living with HIV/AIDS) is off-limits to journalists, except those who are themselves living with HIV/AIDS, in which case, the person entering the lounge does so as a PLWHA and not as a journalist. We trust that all journalists will respect the privacy of the PLWHA Lounge.

Should you wish to interview a person living with HIV/AIDS, please contact the Information Desk at the Media Centre. We will liaise with various NGOs and the PLWHA Lounge to set up interviews for you.

PLEASE NOTE!

PLWHA Confidentiality

Many participants at AIDS 2008 are people living with HIV/AIDS, and for many of these people, their HIV status is unknown in their home countries. For this reason, we impose the following restrictions:

In all conference sessions, you may film (video or photograph) the presenter/s of the session. Should you film any people in the audience, including those who stand to ask questions, you must obtain that person's permission to broadcast/publish this information BEFORE it is broadcast/published. Session chairs may impose further restrictions regarding visual recording at their discretion.

Principles and Values for Conference Participation

By attending the XVII International AIDS Conference, participants agree to comply with the [Principles and Values for Conference Participation](#). AIDS 2008 endorses freedom of expression as an essential principle in the fight against HIV/AIDS and in promoting full participation in the conference. The combined efforts of all stakeholders in the public and private sectors and civil society are required to halt and reverse the AIDS pandemic.

Peaceful protest has always been and continues to be a key element of participation at the conference. The conference opposes the destruction of property; the use or threat of physical force; and the disruption of conference sessions or satellite meetings that prevent dialogue and debate from taking place. Destructive or violent actions will be dealt with in accordance with the laws of Mexico. Further, security personnel may escort participants from the venue or revoke their access to the remainder of the conference.

On-Site Check-in (updated 23 July)

All accredited journalists must check-in at the registration area to pick up their conference bags (which will include the conference programme, abstract CD-ROM, and a media kit). Registration is located at the Hippodrome of the Americas ([adjacent](#) to Centro Banamex, with a separate entrance). Printed copies of the abstract books will also be available for sale on-site for EUR 25.

If you have registered in advance and receive your conference badge in the mail, you will not be required to first check-in at the Hippodrome of the Americas, prior to attending the Opening Session at Auditorio Nacional. However, **for security reasons, you will be required to show your badge and passport in order to enter Auditorio Nacional. Mexican citizens should bring either their "Credencial de Elector" or their passport.**

If you pre-register, but not early enough to receive your conference badge in advance (via regular post), for security reasons, you will be required to first check in at the media registration booths at the Hippodrome of the Americas, located adjacent to Centro Banamex (with a separate entrance).

If you have not pre-registered online, you must first go to the registration area in the Hippodrome of the Americas to register on-site, prior to entering the Auditorio Nacional. It is a 20-30 drive from Centro Banamex to the site of the Opening Session, so please allow plenty of time to check-in before the start of the Opening Session at 19:00 (7:00 pm). We strongly encourage all journalists to pre-register to avoid delays on Sunday, 3 August.

The Opening Session may be viewed via live video feed in the Media Centre at Centro Banamex, in session rooms in the Global Village and online at www.kaisernetwork.org/aids2008.

Please check the Media Centre page of the conference website to confirm the final logistics if you do not receive your registration badge in the post.

On-site Media Centre

The Media Centre will serve the needs of an estimated 2,500 print, radio, and broadcast journalists covering AIDS 2008. Services provided to accredited journalists include: computer work stations, Internet connections, ISDN lines, printers, telephones, fax and photocopying machines (offering a limited number of photocopies). A multi-lingual communications staff will be available to assist journalists with editorial, technical and logistical support. Rooms will also be available for interviews and for official daily briefings and third-party press conferences.

Location

The Media Centre will be located in Hall A of Centro Banamex.

Opening Hours

Media Centre operations begin on Saturday, 2 August at 13:00. The Media Centre will be staffed between 08:00 and 20:00 each day, and will remain accessible 24 hours per day until 24:00 on Friday, 8 August.

Media Information Office

A Media Information Office at the entrance of the Media Centre will assist journalists with background information. A multi-lingual communications staff will be on hand to

assist journalists with stories and facilitate interviews with conference officials before and during the event.

Each of the AIDS 2008 organizing partners, including UNAIDS, will have an information booth in the Media Centre, and will have staff available to answer questions and assist with questions and data requests.

Documents Centre

A documents counter in the Media Centre will provide journalists with hard copies of official daily press releases, statements made by plenary speakers, Heads of State and governments, and from selected track sessions. Kindly note that while every effort is made to have these statements available to you in good time, delays are sometimes unavoidable, and we ask for your patience in these cases.

Most, if not all, of these documents (as well as many others, such as presentation slides) will also be made available electronically, through the online Programme-at-a-Glance (on the conference website) and/or through our online partner, kaisernetwork.org.

Photos

Photographic coverage of the conference proceedings will be provided. High-resolution photographs will be available for download on the Virtual Media Centre page of the AIDS 2008 website.

Third Party Press Releases and Materials

Tables, located near the Document Centre, will be made available for the distribution of press releases and materials produced by third parties (organizations other than the conference itself).

Lockers (updated 21 July)

Lockers **will not** be available in the Media Center.

Food

Food will be available for sale in the Media Centre through a concession stand operated independently by Centro Banamex. Food is not permitted in the press conference rooms.

The Newsroom

Approximately 300 seats and tables, and 100 Internet and telephone lines for filing via personal laptops will be available. A few fax machines will also be available. The Media Centre will be equipped with a wireless network (Wi-Fi). In this same area, 80 networked computers (with printers) will be available. As a courtesy to your fellow journalists, we ask you to limit time on each computer to 20 minutes.

Six video monitors in the Media Centre will show the main events of the conference -- live, if possible, with 100 Infrared (IR) headsets available for use by journalists.

Several meeting/interview rooms will be available in the Newsroom. Journalists will be able to reserve the use of a room on-site.

For international calls, journalists are recommended to use telephone charge cards, available across the city. Local calls are free of charge. We urge journalists to bring universal adapters to charge cell phones, computers or other equipment. Electric current in Mexico is 110V.

The official conference newspaper, operated independently by *Letra S*, will have an office in the Newsroom, as will the official webcaster for AIDS 2008, kaisernetwork.org, and the official provider of online science information, Clinical Care Options, Inc.

Press Conference Rooms (updated 21 July)

The AIDS 2008 Media Centre will be equipped with three press conference rooms. The largest press conference room (Aztecas) will seat 300 journalists, with about 100 standing (450m²). It will be equipped with camera platforms, interpretation booths, sound system, and presentation equipment and screens, as well as audio distribution boxes, IR headsets and transmitters, and 7 microphones, including 3 roaming microphones.

The other two press conference rooms (Mayas and Olmecas) will each allow for 80 seated and 20 standing journalists (120m²). These rooms will be equipped with a single camera platform, presentation equipment and screen, sound-system with 5 microphones (4 fixed, 1 roaming), and an interpretation booth. Press conferences will be held in all three rooms each day starting on Monday, 4 August.

A banner with the AIDS 2008 logo will be designed and used as backdrop at all press conferences. This signage may not be removed by third parties using the press conference rooms. In order to ensure a neutral and unbiased work space for journalists, additional signage and advertising is not permitted in the Media Centre.

All official press briefings will take place in Press Conference Room Aztecas. Simultaneous interpretation from English to Spanish and vice-versa will be provided at all press conferences by on-site interpreters located in each press conference room.

An initial schedule of each day's press conferences is posted to the Media Centre page of the conference website and is included in the media kit distributed to journalists at on-site check in. Updates to the schedule will be posted at the Information Office in the Media Centre.

Only accredited members of the media and press conference speakers will be able to attend press conferences. Press conferences will start on the hour, from 08:00 until the evening, and should not exceed 45 minutes each.

Official Daily Briefings **(updated 21 July)**

A pre-conference press briefing with speakers from the Opening Session will be held at 16:00 (4:00 pm) on Sunday, 3 August, in Press Conference Room Aztecas in the Media Centre.

Conference organizers will also hold an official daily briefing at 11:00 each morning, following the plenary, which will feature the plenary speakers from that morning. On Friday, 8 August, the official press briefing at 11:00 will also feature speakers from the Closing Session, held later that afternoon. All official briefings held in Press Conference Room Aztecas.

Virtual Media Centre

The [Virtual Media Centre](#) (available through the AIDS 2008 website) will provide real time access to webcasts of key conference sessions and official daily briefings, as well as presentation slides, speeches and press releases. Access to other information, such as conference abstracts, daily video highlights, newsmaker interviews and summaries of scientific sessions, will also be available through the AIDS 2008 homepage and our online partners, Kaisernetwork.org and Clinical Care Options.

Broadcast Facilities **(updated 21 July)**

The on-site Media Centre will include an International Broadcast Centre to support coverage of the conference by electronic media (radio, television, broadband, news agencies). The Broadcast Centre will include 50 furnished, lockable workspaces (booths), with power and host broadcast audio-video signal, of a minimum of 9m² each. These booths are available to rent for USD 500 for the week of the conference, with an additional USD 1000 charge for the audio-video pool coverage of the week's main events.

This facility will be operated by the IAS together with our local Host Broadcaster (Canal Once of Mexico). A video/audio bundle will be provided to interested broadcasters, and include live video and audio pool feeds. Translation feeds will also be available. For broadcast organizations interested in editing, live stand-up positions and video play-out facilities, several organizations will be available: APTN, Canal Once, Intelsat and Eurovision.

An outdoor parking area for production engineering and satellite newsgathering trucks will be provided near the Broadcast Centre. This limited number of parking spots will be available on a first-come, first-served basis.

Television Coverage: Pool and Unilateral Coverage

Pool coverage of the Opening Session, all Plenary and Special Sessions, and official press conferences will be available to electronic broadcasters free of charge. This pool coverage will be provided to rented workspaces (booths) in the Media Centre, and available for multilateral transmissions on satellite and fiber-optic networks.

Unilateral coverage of events will be limited to those areas not serviced by the Host Broadcaster, and will require the approval of the event organizers. Unilateral broadcast positions for live stand-ups will be available outside the entrance to Centro Banamex.

Radio Coverage

Audio feeds of events will be available in English or Spanish, and will be available from the host feed bundle, or via audio distribution boxes in the press conference rooms and the main plenary hall.

Transmission Facilities

The Host Broadcaster will assist visiting broadcasters with the booking of dedicated or ad hoc transmission facilities (from Centro Banamex and the location of the Opening Session) with their regular providers (Eurovision, Intelsat, APTN, etc.) and/or the host broadcasters. Centro Banamex is a broadcast-ready facility and fiber capacity will be expanded for this event.

The XVII International AIDS Conference will provide attending broadcasters with working space and pool coverage of the Opening Session, plenary sessions, daily official press conferences, and additional events.

For all requirements related to booking facilities, please contact the conference Media Centre Manager, Pierre Peyrot, at pierre@mondopop.com or +66 81 798-0303.

AIDS 2008 Communications Team Contact Information

Name	Phone Number*	Email
For all broadcast media: Pierre Peyrot (Speaks English, French, Finnish, and Dutch)	(Bangkok, Thailand) +66 81 798-0303	pierre@mondopop.com
International Media: Karen Bennett or Mallory Smuts	(Geneva, Switzerland) +41 22 7100 832 +41 22 7100 822	Karen.Bennett@iasociety.org Mallory.Smuts@iasociety.org
U.S. Media: Regina Aragón	(USA/California) +1 510 393 9435	rraragon@pacbell.net
Mexican Media: Julia García Liliana Ávalos	(Mexico City) (+52 55) 5540 6031, Ext. 241 (+52 55) 5540 6031, Ext. 236	Julia.Velazquez@Fleishman.com Liliana.Avalos@Fleishman.com
Latin American Media: Leandro Cahn	(Buenos Aires, Argentina) +54 911 6468 1669	Leandro.Cahn@huesped.org.ar

* A local telephone number for the on-site Media Centre will be posted to the Virtual Media Centre page of the website at the start of the conference.