



UNITED STATES
CONFERENCE ON AIDS

USCA

WASHINGTON, D.C.

2015 Exhibitor Prospectus

APPLICATION & CONTRACT

A WORD FROM OUR EXECUTIVE DIRECTOR

Dear Colleagues,

The National Minority AIDS Council (NMAC) invites you to participate in the 19th 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 2015 is set for September 10 – 13 at the new Washington Marriott Marquis hotel located in Washington, DC. We look forward to having you join us as we take the largest AIDS-related gathering in the United States to our nation's Capitol!

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; 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; International Association of Providers in AIDS Care; International HIV/AIDS Alliance; LIFEbeat; MAC AIDS Fund; The NAMES Project Foundation; National AIDS Housing Coalition; National Alliance of State & Territorial AIDS Directors; and the 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 traditional HIV/AIDS community-based organizations and AIDS service organizations, community health centers, housing providers, and many others to share stories about how they have made or continue to make changes to position themselves to usher in an AIDS-free generation.

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 2015 approaches, I hope we can count on you to join us in Washington, DC as we renew our spirit, reflect on our collective past, and recommit ourselves to ending the HIV epidemic.

Sincerely,



Paul Kawata
Executive Director

UNITED STATES
CONFERENCE ON AIDS

USCA

WASHINGTON, D.C.

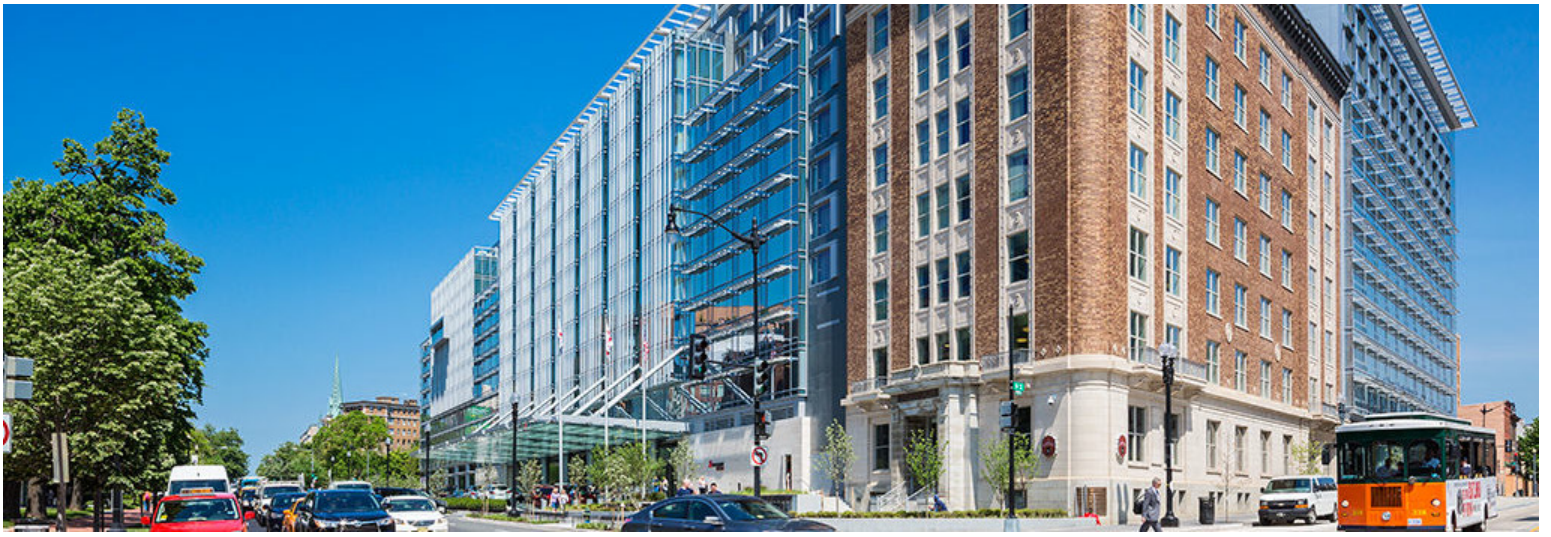
Mission

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.



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To reserve a room at the Conference venue, contact the Marriott Marquis Washington, DC Hotel directly by telephone: (202) 824-9200 on or before August 14, 2015. Reservations can also be made through the Marriot website.

2015 USCA HOTEL INFORMATION

Marriott Marquis Washington, DC
901 Massachusetts Ave., NW
Washington, DC 20001

159*

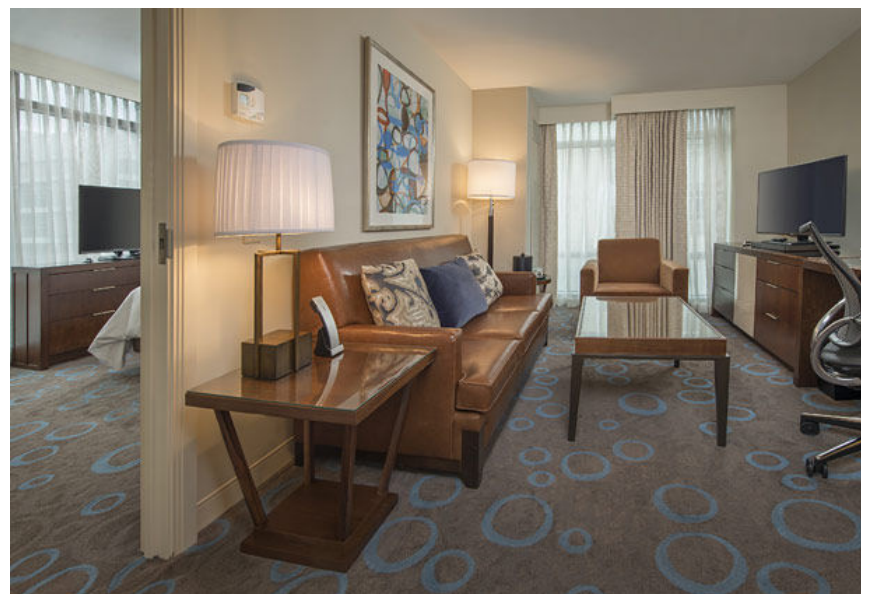
SINGLE/DOUBLE/TRIPLE/QUAD
Reservations Deadline: August 14, 2015

[REGISTER](#)

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 so make your reservations early!

*All rooms are subject to state and local taxes



USCA

PARTNERSHIP / SPONSORSHIP OPPORTUNITIES

USCA, set for September 10 – 13, 2015 at the Marriott Marquis hotel in Washington, DC, 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 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 2015 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.2015usca.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 2015 United States Conference on AIDS.

USCA

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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 : \$25,000 *Includes all benefits of Friend Sponsor Level plus:*

- Logo in addition to name billing on select conference materials, souvenirs, onsite signage, and the NMAC website
- Four additional full conference registrations (6 total)
- 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)
- Four additional conference registrations (10 total)
- Access to conference registration list, post-USCA
- 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 Collaborating 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*
- Website link to company page from USCA website
- 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
- Ability to send out one push notification on the USCA mobile app during the Conference

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 (at Presenting Sponsor's expense)
- Additional 8x20 booth
- Additional ad (4 total)
- Additional conference bag insert (5 total)
- Opportunity to host two on-site functions (breakfast, lunch or dinner) with sole sponsorship (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)
- Ability to send out an additional push notification on the USCA mobile pp during the Conference (two push notifications total)

*NMAC requests that sponsor informs them of your desire to take advantage of this benefit at least 45 days prior to USCA and that sponsor is responsible for generating all content of emails in the form of copy and any accompanying images. Please note message should not be in the form of one image file.

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/ Exhibitor Booth Application/ Contract, with the appropriate payment, on or before June 5, 2015 to receive the discounted rate, but no later than July 10, 2015 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 10, 2015)
- 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

8ft x 10ft booths

Earlybird rates

Purchased on or before June 5, 2015

Regular rates

Purchased after June 5, 2015

	Inline	Corner Booth	Inline	Corner Booth
Business/Corporate	\$2,100	\$2,625	\$2,415	\$2,885
Government	\$1,750	\$2,200	\$2,050	\$2,415
Non-profit Organizations*	\$1,180	\$1,525	\$1,415	\$1,850

*Must provide proof of non-profit status

Cancellation:

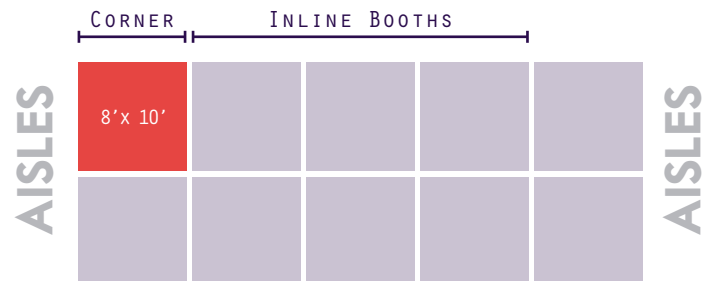
Written cancellations postmarked by July 24, 2015 will be honored with a full refund less a \$50.00 processing fee. No refunds will be issued after July 24, 2015.

Additional Equipment:

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 Registration June 5, 2015
Final Exhibit Registration July 10, 2015



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.

Sponsorship Levels

At-A-Glance

	Friend \$10,000	Colleague \$25,000	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					•	•

EXHIBIT RULES AND 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 September 9, 2015 after 10:00a.m. All exhibits must be installed and ready for the Exhibit Hall opening by 10:00 a.m. September 10, 2015. Exhibition breakdown is scheduled for September 12, 2015, 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. 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 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; International Association of Providers in AIDS Care; International HIV/AIDS Alliance; LIFEbeat; M•A•C AIDS Fund; The NAMES Project Foundation; National AIDS Housing Coalition; National Alliance of State & Territorial AIDS Directors, and the 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 sponsors, partners, and their staff as well as the Marriott Marquis Hotel from any and all claims, liability, damages, or demands which may arise from or be asserted in connection with the foregoing under- taking 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.

Reach USCA's 2,500+ participants by advertising in the official program book. Ads will appear in color and 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 10, 2015** to the following address:

USCA Advertising

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

Advertising Rates

\$900*

Full Page Advertisement

*Advertising Rates are for 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 4:4 full color print-ready digital ad
- 1 Grayscale/monochromatic web-ready digital ad
- All supporting files as necessary (i.e. images, fonts used, etc.)

Digital Specifications

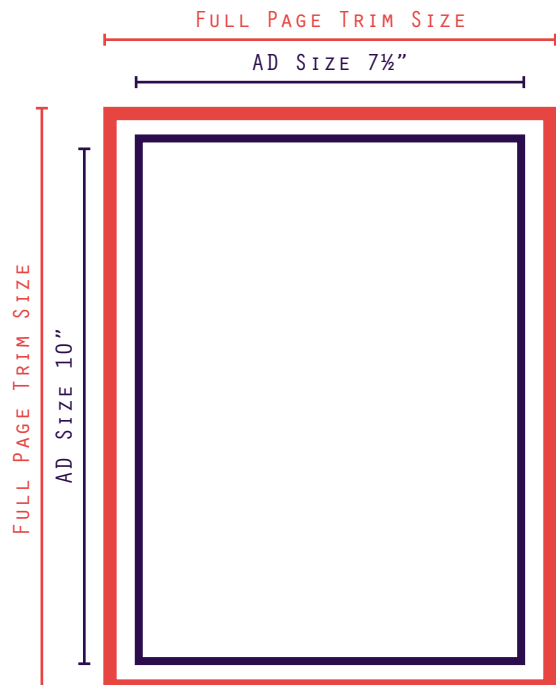
PDF/X-1a files recommended)

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
- 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" x 10" requirement. Please note that distortion may occur in this instance.

The 2015 United States Conference on AIDS is set for September 10 – 13, 2015, at the Marriott Marquis Hotel in downtown Washington, DC.



2015 USCA ADVERTISING APPLICATION



Please complete and return the *Sponsor & Exhibitor Application/Contract*, with the appropriate payment, on or before **July 10, 2015** to the following address:

The United States Conference on AIDS
Attention: Exhibits Coordinator
1931 13th Street, NW
Washington, DC 20009

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: <http://www.2015usca.org/>. Otherwise, contact the exhibits coordinator at (202) 483-NMAC (6622) or via email at conferences@nmac.org.

Organization Details

Be sure to clearly print or type—registration badges are printed only from form entries. Photo copies are ok.

Organization			
Contact First Name		Contact Last Name	
Title		Telephone	
		Fax	
Email			
Street Address			
City		State	
		Zip	
Country (if not U.S.)			

Payment

Payment Type	<input type="checkbox"/> Check	<input type="checkbox"/> Money Order	Amount: \$	
	Attach and make payable to: <i>United States Conference on AIDS</i>			
	<input type="checkbox"/> Purchase Order	Attach (2)TWO copies of the complete purchase order to this form.		
	<input type="checkbox"/> Discover	<input type="checkbox"/> Mastercard	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa
Account #		Exp. Date	/	Today
Card Holder				

Contract Terms

I/we hereby authorize reservation for advertising space for our use during The United States Conference on AIDS in Washington, DC. 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 2015 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

2015 USCA SPONSOR & EXHIBITOR



Please complete and return the Sponsor & Exhibitor Application / Contract, with the appropriate payment, on or before **June 5, 2015** to the following address:

The United States Conference on AIDS
Attention: Exhibits Coordinator
1931 13th Street, NW
Washington, DC 20009

APPLICATION

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: <http://www.2015usca.org/>. Otherwise, contact the exhibits coordinator at (202) 483-NMAC (6622) or via email at conferences@nmac.org.

Sponsorship/Exhibitor Details

Be sure to clearly print or type—registration badges are printed only from form entries. Photo copies are ok.

Organization

Contact First Name Contact Last Name

Title Telephone Fax

Email (required for confirmation)

Street Address

City State Zip

Country (if not U.S.)

Exhibit Booth Rates

8ft x 10ft booths

	Purchased on/ before June 5, 2015		Purchased after June 5, 2015	
	Inline	Corner	Inline	Corner
Business/Corporate	\$2,100	\$2,625	\$2,415	\$2,885
Government	\$1,750	\$2,200	\$2,050	\$2,415
Non-profit Organizations**	\$1,180	\$1,525	\$1,415	\$1,850

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 10, 2015, 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.

Number of booths	Cost per booth	TOTAL
	at \$	= \$

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	\$25,000
<input type="checkbox"/> Friend	\$10,000

Payment

Check Money Order Amount: \$

Attach and make payable to: *United States Conference on AIDS*

Purchase Order [*Attach (2) copies of the complete purchase order to this form.*]

Discover Mastercard American Express Visa

Account # Exp. Date / Today

Card Holder

CONTRACT TERMS

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