



AIDS 2010

XVIII INTERNATIONAL AIDS CONFERENCE
JULY | 18-23 | 2010 | VIENNA AUSTRIA

Rights Here, Right Now

XVIII International AIDS Conference Vienna, Austria 18- 23 July 2010

MEDIA GUIDE

(Version 2.1: June 2010)



June 2010

Dear Editors and Journalists:

As planning for the XVIII International AIDS Conference concludes, the AIDS 2010 Communications Team has prepared this Media Guide to assist you in planning your coverage and participation. Please check the [Online Media Centre](#) page of the website, for updated versions of this guide and for the latest information about the conference programme.

AIDS 2010 will mark an important milestone: the deadline by which world leaders have committed to ensuring universal access to HIV prevention, treatment, care and support. The conference will be an opportunity to evaluate progress to date and to identify what must be done, both individually and collectively, to achieve this goal. With an estimated 25,000 participants and more than 2,000 media in attendance, the eyes of the world will be upon Vienna.

The AIDS 2010 theme *Rights Here, Right Now* emphasizes the central importance of protecting and promoting human rights as a prerequisite to a successful response to HIV. *Rights Here, Right Now* also emphasizes the location of the conference in Vienna, chosen in part for its proximity to EECA, a region experiencing one of the fastest growing epidemics that is fuelled primarily by injecting drug use. *Rights Here, Right Now* is a call for leadership, accountability and action.

The AIDS 2010 conference programme is now available through the online [Programme-at-a-Glance](#), accessible through the conference website. The conference will feature the latest developments in HIV science, as well as reports on lessons learned from community-based efforts to expand access to HIV prevention and treatment. During the conference, comprehensive online programming will help ensure broad access to the information sharing for which this conference is famous.

We look forward to supporting your work in Vienna or to facilitating your coverage remotely. If we can be of assistance, please contact us at media@aids2010.org.

Kind Regards,

Regina Aragón
Conference Communications Manager
AIDS 2010

AIDS 2010 Programme Overview

The AIDS 2010 programme is organized around three major components: Science, Community, and Leadership and Accountability.

Abstract Driven Sessions

The AIDS 2010 Scientific Programme Committee selected abstracts for presentation following a blind, peer-reviewed process. A total of 10,831 abstracts (10,145 regular abstracts and 686 late breaker abstracts) were submitted in six tracks representing the major areas of AIDS research:

- Track A:** Basic Science
- Track B:** Clinical Sciences
- Track C:** Epidemiology and Prevention Sciences
- Track D:** Social and Behavioural Sciences
- Track E:** Economics, Operations Research, Care and Health Systems
- Track F:** Policy, Law, Human Rights 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.aids2010.org). Information contained in all accepted abstracts is embargoed for publication until the date and time of presentation at the conference (start of session).

Plenaries and Other Non-Abstract Driven Sessions

The AIDS 2010 programme also includes non-abstract sessions open to all delegates. These will include: morning plenaries (Mon-Fri); the 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 2010 website.

Other sessions will encourage constructive dialogue and are designed to take advantage of the opportunity for learning what AIDS 2010 offers. These include:

- **Symposia Sessions** (dealing with critical issues that defy simple solutions)
- **Bridging Sessions** (connecting the three programme components to provide an opportunity for multi-disciplinary, multi-perspective dialogues on topics of common interest)
- **Special Sessions** (featuring presentations by high-level speakers, key research leaders, AIDS Ambassadors and policy specialists)
- **Regional Sessions** (seven sessions throughout the week organized by local leaders to highlight current issues and challenges).

The full conference programme, including session titles, meeting times and confirmed speakers is now available through the online [Programme-at-a-Glance](#) (PAG). The PAG also includes tools to assist you in planning your schedule, including "road maps" to identify all sessions and activities during the week that are related to a particular topic or population, and a programme to assist you in building your itinerary online.

Workshops

AIDS 2010 will offer a selection of workshops to enhance delegates' learning experiences. Each workshop will focus on a particular topic in the areas of professional development, leadership and accountability, or community skills development. Experienced and dynamic practitioners and faculty will facilitate the workshops.

Programme Activities

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

- **The [Global Village](#)**, open to conference delegates and the general public, aims to intensify the involvement of key affected populations and other stakeholders in the conference and in the global response to AIDS. Examples of activities include sessions, forums, oral presentations, awards, networking zones, NGO exhibition booths, marketplace booths, art exhibits, film screenings and performing arts.
- **The [Youth Programme](#)** aims to strengthen the participation of young people and the profile of youth issues in the conference through activities such as a youth pavilion, youth-driven sessions, an electronic youth newsletter, the youth opening and reception, and a youth pre-conference to be held from 14 to 17 July. Visit www.youthaids2010.org for full details about youth activities at AIDS 2010.

Detailed fact sheets on both programme activities will be made available as part of the AIDS 2010 press kits.

Vienna Cultural Programme on the Occasion of the XVIII International AIDS Conference

About 40 Austrian and international cultural institutions, including some from the fine arts, film, dance, music, design, literature and architecture, have joined together to provide an exciting cultural backdrop for AIDS 2010 delegates and the general public of Vienna. Full details about the diverse and vibrant cultural activities taking place before and during the conference are available on the conference [website](#).

The Organizers

AIDS 2010 is convened by the International AIDS Society (IAS), the world's leading independent association of HIV professionals, in partnership with a number of international bodies and local partners.

Local and regional partners include:

- City of Vienna
- Government of Austria
- Aids Hilfe Wien
- Austrian AIDS Society
- East Europe & Central Asia Union of PLWH (ECUO)
- European AIDS Clinical Society (EACS)
- European Commission
- Local Scientific Leadership

International partners for AIDS 2010 include:

- Joint United Nations Programme on HIV/AIDS (UNAIDS), including its co-sponsors, the World Health Organization (WHO) and the United Nations Office on Drugs and Crime (UNODC)
- 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 Global)
- World YWCA
- Caribbean Vulnerable Communities (CVC)

Conference Location and Practical Information

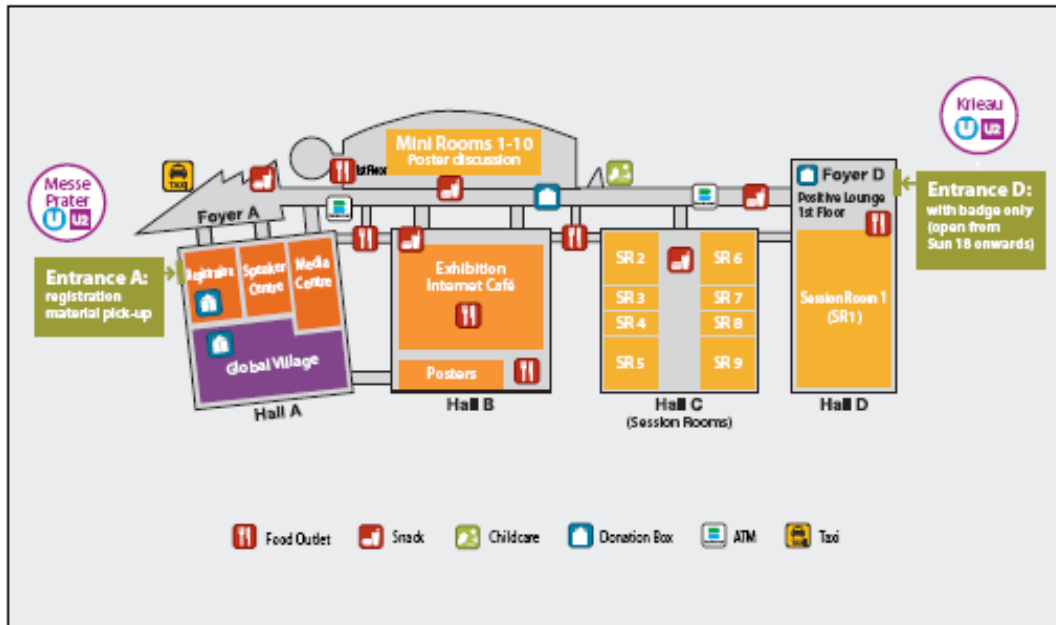
AIDS 2010 will be held at the **Reed Messe Wien am Prater**, Messeplatz 1, Vienna. The Messe Wien is easily accessible by public transport, with two convenient underground

stops at either end of the venue. For more information, visit:
<http://www.messe.at/en/index.html>.

Location of Opening and Closing Sessions

The Opening and Closing Sessions will be held in Session Room 1, located in Hall D of Reed Messe Wien (use the “Krieau” underground stop on the U2/purple line).

For the Opening Session on Sunday, 18 July, doors open at 17:45, with cultural performances taking place until 19:00. The formal programme is from 19:00 to 21:30.



Restricted Access

The Global Village, including its Youth Pavilion, is the only part of the conference open to the general public. All participants will be required to pass through a badge check whenever entering the conference venue. Access will be restricted to those wearing XVIII International AIDS Conference badges. Members of the media must be accredited in order to receive press badges (more on accreditation below).

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 Reed Messe Wien are non-smoking. It is therefore prohibited to smoke in any indoor area of the convention centre.

Banking Facilities

There are two cash machines (automated teller machines, or ATMs) in the concourse area as indicated in the above map.

Medical Centre – First Aid

The medical centre is located in Hall A.

Meals and Snacks

Catering concessions offering light, nutritious snacks and beverages are available on a cash basis throughout the Reed Messe Wien Convention Centre. Items on offer include sandwiches, salads, fruits, hot dishes and beverages.

Catering stands are indicated on the map.

Public Transportation

Vienna has a very well-developed public transport network. Underground trains, trams, buses and suburban trains (S- Bahn) run from 05:00 until midnight, and night buses run from 00:30 to 05:00. Tickets are valid for all these modes of public transport and throughout Zone 100, which covers the whole city of Vienna.

Children under the age of six travel free on Vienna's public transport network. All taxis are metered: if a taxi does not have a meter, do not ride in it. Taxis can be found at convenient taxi stands throughout the city: these are usually near shopping malls, major tourist sites and transport transfer points. A 30% discount on weekly transportation passes from 17 to 23 July 2010 is provided by the conference organizers.

AIDS 2010 participants can buy this seven-day pass, valid throughout Zone 100, in the registration area of the conference centre (the pass covers the city of Vienna, the conference venue, and all the conference hotels listed on the AIDS 2010 website).

Media Registration

All media registrations must be submitted through the online registration form. Before you can register, you need to create a conference profile from which you can enter the registration system. Participants of previous International AIDS Conferences or IAS Conferences can use previous profile log-in information to access their profile. To register for AIDS 2010, or for further information on the registration process, please click [here](#).

Details about the documentation requirements for media accreditation are available [here](#).

Pre-registration closes on 13 July, 24:00 CET. After that, submission of registration will only be possible onsite during the following registration opening hours:

Saturday, 17 July	13:00 – 20:00
Sunday, 18 July	08:00 – 19:30
Monday, 19 July – Thursday, 22 July	06:30 – 18:30
Friday, 23 July	08:00 – 15:00

Journalists are strongly encouraged to register by Friday, 2 July.

After this date, the secretariat cannot guarantee that the documentation you submit with your request for accreditation will be reviewed ahead of time. This may result in substantial delays onsite (up to two hours) as you will be required to bring your documentation to the onsite media registration desk in Hall A and request accreditation in person. Onsite accreditation is not guaranteed and will not be considered without appropriate documentation. **Again, media are strongly encouraged to apply for accreditation beforehand.** There is no registration fee for accredited media.

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 conference sessions, the exhibition and poster area and 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 Positive Lounge

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

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

PLEASE NOTE!

PLWH Confidentiality

Many participants at AIDS 2010 are people living with HIV, 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 XVIII International AIDS Conference, participants agree to comply with the [Principles and Values for Conference Participation](#). AIDS 2010 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 Austria. Further, security personnel may escort participants from the venue or revoke their access to the remainder of the conference.

On-Site Check-in

All accredited journalists must pick up their conference bag (which will include the conference programme and a voucher for the abstract CD-ROM) in the registration area

in Hall A of the Reed Messe Wien. Printed copies of the abstract book will also be available for sale on-site as supplies last.

Access to the conference facilities will not be granted without a conference name badge. Please note that for security reasons, your conference name badge will be scanned at the entrance of the conference venue.

If you have registered in advance and have received your conference name badge in the mail, you will only have to pick up your conference bag in the registration area, but you will not be required to check-in at the registration area in order to have access to the conference sessions (including the Opening and Closing Sessions) and the exhibition and poster area.

If you have pre-registered but have not received your conference badge in advance (via regular post), you will be required to pick up your conference name badge at the media registration desks in the registration area before having access to the conference sessions (including the Opening and Closing Sessions) and the exhibition and poster area.

If you have not pre-registered, you must first go to the onsite media registration desk in the registration area to register on-site and provide the required media credentials. If your media credentials are approved by the secretariat, you will receive your conference name badge, which will give you access to the conference sessions (including the Opening and Closing session) and the exhibition and poster area. **Again, we strongly encourage all journalists to pre-register online by 2 July to avoid delays on Sunday, 18 July.**

On-site Media Centre

The Media Centre will serve the needs of print, radio, and broadcast journalists covering AIDS 2010. 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 the Reed Messe Wien.

Opening Hours

Media Centre operations begin on Saturday, 17 July 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, 23 July.

Media Information Desk

A Media Information Desk 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.

Most of AIDS 2010 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) also will be available electronically through the online Programme-at-a-Glance and/or through our online partners Clinical Care Options and NAM.

Photos

High-resolution photographs will be available for download on Flickr with access through the Media Centre page of the AIDS 2010 website. Instructions for appropriate photo credits will accompany the photos.

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).

The Newsroom

Approximately 400 seats and tables, and Internet connections (Ethernet cables) 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.

Video monitors in the Media Centre will show the main sessions of the conference -- live, when possible, with Infrared (IR) headsets available for use by journalists.

Several meeting and interview rooms will be available. Journalists will be able to reserve the use of an interview room on-site (through the Document Centre).

For international calls, journalists are recommended to use telephone charge cards, available across the city. Local calls from the phone provided in the newsroom are free of charge. We urge journalists to bring universal adapters to charge cell phones, computers or other equipment. Electric current in Austria is 220V.

Press Conference Rooms

The Media Centre has three press conference rooms. The largest press conference room (PCR 1) seats 250 journalists, with 100 standing (400m²). It will be equipped with camera platforms, audio signal boxes, microphones, interpretation booths with IR headsets, sound system, and presentation equipment.

The other two press conference rooms each allows for 80 seated and 20 standing journalists (100m²). These rooms will be equipped with a single camera platform, presentation equipment and screen, sound-system with microphones. Press conferences will be held in all three rooms each day starting on Monday, July 19.

A banner with the AIDS 2010 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 the large Press Conference Room. Simultaneous translation from English to Russian and vice-versa will be provided in PCR 1 and one of the two smaller press conference rooms.

The schedule of each day's press conferences is posted to the [Media Centre](#) page of the conference website and will also be posted outside each press conference room and at the Information Office. Instructions for third party booking of press conferences are also posted to the Media Centre page of the website.

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 19:00, and should not exceed 45 minutes each.

Official Daily Briefings

An opening press conference will be held at 16:00 on Sunday, 18 July, in Press Conference Room 1 (PCR-1). The list of speakers for this briefing will be posted on the website and in the Media Centre.

Conference organizers also will hold two official daily briefings: one each morning, following the plenary, and a second one at 15:00 featuring newsmakers of the day (to be confirmed). Both will be held in the large Press Conference Room (PCR-1).

Online Coverage of AIDS 2010

The AIDS 2010 website currently provides access to a full list of conference sessions and activities through the online [Programme-at-a-Glance](#). As of 17 July, the website will also link to the abstract database, daily press releases and the daily onsite news bulletin. Starting on Sunday, 18 July, the AIDS 2010 website will feature webcasts of key conference sessions, provided by the Kaiser Family Foundation, and additional information on the scientific programme provided by Clinical Care Options, Inc., the official online provider of scientific analysis, and NAM, providing official scientific reporting.

In addition to introducing a new conference blog in mid-June, the conference communications team will be tweeting (@aids2010) frequent updates on conference news and new online resources and encourages journalists and other delegates to tweet about the conference proceedings and activities (#aids2010). A conference Facebook page (/aids2010) offers another resource for monitoring official updates and dialogue among those following on and off-site. The Global Village and Youth Programme have Facebook pages as well (/aids2010globalvillage and /aids2010youth).

Broadcast Facilities

The Media Centre includes an International Broadcast Centre to support coverage by electronic media (radio, television, broadband, news agencies). The Broadcast Centre will include approximately 50 furnished, lockable workspaces (booths), with power and host broadcast audio-video signal, of about 9m² each.

These facilities will be operated by Eurovision, the AIDS 2010 Host Broadcaster. The Host Broadcaster will offer a video/audio bundle (package) to other broadcasters, which will include live and recorded video and audio pool coverage of the conference week. In addition, editing, bookable stand-up positions and video play-out facilities will be made available. Translation feeds will also be available. For additional information, please contact choquard@eurovision.net.

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 attending electronic broadcasters. This pool coverage will be provided at Media Centre booths, and made available for multilateral transmissions.

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. Options for a limited number of unilateral broadcast positions in the Global Village, and outside of Messe Wien are being planned and will be identified in the coming weeks.

Radio Coverage

Audio feeds of events will be available in English or Russian, and will be available from the host feed bundle, or via XLR audio connections in the press conference rooms and the main plenary hall. Radio facilities will be provided by EBU Radio on a bookable basis. Audio files from the event will be made available free of charge at <http://euroradionews.ebu.ch/>. This site is password protected. To apply for a password please contact lonicer@ebu.ch.

Transmission Facilities

The Host Broadcaster will assist visiting broadcasters with the booking of dedicated or ad hoc transmission facilities. Messe Wien is a broadcast-ready facility and fiber capacity will be expanded for this event.

AIDS 2010 Communications Contact Information

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.

For Host Broadcast services and workspaces, please contact Franck Choquard, Eurovision Production Coordination, at choquard@eurovision.net or +41 22 717 2831. For radio outlets interested in coverage please contact Julia Lonicer at EBU Radio, at lonicer@ebu.ch, or +41 22 717 2607.

For all other media-related enquires please email media@aid2010.org. This mailbox is checked regularly.