



**4th IAS Conference on HIV Pathogenesis,
Treatment and Prevention (IAS 2007)**

**Sydney, Australia
22-25 July 2007**

MEDIA GUIDE

(Version 2: **updated 12 July 2007**)



22 July 2007

Dear Editors and Journalists:

Welcome to the **4th IAS Conference on HIV Pathogenesis, Treatment and Prevention (IAS 2007)**! The IAS 2007 Communications Team has prepared this Media Guide to assist you in organizing your coverage and participation in the conference. Please be sure to check the [IAS 2007](#) website for the most up-to-date information about the conference programme, and the [Virtual Media Centre](#) for additional resources for journalists attending the event and those reporting remotely.

With more than 5,000 participants, IAS 2007 is the largest international gathering of its kind. The conference is an opportunity for leading scientists, clinicians, public health experts and community leaders to examine the latest developments in HIV-related research, and to explore how scientific advances can – in very practical ways – inform the global response to HIV/AIDS.

The International AIDS Society (IAS) and the Australasian Society for HIV Medicine (ASHM) have developed an exciting programme, which features new research in the areas of basic, clinical and biomedical prevention science. To support you in your coverage of the conference, many resources will be available to you online through the conference website (www.ias2007.org). This includes:

- the full text of all abstracts accepted for presentation
- all plenary speeches and slide sets from many sessions
- webcasts, transcripts and interviews with experts on the ground in Sydney produced by our online partner, kaisernetwork.org
- rapporteur reports describing the major points from each session and daily summary reports for each of conference Track
- summaries of key scientific data and analyses by expert faculty provided by Clinical Care Options, Inc.

We look forward to working with you during the conference. If we can be of assistance, please feel free to contact a member of the IAS 2007 Communications Team in the Media Centre. A list of our contact information appears at the end of this guide.

Kind Regards,

Karen Bennett
Communications Manager,
International AIDS Society and IAS 2007

IAS 2007 PROGRAMME OVERVIEW

Scientific Programme Content

The content of the IAS 2007 programme is of a scientific nature. We recommend journalists attending have a fairly advanced understanding of the science of HIV in order to follow conference proceedings. If you are not a health or science reporter, and wish to familiarise yourself with the latest information on HIV science and clinical care, you may wish to review the following resources and websites before the conference:

- **Clinical Care Options/HIV:** <http://clinicaloptions.com/HIV.aspx>
- **Medscape/Web MD:** <http://www.medscape.com/hiv>
- **AIDSmap.org** fact sheets: <http://www.aidsmap.com/cms1044467.asp>
- **The Body.com** website for fact sheets and related information: <http://www.thebody.com/sitemap.html>
- **UCSF's HIV Insite** knowledge base: <http://hivinsite.ucsf.edu/InSite?page=KB>
- The **Kaiser Family Foundation's** Reporting Manual on HIV/AIDS: <http://www.kff.org/hivaids/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=41786>

Opening Session

IAS 2007 will begin with an Opening Session from 19:30 to 21:30 on Sunday, 22 July. The Opening Session will be held in the Bayside Auditorium, Level 1 at the Sydney Convention and Exhibition Centre. This will be an opportunity for all delegates to hear from conference organizers and a few international dignitaries, including but not limited to the newly appointed Executive Director of the Global Fund for AIDS, Tuberculosis and Malaria, Professor Michel Kazatchkine, Director of the US National Institute for Allergy and Infectious Diseases, Dr. Tony Fauci, and Australian Minister for Health and Ageing, Tony Abbott. An opening press conference (featuring speakers from the opening session) will be held in the Media Centre at 16:00 on Sunday, 22 July. Please refer to the conference programme for a complete list of speakers at the Opening Session.

Conference Programme

On Monday, Tuesday and Wednesday, the programme will include parallel sessions during which time delegates may choose from a range of abstract and non-abstract driven sessions. Non-abstract driven sessions will include symposia and bridging sessions that offer an interdisciplinary review and discussion of a specific scientific issue.

On Monday and Tuesday (from 13:00 to 14:00) there will also be a Special Session, with high profile speakers who will address topical issues of the day. Please refer to the conference programme for details.

Morning Plenaries

Each morning, a panel of experts will address all delegates as part of the morning Plenary Session (from 09:00 – 10:30). A list of confirmed [plenary speakers](http://www.ias2007.org/subpage.aspx?pageId=267) is available on the IAS 2007 website at: <http://www.ias2007.org/subpage.aspx?pageId=267>. Following each plenary, beginning at 11:00, speakers will be available in the Media Centre to take questions from the media at the official daily press conference.

Abstract-driven Programme

The International AIDS Society received a record number of abstracts for IAS 2007. Over 3,200 valid abstracts were submitted for consideration and 1,835 were accepted for presentation (not including late breakers). This represents more than a 50% increase in the number of abstracts submitted to the last IAS Conference held in Rio de Janeiro in 2005.

More than half of all conference sessions will be abstract-driven. Abstract presentations will be made in each of three scientific tracks:

Track A: HIV Basic Science

Track B: Clinical Research, Treatment and Care

Track C: Biomedical Prevention

The programme also will include a few cross-track sessions.

IAS 2007 EMBARGO POLICY

The media embargo for all data and information included in accepted abstracts is date and time of presentation at the conference. Information in materials distributed to the media in advance is embargoed until the start of the session in which the data or information are presented. We kindly request that all media cooperate with this policy.

Satellite Meetings

Satellite meetings will take place all day on Sunday, 22 July, and in the mornings and evenings on the remaining days, Monday to Wednesday, 23-25 July 2007. Many of these meetings are organized by the major industry sponsors of the conference. There will also be a number of satellites sponsored by non-commercial organizations.

Exhibition Area

The exhibition space at the conference will be open from Sunday, 22 July to Wednesday, 25 July. An area of over 5,000 square meters will be available to commercial and non-commercial organizations to showcase their products, programmes and services.

Online Conference Programme

The full conference schedule is available through the online Programme-at-a-Glance at <http://www.ias2007.org/PAG>. From the overview page, you will be able to navigate through the programme to individual sessions, and build your conference itinerary by selecting the sessions and presentations you want to attend. During the conference, as individual sessions conclude, the Programme-at-a-Glance will be updated to include links to related PowerPoint presentations, abstracts, webcasts, podcasts and transcripts.

THE ORGANIZERS

IAS 2007 is organized by the International AIDS Society (IAS) in partnership with the Australasian Society for HIV Medicine (ASHM).

- IAS is the world's leading independent association of HIV professionals, with over 10,000 members in 171 countries.
- Established in 1988, ASHM was one of the first societies for HIV medicine in the world, and currently has nearly 1,000 members.

IAS 2007 is co-chaired by IAS President Dr. Pedro Cahn (Argentina) and Prof. David Cooper (Australia). The Deputy Local Conference Co-Chairs are Sharon Lewin and John Kaldor.

The Conference Organizing and Scientific Programme Committees consist of world-renowned scientists, researchers and clinicians. The IAS 2007 Community Advisory Group includes representatives from Australia and other countries. Lists of planning and advisory committee members are available on the IAS 2007 website at:

<http://www.ias2007.org/mainpage.aspx?pageId=5>

CONFERENCE VENUE

All IAS 2007 sessions will take place at the **Sydney Convention and Exhibition Centre (SCEC)**, Darling Drive, Darling Harbour, Sydney.

The SCEC is a large, purpose-built facility set in 50 hectares of parks, gardens, museums, shopping malls and amusement areas. The venue has magnificent views of the city and is only a short walk to many tourist attractions. The SCEC is conveniently located close to the Central Business District and many of the conference hotels.

For information on the SCEC, please visit www.scec.com.au.

Detailed area maps and floor plans for the SCEC are available at:

http://www.scec.com.au/download_centre/Maps.cfm?categoryID=638#downloadsContent

Restricted Access to SCEC

With the exception of the Registration Area, the SCEC will be closed to the public during the conference. Access to conference facilities and session rooms will be restricted to those wearing IAS 2007 conference badges. Members of the media must be accredited in order to receive press badges (more information below).

Smoking Policy

All internal areas of the convention centre are non-smoking. It is therefore prohibited to smoke in any area of the convention centre.

MEDIA REGISTRATION

Online media registration is now closed.

Most journalists will have completed the accreditation process before the conference began.

However, an on-site Accreditation Desk is available in the Parkside Promenade, located on the Ground Level. The limited hours for on-site accreditation are as follow:

Sunday 22 July	09:00 – 13:00 and 15:00 – 19:30
Monday 23 July	09:00 – 13:00 and 15:00 – 18:30
Tuesday 24 July	10:00 – 13:00 and 15:00 – 18:30
Wednesday 25 July	09:00 – 13:00 and 15:00 – 17:00

Electronic Badge

An electronic name badge will be given to each registered media representative. This badge must be worn at all times during the conference. Access to the conference facilities, including the Media Centre, will not be granted without a proper name badge. **If a participant loses his name badge or a name change to an existing registration is required, a handling fee of US\$ 60 will be charged for a new name badge. Upon handing out the new name badge, the lost/old badge will be deactivated and become invalid.**

On-Site Check-in

On-site registration and check-in, located in the Hall 5 Foyer, will be open during the following hours:

Saturday 21 July	13:00 – 20:00
Sunday 22 July	07:00 – 20:00
Monday 23 July	06:30 – 19:00
Tuesday 24 July	06:30 – 19:00
Wednesday 25 July	06:30 – 17:00

Conference Bags

Conference bags (which will include the printed programme, the abstract CD-ROM voucher, and a Press Kit) will be available to all registered media at one of the conference material desks located in the Registration Area (Hall 5 Foyer) upon presenting the official conference name badge. If your badge was not mailed to you, please check-in at the Media Desk in the Registration Area (Hall 5) to receive your badge and pick up your conference bag. **The abstract CD voucher in your packet must be exchanged for a CD-ROM at the desk located in the Parkside Promenade.**

During the online registration process, you may order a printed copy of the abstract book, at an additional cost. If you ordered and paid for this during pre-registration, it will be given to you when you pick up your bag. Copies will also be available for sale on-site.

Principles and Values of Conference Participation

The International AIDS Society encourages debate and dialogue as key elements of participation, among all conference participants including delegates, sponsors, speakers and presenters, researchers and scientists, community representatives, leaders and the media.

The IAS opposes the destruction of property or the use or threat of physical force by any individual or group of individuals during the conferences. The IAS opposes the disruption of conference sessions or satellite meetings that results in the inability for dialogue and debate to take place.

By attending the conference, participants agree to adhere to the IAS Principles and Values of Conference Participation, which are available on the IAS 2007 website at: <http://www.ias2007.org/subpage.aspx?pageId=265>

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, Closing and Special 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.

There may be a small number of sessions that journalists may not enter because the sessions 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.

Access to Camera Platforms and Audio Distribution Panels

Platforms for camera-persons and still photographers will be available in Bayside Auditorium, Level 1 (where all plenaries, the Opening and Closing Sessions and all major sessions will take place), and in the press conference room in the Media Centre. Audio distribution panels will be made available at each of these locations (XLR connectors).

Space on the camera platforms is on a first come, first served basis only.

Restricted Access to the Positive Lounge (for PLHIV)

The Positive Lounge (lounge for persons living with HIV) 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 PLHIV and not as a journalist. We trust that all journalists will respect the privacy of the Positive 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!

PLHIV Confidentiality

Some participants at IAS 2007 will be 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. Failure to adhere to this restriction could result in the removal of conference accreditation.

ON-SITE MEDIA CENTRE

The Media Centre is available to serve the needs of print, radio and broadcast journalists covering IAS 2007. Services provided to registered journalists include: computer work stations, Internet connections, ISDN lines, printers and photocopying machines (for limited number of photocopies). A multi-lingual communications staff is 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.

Access

Access to the Media Centre is reserved for conference-accredited journalists. Should journalists arrange to interview non-media conference delegates, kindly meet the interviewee at the entrance to the Media Centre. **Unaccompanied interviewees will not be allowed access to the Media Centre.** On completion of the interview, kindly escort guests back to the entrance of the Media Centre.

Media Centre Location

The Media Centre is located in Parkside 110, Level 1 (one floor above Ground) in the SSEC.

Opening Hours

Media Centre operations begin on Saturday, 21 July at 12:00. The Media Centre will be staffed between 08:00 and 20:00 each day, and will remain accessible 24 hours per day until 22:00 on Wednesday, 25 July.

Media Information Office

An Information Office, located in the Media Centre, will be available to assist journalists. 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.

A documents counter in the Media Centre will provide journalists with printed copies of official daily press releases, plenary speeches, and other major presentations. 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 such cases.

During the conference, many documents also will be available to the media electronically, through the online [Programme-at-a-Glance](#). The Programme-at-a-Glance will be accessible through the IAS 2007 homepage and the Media Centre page of the conference website.

The official language of the conference is English and all press materials are only available in English.

Third-party Press Releases and Materials

A special area within the Media Centre (to the left of the entrance) will be available for the distribution of third-party press releases and materials.

Interview Space

Interviews may be conducted in the Media Centre, although this may prove noisy. An enclosed interview cubicle is available for journalists in the Media Centre. This should be booked by signing up on the printed schedule posted at the entrance to the cubicle. Time in the cubicle is allocated on a first-come, first-served basis.

The interview cubicle is available only to journalists, and for a maximum of 1 hour each time. IAS 2007 branding will be placed inside the cubicle for television interviews. This branding may not be removed or replaced at any time.

Additional informal interview positions are available in and around the convention centre.

Photos

Photographic coverage of the conference proceedings will be provided. High-resolution photographs will be available for download on the Media Centre page of the IAS 2007 website.

Lockers

Due to space constraints, we are not able to provide lockers in the Media Centre. The conference organizers accept no responsibility for equipment and material left unattended in the newsroom.

Lost Property

Media centre staff will keep a Lost Property box at the Information Desk. Should you lose an item, kindly check with staff at this desk. Unclaimed items will be taken to the IAS office in Geneva after the conference, and will be discarded if not claimed within three months.

The Newsroom

The Media Centre is equipped with a wireless network (Wi-Fi). In addition, the newsroom has approximately 30 work stations, equipped with Internet lines for filing via personal laptops and printers. Journalists are responsible for the security of any personal laptops brought into the Media Centre.

In this same area, an additional 30 computers (networked, and linked to printers) are available to accredited journalists. As a courtesy to your fellow journalists, we ask you to limit time on each computer to 20 minutes.

Television screens in the Media Centre will show the events of the main session hall (including the plenary sessions) – live if possible.

Electricity

Electrical current is 240/250V, AC 50Hz. The Australian three-pin power outlet is different from that in many countries, so you will need an adaptor. If your appliances are 110V, check if there is a 110/240V switch. If not, you will need a voltage converter. Universal outlets for 240V or 110V shavers are usually found in leading hotels. We urge journalists to bring universal adapters and/or converters to charge cell phones, computers or other equipment, as such equipment will not be made available in the Media Centre.

Press Conference Room

The Media Centre is equipped with a press conference room with seating for 100. When not in use by conference organizers, the press conference room will be available for use by third parties (this refers to all parties other than the conference organizers, including presenters, NGOs, international organizations or agencies, and/or industry representatives).

An initial schedule of each day's press conferences is posted to the Media Centre page of the website, and a printed copy is available in the IAS 2007 Press Kit. **Updates will be posted each day 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.

IAS 2007 EMBARGO POLICY

The media embargo for all data and information included in accepted abstracts is date and time of presentation at the conference. Information in materials distributed to the media in advance is embargoed until the start of the session in which the data or information are presented. We kindly request that all media cooperate with this policy.

OFFICIAL DAILY PRESS CONFERENCES

An official opening press conference will take place at 16:00 on Sunday, 22 July and will feature speakers from the Opening Session.

On Monday, Tuesday and Wednesday mornings, conference organizers will hold press conferences at 11:00, which will feature that day's plenary speakers and other newsmakers. All official press conferences will be in English.

VIRTUAL MEDIA CENTRE/ONLINE PROGRAMMING

During the conference, the [Virtual Media Centre](#) will feature links 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, presentation slides and summaries of scientific sessions, will also be available through the website and our online partners, [kaisernetwork.org](#) and [Clinical Care Options](#). You can navigate from the overview of the conference programme (Programme-at-a-Glance) to individual sessions, and build your conference itinerary by selecting the sessions and presentations you want to attend.

BROADCAST FACILITIES

Unlike the International AIDS Conferences, the IAS conference does not have a host broadcaster. Broadcasters are required to capture their own video, and obtain audio from the sound desks in session rooms and the press conference room. A limited number of work cubicles for TV and radio broadcasters have been reserved in advance.

OTHER USEFUL INFORMATION

Getting to and from Sydney Airport (Kingsford Smith International Airport)

The Central Business District is 10km north of the International Airport and takes approximately 20 minutes to reach by car. A taxi costs approximately AUD\$25. The Airport Link train service operates from 5am to midnight seven days a week and runs from the Domestic and International Terminals, stopping at all City Circle stations. For more information call 02 8337 8417 or visit www.airportlink.com.au.

Public Transportation in Sydney

Sydney has an extensive public transportation system, with rail, bus and ferry services, as well as a monorail service from the Central Business District (CBD) to Darling Harbour. For up-to-date transport information, rail, bus and ferry timetables, call the Sydney Transport Infoline on 131 500 or visit <http://www.131500.com.au/>.

Parking

Parking is available at the convention centre at the rate of AUD\$26 per day.

Time

In July, Sydney is 10 hours ahead of Greenwich Mean Time (GMT) and 14 hours ahead of New York.

National/International Telephone Calls

Dialing to Sydney

Within Australia: 02 + number
International: 0061 + 2 + number

Dialing from Sydney

Within Australia: Area code + number
International: 0011 + country code + area code + number

Mobile phone operators use GSM and CDMA networks (area code (0)4) and roaming charges apply. For international calls, it is recommended that journalists use telephone charge cards, available across the city.

Currency

Decimal currency is used in Australia with the dollar as the basic unit (100 cents = \$1). Notes come in AUD\$100, AUD\$50, AUD\$20, AUD\$10, and AUD\$5. Coins come in 5c, 10c, 20c, 50c, AUD\$1 and AUD\$2 denominations.

Currency exchange facilities are available in most banks, hotels and airports, and operate normal business hours. Credit cards are accepted at most restaurants and shops, the most widely used being MasterCard, Visa, American Express and Diners Club.

Banking Facilities

There is a cash machine/ATM located opposite the Exhibitor Services Desk in Hall 3 of the convention centre. Additional cash machines/ATM's are located within walking distance in the Harbourside Shopping Centre (located next door to the SCEC).

Business Hours

Banks generally open from 09:30 – 16:00 hours Monday to Friday. General office hours are 09:00 – 17:00 Monday to Friday. Post Offices also operate at these hours; however stamps are often available from hotels.

Climate and Clothing

July is winter and the temperature range is 8° C to 17° C (46° to 62° F). Generally Australians are informal dressers. We suggest you bring a jacket and tie with you for any formal dinners or special occasions you may be attending.

On-Site Business Centre/Photocopying

The Bayside Business Centre is located on the ground floor of the convention centre, next to the Bayside Lounge, and offers a fully equipped business centre for conference participants including photocopying, printing, facsimile service, laminating, scanning, stationery items, internet access, workstation access, and CD burning. Please refer to the SCEC website for a list of services and [prices](#). The Bayside Business Centre is open from 08:00 to 17:00, Monday through Friday.

Copy machines in the Media Centre are for official conference business and for limited use by accredited journalists. Arrangements for all other photocopying -- including copying of third-party press releases -- should be made outside the SCEC or at the on-site Business Centre.

First Aid and Medical Services

Fully equipped and staffed first aid offices will be available onsite to assist with referrals for HIV/AIDS treatment, methadone treatment and other support services. A pharmacy is located in the Harbourside Shopping Centre, which is next door to the SCEC.

For medical emergencies within the building call **02 9282 5555**. You can also dial **5555** using one of the wall phones within the venue.

Meals and Snacks

Catering concessions offering light, nutritious snacks and beverages will be available on a cash basis throughout the convention centre. Catering concessions will be located in Exhibition Halls 5 and 6, in the Parkside Ballroom foyer (Level 1) and at the Bayside Terrace (Level 2). Items on offer will include sandwiches, soups, salads, fruit, pastries, hot and cold drinks, etc.

Tipping

Tipping is not as widespread or regulated in Australia as it is in other parts of the world. Tipping is your prerogative, a reward for service. It is customary to tip hotel porters and a gratuity of about 10 per cent is usual in restaurants if good service is received. Tips for taxis are regarded as optional.

IAS 2007 COMMUNICATIONS TEAM CONTACT INFORMATION

Media Enquiries:*

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* Please check the Media Centre page of the IAS 2007 website for on-site contact information during the conference.