



AIDS 2006

Time to Deliver • Passons aux actes

**XVI International AIDS Conference
Toronto, Canada
13-18 August 2006**

MEDIA GUIDE

(Version 2.1: 28 July 2006)



28 July 2006

Dear Editors and Journalists:

As planning for the XVI International AIDS Conference proceeds, the AIDS 2006 Communications Team has updated this Media Guide to assist you in organizing your coverage of and participation in the conference. Please be sure to check the [AIDS 2006 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 20,000 participants expected, AIDS 2006 will be the largest-ever AIDS meeting. The conference theme of *Time to Deliver* underscores the urgency of bringing effective HIV prevention, care and treatment to communities the world over, as well as the need for increased accountability on the part of all stakeholders.

To reflect this theme, the International AIDS Society (IAS), the Toronto Local Host and our five co-organizers have developed 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 the world over. The online [Programme-at-a-Glance](#), which includes a daily schedule of all sessions and scheduled speakers, is now available to assist you in planning your schedule.

During the conference, expanded online programming -- including webcasts and transcripts, summaries of key scientific data and analyses by expert faculty, as well as online access to abstracts and session slides -- will broaden access to the conference 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 lead up to the conference and in Toronto, 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 AIDS 2006 Communications Team listed at the end of this guide.

Kind Regards,

Karen Bennett
Communications Manager,
International AIDS Conference
and International AIDS Society (IAS)

Gene Long
Manager, Communications and
Volunteers,
Toronto Local Host

AIDS 2006 PROGRAMME OVERVIEW

Opening Session: Sunday, 13 August, Rogers Centre

The Conference Opening will feature welcome remarks by Aboriginal, national, provincial and city government officials from Canada, as well as plenary addresses by Frika Chia Iskandar, a young Indonesian woman living with HIV/AIDS and UNAIDS Executive Director Dr. Peter Piot. The opening programme will conclude with a keynote address by Bill and Melinda Gates, Co-chairs of the Bill & Melinda Gates Foundation. The programme will be followed by a concert featuring top-name performers.

Conference Programme

The AIDS 2006 programme is organized around three major components: science, community, and leadership. A record number of abstracts (over 12,000) were submitted, resulting in a particularly strong scientific programme. 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](#).

All accepted abstracts are embargoed for publication until 8:00 EDT (local time Toronto) on Saturday, 12 August 2006.

For details on the conference programme, including session times and scheduled speakers, visit the online [Programme-at-a-Glance](#).

New Programme Features

Newly designated Key Challenge sessions will marshal the collective experience, knowledge and insights of conference delegates toward developing responses to the following shared challenges:

- Accelerate research to end the epidemic;
- Expand and sustain human resources to scale-up prevention and treatment;
- Intensify involvement of affected communities;
- Build new leadership to advance the response; and
- Scaling Up: Lessons from the Field.

An expanded youth programme, including a new youth website (<http://youth.aids2006.org/>), will offer sessions organized by and for young people that will explore issues of particular importance to this heavily affected population.

Programme Activities

The Cultural Activities Programme, "Viral Culture," will showcase the relationship between AIDS, art and culture. A schedule of events will be available on the website in late July. For the second time, a Global Village will be open to delegates and the general public. Activities in the Global Village will promote learning and interaction between the diverse communities affected and responding to HIV/AIDS. A printed programme of Global Village and cultural activities is will be included in your registration bag.

The Organizers

The conference is convened every other year by IAS, the world's leading independent association of HIV/AIDS professionals with more than 7,000 members from 153 countries. The Toronto Local Host is incorporated as a not-for-profit organization, and is governed by a Board of Directors comprised of leaders engaged in the Canadian response to HIV/AIDS. The five co-organizers are:

- Joint United Nations Programme on HIV/AIDS (UNAIDS)
- Global Network of People Living with HIV (GNP+)
- International Community of Women Living with HIV/AIDS (ICW)
- International Council of AIDS Service Organizations (ICASO)
- Canadian AIDS Society (CAS)

CONFERENCE LOCATION

The XVI International AIDS Conference will be held at the Metro Toronto Convention Centre (MTCC), in the North and South Buildings. The MTCC is located downtown, 20 minutes from Pearson International Airport. MTCC is within walking distance of more than 4,000 hotel rooms, and is accessible by public transport. Taxis from Pearson International Airport to downtown cost approximately \$50 Canadian.

Metro Toronto Convention Centre
255 Front Street West
Toronto, Ontario M5V 2W6

www.mtccc.com

Visit <http://www.mtccc.com/attendees/entandroomlocations.cfm> for a detailed floor plan.

Locations of Opening and Closing Sessions

The Opening Session will be held on Sunday, 13 August at the **Rogers Centre**, which is located adjacent to the Metro Toronto Convention Centre (where all other conference sessions will take place). The Opening Programme is from 19:00 to 20:30 and will be followed by a concert featuring top-name international performers.

The Closing Session will be from 12:30 to 14:30 on the final day of the Conference (Friday, 18 August) in Session Room 1, Level 800 at MTCC (South Building).

Map of the MTCC



Restricted Access to MTCC

With the exception of the Global Village and Registration Area, the MTCC will be closed to the public during the conference period and access will be restricted to those wearing XVI International AIDS Conference badges. Members of the media must be accredited in order to receive press badges (more on accreditation below).

Banking Facilities

Cash machines/ATMs are available in both the North and South Buildings. There is a currency exchange centre located in the North Building.

Business Centre

Business services such as faxing, photocopying, and courier service are available in both the North and South Buildings. 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 MTCC or at one of the two on-site Business Centres.

First Aid and Medical Services

First aid and medical services will be available to delegates throughout the conference venue. On-site medical and paramedical personnel will be available to respond to medical needs as they arise, including medical emergencies.

Meals and Snacks

Conference delegates can purchase light meals, snacks and beverages at catering areas available in both the North and South Buildings. Restaurants and other food and beverage outlets are also available near the conference centre.

Safety and Security

There will be 24-hour security staffing during the conference. A co-ordinated security plan will ensure delegates' safety.

Smoking Policy

It is illegal to smoke in all indoor public places in Toronto. Smoking is therefore not permitted in the MTCC.

MEDIA REGISTRATION

Online media [registration](#) and accreditation is currently available through the Media Centre page of the AIDS 2006 website. There is no registration fee for accredited media.

The AIDS 2006 Media Centre has the capacity to hold 3,000 journalists. More than this number of journalists will make the space an overly-crowded, unpleasant and unsafe working environment. **For this reason we have placed on a limit on the number of conference media accreditations, at a maximum of 3,000.**

We are fast approaching this limit. When we reach this number, we will close media registration. This means that if you have not completed the registration process (i.e. if you have not yet registered and/or if you have not submitted the correct supporting documents), you will not be able to attend the conference. The remaining positions will be allocated on a first-come, first-served basis. Therefore we urge you to register now and to send the supporting documents immediately.

Media Accreditation

To register as a media delegate for the conference, proof of accreditation is required. This accreditation may take the form of a photocopy of official press credentials or a letter verifying your assignment to the conference on the stationery of the media organization for which you work. Freelance journalists wishing to cover the conference must submit copies of three (3) by-lined HIV/AIDS articles or news reports in addition to the letter of assignment. Media accreditation is granted at the discretion of the AIDS 2006 communications department. In addition, the organizers reserve the right to request additional credentials when necessary.

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

On-Site Registration ***[new – added 28 July 2006]***

If, at the start of the conference, there are remaining slots available, media representatives will be able to register on-site on a first come, first serve basis at the

Media Desk in the Registration Hall (located in the North Building, Level 300). Proof of accreditation, as described above, will be required for all on-site registrations. These documents will be verified on-site at the media registration counter before the registration can be completed. As on-site registration can take more than one hour to complete, and space is not guaranteed, media representatives are kindly requested to register in advance using the online registration system.

On-Site Check-in [new – added 28 July 2006]

On-site registration and check-in is located in the North Building, Level 300 (on the same level as the Media Centre). The official opening hours for registration are as follow:

Saturday, 12 August	12:00 – 20:00
Sunday, 13 August	06:30 – 19:30
Monday, 14 August	06:30 – 18:30
Tuesday, 15 August	06:30 – 18:30
Wednesday, 16 August	06:30 – 18:30
Friday, 18 August	08:30 – 15:00

All accredited journalists who have not received their conference name badge by postal mail in advance must check-in at the Media Desk in the Registration Area upon arrival at the MTCC. Please do not report to the Media Centre directly as you will not have access without an official name badge. Conference name badges were only mailed to journalists who registered before 1 July.

Conference bags (which will include the printed programme, the abstract CD-ROM, and a Media Kit) will be available to all registered media at one of the conference material desks located in the Registration Area (Level 300), Level 200 or on the Ground Level in the South Building 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 on Level 300 to receive your badge and pick up your conference bag.

During the online registration process, you may order a printed copy of the abstract book, at an additional cost.

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 are 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 built at the Opening Session, in Session Room 1 (where all plenaries, the Closing Session and most major sessions will take place), and in all three press conference rooms in the Media Centre.

Audio distribution panels will be made available at each of these locations (XLR connectors). These platforms are for ENG coverage only. ***Space on the camera platforms is on a first come, first served basis only.***

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 2006 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 of Conference Participation

The International AIDS Conference (IAC) 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 IAC opposes the destruction of property or the use or threat of physical force by any individual or group of individuals during the conference. The IAC opposes the disruption of conference sessions or satellite meetings that results in the inability for dialogue and debate to take place. All participants attending the IAC are subject to the laws applicable in Canada. By attending the conference, participants also agree to adhere to the IAC Principles and Values of Conference Participation, which are available on the AIDS 2006 website at: <http://www.aids2006.org/subpage.aspx?pageId=285>).

ON-SITE MEDIA CENTRE

The Media Centre will serve the needs of print, radio and broadcast journalists covering AIDS 2006. Services provided to registered journalists include: computer work stations, Internet connections, ISDN lines, printers, telephones and photocopying machines (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.

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.

Location

The Media Centre is located in Hall C, Level 300 (one floor above ground) in the MTCC's North Building. All sessions are held in the South Building, which is accessible via an indoor, climate-controlled walkway.

Opening Hours

Media Centre operations begin on Saturday, 12 August 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 24:00 on Friday, 18 August.

After 20:00 each evening, all entrances to the MTCC will be locked. Therefore, after 20:00 media should use the disabled access on the level immediately below the Media Centre to enter and leave the building. This access point is located directly opposite room 206B on Level 200.

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 conference co-organizers, 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.

Materials 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 2006 website.

Third-party Press Releases and Materials

A special area near the Document Centre will be available for third-party press releases and materials.

Lockers

A limited number of individual lockers will be made available on a first-come, first-served basis. Journalists using the lockers will need to bring their own locks. The conference will not be liable for any items placed in the lockers.

The Newsroom

More than 400 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). Note that Canada uses cellular

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networks for mobile phones similar to those used in the United States (roaming charges apply).

In this same area, about 50 networked computers (with printers) will be available to accredited journalists. As a courtesy to your fellow journalists, we ask you to limit time on each computer to 20 minutes.

Screens in the Media Centre will show the main events of the conference – live if possible.

For international calls, it is recommended that journalists 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 Canada is 110V.

The conference organizers accept no responsibility for equipment and material left unattended in the newsroom.

Press Conference Rooms

The Media Centre will be equipped with three press conference rooms. The largest press conference room (PCR-1) will seat 400. The other two rooms (PCR-2 & PCR-3) will each seat 100. Press conferences will be held in all three rooms each day starting on Monday, 14 August.

All official briefings will take place in PCR-1. Simultaneous translation from English to French and Spanish will be provided in PCR-1 only, and only for those press conferences where interpretation has been requested by the host.

An initial schedule of each day's press conferences will be provided on the conference website and in your media packet distributed at on-site check in. Updates 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 8:00 until 18:00, and should not exceed 45 minutes each.

OFFICIAL DAILY PRESS CONFERENCES

An official opening press conference will be held at 16:00 on Sunday, 13 August, in PCR-1 in the Media Centre and will feature speakers from the Opening Session.

On Monday through Thursday, conference organizers will hold two official press conferences: one at 11:00, which will feature that day's plenary speakers; and a second at 15:00, which will feature other major newsmakers of the day. Both official press conferences will be held in PCR-1. Simultaneous translation services (English-French-Spanish) will be available at all official briefings.

The closing press conference will be held at 14:00 on Friday, 18 August, in PCR-1 and will feature speakers from the Closing Session.

VIRTUAL MEDIA CENTRE

The [Virtual Media Centre](#) 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 2006 website and our online partners, Kaisernetwork.org and Clinical Care Options.

BROADCAST FACILITIES

The on-site Media Centre will include an International Broadcast Centre. This facility will be operated by the **Canadian Broadcasting Corporation**, the **Host Broadcaster for AIDS 2006**. CBC will provide live video and audio pool feeds, editing, bookable stand-up positions and video play-out facilities.

Television and radio services can be booked at the on-site booking office, or requested in advance by telephone at 416-205-6190, or via email at: host_broadcaster@cbc.ca. Due to space limitations, we encourage broadcasters to contact CBC in advance.

Work cubicles for TV and radio broadcasters will be equipped with a basic furniture package and an RF television monitor. Broadcasters that wish to access the distribution of the host-provided feeds will need to request a video/audio bundle from the Host Broadcaster. This bundle will include clean video feeds, with associated floor/international audio. Translation feeds will also be available.

Please contact the Host Broadcaster directly for a rate card of costs associated with rental of work cubicles and video/audio bundles.

Television Coverage: Pool and Unilateral Coverage

Pool coverage of the first half of the Opening Session (not including the concert), all Plenary Sessions, and official press conferences will be provided by the Host Broadcaster. This coverage will be available to all broadcasters free of charge. 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 the MTCC are being planned and will be identified in the coming weeks.

Radio Coverage

Audio feeds of events will be available in English, French or Spanish, and will be available from the host feed bundle, or via mult-boxes in the press conference rooms and plenary meeting room (Session Room 1).

Transmission Facilities

The Host Broadcaster will assist visiting broadcasters with the booking of dedicated or ad hoc transmission facilities from the MTCC and Rogers Centre (the location of the Opening Session). The MTCC is a broadcast ready facility and fiber capacity will be expanded for this event. There will also be a limited number of SNG or microwave truck parking spots available on a first-come, first-served basis. (City of Toronto parking permit may be required). **Please notify the Host Broadcaster if you will require truck parking.**

Communications

Telephone equipment, long-distance, ISDN, fax and Internet access to be provided in a work cubicle must be arranged directly with the MTCC Communications Department. The Host Broadcaster cannot book these services on your behalf.

Contact details for the MTCC Communications Department are as follow:

Phone: +1 416-585-3596

E-mail: communications@mtccc.com

Website: <http://www.mtccc.com/planners/eventplannerfaq1/technologyservicesfaq.cfm>

For all requirements related to booking facilities, please contact the conference Media Centre Manager Pierre Peyrot at pierre@mondopop.com or +1 917 365-6733.

AIDS 2006 Communications Team Contact Information

Name	Phone Number	Email
For all broadcast media: Pierre Peyrot (Speaks English, French, Finnish, and Dutch)	(USA/New York) +1 917 365 6733 (1-20 August – local cell: +1 647 866 1232	pierre@mondopop.com
Host Broadcaster	+1 416 205 6190	Host_Broadcaster@cbc.ca
International Media: Karen Bennett or Mallory Smuts	(Geneva) +41 22 7100 832 +41 22 7100 822	Karen.Bennett@iasociety.org Mallory.Smuts@iasociety.org
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