

THE 24TH
INTERNATIONAL
**HARM REDUCTION
CONFERENCE 2015**

**18-21
OCTOBER**
KUALA LUMPUR
MALAYSIA



**SPONSORSHIP, EXHIBITION &
PROMOTIONAL OPPORTUNITIES
AT THE CONFERENCE**

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HR CONFERENCE 2015

Harm Reduction 2015 will take place 18 - 21st October, Kuala Lumpur, Malaysia. Due to be held at the world renowned, Royal Chulan Hotel, the conference is expected to bring together over 1000 delegates from around 70 countries.

2015 will see the conference co-hosted by Malaysian Aids Council who successfully won a bid to co-present in 2014. Malaysia is a popular vibrant region with the city easily accessible and perfectly situated to attract both national and international delegates from around the world. Malaysia, through various Harm Reduction programmes has also achieved great success by reducing HIV amongst drug users by 50%, fitting perfectly with the overall tone of the event in October.

A Call for Leadership will be the theme for HR2015 and will set the tone for a dynamic agenda that addresses the issues and shortfalls that still exist in Harm Reduction services across the globe. Standing alone as one the very few distinct and dedicated Harm Reduction events, the conference will connect key decision makers and influencers. Delegates range from senior government officials, activists through to frontline service providers.

Increased efforts will be implemented in 2015 ensuring that any sponsor engagement brings a strong return on investment. Dedicated floor plans have been created and will be designed and crafted by Innogen a world class contractor specific to the world of exhibitions.

The overall layout of the event has been carefully considered to ensure maximum interaction, with the intention that the exhibition area will serve as a main hub and be central to the event. No area of the conference has been left without thought with new additional, extensive opportunities now available. The event is set to be one of the biggest to date with Harm Reduction International and the Malaysian Aids Council welcoming all potential sponsors and their support.

Please contact us for further information.

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THIS CONFERENCE AT A GLANCE...

- One of the largest international events of its kind
- Over 1000 delegates in attendance from over 70 countries
- Additional government support expected by various Malaysian ministries with a strong presence on the day
- Supporting partners such IAS endorsing the event
- Recognised by major international organisations such WHO and OSF
- Driven agenda that addresses the most current issues - driving the need for delegates to attend
- Over 30 exhibition stands with the option of bespoke design
- New for 2015 - Professional contractor assigned to create a dedicated, professional space
- Dedicated external PR agency In Toon Media specific to HIV infection assigned as agency raising the events international profile even further across the globe with a formidable, dedicated strategy
- Greater opportunity to use differing channels and drive attendance to a stand as well as promote both pre and post event
- Attention of a dedicated team to ensure all activity is executed with the best possible return
- Partnerships with Malaysian Airlines and One World Alliance – substantially reducing travel costs, helping to drive attendance
- Bespoke packages available upon request

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LEAD SPONSOR PACKAGE

- Prominent position on all marketing collateral and noted as 'Lead Sponsor' throughout the event
- Prominent position on main conference website alongside HRI & MAC (only) with hyperlink to sponsors own dedicated page of choice
- Prominent position within exhibitor area with first choice on stand space 27 sqm - first option applicable until the 1st March 2015
- X 3 e news alerts over a three quarter period or before during and after the event with link back to sponsors dedicated page of choice - HRI circulation base 12,000
- Notification on main conference holding page in all dedicated presentation areas
- Unlimited options on banner space in the main conference area throughout the event including opening ceremony
- Seat drop on day one or alternate days
- Dedicated conference delegate bag, as well as unlimited inserts, pens, pads and other promotional items
- X 2 full page adverts in the conference agenda
- Noted as main sponsor on film festival related collateral with banner allocation in prominent position on and off site
- Notification on conference app with allocation to feed information through once a day on each day of the event
- One dedicated lunchtime presentation on day of sponsors choice, with unlimited number of potential attendees, presented as requested by sponsor and introduced and supported by HRI
- X 2 twenty minute presentation options at pre arranged times via the popular 'quick fire' session know as the 'Dialogue Space'
- Option of dedicated private hosting suite throughout the event complete with formal introductions if desired
- Notification and branding in final hardcopy programme - 'page two'
- X 12 free passes to be used at the discretion of the sponsor (access all areas) throughout the four day event

All subject to final approval and terms and conditions by HRI - all art work, banners and other collateral to be supplied by sponsor at no cost to HRI. Further details upon request.

Cost \$55,000

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PREMIER PACKAGE

- Prominent position on dedicated conference webpage - with hyperlink to sponsors own webpage of choice
- Secondary position on all conference marketing collateral and noted as 'Premier Sponsor'
- Second option on prime location stand space 18sqm in exhibitor area
- X 2 e news alerts within an eight week period before the event HRI circulation base 12,000
- Seat drop in main plenary, day two
- X 2 Inserts in delegate bags
- X 1 dedicated presentation slot in via the popular 'quick fire' session known as the 'Dialogue Space'
- X 2 extra options for banner space in the main foyer or mid section of main auditorium
- X 8 free passes to be used at the discretion of the sponsor (access all areas) throughout the four day event
- Notification and branding in final hardcopy programme

All subject to final approval, terms and conditions by HRI - all art work, banners and other collateral to be supplied by sponsor. Further details upon request.

Cost \$27,000

FILM FESTIVAL

- Prominent and sole branding at key points during both, preselected areas of the conference and throughout the whole film festival
- Profiled as 'sole' sponsor for red carpet 'Film Festival' reception amplified with dual branded Gobo, photo back drop and banners
- Five minute presentation opportunity at 'Film Festival' party
- Stand space in prime location 9 sqm
- Guarantee of further profiling alongside a list of critically acclaimed films through various global media channels
- X 2 e news alerts with dedicated notification and branding forming hyperlink
- Branding frame around all post film festival pictures positioned on the dedicated conference website
- X 6 free delegate passes with access to all areas throughout the event
- Notification and branding in hard copy final programme and dedicated conference website with hyperlink

Cost \$15,000

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HR CONFERENCE 2015 APP

- X 2 e news alerts with branding in advance of launch
- Dedicated, prominent branding displayed on app at all times
- Availability to update regularly on to a prominent dedicated landing page via app throughout the conference
- Stand space in prime location 9sqm
- X 2 banners in main registration area
- Branding presented on all HRI/ MAC related down loads
- 1 x 2 m (Roll up) banner opportunity at all main collection, welcome and registration points
- X 1 Insert in delegate bag
- X 4 free delegate passes with access to all areas throughout the event
- Notification and branding in hard copy final programme and dedicated HRI conference website with hyperlink

NB - exhibition floor plan with other exhibitors listed as part of an overall agenda may be displayed via this mechanism as well as other forms of less prominent advertising

Cost \$11,000

INTERNET SPONSOR

Popular designated area for delegates to access information and connect online during the event

NB General internet connection will be limited throughout the conference in this area

- Branding throughout designated space (agreed during initial consultation)
- X 2 e news alerts dispatched before the event
- Branding displayed on all monitor screens
- Option of small adjacent exhibitor span to maximise on traffic
- X 4 free delegate passes with access to all areas throughout the event
- Notification and branding in final hard copy programme and dedicated conference webpage with hyperlink

Exclusive of cost providing technical equipment and support at the event

Cost \$9000

DIALOGUE SPACE

- Branding clearly displayed within the main design of the area
- X 2 presentation options
- X 2 e news alerts dispatched before the event
- Option of small adjacent exhibitor span to maximise on traffic
- X 3 free delegate passes with access to all areas throughout the event
- Notification and branding in final hard copy programme and dedicated HRI conference webpage with hyperlink

Cost \$9000

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LUNCH TIME CHARITABLE SPONSOR

Donate to a local charity in Kuala Lumpur by sponsoring a very basic lunch of Dahl and rice, proceeds are given to a worthy cause as a result of a sponsors participation

- Profiling via a dedicated e news alert endorsed by both HRI and MAC in advance
- X 2 banner spaces on the morning of chosen day in pre agreed prominent positions
- 10 minute welcome address introduced by the executive director of HRI
- Post event recognition via X 1 email and on conference website with hyper link
- Official participation - handover of cheque in closing ceremony
- 30% reduction on stand space at the event (minimum span 9 sqm)
- Notification and branding in final hard copy programme and electronically via conference app on the day as well as the dedicated HRI conference website with hyperlink

Cost \$6500

DELEGATE BAGS

- Dedicated branding on side of conference bag
- X 2 inserts
- Exclusive branding visually endorsed by the presence of additional HRI and Mac branding
- X 1, 1 x 2 m (Roll up) banner positioned in pre agreed prominent position in main conference area
- Notification and branding in final hard copy programme and dedicated conference webpage

NB - Inserts are not solely exclusive and other inserts may be added

Cost \$4000

WORKSHOP/ PRESENTATION SPONSOR

- Branding profiled alongside designated workshop in programme both in advance and on the day
- Seat drop in presentation room on the day
- X 1 Banner in presentation room on the day
- Branding positioned on holding slide in dedicated room
- X 1 insert in delegate bag
- Notification and branding in final hard copy programme and dedicated conference webpage with hyperlink

Cost \$2500

FURTHER OPPORTUNITIES INCLUDE

- **Banner only options** (1 x 2 m Roll up banner) with dedicated **information tower** in main exhibition area **\$2500**
- **App advertising** (driving traffic to your stand) **\$1850**
- **Lanyard Sponsor** **\$1500**
- **Dedicated online advertising** Conference site only **\$1500**
- **Official Shirts** **\$1500**
- **Seat Drop** (Subject to availability Main plenary 1000 delegates) **\$800**
- **Commercial Inserts** **\$750**
- **Charitable Inserts** **\$150**

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EXHIBITION OPPORTUNITIES AT THE CONFERENCE

EXHIBITOR STAND SPACE - SHELL SCHEME

- X 1, 9 sqm stand space
- Sold with grey shell scheme, carpet and signage, one table, two chairs
- Standard 13 amp double socket with lighting
- Branding only in final hardcopy programme and on dedicated HRI conference website with hyperlink

Minimum span 9 sqm

Multiple spans may be purchased

All stands are subject to availability and sold on a first come first served basis

Cost \$3000 | Zone A - Cost \$4000

EXHIBITOR STAND SPACE - SPACE ONLY (By Special Request)

- Sold as space only, with power and standard 13 amp double socket
- Branding only in final hardcopy programme and on dedicated HRI conference website with hyperlink

Minimum span 18 sqm - proof of relevant documentation will be required upon request by HRI. All stands must be completed by a qualified contractor and subject to final approval by HRI. Terms apply should you wish to appoint an independent contractor - please contact HRI directly for further information

Cost \$475 per sqm

CHARITABLE STAND SPACE

- X 1, 9 sqm stand space
- Complete with grey shell scheme, carpet and signage and one table, two chairs
- Standard 13 amp double socket with lighting
- X 1, e news alert (maximum copy 60 words)
- Notification and branding in final hard copy programme and on dedicated HRI conference website with hyperlink

Price on application

EXPRESS STAND SPACE

Excellent for those who wish deliver key messages primarily through networking in a dedicated space

- 1.5 sqm span complete with x 1 tall bar table with adjacent allocation of space for one 1 x 2 m banner, positioned at key points in the exhibitor area
- Branding only in final hardcopy programme and on dedicated HRI conference website with hyperlink

Cost \$1850

BESPOKE OPPORTUNITIES

available upon request

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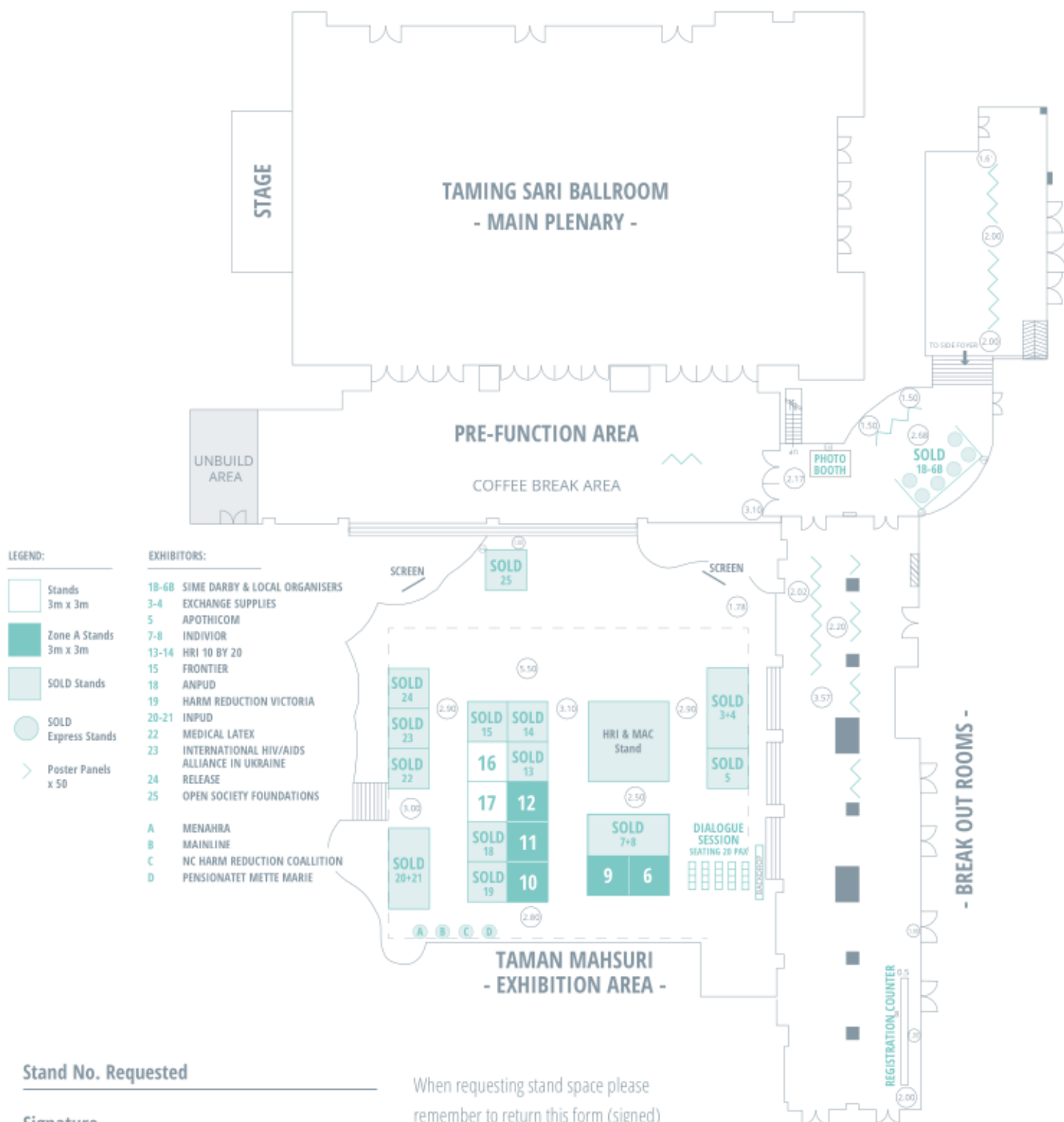


CALL FOR LEADERSHIP
MEMUPUK KEPIMPINAN



HARM REDUCTION
INTERNATIONAL





Stand No. Requested _____

Signature _____

Print Name _____

Date _____

When requesting stand space please remember to return this form (signed) along with the request form to:
 Nigel Kay, HRI Conference Manager
 Unit 2C09 Techno Business Park, London Road SE1 6LN

Email nigel.kay@ihra.net **Telephone** 00 44 020 7717 1592

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REQUEST FORM

Title	
First Name	
Surname	
Email	
Direct Dial	
Company/ Organisation Details	
Number	
Street Name	
Town	
City/ State	
Country	
Postal /Zip Code	
Contact Number	
Fax Number	
Website	
Description (please tick)	<input type="checkbox"/> Commercial <input type="checkbox"/> Charity <input type="checkbox"/> Other

SPONSORSHIP OPPORTUNITIES 2015

- Please tick*
- Lead Sponsor Package** \$55000
 - Premier Package** \$27000
 - Film Festival** \$15000
 - Conference App** \$11000
 - Internet Sponsor** \$9000
 - Dialogue Space** \$9000
 - Lunch Time Charitable sponsor** \$6500
 - Delegate Bags** \$4000
 - Workshop/ Presentation Sponsor** \$2500
 - Lanyard Sponsor** \$1500
 - Official Shirts** \$1500

PROMOTIONAL OPPORTUNITIES 2015

- Banner Only with Information Tower** \$2500
- App Advertising** \$1850
- Dedicated Online Advertising** \$1500
- Commercial Inserts** \$1000
- Dedicated Seat Drop Main Plenary** \$900
- Charitable Inserts** \$150

STAND SPACE

NB - When requesting stand space you must also return and sign the attached floor plan, clearly indicating your chosen stand number in the required sections on the base of the plan.

- Shell Scheme** \$3000
- Shell Scheme Zone A** \$4000
- Space Only (per sq m)** \$475
- Charitable Space** poa
- Express Space** \$1850

Authorising Signature	
<i>I would like to reserve the option/s listed above and understand that further formally binding terms and conditions will be presented in the form of a contract between both HRI and sponsor at a later time.</i>	
First Name (Print)	
Surname (Print)	
Job Title	
Position	
Date	

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HARM REDUCTION
INTERNATIONAL



SUPPORT SOKONGAN
COMMUNICATION KOMUNIKASI
SAFETY KESELAMATAN
RESPECT HORMAT
TRAINING LATIHAN
EDUCATION PENDIDIKAN
CHANGE PERUBAHAN
PARTICIPATION PENYERTAAN
HUMAN RIGHTS HAK ASASI MANUSIA
EMPATHY EMPATI
KNOWLEDGE PENGETAHUAN
INCLUSION KEMASUKAN
COMMUNITY KOMUNITI
INFORMATION MAKLUMAT
TRUST KEPERCAYAAN
BEST PRACTICE AMALAN TERBAIK
DIGNITY MARUAH
REPRESENTATION PERWAKILAN
HEALTH KESIHATAN
COMPASSION BELAS KASIHAN

CALL FOR LEADERSHIP
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