

# HR17 MONTRÉAL

Sponsorship, Exhibition  
& Advertising Opportunities

# HR17

Harm Reduction 2017 will take place 14-17 May in Montréal, Canada, at the custom-built Centre Mont Royal. As hosts of what will be the biggest global harm reduction event of the year, Harm Reduction International and Canadian partner AIDQ look forward to welcoming up to 1000 delegates from around the world for what promises to be another high profile, high impact conference.

In the context of a country moving towards a more forward-looking approach to drugs, but a region and a planet where progress is still painfully slow, we want HR17 to be the place where the people at the heart of the response come together to build a movement that learns, shares and cooperates to build a world where people benefit from good drug policies, rooted in dignity, health and human rights.

'At the Heart of the Response' will be the theme for HR17 and will set the tone for a dynamic agenda that highlights those issues, themes and groups that are essential to a full response. 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 to activists through to frontline service providers. In 2017, HRI will work to ensure that any sponsor engagement brings a strong return on investment.

Our event is set to be one of the biggest to date with HRI and AIDQ welcoming all potential sponsors and their support.





# At a glance...

- One of the largest international events of its kind
- Up to 1000 delegates in attendance from over 70 countries
- Additional government support expected by various Quebec agencies and Canadian ministries with a strong presence on the day
- Recognised by major international organisations such as WHO and OSF
- Abstract-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
- Dedicated external PR agency raising the event's international profile
- Attention of a dedicated team to ensure all activity is executed with the best possible return
- Bespoke packages available upon request





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# 1. Conference Session Sponsorship

The core conference programme will be finalised towards the end of December 2016. The programme will comprise of an opening and closing ceremony, three plenary sessions, major sessions, concurrent sessions and also workshops. The sessions will cover a wide range of topics and themes.

Conference programme sponsorship is a great way to engage with your audience in order to effectively communicate your message, as well as build relationships. Harm Reduction International is interested in hearing from you if you would like to sponsor any sessions or workshops throughout the conference.

There are a variety of conference programme sponsorship opportunities, which will provide your organisation with an effective platform to showcase your brand, products and services.

## a) Plenary Session Sponsorship

Three opportunities to sponsor a daily morning plenary session. High profile event with attendance from dignitaries, keynote speakers and the media. Your sponsorship includes travel and accommodation for the plenary speakers as well as the plenary session room costs.

## b) Major Session and Parallel Session Sponsorship

Your sponsorship includes travel and accommodation for the session speakers, as well as the session room costs.

### PRICE ON APPLICATION

### BENEFITS OF SESSION SPONSORSHIP :

- Accreditation as a session sponsor in the programme, as well as on all marketing material
- Sponsor's logo on the session holding screen
- The opportunity to distribute materials (to be supplied by the sponsor) in the session room
- Sponsor's logo on the conference website with a hyperlink to the organisation's website
- Sponsor's logo displayed in the sponsors' section of the Conference Reader, distributed to delegates, speakers, press and guests on arrival
- One complimentary delegate bag insert
- Acknowledgement on the HRI conference smartphone app







## 2. Dialogue Space

This is an exciting and exclusive opportunity to sponsor one of the most popular and engaging elements of the conference. The uniquely interactive nature of the Dialogue Space aids collaboration and learning, and is an ideal showcase for your brand.

- Branding clearly displayed within the main design of the area
- Accreditation as the dialogue sponsor in the programme, as well as on all marketing material
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival
- Sponsor's logo on the conference website with a hyperlink to the organisation's website
- One delegate bag insert

**GBP: £19,950**



### 3. Film Festival

A firm favourite amongst delegates, the Film Festival screens documentaries, advocacy films, training videos, and fictional work related to drug use, harm reduction and drug policy. Films shown at the event have subsequently been used for advocacy purposes in many countries, and are both engaging and varied in content.

As well as the Film Festival screening during the conference, there will be a local public film screening, showcasing the most successful films.

- Accreditation as Film Festival sponsor on all marketing material, including the programme
- Sponsor's logo on the conference website with a hyperlink to the organisation's website
- Sponsor's logo on the film festival banner during the public screening
- Sponsor's holding slide during the conference film festival
- Two delegate bag inserts
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival
- Acknowledgement on the HRI conference smartphone app
- Free exhibitor stand

**GBP: £29,950**



## 4. Workshop Sponsorship

Assist conference delegates in developing their skills whilst at HR17. Sponsor a workshop to highlight your goods and services related to particular topics.

- Your company name alongside your workshop
- One banner in presentation room on the day (sponsor to provide)
- Branding positioned on holding slide in dedicated room
- One complimentary delegate bag insert
- Sponsor's logo on the conference website with a hyperlink to the organisation's website
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to delegates, speakers, press and guests on arrival

**GBP: £3,950**

## 5. Drinks Reception

This is a unique opportunity to host a drinks reception after the opening ceremony of the conference, to which all conference delegates and dignitaries are invited.

The Reception offers attendees and sponsors an evening networking opportunity. Your sponsorship will provide alcoholic beverages, soft drinks and light snacks for guests.

- Organisation's name linked to reception in the programme
- One branded banner positioned in the reception area (sponsor to provide)
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival
- Acknowledgement on the HRI conference smartphone app
- One complimentary delegate bag insert

**GBP: £14,950**

## 6. Internet Hub Area

Help keep our delegates connected by sponsoring our internet hub; a prominent seating area with charging stations for delegates' electronic devices.

- Organisation's name prominently featured in programme
- One banner positioned in the hub area (sponsor to provide)
- Sponsor's logo on the conference website
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival

**GBP: £9,950**





## 7. Conference App

Stay in front of attendees all week long by being the official Conference App sponsor. The Conference App will be a central hub for attendees to connect, build their schedule, and stay up to date on conference events throughout the week. Your organisation will be branded as the official sponsor, with prominent placement of your logo within the app itself. We anticipate heavy usage of the app by attendees.

- Dedicated, prominent branding displayed on app at all times
- Branding presented on conference-related downloads
- One delegate bag insert
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival

**GBP: £8,450**

## Additional Conference App Opportunity

Place an advert within our conference app to tell people why they should visit your stand.

**GBP: £1,250**



## 8. Exhibition Stands



### a) Shell Scheme Stand

- Exhibition stand space
- Shell scheme, carpet and signage, one table, two chairs
- Standard double socket with lighting
- Branding on the dedicated HRI conference website
- Two stand passes
- Sponsor's logo and 50 word company profile, to be displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival
- Added extras available on request (charges apply)

**GBP: £3,450**

*Discounts are available to charities; price on application.*



### b) Exhibition Stand (Space Only)

- Sold as space only, with power and a standard double socket
- Carpet, one table and two chairs
- Branding on final hardcopy of the conference programme and on the dedicated HRI conference website
- Two stand passes
- Sponsor's logo and 50 word company profile, to be displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival

**GBP: £2,950**

*Discounts are available to charities; price on application.*



## c) Express Stand

Excellent for charities and government agencies who wish to deliver key messages primarily through networking in a dedicated space.

- 1.5 sqm span complete with x one tall bar table with adjacent allocation of space for one 1 x 2 m banner, positioned at key points in the exhibitor area
- One stand pass
- Sponsor's logo and 25 word company profile, to be displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival

**GBP: £1,250**

## d) Banner-Only Space

Sold as space only, with power and a standard double socket. If you are unable to attend the conference or you are unable to staff a stand, a banner only space could be ideal for you.

- Sponsor's logo and 25 word company profile, to be displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival
- 1 x 2 m roll up banner to be provided by sponsor

**GBP: £850**

# 9. Seat Drop

Showcase your brand, product and services, by placing a flyer on each seat in the main conference plenary hall.

Available sessions:

- Opening Ceremony
- Three Plenary sessions
- Closing Ceremony

You will be asked to arrange the printing and delivery of your flyers to the conference venue. The flyers will then be distributed by HRI staff before the session.

**GBP: £750** *(Limited availability)*

# 10. Sponsored Lunches

The way to our delegates' hearts is through their stomachs! Sponsor the lunch for one day of the conference and you will receive:

- Organisation's name linked to a lunch in the programme
- Up to three branded banners positioned in the lunch area (sponsor to provide)
- Sponsor's logo on the conference website
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to all delegates, speakers, press and guests on arrival

**GBP: £4,950** *(Three available)*

# 11. Delegate Bags

- Dedicated branding on one side of conference bag (sponsor to provide bags)
- Two delegate bag inserts
- Exclusive branding visually endorsed by the presence of additional HRI and HR17 logos
- One roll-up banner positioned in a prominent position in the main conference area (sponsor to provide)
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to delegates, speakers, press and guests on arrival

**GBP: £3,450**





## 12. Delegate Badge Lanyard Sponsorship

Take this great opportunity to engage with your audience, by promoting your organisation through sponsoring the conference badge lanyards.

The badges, hanging on lanyards with your logo imprinted on them, are compulsory for all meetings and functions throughout the conference, and must be worn at all times.

- Sponsor's logo will be displayed on the lanyards that all participants receive, as it is required for entrance into all conference events
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to delegates, speakers, press and guests on arrival
- One logo-branded banner at the registration desk (sponsor to provide)

**GBP: £2,950**

## 13. Official Conference T-shirts

To see your logo and company name all over the conference venue, you may like to consider sponsoring the official conference t-shirt. Worn by around 30 to 40 staff and volunteers, every day of the conference, the t-shirts give great exposure. The medical team and our squad of volunteers all wear the t-shirt. This is a high profile but affordable sponsorship option.

**GBP: £2,450**

## 14. Delegate Bag Inserts

Your information at our delegates' fingertips!

Commercial Inserts

**GBP: £590**

Charitable Inserts

**GBP: £120**

## 15. Sponsor a Delegate

Pay for the registration, travel and accommodation of someone who would be otherwise unable to attend. HRI will select the recipient from the scholarship application list.

- Sponsor's logo on badge of sponsored delegate
- Sponsor's logo displayed in the sponsors' section of the Conference Reader distributed to delegates, speakers, press and guests on arrival

**GBP: £2,450**



# Request form

Title	
First Name	
Surname	
Email	
Direct Dial	
Company/ Organisation Details	
Organisation Name	
Address Line 1	
Address Line 2	
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, Exhibition & Advertising Opportunities

Please tick

- 1a. Plenary Sessions Sponsorship ☐ **POA**
- 1b. Major & Parallel Sessions Sponsorship ☐ **POA**
- 2. Dialogue Space Sponsorship ☐ **£19,950**
- 3. Film Festival Sponsorship ☐ **£29,950**
- 4. Workshop Sponsorship ☐ **£3,950**
- 5. Drinks Reception Sponsorship ☐ **£14,950**
- 6. Internet Hub Sponsorship ☐ **£9,950**
- 7. Conference App Sponsorship ☐ **£1,250**
- 8a. Exhibition Shell Scheme ☐ **£3,450**
- 8b. Exhibition Space Only ☐ **£2,950**
- 8c. Exhibition Express stand ☐ **£1,250**
- 8d. Exhibition Banner-Only Space ☐ **£850**
- 9. Seat Drop ☐ **£750**
- 10. Sponsored Lunches ☐ **£4,950**
- 11. Delegate Bags Sponsorship ☐ **£3,450**
- 12. Delegate Lanyard Sponsor Sponsorship ☐ **£2,950**
- 13. Delegate Conference T-Shirts Sponsorship ☐ **£2,450**
- 14a. Delegate Bag Inserts Commercial ☐ **£590**
- 14b. Delegate Bag Inserts Charitable ☐ **£120**
- 15. Sponsor a Delegate ☐ **£2,450**

Authorising Signature

*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.*

First Name (Print)

Surname (Print)

Job Title

Position

Date

Please return this form (signed) to:

HR17 Conference Manager

Unit 2C09, South Bank Technopark, London Road,  
London SE1 6LN

Email conference@hri.global

Telephone + 44 (0)20 7717 1592

RESPECTdignity  
 dignité support soutien  
 communication safety sécurité  
 human rights droits de l'homme  
 training formation education éducation  
 participation empathy empathie  
 INCLUSION knowledge connaissances  
 community communauté information  
 trust confiance health santé  
 COMPASSION research recherche  
 change changement activism activisme  
 SCIENCE PEERS PAIRS RESPECT dignity  
 dignité support soutien communication  
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 knowledge connaissances  
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 compassion research recherche  
 change changement activism activisme SCIENCE  
 PEERS PAIRS respect dignity dignité  
 support soutien communication  
 safety sécurité human rights  
 droits de l'homme training formation  
 education éducation  
 PARTICIPATION

at the heart of the response  
au coeur de la solution



**HR17**  
**MONTRÉAL**

25th Harm Reduction  
 International Conference  
 Montréal, Canada | 14 -17 May 2017  
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