

SPONSORSHIP, EXHIBITION AND ADVERTISING OPPORTUNITIES

HARM REDUCTION INTERNATIONAL CONFERENCE

SOWING CHANGE TO HARVEST JUSTICE

BOGOTÁ, COLOMBIA
27-30 APRIL 2025

HR25.HRI.GLOBAL

1.	Major Sponsorship Packages	PAGE 7
2.	Exhibition Stands	PAGE 8
2.1.	Shell Scheme Stand	PAGE 9
2.2	Express Stand	PAGE 9
3.	Dialogue Space Sponsorship	PAGE 10
4.	Wellbeing Space Sponsorship	PAGE 12
5.	Film Festival Sponsorship	PAGE 13
6.	Welcome Reception Sponsorship	PAGE 15
7.	Delegate Bag Inserts	PAGE 17
8.	Conference Scholarships	PAGE 17
9.	Virtual Opportunities	PAGE 19
10.	Other Sponsorship Opportunities	PAGE 21
10.1.	Delegate Bags Sponsorship	PAGE 22
10.2.	Delegate Badge Lanyard Sponsorship	PAGE 22
10.3.	Official Conference T-shirts Sponsorship	PAGE 23
10.4.	Session Sponsorship	PAGE 24

ABOUT HR25 AT A GLANCE

↳ One of the largest international events of its kind

↳ Promote your products and services to an international audience, including decision-makers, service providers and policy-makers

↳ Over 1000 delegates from 90 countries

↳ Abstract-driven agenda that addresses the most current issues

↳ Attention of a dedicated team to ensure you get the most out of HR25

↳ Bespoke packages available upon request

↳ Preferential rates for charitable organisations

↳ In-person and virtual options available



ABOUT HR25

Join us in Bogotá for HR25: Sowing Change To Harvest Justice

The Harm Reduction International Conference, convened by Harm Reduction International in a different city every two years, has been held in almost every region of the world. Around 1,000 delegates from over 80 countries attend the event, including frontline service providers, policy and decision-makers, UN officials, researchers, activists and people who use drugs, among others.

Harm Reduction International is thrilled to be holding HR25 in Bogotá, Colombia, on 27-30 April 2025. Over four days of presentations, workshops, exhibition, films, networking events and more, the conference

will continue its history of providing a dynamic forum to share the latest research and discussions on best practice in drug use, harm reduction and human rights, bringing together over 1,000 people from around the world working at the heart of harm reduction and drug policy.

Our theme 'Sowing Change to Harvest Justice' considers the challenges Colombia has faced as a country producing drugs and the impact of drug policies on the climate. We come together at the conference to create pathways to peace and justice in the future.

ABOUT HR25

Of course, we wouldn't host a conference in 2025 without an online element to enable people who can't or don't want to travel to attend and we expect a substantial virtual audience in addition to our 1,000+ in-person delegates.

Harm Reduction International and its Colombian partner, Corporación Acción Técnica Social, welcome all potential sponsors for what promises to be another high profile, high impact conference. HR25 in Bogotá is set to be the year's biggest global harm reduction gathering and an important forum for

professionals working in public health, human rights, drug policy and services for people who use drugs.

Harm Reduction International's 2025 conference venue, the Ágora Bogotá Convention Center has everything a conference could need. It is inspired by principles of transparency and luminosity. Marrying comfort and practicality, its spaces are integrated with the spectacular mountains that surround Bogotá. HR25 presents an opportunity too good to miss for organisations and individuals looking to maintain or enhance their profile with a diverse audience.

01. MAJOR SPONSORSHIP PACKAGES

	Platinum £50,000*	Gold £35,000*
Your logo on a rotating banner advert on the main page of the conference app/virtual platform	●	●
Email to conference mailing list announcing your sponsorship	●	●
Company profile on the conference website with a link to your website	●	●
Company profile on the conference app/virtual platform	●	●
Your company logo featured in the registration area	●	
Your company listed as major sponsor in conference programme, distributed to all delegates, speakers, press and guests	●	●
Your company listed as major sponsor in conference app/virtual platform	●	●
Double booth (or equivalent area space only) in a prime position in the exhibition area	●	
Booth (or equivalent area space only) in a prime position in the exhibition area		●
Virtual literature rack in the conference app/virtual platform	●	●
Full page spread in the conference programme, distributed to all delegates, speakers, press and guests <small>(artwork supplied by you)</small>	●	
Verbal acknowledgement of support made in conference opening and closing plenaries	●	
Insert in conference bag	●	●
Complimentary delegate places	10	5
Discount on additional delegate places	10%	5%
Discount on additional promotional items	10%	5%



02. EXHIBITION STANDS



EXPRESS STAND

- Excellent for charities and government agencies who wish to deliver key messages primarily through networking in a dedicated space
- 1.5m² space complete with one cocktail table and adjacent allocation of space for one free-standing pull-up banner; express stands are positioned at key points in the exhibitor area
- One delegate place
- Sponsor's logo and 25-word company profile, to be displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- Includes sponsorship package
- Cost: £1750 (Prices are subject to tax)



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 delegate places
- Sponsor's logo and 50-word company profile, to be displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- Added extras available on request (charges apply)
- Includes sponsorship package
- Cost: Single £4950 | Double £7950 (Prices are subject to tax)

2023 DIALOGUE SPACE

HOSTED BY VIIV HEALTHCARE POSITIVE ACTION

POSITIVE
ACTION



03. DIALOGUE SPACE SPONSORSHIP

DIALOGUE SPACE SPONSORSHIP

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.

GBP £29,950
Prices are subject to tax

Booking Deadline
7 March 2025

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



04. WELLBEING SPACE SPONSORSHIP

WELLBEING SPACE SPONSORSHIP

A brand new and exclusive opportunity to associate your brand with wellness by sponsoring the Wellbeing Zone - a space where delegates will be able to connect, relax and re-energise. Activities may include 'Walk and Talk', 'Quiet Space', yoga, mindfulness, massage and other relaxation therapies.

GBP £29,950
Prices are subject to tax

Booking Deadline
31 January 2025

- Branding clearly displayed within the main design of the area
- Accreditation as the Wellbeing Zone sponsor in the programme, as well as on all marketing material
- Sponsor's logo to be displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- Sponsor's logo on the conference website with a hyperlink to your organisation's website
- One delegate bag insert
- Two complimentary delegate places
- Includes virtual sponsorship package



05. FILM FESTIVAL SPONSORSHIP

FILM FESTIVAL SPONSORSHIP

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 your organisation's website
- Sponsor's logo on the banner during the public screening
- Sponsor's holding slide during the conference film sessions
- Two delegate bag inserts
- Sponsor's logo displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- Includes virtual sponsorship package



06. WELCOME RECEPTION SPONSORSHIP

WELCOME RECEPTION SPONSORSHIP

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
- Prominent positioning of branded banners (sponsor to provide) in reception area
- Sponsor's logo displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- One complimentary delegate bag insert
- Includes virtual sponsorship package

GBP £14,950
Prices are subject to tax

Booking Deadline
21 March 2025

7. DELEGATE BAG INSERTS

Commercial inserts:
GBP £750 (subject to tax)

Ensure your message is seen by our delegates by placing a flyer in all of the delegate bags.

Charitable inserts:
GBP £250 (subject to tax)

Flyer (provided by you) inserted into each of the 1,000+ delegate bags

Booking deadline:
4 April 2025

8. CONFERENCE SCHOLARSHIPS

GBP £2950 (subject to tax)

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. Includes:

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

Booking Deadline:
31 January 2025



09. VIRTUAL OPPORTUNITIES

VIRTUAL OPPORTUNITIES

Reach out to our virtual delegates with a virtual package as an add-on to your in-person package or as a stand-alone.

VIRTUAL EXHIBITION STAND

- Virtual literature rack
- Feature a video or pdf
- Links to your website
- Option to allow people to message you directly to set up a meeting
- Logo and profile on the online platform and in the programme
- Company profile on the conference website with a link to your website

GBP £1450
Prices are subject to tax

Booking Deadline
4 April 2025

BANNER ADVERT

- Banner advert on home screen of the conference app/virtual platform (artwork supplied by you)
- Logo and profile on the online platform and in the programme
- Company profile on the conference website with a link to your website

GBP £4950
Prices are subject to tax

Booking Deadline
4 April 2025

VIRTUAL OPPORTUNITIES

Reach out to our virtual delegates with a virtual package as an add-on to your in-person package or as a stand-alone.

VIRTUAL ONLY SESSION SPONSORSHIP

- Sponsor's logo displayed in the session
- Logo and profile on the online platform and in the programme
- Company profile on the conference website with a link to your website

Price on application

Booking Deadline
4 April 2025

VIRTUAL NETWORKING EVENT SPONSORSHIP

- Sponsor's logo displayed at event and on marketing materials for the event
- Logo and profile on the online platform and in the programme
- Company profile on the conference website with a link to your website

Price on application

Booking Deadline
4 April 2025



10. OTHER SPONSORSHIP OPPORTUNITIES

OTHER SPONSORSHIP OPPORTUNITIES

DELEGATE BAGS SPONSORSHIP

- Dedicated branding on one side of conference bag
- Two delegate bag inserts
- Exclusive branding visually endorsed by the presence of additional HRI and HR25 logos
- One roll-up positioned in a prominent position in the main conference area (sponsor to provide)
- Sponsor's logo displayed in the sponsors' section of the conference programme distributed to delegates, speakers, press and guests

GBP £7450
Prices are subject to tax

Booking Deadline
31 January 2025

DELEGATE BADGE LANYARD

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 programme distributed to delegates, speakers, press and guests
- One logo-branded pull-up banner at the registration desk (sponsor to provide)

GBP £4950
Prices are subject to tax

Booking Deadline
31 January 2025

OTHER SPONSORSHIP OPPORTUNITIES

OFFICIAL CONFERENCE T-SHIRTS SPONSORSHIP

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 50 staff and volunteers, every day of the conference, the t-shirts give great exposure.

This is a high profile but affordable sponsorship option.

GBP £4950
Prices are subject to tax

Booking Deadline
31 January 2025

SESSION SPONSORSHIP

The core conference programme will be finalised towards the end of February 2025. 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.

Price on Application

Booking Deadline
3 January 2025

OTHER SPONSORSHIP OPPORTUNITIES

SESSION SPONSORSHIP

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

- **Plenary Session Sponsorship:** Three opportunities to sponsor a daily morning plenary session - a 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.
- **Major Session and Parallel Session Sponsorship:** Your sponsorship includes travel and accommodation for the session speakers, as well as the session room costs.

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 your organisation's website
- Sponsor's logo displayed in the sponsors' section of the conference programme, distributed to delegates, speakers, press and guests
- One complimentary delegate bag insert
- Includes virtual sponsorship package

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APPLICATION FORM

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